

Now is the Time for YOU... To Harness the Power of the Internet

By Paula Constantino

Women are increasingly embracing the Internet and looking to it more and more for all kinds of solutions. This is your chance to share some knowledge about your business or something you truly love to do with other women. How? - you say...



As Women, we tend to be collaborative and enjoy sharing what we know and love with other women. The Internet provides us with the vehicle to do this with minimal investment of time and money – but with the potential for significant rewards.

If you are among the women who already have their own websites, then you can harness the power of the Internet by packaging and offering information about what you know/love on your website(s) in the form of downloadable informational products.

If you don't already have an Internet presence with your own website, then you can get a small informational website with ecommerce capabilities and then follow the same formula.

The key requirement is that you have the most basic ecommerce solution, that is, a shopping cart. If you've ever bought anything on the Internet, then you have most likely used this online ecommerce "shopping cart" solution. You simply select whatever you want to buy and put it in your virtual shopping cart, essentially the same as in any store, and then proceed to the checkout and pay.

Once you (or someone on your behalf) has entered the proper order data in your online shopping cart program, then your online shopping cart automatically makes all the necessary calculations for all of your online sales. This ecommerce solution usually requires setting up a merchant account and gateway, or similar solution, to facilitate credit card or other type payments.

With most shopping carts, your customers are generally sent an automatic email, known as an autoresponder, confirming their purchases. The shopping cart can also supply them with the appropriate website links that are needed for the purchase of downloadable informational products, provided that your shopping cart includes the option necessary to process downloadable products.

A downloadable informational product refers to any type of information that is provided to the customer by means of the customer clicking on an "Internet link" that enables them to gain access to the information purchased. These "links" can take the place of a printed book (e-book), CD (downloadable audio) or DVD (downloadable video). Thus, these informational products can be written, audio, video or any combination of the preceding media, for example, a business "toolkit" can be a written workbook with audio.

Internet technology enables women to create these informational products with relative ease. The written material can be uploaded to the Internet as an informational product by saving the content to a PDF file; whereas, the audio material can be uploaded as an informational product by saving the content to a MP3 file. These files can then be uploaded to your shopping for automatic purchase and downloading by your customers. It's a straight forward process once you understand the basics.

In addition to follow-up email and downloadable product capability, your shopping cart may have other enhancements that include newsletter/broadcast capability (an excellent marketing tool), custom forms (great for feedback), affiliate program so others promote your website, and so forth. You would be amazed at what a top notch shopping cart application offers. One of the easiest shopping cart applications to use that does offer all of the preceding features is 1ShoppingCart.com.

This article provides you with a brief overview of how you can use your own website to package your knowledge and expertise by developing and marketing online informational products through the effective utilization of ecommerce solutions.

Now is the time for You to harness the power of the Internet... for more success with less stress!

Paula Constantino, Founder of Women's Support TEAM, has had the experience of building her own website – www.womenssupportteam.com – an ***online resource to help women achieve more success in life and business with less stress***. One of the ways that women can do this is by packaging their knowledge and expertise and making it available to other women on the Internet. Contact Paula at paula@w-s-team.com for more information.