



Internet Riches: The Simple Money-Making Secrets of Online Millionaires

By Scott Fox

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Requirements: Small-to-minuscule financial investment. Minimal technology skills. Willingness to work hard and learn new things. *Benefits:* Flexible hours. No boss. Financial rewards beyond your wildest dreams.

Sound too good to be true? It IS true when you start your own Internet business. All it takes to build a prosperous company and rewarding life is a great idea, a little knowledge, and the perseverance to make it happen. In fact, thousands of people are jumping ship from nit-picking, soul-crushing workplaces to turn their ideas and hobbies into lucrative, home-based Internet businesses. And you can too!

Scott Fox reveals the powerful but simple strategies that he and other entrepreneurs have used to start and build their million-dollar enterprises in *Internet Riches*, the most practical how-to-do-it guide available. Packed with interviews, action plans, and a nuts-and-bolts overview of everything you need to know to design and market your e-business, *Internet Riches* gives you:

- Clear insights into the most promising e-business opportunities out there, including instant e-businesses that require almost NO start-up capital.
- Powerful action plans for brainstorming new business ideas, plus guidelines on pre-testing them before investing a single penny.
- Inspiring examples of innovative companies that grew out of a single great idea, such as Sittercity.com, which efficiently connects parents with babysitters, to niche-product companies like bathboats.com, which sells handcrafted toy boats online.
- Crucial tips on how to create a professional-looking Website, online store, and e-mail newsletter—with minimal cost, effort, or expertise.
- No-budget and small-budget marketing secrets—essential information you won't find gathered anywhere else.

- Valuable lists of recommended vendors, and much more!

This is a perfect time to start your own Internet business, with the expense and risks of traditional brick-and-mortar operations virtually eliminated. And despite the sour mood that followed the dot-com collapse, Internet businesses continue to prosper, grabbing an ever-greater share of the consumer dollar. Find out how *you* can join the fun and revitalize your life, your career, and your lackluster bank account with this clear, easy-to-understand guide to creating and operating a successful online business.

Scott Fox is a top e-business consultant whose clients have included Bill O'Reilly and Larry King, and is the director of The Liminal Institute, a California-based think tank dedicated to the promotion of entrepreneurship. He is a frequent speaker on e-business and technology at both the university level, such as USC and UCLA, and at conferences, including Digital Hollywood and Internet World. He received a JD from Stanford University. He lives in Los Angeles, California.

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