

Contents at a Glance

<i>Introduction</i>	1
<i>Book I: Online Business Basics</i>	7
Chapter 1: Starting from Scratch	9
Chapter 2: Turning Internet Dreams into Reality	17
Chapter 3: Get with the Plan: Creating Your Business Plan	29
Chapter 4: Financing Your Online Start-Up	37
Chapter 5: Creating Online Policies	55
Chapter 6: Setting Up Shop: Everything You Need for Online Efficiency	63
<i>Book II: Legal and Accounting</i>	79
Chapter 1: Minding the Law	81
Chapter 2: To Inc. or Not to Inc.	89
Chapter 3: The Trademark-and-Copyright Two-Step	97
Chapter 4: Accounting for Taxes (And Then Some)	105
<i>Book III: Web Site Design</i>	127
Chapter 1: What's in a (Domain) Name?	129
Chapter 2: Designing Customer-Friendly Sites	141
Chapter 3: Building a Site Made for You	155
Chapter 4: Finding the Host with the Most	177
Chapter 5: Sizzling Content that Optimizes Searches	185
Chapter 6: Lights, Camera, Action! Taking Your Site Live	193
<i>Book IV: Online and Operating</i>	201
Chapter 1: Determining Your Revenue Model	203
Chapter 2: Making Money with Affiliate Programs	227
Chapter 3: Selling Information for Profit	243
Chapter 4: Paying Up with the Right Payment Options	255
Chapter 5: Putting the (Shopping) Cart before the Horse	265
Chapter 6: Taking Inventory	277
Chapter 7: Fulfilling Expectations and Orders	297
<i>Book V: Internet Security</i>	317
Chapter 1: Understanding Security and Your Risks	319
Chapter 2: Developing a Security Plan	329
Chapter 3: Attacked! What to Expect from the Net-Thief	341
Chapter 4: Securing Your Site and Your Business	353
Chapter 5: Flying without Wires: Security Concerns in the Wireless World	361

Book VI: Boosting Sales	367
Chapter 1: Driving Traffic, Driving Sales	369
Chapter 2: Special-Edition Public Relations for the Web.....	373
Chapter 3: Web Marketing at Work	389
Chapter 4: Converting Browsers to Buyers	409
Chapter 5: Analyzing and Monitoring Your Customers	429
Chapter 6: Mastering Search Engines, Optimization, and Rankings	453
Book VII: Retail to E-Tail	475
Chapter 1: Deciding to Move Your Store Online.....	477
Chapter 2: Understanding the Differences between Real and Virtual Customers	489
Chapter 3: Window Dressing for the Online Display.....	499
Chapter 4: Making In-Store Customers Loyal Online Shoppers	507
Chapter 5: Troubleshooting the Transition to E-Tail	515
Book VIII: Storefront Selling.....	525
Chapter 1: Instant E-Commerce with Storefronts.....	527
Chapter 2: Mastering the Amazon.....	535
Chapter 3: Let's Hear It for Yahoo!	545
Chapter 4: Making eBay THE Way	561
Chapter 5: New Storefronts, New Opportunities.....	579
Book IX: Fundraising Sites	599
Chapter 1: Raining Donations: Why Not-for-Profit Is Big Business Online.....	601
Chapter 2: Adding Online Money-makers to an Existing Site	607
Chapter 3: Getting the Donor Base to Come to You.....	623
Chapter 4: More Online Marketing Strategies for Nonprofit Organizations	633
Chapter 5: Legal Considerations for Nonprofit Organizations	643
Book X: Niche E-Commerce.....	651
Chapter 1: Discovering Niche Markets	653
Chapter 2: Over 50 and BOOMING	659
Chapter 3: Women and Children Only	667
Chapter 4: Crossing Borders and Selling Internationally	679
Chapter 5: Micro-Commerce	689
Book XI: E-Commerce Advanced.....	699
Chapter 1: Overhauling the Business.....	701
Chapter 2: Time to Redesign.....	709
Chapter 3: Expanding Products to Increase Stagnant Sales	725
Chapter 4: Bringing Former Customers (Back) Home	735
Chapter 5: Revisiting Marketing Strategies	745
Chapter 6: Hiring Experts to Get Business Rolling Again.....	761
Chapter 7: Transitioning a Small Site into Big Business.....	773
Index	787

Table of Contents

***Introduction*..... 1**

About This Book.....	1
What You Need Not Read.....	1
Foolish Assumptions.....	2
How This Book Is Organized.....	2
Book I: Online Business Basics.....	3
Book II: Legal and Accounting.....	3
Book III: Web Site Design.....	3
Book IV: Online and Operating.....	3
Book V: Internet Security.....	3
Book VI: Boosting Sales.....	3
Book VII: Retail to E-Tail.....	4
Book VIII: Storefront Selling.....	4
Book IX: Fundraising Sites.....	4
Book X: Niche E-Commerce.....	4
Book XI: E-Commerce Advanced.....	5
Icons Used in This Book.....	5

***Book 1: Online Business Basics*..... 7**

Chapter 1: Starting from Scratch 9

What Are You Waiting For? Do It Now!.....	9
Choosing Just the Right Business.....	11
Creating online businesses for today and tomorrow.....	11
Finding a business that's your type.....	11
Getting Started.....	14

Chapter 2: Turning Internet Dreams into Reality 17

Thinking Like a Netpreneur.....	17
Putting Your Business Idea under the Microscope.....	19
Using informal research to verify your idea.....	19
Applying a SWOT analysis to your idea.....	21
Creating a feasibility study to validate an idea.....	23
Identifying Your Market and Target Customer.....	25
Classify your customer.....	25
Go to the source.....	27
Competing to Win: Analyzing Your Competition.....	27

Chapter 3: Get with the Plan: Creating Your Business Plan	29
Understanding the Value of a Plan	29
Recognizing That the Parts of the Plan Make a Whole.....	30
Getting Help to Write the Plan.....	32
Determining when to hire a professional	33
Knowing what to expect from a consultant	34
Using Your Business Plan — Today, Tomorrow, and Always	36
Chapter 4: Financing Your Online Start-Up	37
Bootstrapping the Low-Cost, No-Cost Site.....	37
Making the leap to the bootstrapping lifestyle.....	38
Saving money to make money	38
Getting resourceful!.....	40
Looking at the pros and cons of bootstrapping	42
Finding the Perfect Investor	43
Turning to your friends and family network.....	44
Finding angels	45
Venturing into the world of venture capital.....	46
Checking Out Alternative Financing	48
Taking a Shortcut: Purchasing an Existing Site	51
Chapter 5: Creating Online Policies	55
Taking Care of Customers	55
I pledge to you	55
Put it in writing	56
Putting Policies in Place	57
Privacy policies	57
User agreement or terms and conditions	59
Shipping policies	59
Return policy.....	60
Protecting young users.....	60
Other online policies.....	61
Delivering On Your Promises.....	62
Chapter 6: Setting Up Shop: Everything You Need for Online Efficiency	63
A Floor Plan for Success.....	63
Must-Have Equipment	66
Make form follow function	66
Revving up with a powerful PC.....	68
Let somebody else do the hard stuff	71
Tools for Your Desktop.....	71
Searching for a Web browser	71
Sending and receiving messages with e-mail.....	73
Using document-viewing software and other useful applications	74
Your Essential Software Toolkit.....	75
Connectivity: Today's Internet Options and More.....	76

***Book 11: Legal and Accounting* 79**

Chapter 1: Minding the Law 81

Keeping Your Business Legal.....	81
Federal tax identification number	82
Resale certificate	82
Business bank account	82
Employee forms.....	83
Zoning for Business (at Home).....	85
Obtaining Business Licenses	87

Chapter 2: To Inc. or Not to Inc. 89

Strategizing for the Best Organization	89
Operating All Alone As a Sole Proprietor.....	90
Fictitious name registration	91
Husband/wife sole proprietorship	91
Sharing the Load with Partnerships	92
Limited Liability Company (LLC).....	93
Making It Official with Incorporations.....	93
Different flavors of corporations	94
The choice to incorporate	94
Changing Your Organization As It Grows	95

Chapter 3: The Trademark-and-Copyright Two-Step 97

Understanding Why Trademarks and Copyrights Matter.....	97
Making Your (Trade)Mark.....	98
Protecting Your Investment with Copyrights	99
Establishing Registration Yourself	101
Getting your trademark	101
Filing for copyright.....	102
Retaining Professional Assistance	103

Chapter 4: Accounting for Taxes (And Then Some) 105

The Tax Man Cometh — Again and Again.....	105
Income tax.....	106
Employment tax.....	107
Sales tax.....	109
By the Numbers: Accounting Basics.....	110
Determining periods and methods	110
And now, your balance sheet.....	112
A quick glimpse: The P&L	113
Choosing Software to Make Your Tasks Easy	116
Going online?	116
What size are you?	116
How much do you want to pay?	117
Do you need support?.....	117

Hiring a Professional.....	118
Recognizing that it takes all types	118
Knowing what to expect from your tax professional.....	120
Finding likely candidates.....	120
Choosing the best person for you.....	121
Following the Rules of Recordkeeping	123
Dealing with all the paper	123
Storing records: How long is long enough?.....	124

***Book III: Web Site Design* 127**

Chapter 1: What's in a (Domain) Name?129

Picking Your Online Identity.....	129
Approaching your domain name carefully.....	130
Understanding what a domain name should be.....	131
Registering the Perfect Name.....	132
Who you gonna call?.....	132
Make it official.....	133
Finding Out What to Do When Somebody Gets There First	135
Exploring your domain name options	135
Getting what you want — at a price.....	136
All the Good Ones Are (Not!) Taken.....	138
Varying the extension	138
Getting creative	139

Chapter 2: Designing Customer-Friendly Sites141

Maximizing Performance for Profitability.....	141
Looking Your Best	143
Following basic design principles	143
Making design choices.....	145
Substance Over Style.....	149
Counting on Function to Win Customers	150
Understanding the customer experience.....	151
Building function into your site.....	152

Chapter 3: Building a Site Made for You155

Mapping Your Route to a Successful Site.....	156
Setting reasonable expectations	157
Avoiding common hold-ups in developing a site	159
You Can Do It! Make a Build-It-Yourself Site.....	160
Using HTML: The old-fashioned way to build a page	161
Going modern with GoLive, FrontPage, and more	167
The pros and cons of using automated site builders	168
Creating Your Site with the Pros	169
Choosing the right Web site designer.....	169
Comparing apples to apples	172

Speeding up the process	173
Keeping an eye on your business interests	174
Chapter 4: Finding the Host with the Most	177
The Difference between an ISP and a Host	177
Determining What Makes the Difference for High-Performance Hosting	178
Sorting through Web Site Host Options	181
A Long-Term Contract Is a Thing of the Past.....	182
Serve Yourself: Don't Overlook Other Server Options.....	182
Chapter 5: Sizzling Content that Optimizes Searches	185
Words Are Words — Right? Wrong!.....	185
Getting Ready to Write for the Web	186
Understanding who and why	186
Understanding that packaging is everything.....	187
Getting organized	188
Making a list and checking it twice	189
Moved to Purchase: Turning Words into Action.....	189
Choosing Words That Search Engines Notice	192
Chapter 6: Lights, Camera, Action! Taking Your Site Live	193
Some Things to Know Before You Start Uploading.....	193
Taking the Compatibility Test: Testing Screen Resolutions, Browsers, and Platforms	195
Checking it out.....	196
Testing on Mac, Windows, or whatever	196
Keeping people in mind.....	197
Taking a Trial Run	198
Three, Two, One — Take Off!.....	199
 <i>Book IV: Online and Operating</i>	<i>201</i>
 Chapter 1: Determining Your Revenue Model	203
Selling Tangible Products.....	203
Projecting how you'll make a profit	203
Manufacturing and selling your own goods.....	204
Buying tangible goods and selling them online.....	205
Selling Your Professional Services	209
Understanding the pros and cons	209
Building credibility.....	210
Selling Information.....	211
Placing Ads for Profit.....	213
Looking at sites that sell.....	213
Analyzing traffic patterns	214

Choosing ad formats	217
Estimating your revenue potential.....	219
Getting it from Google.....	220
Managing ad space inventory.....	223
Selling the space.....	224
Putting It All Together: Multiple Revenue Streams.....	225
Chapter 2: Making Money with Affiliate Programs	227
Looking at How Affiliate Programs Work	227
Understanding some affiliate terms	228
Finding an affiliate program	229
Signing Up for an Affiliate Network.....	231
Signing Up with an Online Gaming Program.....	236
Avoiding Scams and Questionable Content.....	239
Illegal affiliations.....	239
Questionable affiliations.....	240
Chapter 3: Selling Information for Profit	243
Creating Your Own Information Product	244
Finding hot topics	244
Researching the information.....	245
Organizing your thoughts.....	246
Providing E-Books	248
Creating the document	248
Distributing your e-book on e-shelves.....	250
Putting Together a Webinar	251
Your recording session.....	252
Finding your audience	253
Chapter 4: Paying Up with the Right Payment Options	255
Accepting Credit Cards	255
Securing a merchant account	257
Choosing a payment gateway	258
Reading the fine print: Fees	260
Alternative Payment Options	261
Managing the Payment Process to Protect Your Income.....	263
Chapter 5: Putting the (Shopping) Cart before the Horse	265
Not All Carts Are Created Equal	265
Back-end management.....	266
Customer-centric.....	266
Integration and maintenance.....	267
Promotion and marketing.....	268
Shopping Around for the Best Hosted Solution	269
1ShoppingCart	270
GoECart.....	271
ProStores	272

Off-the-Shelf Software274
 Designing a Cart for You.....275

Chapter 6: Taking Inventory277

Searching Out the Best Products to Offer.....278
 Gauging product promise with Yahoo! Search Marketing.....279
 Glimpsing the competition with Wordtracker281
 Finding out what’s hot through eBay.....285
 Putting Together All Your Research.....287
 Looking at sales probability with the Market
 Research Wizard287
 Tapping in to other online research resources290
 Pricing Your Products.....292
 Building Your Inventory294
 Stocking up as a low-price leader.....294
 Becoming all things to all people294
 Specializing with limited inventory296

Chapter 7: Fulfilling Expectations and Orders297

Figuring Out the Logistics of Shipping298
 Developing an In-House Fulfillment Model298
 Deciding to Outsource Fulfillment300
 Finding an outsourcing partner.....301
 Establishing your outsourcing relationship.....303
 Operating with an outsourced fulfillment house304
 Assessing the quality of the fulfillment work305
 Shaping Up and Shipping Out.....306
 Giving shipping options to your customers307
 Setting up accounts with carriers308
 Creating online postage and labels309
 Having items picked up for delivery.....311
 Shipping international orders.....311
 Maintaining the Back End314
 Deciding on a database.....314
 Using handheld scanners and bar codes315
 Developing a shelving inventory system316

***Book V: Internet Security*.....317**

Chapter 1: Understanding Security and Your Risks319

Legal Responsibility: The Merchant and the Customer319
 Avoiding charge-backs319
 Keeping your customer information secure321
 Defining Your Privacy Policy323
 Keeping Your Web Site Secure.....324
 Displaying Seals of Approval327

Chapter 2: Developing a Security Plan	329
Making a Plan.....	329
Policies and procedures	330
Inventory and skills assessments	332
Risk analysis.....	334
Existing security measures	335
Action plan	336
Resources and follow-up	336
Creating a Budget for Your Plan.....	337
Finding Security Resources	338
Chapter 3: Attacked! What to Expect from the Net-Thief	341
Fending Off Denial of Service Attacks	341
Deterring Hackers	343
Avoiding Viruses and Other Malware.....	346
Keeping Your Domain Name Safe.....	347
Staying Away from E-Mail Scams.....	349
Phishing.....	349
Pharming.....	350
Chapter 4: Securing Your Site and Your Business	353
Protecting against Credit Card Fraud.....	353
Minimizing your own financial losses.....	353
Protecting your customers' privacy and financial data	355
Backing Up Your Data.....	357
Adding Firewalls.....	359
Chapter 5: Flying without Wires: Security Concerns in the Wireless World	361
Understanding How a Wireless LAN Works	361
Establishing Barriers	364
Following your common sense.....	364
Setting up a virtual private network	365
Keeping an eye on your connection	365
Book VI: Boosting Sales	367
Chapter 1: Driving Traffic, Driving Sales	369
Calculating Your Conversion Rate	369
Figuring Out When You Get the Most Traffic.....	370
Getting Customers to Notice Your Web Site.....	372

Chapter 2: Special-Edition Public Relations for the Web	373
Blogging.....	374
Choosing a blog.....	375
Signing up with Blogger.....	376
Writing Reviews.....	378
Finding the best places to post reviews.....	378
Writing the review, section by section.....	380
Becoming a Community Leader.....	382
Speaking out with Webinars.....	382
Billing yourself as an expert.....	383
Writing Articles.....	385
Tailoring your article topics.....	385
Putting together your article.....	386
Handing out your articles.....	387
Chapter 3: Web Marketing at Work	389
Developing a Marketing Strategy.....	389
Devising your brand.....	390
Working the brand.....	391
Reeling In Customers with Newsletters.....	393
Decide who will write your newsletter.....	394
Decide what your newsletter will cover.....	395
Decide when to issue your newsletter.....	395
Decide on a format for your newsletter.....	395
Decide how to distribute your newsletter.....	395
Automating Your Routine Tasks.....	397
Searching for Traffic with Search Engine Advertising.....	398
Signing up for Google AdWords.....	399
Deciding when to use pay-per-click.....	404
Creating Pop-Up Ads.....	406
Marketing Your Company Offline.....	407
Chapter 4: Converting Browsers to Buyers	409
Giving Customers a Reason to Stay on Your Site.....	410
Providing your own content on your site.....	410
Getting other people to provide your content.....	411
Anticipating Customer Needs.....	413
Watching customer logs.....	414
Predicting future purchases.....	415
Organizing a Buyer-Friendly Site.....	416
Streamlining the shopping process.....	417
Toning down the bells and whistles.....	418
Keeping Your Shopping Cart Simple.....	420
Avoiding Assumptions about Your Customers.....	422
Asking customers for feedback.....	423
Remembering your customers.....	424

Encouraging Viewers to Buy.....	425
Offering deals and promotions.....	425
Sending one last reminder.....	426

Chapter 5: Analyzing and Monitoring Your Customers 429

Tracking Trends	430
Measuring Web Site Traffic	431
Defining the terms of traffic analysis	432
Looking at your log file	433
Referring to your referrer file.....	434
Examining error logs	436
Checking abandoned shopping-cart logs	437
Scrutinizing the most common entry- or exit-page logs	438
Measuring Traffic against Activity	438
Jam Packed: Traffic-Analysis Software	439
Basic analysis software.....	440
Detailed analysis software.....	441
Enterprise or big business	442
Collecting the Correct Information.....	443
Storing data using cookies	443
Adding information to your links	444
Studying the path analysis	444
Getting to Know Your Customer Really Well	445
Using Your Data	448
Watching trends to find out average behavior	448
Identifying areas of improvement	449
Deciding on a change.....	450
Following up.....	451

Chapter 6: Mastering Search Engines, Optimization, and Rankings 453

Navigating the Ins and Outs of Major Search Engines.....	454
Getting Your Web Site Noticed by Search Engines	455
Submitting Your Site to Search Engines	456
Signing up with Google	456
Signing up with Yahoo!.....	457
Submitting to other search engines	459
Placing Keywords in Key Spots on Your Web Site	460
Keywords that are invisible	460
Keywords that are visible.....	463
Arranging Your Pages Strategically.....	465
Watching Your Rankings.....	466
Moving Up in the Rankings	468
Knowing where you stand.....	468
Seeing what your competition is doing	471
Creating your own referrals	472
Discovering Editorial Opportunities with Engines	473

Book VII: Retail to E-Tail475

Chapter 1: Deciding to Move Your Store Online477

Making the Decision to Move Your Store Online477
 Finding the Right Time479
 Taking into account seasonal latitude479
 Timing your launch around an event.....480
 Dedicating manpower480
 Bridging Your Offline Store with Your Online Store.....481
 Finding your identity.....481
 Creating an image482
 Integrating your shopping cart.....482
 Making a Flawless Transition483
 Stage 1: Orientation483
 Stage 2: Implementation484
 Stage 3: Evaluation485
 Building an Inventory486

Chapter 2: Understanding the Differences between Real and Virtual Customers489

Comparing Online and Offline Customers489
 What Your Online Customers Expect from You491
 Open all night.....491
 A variety of payments492
 Everything, plus the kitchen sink.....492
 Details, details, details492
 Holiday rush.....494
 Flexibility494
 Superior customer service.....495
 Establishing Patterns.....498

Chapter 3: Window Dressing for the Online Display499

Getting the Right Look for Your Online Store.....499
 Creating the Perfect Shopping Experience502
 Organizing your products in categories503
 Offering a search function.....504
 Beyond Window Shopping: Designs that Lure Traffic.....505

Chapter 4: Making In-Store Customers Loyal Online Shoppers . . .507

Benefiting Customers (And Your Business)
 with In-Store and Online Synergy508
 Enticing Customers to Your Online Offering509
 Publicizing your Web presence509
 Displaying your online goods in-store510
 Showing your shoppers “the money”511

Providing a Positive Shopping Experience	512
Keeping friendly, flexible policies	512
Offering impeccable customer support	513
Enlightening your shoppers	513
Making Your Customer the Star	514

Chapter 5: Troubleshooting the Transition to E-Tail 515

Handling Returns in the Store from Online Sales	515
Merging Existing Back-End Systems with Online Requirements	516
Managing inventory	517
Fulfilling and shipping your orders	518
Tracking your orders	519
Site performance	519
Deciding How to Handle Integration	520
Extending Payment Options to Virtual Customers	521
Buy now, pay later	522
Check alternatives	523
Mobile payments	524

***Book VIII: Storefront Selling*** **525**

Chapter 1: Instant E-Commerce with Storefronts 527

Knowing What You Want: Features	527
Performance	528
Product merchandizing and marketing	530
Administration features	531
Realizing What You Can Have: Cost	532
Going Shopping for Storefronts	534

Chapter 2: Mastering the Amazon 535

Joining the Marketplace	535
Achieving Pro Merchant Status	542
Cutting the Ribbon on Your Amazon Storefront	543

Chapter 3: Let's Hear It for Yahoo! 545

Why Get a Yahoo! Store?	546
Setting Up Shop	547
Managing Your Yahoo! Services	549
Getting Your Store Open for Business	550
Constructing your catalog	551
Opening the doors	553
Selecting a Yahoo! Plan	554
Starting with a Starter package	555
Moving up to a Standard package	555
Building up to a Professional package	555

Breaking Down the Fees	556
Growing with Your New Business Partner	557
Marketing programs	557
Customer relationship management.....	558
Interpreting your reports	559

Chapter 4: Making eBay THE Way561

Understanding How eBay Works.....	561
Getting Started on eBay	562
Setting Up an Auction.....	566
Maintaining your auctions	569
Leaving feedback for your buyer	570
Opening an eBay Store	572
Setting up shop.....	573
Managing your store	575
Becoming a PowerSeller.....	577
Joining the Reseller Marketplace	577

Chapter 5: New Storefronts, New Opportunities579

Highest Bidder Takes All with Auction Sites	579
UBid.com	579
OnlineAuctions.com.....	581
Amazon.com Auctions	583
Localizing Storefronts with LiveDeal.com	584
Creating Instant Products with CafePress.com.....	586
Discovering the benefits.....	586
Registering with CafePress.com	588
Setting up your store	590
Adding images and products	591
Comparing Features to Find the Best Deal in Storefronts.....	595
Spreadshirt.com	595
Zazzle.com.....	597

***Book IX: Fundraising Sites***599

**Chapter 1: Raining Donations: Why Not-for-Profit
Is Big Business Online601**

Determining How Your Organization Can Benefit.....	601
Convincing Your Board of Directors	602
Tying the Internet strategy into your mission.....	603
Developing an online strategy	603
Providing a budget-friendly proposal	604
Offering case studies.....	605
Recruiting an expert	605
Garnering positive peer pressure.....	606
Getting specific	606

Chapter 2: Adding Online Moneymakers to an Existing Site607

Determining What Your Site Can Support.....	607
Testing your backbone (connections).....	609
Deciding your computer needs	609
Locating your server.....	609
Processing payments	610
Tracking back-end modules	611
Mapping your site structure	612
Determining staffing capabilities.....	613
Paying the piper: Your budget	613
Adding an Auction to Your Site	613
Third-party auctions	614
Direct auctions without the middleman — almost	616
Soliciting Donations on Your Site.....	618
Connecting with online giving sites	618
Adding Donate Now buttons.....	620
Shopping for a good cause.....	621

Chapter 3: Getting the Donor Base to Come to You623

Building an Online Donor Base from Scratch	623
Get your site noticed	624
Engage passersby	625
Establish a relationship	626
Putting Together a Plan to Reach Donors	626
Converting the Faithful.....	628
Reaching Out to People Surfing for Charities	630

Chapter 4: More Online Marketing Strategies for Nonprofit Organizations633

Asking For Donations.....	633
Multiplying donation buttons on your site	633
Passing the hat (pass-alongs)	635
Building personalized pages	636
Circulating donation links offline	638
Cross-promoting	639
Making Donating Easy	640

Chapter 5: Legal Considerations for Nonprofit Organizations643

Designating Responsibility	643
Creating Online Policies	645
Registering Your Charity	647
Gaining Seals of Approval	648
Better Business Bureau	649
Charity Navigator	650

Book X: Niche E-Commerce651

Chapter 1: Discovering Niche Markets653

- Deciding to Sell a Niche Product.....653
- Finding Your Niche.....655

Chapter 2: Over 50 and BOOMING659

- Understanding the Baby Boomer Market659
- Designing Your Site to Attract Aging Customers660
 - Background and colors.....661
 - Text and fonts661
 - Links and buttons.....662
 - Site structure.....663
- Keeping Baby Boomers Buying from You663
- Finding a Niche within the Baby Boomer Market665

Chapter 3: Women and Children Only667

- Reaching Out to Women.....667
 - Building a relationship.....668
 - Communicating with your female customers.....669
 - Intuition is underrated.....670
- Marketing to Children672
 - Attracting a fickle customer.....672
 - Keeping 'em coming back for more673
 - Reeling in the parents674
 - Reading the small print: Important policies to consider676

Chapter 4: Crossing Borders and Selling Internationally679

- Deciding to Sell Internationally679
 - Making the necessary changes to your business.....680
 - Getting help going international.....681
- Overcoming the Language Barrier682
 - Translating text.....682
 - Packaging and marketing684
 - Converting currency685
- Dealing with Overseas Deal-Breakers.....686
 - Shipping fees.....686
 - Region-specific sites.....687
 - Cultural differences688

Chapter 5: Micro-Commerce689

- Tiny Payments Can Mean Big Money689
- Exploring Popular Items under Five Dollars.....691
- Offering Content through BitPass692
 - Opening a BitPass account692
 - Moving content into your BitPass account.....692

Selling Digital Goods through JivJiv	696
Affiliating Yourself with Other Programs	697

***Book XI: E-Commerce Advanced* 699**

Chapter 1: Overhauling the Business **701**

Paying Attention to the Signs	701
Qualifying for a Makeover from Lagging Sales	704
Increasing the number of visitors to your site	705
Converting more visitors to buyers	706
Knowing Where to Start	708

Chapter 2: Time to Redesign **709**

Updating an Outdated Look.....	710
Giving your designs a purpose	710
Changing for the sake of change	711
Telling customers about the change.....	712
Deciding what to update	714
Increasing Appeal.....	715
Giving your customers search capability	716
Adding more content	718
Creating a user community.....	719
Making Your Web Site Functional.....	720
Updating your Web site in a timely manner.....	721
Building smart navigation tools	721
Building your customer history	723

Chapter 3: Expanding Products to Increase Stagnant Sales **725**

Figuring Out When to Expand Your Product Line.....	725
Limited-appeal products	727
Limited-use products	728
Technology-based products.....	728
Product marketing.....	729
Product positioning.....	729
Price points	729
Conversion rates	729
Replacement or Expansion: The Art of Culling Your Inventory	730
Replacing one product with another	730
Expanding your product line	731
Finding New Products.....	732

Chapter 4: Bringing Former Customers (Back) Home **735**

Figuring Out Why a Customer Left.....	735
Instituting countermeasures.....	737
Asking for reasons that customers leave	738

Offering Customers Incentives to Return	739
A tailor-made offer	740
A targeted offer	740
Enticing Customers to Stay.....	741
Giving them blow-your-socks-off service!	741
Rewarding loyalty.....	742
Saying Thank You.....	744

Chapter 5: Revisiting Marketing Strategies745

Reviewing the Progress Report: An Annual Tradition.....	746
Getting the right reports	747
Sharing your progress report with your team.....	748
Figuring Out What Worked and What Didn't	749
Analyzing a failure	749
Examining a success	750
Changing Plans for a Growing Company.....	752
Focusing on specific elements of your strategy.....	752
Testing your ideas	753
Automating your campaign.....	754
Finding Your Place in the Market	755
Focusing on your strengths	755
Emphasizing quality, not quantity.....	756
Increasing your profit, not buzz	756
Borrowing Strategies from Others	757
Stealing a page from your competitor's playbook	757
Updating your strategy for survival.....	758
Partnering with other companies	759

Chapter 6: Hiring Experts to Get Business Rolling Again761

Bringing In the Pros	761
Looking at the age of your business	763
Looking at the severity of the problem and attempts to solve it	764
Looking at your skill level	764
Looking at the timing	765
Matching the Right Advisors to Your Business Needs.....	765
Choosing the Right Consultant.....	767
Defining the Relationship.....	769
Overcoming Great Expectations and Still Getting Results.....	771

Chapter 7: Transitioning a Small Site into Big Business773

Seeking Out the Next Level of Your Business.....	773
Expanding the business.....	773
Acquiring other sites	774
Becoming an affiliate or a partner.....	774
Going international	775
Bringing in financial partners	776

Going public	776
Passing your company on and retiring.....	777
Selling your site	778
Selling your domain	780
Dealing with Accidental Success.....	782
Purposefully Making the Next Move.....	784
Index.....	787