



# Internet Based Family

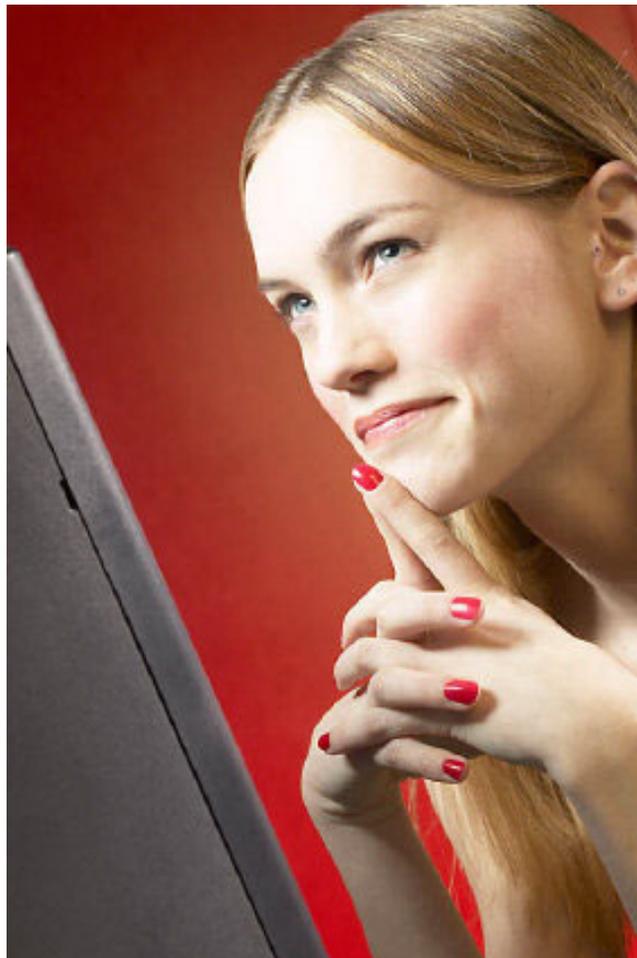
Easy Website Builder

## Quick Guide to

# Being A **WAHM**

Become a  
WAHM and  
Start your  
own business  
from Home





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If you're reading this guide the chances are that you're a stay at home mom or perhaps you're a mom who goes to work outside the home everyday but instead wish you could stay at home with your children. Whatever your situation, this Quick Guide will help and empower you on the way to being a WAHM.

What is a WAHM? WAHM stands for work at home moms (or mothers). Women who have realized that they can contribute to their families finances while being at home with their children. We love being WAHMs and wouldn't trade it for anything else. What about you? Are you ready to be a WAHM?

If you're not sure where to start, don't worry this guide will take you through all the steps and options you have available for working from home. So grab a cup of coffee or your drink of choice and let's get started!

## **1. WAHMs and The Power of the Net**

The internet is a great thing, you probably already know that☺. When it comes to being a WAHM the internet is really your best friend. So many of us now have the opportunity to actually build a business from the comfort of our own homes thanks to the internet.

No longer do we have to worry about affording a monthly lease on a store or office or applying for huge loans and drawing out endless business proposals to get our feet wet in business.

It used to be that the only options moms had for making a little extra money from home was selling Tupperware or stuffing envelopes – that's not to say there's anything wrong with selling Tupperware but many of us would like other options.... And the internet provides a large number of options for moms (and anyone for that matter) to start their own business from home.

Imagine being able to reach an endless amount of people and building a business which fits around your family life; imagine being able to set your own schedule around the needs of your children without having to worry about child care costs or office politics... the internet gives you the power to do just that.

As a WAHM you can use the internet to build a legitimate business you can be proud of and which will contribute to your family's financial security.

It's time to explore some of your options for working from home. Lets look at a few ways you can make money from home working around the needs of your family.

## **2. Lets Brainstorm!**

First think about your strengths, what are you really good at? Look at your background; did you work in an administrative setting before? Are you good at arts and crafts or are you better at writing?

The first step to setting up your online business is identifying your “niche” this is the area which you will focus on. Take a pen and paper and jot down any ideas that come to you about what you would like to or see yourself doing. If you have specific skills write those down too. Also write down how much time you have to invest into your work and how you would like to spend that time.

How about your passions and hobbies? Do you have a specific hobby you really enjoy or something which comes so naturally, you could easily do it over and over again without it seeming at all like work; wouldn't it be nice to be able to make money doing something you love? Well, you most certainly can.

Say for example you love to cook and can often be found leafing through cookbooks or cooking magazines, providing information about cooking could be a great start for you. It's simple, build a website and provide free recipes, cooking tips, advice about your favorite cookery products and cookbooks... before you know it you have a huge business, all built around your passion for cooking.

You can build a business around something you enjoy doing and you can do it on your own hours while staying home with the kids. No having to go out and sell things, deal with planning sales parties or harassing family members to buy stuff they don't really need; which may not be the best way to make money from home. You're a busy mom; you need a convenient business you enjoy and gives

you the freedom to spend time with your family and even sneak in a little “mom” time for you.

Now wait, lets slow down for a minute... you may be thinking but I’m not a web designer, I don’t know the first thing about building websites. Don’t worry, it really doesn’t matter.

We will provide you with all the tools you need to easily start your first website – if you can get around a computer program and can copy and paste – you can build a website... it’s easy, we promise. But you don’t have to take our word for it, try our *Easy Website Builder* for 10 days absolutely free and see for yourself. Go here to learn more: [InternetBasedFamily.com](http://InternetBasedFamily.com)

Back to cooking... imagine spending your days trying new recipes, helping other people learn to cook or just plain sharing your recipes with other people and making money at the same time... the internet and a few easy tools we’ll provide you with can help you do all that and more.

And it’s not just cooking that can make you money online. People go on the internet to look for information on all sorts of things... there are many, many different people surfing the net and all looking for the same thing – information.

This is great news for you because whether your passion is cooking, arts and crafts or travelling you can meet the needs of people looking for the valuable information you have to offer. You become an information provider and set up a website built around a theme or subject you’re passionate about and can easily build into a business. And you can do this all while staying at home with your kids.

Of course, you will need to research to make sure your passion can be turned into a business. A good way to do this is to do a search online and see how

many websites are based around your interests. Also look to see if there are products you can promote to your specific market.

Another good tip is to go to your local book store. Look at the magazine rack, is there a magazine based around your interest? If there's a magazine on your chosen subject then there is probably a demand and need for it.

Once you've chosen which topic to build your site around, there are a few more things to do. When your visitors arrive at your website, it's different to going into a store. You won't be there to personally greet them or explain to them where to find certain information or answer their questions.

You need to make sure your website is doing all those things for you. Your website should be easy to navigate (make sure your visitors can easily get around and find all the information they need), easy to read (no flashing graphics or pictured background) and provide valuable information.

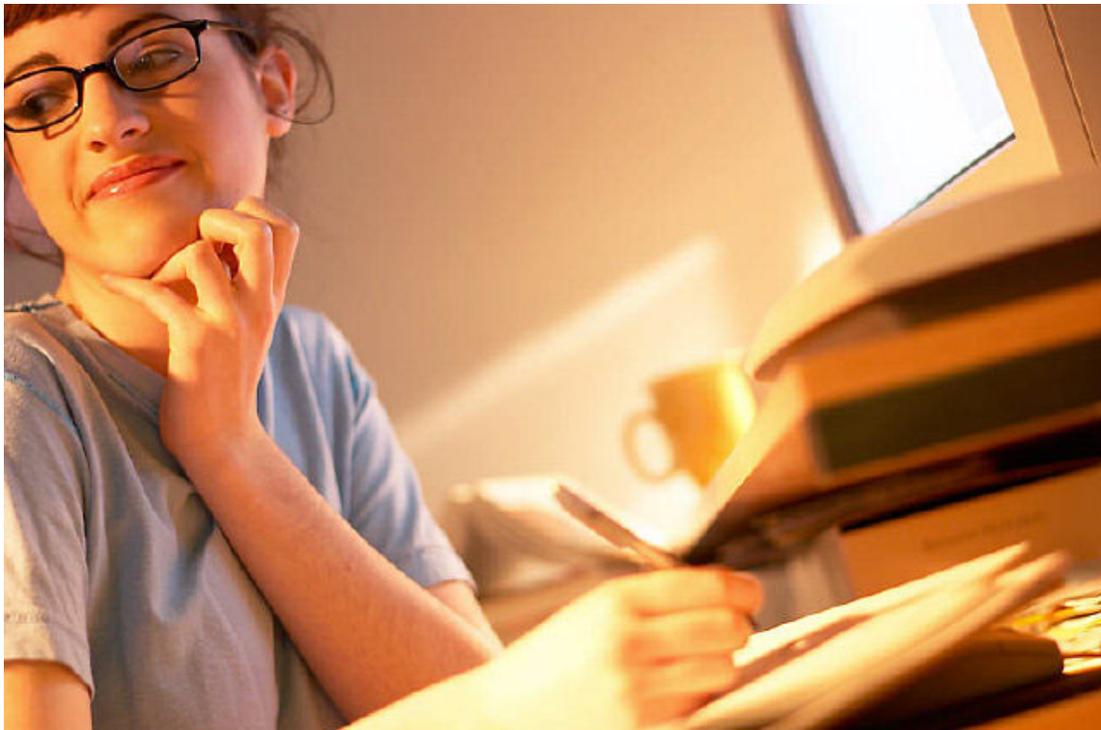
**Here are a few additional tips to keep in mind when designing your website**

**Steps to Building a Great Website:**

- Find a niche you enjoy and are passionate about that will be profitable
- Build your website to suit the needs of that target market – every word, every picture; everything on your site should serve the purpose of your customers.
- Make it easy for people to read your website by using standard Ariel or Verdana font in black.
- Don't use a color or picture background. Always use white.

- Make it easy for everyone to find what they're looking for by including a site map and easy to follow links.
- Place a form on your website to make it easy for customers to contact you. Always reply in a prompt and friendly manner.
- Have a survey page where people can leave comments about your services or website.
- Give your customers what they want. Think about their needs first and foremost. And try to fulfill them in any way you can. Those are the building blocks of successful businesses.

*“Always fulfill the needs of your customers first and success will follow”*



### 3. How to Write for your Visitors

Now that you know the steps to building a great website there is something else which can make all the difference to your success – and that is connecting with your visitors through your writing.

Lets talk about how to reach the people who are visiting your website so that they will happily buy your products and product recommendations.

The first thing to remember when you're writing is your customer. Before you start building or start thinking of making money, the first step is to understand who your target market is. This is the person who you feel is going to visit your website and ultimately buy from you.

So who is going to need your services and information? Decide who you are specifically targeting and it will be much easier to write with that person in mind. By writing specifically for that person (your target market) you've just made your job a whole lot easier.

This is why when you're first starting out it's good to chose a topic for a website which you're familiar with and are passionate about. It makes identifying your target market and meeting their needs much easier.

**Here are a few tips for writing to connect with your visitors:**

**Write in a friendly, casual tone** – the rules of internet writing are different to what you learned in English class. Throw out the rule book and remember internet writing is different. On the internet you can't use expression or gestures to relay your feelings to your visitors, instead you use words. Let your personality show through in your writing.

**Short is always best** – Keep your sentences and paragraphs short. You want to include a lot of white space between your writing to avoid eye fatigue. It's much harder to read text off a computer screen and the natural response is for people to skim quickly through your document. Create a lot of white space to ensure your words don't get lost.

**Don't overuse exclamation points** – Try to use exclamation points very sparingly in your writing. A webpage full of exclamation points seems hypey and looks like a sales pitch.

**Stick to standard fonts** – Don't use too many different fonts, this will make it difficult for people to read. Use a standard arial or verdana font on a white background.

**Clean it up** – Always check your pages for spelling and grammar mistakes. You want to create a professional appearance with your website and spelling mistakes can be easily taken care off with a quick spell check.

By writing in a friendly tone and directly to your visitors you're building trust and establishing yourself as an expert in your field. Your visitors will hear the "voice" behind the webpage and not feel yours is just another faceless website.

Now lets talk a little bit about how your website can make you money....

## 4. Monetizing Your Site

So you've brainstormed and found the perfect topic to build your website around, learned how to design and write for your visitors, now lets talk about your monetization options ... in other words how your website will make you money.

Your website will include articles and information on your chosen topic, that may be recipes or it may be information about caring for horses... whatever you choose the monetization methods work pretty much the same.

First provide valuable information to your visitors. Give them the information they're looking for. Then throughout your website pages and where it seems like a natural fit (and only then) you can place links out to products your customers can purchase which are related to your website.

*For example*, if you have a recipe website you may link out to a cookery store where your visitors can purchase cooking and kitchen supplies.

This is known as Affiliate Marketing, and basically it means you're selling other people's stuff for a commission. Most stores now have affiliate programs which allow website owners to place links on their websites back to their products and every time someone makes a purchase through that link the website owner gets a commission. It's really easy to set up and the company provides you with the necessary links and your unique affiliate ID (to track your earnings).

So you provide great information and then make recommendations throughout your website where appropriate. It's a win/win situation for both you and your visitor.

Another way to monetize your website is through advertising the Google AdSense program. It's free to set up a Google account. Once they accept you

into their program you can place ads on your site which are related to your website topic. Once your visitors click on these ads, you make a certain amount per click. You provide valuable information and Google provides the advertising program, it's a great way to make money with your website.

The more visitors you have the higher your earnings should be, considering you've placed the ads in the right locations and maximized their potential. Google gives you lots of free tips on how and where to place your ads to make the most money.

***Important Note:*** Do not ever, ever click on your own ads or have someone else click on your ads. Google does track and monitor activity on the ads, if you or someone you knows clicks on your own ads you will be disqualified from the Google program and never allowed to participate again.

A third option for monetizing your website is information products. This guide you're reading is an example of an information product. As you already know people go on the internet to look for information, having a great site which provides that information is fantastic but you don't have to stop there.

You can write your own information products based on your topic and sell it on your website. Information products can be written on a number of topics and really aren't that difficult to write; just use the same technique as when writing for your website – speak directly to your visitors in a friendly voice and concentrate on providing the valuable information they need.

## 5. Other Work at Home Options

Providing information and getting paid for advertisements and making product recommendations is a great way to start working from home, but there are other options available to you.

There are many service businesses which you can start from the comfort of your own home and all you need is a website to get started. Providing a service is an excellent way to make money from home.

If you're good at administrative tasks you can become a virtual assistant and provide support for other online business owners. If you're a good typist and have a good eye for detail, you could become a transcriptionist and work from home. If you're good at writing, you can provide ghost writing services to online business owners or get paid to write sales letters for businesses. The possibilities are endless.

Of course the service you provide will be based on you and your specific skills. Once you decide on the service the next step is to easily build a professional looking "storefront" for those services. *The Internet Based Family Easy Website Builder* has everything you need to make a positive first impression with your business - [InternetBasedFamily.com](http://InternetBasedFamily.com)

## 6. Getting Customers/Visitors

Now that you have some more ideas of what you can do to work from home, lets talk about your new website and how to get traffic to it. A website is great but if no one can find it it's not really going to do your business any good.

Many people think they can just build a website and visitors will come as soon as it's built. This isn't the reality, there are many, many websites on the net and in order for your website to be listed and found in the search engines you have to stay ahead of the competition.

One way to do this is by using search engine optimization on your website. This basically means you use the right keywords (the words people use to search for your topic online) on your website so that search engines can find you.

To find the right keywords and search engine optimize your site you will need to do keyword research. You can find a free keyword tool here:

<http://inventory.overture.com/d/searchinventory/suggestion/>

and get a few ideas of what your visitors are looking for. You'll also need to know where in your page to use these SEO (search engine optimization) tags so that your website can be found.

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*The Internet Based Family Website Builder* makes it easy for you to optimize your pages for the search engines. You'll find a specific area on each page and information on where to put your keywords and tags. There's no guess work involved and it's so easy to optimize your pages.

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Another great way to find customers is to network online. Join several online communities related to your niche and share information and ask questions. There are many great community forums online where you can do this. You can also have a signature link back to your website. This is a great way to promote your services.

However, please read all the rules of the community before posting. There are certain standards and online etiquette you should follow when posting to forums, if in doubt look at the instructions

You can also write articles and distribute them to a number of different article directories online. This is a great way to get incoming links to your site (these help with your traffic and visitors) but also it helps qualify you as an expert in your field.

If you offer a service or product both locally as well as online, don't forget to include your website address on all your business cards and sales materials. This is a good way to get potential customers to visit your site and see what you have to offer.

With a little thought there are many ways you can promote your website.

## 7. Finally....

Remember there are many WAHMS who have the flexibility to work from home while earning a decent income. Being a WAHM is definitely possible. We give you all the tools you need to build your first website; you just need to put in a little work and time into building your business.

And as you've seen in this Quick Guide there are several options to working from home and being a WAHM... and whether you provide information or a service your success online starts with a professional looking website, that's hassle-free and easy to build and maintain, you can find all of that with the Easy Website Builder at [InternetBasedFamily.com](http://InternetBasedFamily.com) – Try it out for free and see for yourself how easy it is.

