

The internet has opened a wealth of advertising business opportunity that was unavailable just a few years ago. The ability to market to the millions who are online daily has many has made it easy for anyone to start an advertising business. The easiest way is to start with an online advertising business and then let your creativity and advertising saavy lead you to other channels such as print, specialty, and media.

Background

An educational background in artisitic and or sales/marketing fields is desired but not needed. This business is evolving and the online world adds a new dimension to advertising. No formal licenses or certifications are needed as well, but for extra motivation you may want to check out some of the books in the resources section below, its always good to read what other experts in the field have to say.

Getting Started

In the advertising business, not much money is needed to get started. If you have a computer and have high speed internet access then you already haven enough to begin.

Access to a phone line or cell phone, a fax machine, and a good laser quality printer will also be helpful. The cost of all the equipment and services should be no more than \$3000 to start. To get an idea check the resources below for cost estimates

Selecting the type of advertising that is your niche will be important. Although it is less expensive and in the long term more profitable to master internet advertising first, your background and ability may determine that specialty advertising, print or media advertising is where you are best. So even if you have a golden voice for radio, a face made for TV, or the creative design flair for print ads, mastering internet advertising will help you build more business overall.

Target Market

Once you decide the type of advertising it makes it easier to target who your customers are. The reason to start your business using online advertising is you can reach the most targeted customers the fastest using the internet. Potentially every business is your target but your own personal knowledge, interests and expertise will determine what niche you will fill. You will find that your strengths are your foundation, and you build upward.

You will need to continually educate yourself on the current trends regarding Advertising to find ways to adjust your techniques to grow your target market. Becoming more skilled in PPC (Pay Per Click) Advertising, which is the least expensive way to reach, and grow your target market is a good way to stay sharp and profitable. Perry Marshall's Free Fast-Start Google AdWords 5 day email course is a good way to learn more about PPC without spending a lot.

You will reach many potential clients but your success will be intertwined with theirs. The success they have with your advertising will allow you to build relationships and your business

will grow faster through referrals.

The Bottom Line

Most of the time you will make money by either charging your clients based on time, number of items, or just a general overall amount. You won't be able to charge a lot initially but as you build your business and your relationships, asking your clients to make a bigger investment in the service you provide will be easier. Setting your own financial goals for your business will also determine how much to charge. You determine how much your time is worth based on what you want to earn and then match it with the number of clients you can handle, the time you have, and compare it with your financial goal.

Remember build your relationships = building your income.

Summary and Recommendations

Starting an advertising business is an inexpensive way to generate an income from home. It can be done a few hours a day after work or it can be a full time business, depending on your market, and the type of advertising. We recommend that you start slow, research, and use trial and error to implement an effective internet advertising strategy. This is low cost way to get your feet wet before you outlay a lot of money and energy in reaching more potential clients.

Find your niche and build a foundation based on your strengths, then build those relationships which will help you grow a solid client base through referrals. Word of mouth advertising is always very effective so put it to work for you, and watch your income grow exponentially!

Chris Navi - You can check out resources for having a profitable home business at my website <http://www.getpaid2workfromhome.com/>

{jcomments on}