

Special Report for the Woman Entrepreneur



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***Equipping Christian Business Women to Powerfully Expand
Their Influence in the World***

National Association of Christian Women in Business for the Training Grounds

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“Without counsel plans fail, but with many advisers they succeed.”

Proverbs 15:22

Internet Marketing for Women Entrepreneurs

Welcome to the world of Internet marketing. What does that term mean anyway?

Internet marketing basically encompasses everything involved in marketing products and services through the Internet. The Internet is for today and is the wave of the future. As a result, women are able to communicate faster than ever before from anywhere in the world. Someone can ask questions and get an immediate response. You can also build a business that has international reach.

The tools used to make this happen on the Internet are improving every day. The Internet has afforded many women the opportunity to begin a new business where they couldn't before. A brick and mortar business has a fifty-fifty chance of success even in the best of economies. On the Internet, even a business woman on a shoestring budget can get started and build a successful business.

Women are Going Online

Just like in many other arenas, the world of Internet marketing has often been dominated by men. But women are now forging a path in the world of cyberspace as well. Using creative ideas, women can market their unique products and services on the Internet to a wide audience of potential clients and finding great success. In this report, we will examine women in the business of Internet marketing. What are the pros? What are the cons? Anyone reading will find out:

- Some of the barriers women face in marketing businesses
- How women are overcoming those barriers

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Women account for many of the new businesses each year in large numbers and will be there in the revenues as you use various tools to enhance your marketing position on the Internet.

CHALLENGES TO OVERCOME

A long time ago when our grandparents went to the doctor it was common for them to choose a man over a woman. One reason was the lack of women doctors. Another was that most patients, including women instinctively felt that the male doctor knew more and was more qualified than a female doctor. Fortunately, that stereotype is going away today's world – although there are still some minds to change.

Often, female entrepreneurs face similar challenges in the workplace. Some people still may have the perception that a woman (and particularly a Christian woman) has no place in business. Women have many obligations in their lives that men may not have such as having children to care for and often elderly parents. It's a well-known fact that many women suffer from guilt for leaving their child or other loved ones while they spend time building their business. For men, this is often just "something they need to do." Not saying men don't care about these things, it's just that traditionally, they haven't had to worry about this in the same way as women. Women may also face other challenges when building your business. Let's go over a few.

Lack of business capital:

A business often requires money for start up. Even for an Internet business you will need a set amount of money for equipment, marketing and supplies (where necessary). If you need a loan to start a business, there are some "women-only" loans available to female entrepreneurs. If you need to apply for funding via the traditional route, you'll need a business plan to present to a financial institution. Writing a business plan will be one of the most important functions you will have as a business professional. It's not that difficult to write a plan but it is time consuming and takes focus. Clearly thinking out your finances and making a step by step plan for the business is important.

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Lack of Internet Business Savvy: In the world of Internet marketing it is more about “what you know” than “who you know.” On the Internet, people are interacting in a different medium. The way to get noticed is to create a dynamic online presence. That comes through knowing what will catch a consumers eye and what will not. Catering to the wants and needs of potential customers will draw them in. To stay ahead in Internet marketing requires finding out what is new and utilizing it while it is still fresh. Coming late to the ideas will not let you build a real presence in a particular form of Internet marketing. Forming working relationships with other influential Internet marketers is a way to increase visibility and sales. Working alone is like working without support.

Slowly, get yourself up to date with all the prevalent information online. There are many forums and mastermind groups where you can network with men and women and learn valuable information in the process. Fortunately, women have been in Internet marketing long enough to have a real presence online these days. Look for women to network with in the Internet marketing world.

Multiple Family Obligations: One of the biggest hurdles for many women to overcome is managing multiple family related obligations. Even though being your own boss will allow you a certain degree of freedom, starting a business often requires long hours and hard work. Women often tend to feel “torn” between family and business. It is easier if you have a strong support network and a partner or husband who supports you fully as well.

There is no denying that juggling a family and a business takes a lot of thought and planning, but it is wholly possible. The key is to remember that you may need to do things a little slower because you need to put time into obligations that only you can do. When you can find the balance between what works for you and your family you will do just fine.

Lack of time: Finding the time to do everything in your life and then adding in the time needed to create and grow a business seems like an impossible task. Time management is a problem with everyone, including leaders in big business. For the independent

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business woman it can be a real issue. You can learn to manage your time and even find ways to “gain” time when you understand time management techniques. It takes discipline and focus to learn how to manage time but the good thing is, once you learn it, you can use the skill for the rest of your life to keep your life in balance and build the business you want to build.

Isolation: Working a home based business can be a very isolating experience. Women are very social by nature and working from home with no one else to interact with for long periods of time can have a negative effect. You will have to watch for signs of being depressed if you start to feel lonely. You will also need to keep a schedule so you get your work done while taking adequate breaks to care for yourself. You also want to plan times to get out of the house and interact with others.

Perceptions of Others: Working on a home business could mean some people think you are not really working. They might try to impose on your time. It will take some doing to learn how to keep people from taking up the time you need to work on your business with idle talking or other distractions. One of the best things to do is get a firm response to the question of “what do you do”? If you can tell people your business statement in 30 seconds or less, you will feel better about yourself, be more professional and gain the respect of others as an entrepreneur.

HOW WOMEN ARE TURNING THINGS AROUND

As briefly mentioned above, more women are creating a professional presence on the Internet these days. They are finding ways to compete and find a place to call their own in Internet marketing. In fact, many internet entrepreneurs are mothers who choose to work at home. Before finding cyberspace work, many of these mothers were the main caretakers for the kids and the home. Some needed extra funds and had to find a job outside of the home along with daycare for their child. Some single mothers have no choice but to earn money to support their families and keep a roof over their heads. More mothers are in that position today more than ever. Even professional women with jobs are

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looking for ways to become more independent when it comes to earning a living. The current economic condition dictates that a woman takes control of her livelihood. You never know what tomorrow will bring.

So women have begun home based businesses in the thousands. This has become a way to take care of family and keep skills sharp while exploring the world of entrepreneurship. To add to that, the Internet makes it easy to start a home based business with little or no money. For professional women who are working full time this means finding a way to diversify talents and eventually moving away from the corporate world to financial freedom.

TOOLS OF THE TRADE

Learning from the Best

Many women who start out in business lack the basics to make it work. They have an idea but not much more than that. It is essential to know how to manage a business. One way to make it in Internet marketing is to follow the example of those that have already succeeded online. Find a mentor who has been in the business for a while and resolve to learn a thing or two from her. This is also a great reason to be a part of the National Association of Christian Women in Business.

You can also find other women in Internet Marketing to follow. Subscribe to their blog, newsletter, mailing address, and whatever else they have. Use their business knowledge to grow your own. You can even contact them and let them know you are looking for a mentor. They may take you under their wing or direct you towards the tools they used to get started. With so many women who are using the Internet to find marketing success it is a shame to not to take advantage of their expertise and knowledge.

Networking

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Networking involves finding others in your business niche and getting to know them to learn new things. Attending conferences, online and in person, joining professional organizations, and making contacts through people you know are all a part of the networking process.

For a while, women marketers weren't finding these opportunities. Mostly, they didn't know about them. But, those who found these opportunities did an amazing thing—they shared them with other women. The information they gleaned from conferences, podcasts, and other media, they shared with their fellow women. This evolved into websites whose marketing niche is catering to other women in business or looking to start a business. Each one uses that particular category of women to build a connection that yields information about managing home, social life, and financial matters. Through different media, women are connecting over business. These sites feature blogs and forums. Women can ask questions about business in the forums. They can also find out about grant money for starting businesses through networking with other women business professionals.

Membership sites geared towards women marketers give them the benefit of sound and tested business tips from top female marketers for a price. The membership includes access to tools to enhance their businesses. In turn, each member brings in other women to benefit from the site. Networking in this manner also involves social networking. Sites like Facebook, and LinkedIn are great places to begin an online presence. Create a group and invite other women marketers to join. Brainstorm new business ideas and share what each is doing in their marketing business.

Partnering

This is another tool women marketers are using to grow their business and increase their visibility as women get better by learning from the best. Through their networking efforts, many women find that there are others with their specific niche in Internet marketing and they can help each other. How do some of the most successful men in Internet marketing wear five hats at one time? They have partners. They work with other marketers to

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create more product offerings and get more business done. That's how they can be everywhere at once.

Two or more heads are always better than one. Partnerships form among women with the same drive to succeed. Where one woman is using one or two business strategies, two women can use four. You could form a collaboration to develop eBooks, product offerings, audio media, and conferences. And partnerships aren't limited to one topic area. Maybe one marketer is better at podcasting while another excels with eBooks. Work with both in different arenas to get the job done. Partnering with other women combines knowledge and customer bases.

Managing family obligations

Finding a balance between business and family is not easy. It confounds even the most organized of women. As women, we are nurturing beings. We nurture our kids, husbands, and our businesses. Without attention, things begin to wither. That is one of our strengths as well as one of our downfalls. For a stay at home mom who also runs an Internet marketing business, the lines can get skewed easy. It's easy to start felling guilty when you spend time with business instead of with your children. On the other hand, you can feel guilty about business when we are spending all our time with the children instead of working on the business.

The management of home and business involves organization and planning. Planning could mean hiring a sitter or housekeeper a few days a week to handle kids and housework while you work on the business. You also can be sure to schedule in adequate family time and time off from work to keep things balanced.

Through relationships forged with other businesswomen, it's possible to learn how to fight that guilt and organize your schedules. You learn to work as hard as you can during business hours and then close up shop to spend time with the family. Business and

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women do mix and you can have all of the things that matter including a success business operated in the home when priorities are well chosen and organized.

Focused effort

Any business needs focus to make it work. Having a defined focus eliminates wasted effort. The business will operate in ways that are smarter and not harder. Knowing your product or service inside and out enhances that focus. A majority of shoppers on the Internet are women, which is a good thing. To gain a lion's share of the market, you have to meet the need of the consumer. If that is women, then their wants and needs must become your main focus.

Who would know better what women want than another woman? For anyone in Internet marketing, it is important to play to your strengths. It is just a lucky break that your strength and the target market happen to line up. Focused effort also means finding a niche for your business. Niche marketing focuses on a targeted group of customers and aims to reach them. Instead of a general effort with small returns, a narrower effort with maximum return is achieved. By knowing the consumer, a variety of niche markets that will appeal to them can be explored within the marketing business.

What about trial and error? Women marketers have learned to use that as well. If one niche doesn't seem to pan out the way you want, try another, but not before salvaging what you can from the failed attempt. By throwing everything out you could be missing a business opportunity. Even the failed attempt can yield gold. Create content or special reports that detail what not to do or how to avoid certain pitfalls in a certain type of business. Turn that report into a product you can sell. That way, even missteps can grow your business by becoming an information product you sell to save others from making the mistakes you learned about through your efforts.

Internet tools

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Any good marketer knows that there is more than one way to make a sale. The tools available to promote an Internet marketing business are all over the place. A marketer can use a combination of things to get their business noticed. Women marketers are combining Internet tools to find what works for them. As your knowledge of different tools increases, think about using them to enhance the business. Even if one works well, the business will become stagnant without new ways to expand the customer base.

Some better known tools are:

- Email marketing
- Affiliate marketing
- Blogs
- Content marketing
- Attractive websites

Even within these tools there are ways to niche even further to target your efforts to a more focused market. You can get involved with affiliate marketing which lets you work with other women marketers to help sell your products and programs.

Design a website that is simple and easy to navigate for the customer. If people get lost or confused on your website they will leave. Keeping it simple yet interesting is the goal of Internet marketers who want visitors to return again and again to their websites. Some women marketers may specialize in website design as this is a growing niche that will always provide a useful tool. Learning web design is not an easy task. There is a learning curve. But if you are not afraid of such a challenge, the knowledge will be invaluable to your business.

Writing a good article will go a long way. Customers love relevant and interesting information. A good article can be marketed on several sites that all lead back to your business website. Also, a search engine optimized (SEO) article will rank high in places like Google, Yahoo, and MSN. People will be sure to see that content if it is listed on the

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first page of the search results. Don't know where to find a good article or how to write one? First of all, access the Article Writing Online Program you have access to as a member of the Training Grounds. That will teach you the process of writing powerful articles to for the Internet. Another way to get articles is to find another female marketer who does article writing. Ask to use her content to help make your website stand out. Or, better still, partner with another marketer to produce a site that offers content services for a price.

Expanding markets

When it comes to business, there is no resting on what you have. You have to be ready to take your business one step further. It may seem like you have utilized all of the tools at your disposal, but there are always more. It is okay to create an enterprise that makes money with very little effort. That is a businesswoman's dream. But, while that enterprise is creating passive income, turn your attentions to other ventures and start again.

Never put all of your eggs in one basket. The goal of any business is to grow and grow and grow. Don't be afraid to delve into new ventures or try another niche. Come up with a new product or service to market to your current target market group or find a brand new group to service. While one area of the business is doing well, that is the time to funnel some money into a new venture. Maybe there is something that you have always wanted to try but didn't have the time or resources to do so before. Take the time to explore that new area when things are moving smoothly with your business. Expand your knowledge base by taking a class or signing up for a conference. Someone somewhere is working at new marketing strategies and Internet tools so be ready to get in on the ground floor. Join or create a mastermind group to exchange ideas. You never know what the group could come up with to revolutionize the business of Internet marketing.

CONCLUSION

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Women marketers are making a splash in the once male dominated pond of Internet marketing. There are several reasons for the success of women business owners which have been listed and elaborated on in this report. Women have turned their determination and creative skills into foolproof businesses on the Internet. One reason that women have found success is that they are willing to reach back and bring others along for the ride. Instead of taking the hard line that everyone needs to pull themselves up by their own bootstraps, they are embracing each other and working together so that all can prosper. These networks of women marketers are becoming more influential every day. Together women are making a difference and changing the face of Internet marketing.

The women are working together as a TEAM—**Together Each Achieves More.**

AMEN!!

“Always be joyful. Never stop praying. Be thankful in all circumstances, for this is God’s will for you who belong to Christ Jesus.”

1 Thessalonians 5:16-18

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