

Internet Based Kids

Parent's Getting Started Guide

**Your Guide to Helping Your Child Start an Inexpensive & Fun
Business Online**

By Teresa Smolinski
InternetBasedKids.com

IMPORTANT NOTICE: If you find the information in this guide useful, feel free to pass it on to other parents. It would be great to see as many kids as possible starting their own online businesses too!

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN," "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

If your child has a website idea, but you're not sure how to get it online quickly and easily...

Take the FREE 10-Day trial of our easy website builder at InternetBasedFamily.com

Introduction

There are endless ideas for kids to start an online business. Some require quite a bit of start-up cash and tremendous responsibility for parent and child. I don't think a child (not to mention a parent) needs that kind of pressure to get a business off the ground. I created Internet Based Kids™, so that you could find low-cost business ideas that will not only be an educational experience for your child...but a fun one too.

Your child doesn't need to be an inventor and you don't have to pay to tens of thousands of dollars to have a product developed. You don't even need to buy products at wholesale that you'll store in your living and kitchen waiting to sell. The ideas here are simple...and proven to work. I sincerely hope that this will be your guide to making it work for you and your child.

(Note: For the sake of simplicity, I have referred to "your child" as "she"...but by no means am I excluding the brilliant boys out there who want to start an online business too!)

The Theme-Based Website – Low-Cost Online Business Building

A Theme-Based Website is simply an informational website based around a particular theme or subject. Your child provides great information to her website visitors and sends out an informative email newsletter. This means, she might be able to build a website about her favorite hobby or particular interest or particular interest. But how will she make money?

Making Money with Recommendations

As she provides information, she can promote related products through **affiliate programs**. This means she will promote products from another company's website, in return for a commission. Companies that sell products will give your child a special tracking code and when she refers a sale to the company, she gets paid. This company handles the sales, shipping and customer support. Your child's responsibility is only to deliver great information and to recommend products. There is no cost involved with joining an affiliate program.

Many websites offer affiliate programs and if you visit a website with products your child likes, just look for a link reading "Affiliate Program" or "Referral Program" and you'll find what you

are looking for. There are also a number of large networks that allow you to sign up in one place, but allow your child to sell products for a number of different companies.

Here are some affiliate networks:

Commission Junction

<http://www.cj.com>

LinkShare

<http://www.linkshare.com>

ClickBank (ebooks)

<http://www.clickbank.com>

PayDotCom

<http://www.paydotcom.com>

ClixGalore

<http://www.clixgalore.com>

Share a Sale

<http://www.shareashale.com>

Making Money with Google AdSense

Your child can also join a program, such as Google AdSense, which is a simple way to start earning a good income online especially as your child's website traffic grows and grows. Basically, your child displays ads that look like this (see the "Ads by Goooooogle"?).

Country Bunny Bath & Body Business

In 2000, Country Bunny Bath & Body expanded from a home-based business started by one couple, to a broader network marketing opportunity that would offer more women the chance to sell a quality product from home, on their own schedules.

Today, Country Bunny Bath & Body distributes a range of original, proprietary bath and body products that emphasize quality of ingredients and results, for the entire family.

Business Benefits:

[Ads by Google](#)

[Slimming Seaweed Soap](#)

Special Offer Get Free Bars Lose inches, smooth skin, Naturally
www.bellanaturalebodycare.com

[Bath And Body Wholesale](#)

Huge selection of new & used. Check out the deals now!
www.eBay.com

[Start Your Own Perfume](#)

Oil Business. Downloadable Manual.
www.aromasuccess.com

[Olive Oil Soap](#)

Handmade in Samaria by persecuted Palestinian Christians
www.rfcnet.org

- Work from home, and set your own hours
- Earn income on your own sales
- Earn bonuses from downline enrolments

Training and Support

- CD Rom training manual
- Starter business cards
- Product catalogs
- Independent rep forms
- Sales tools and products samples
- Latest flyers and promotional materials
- "Success" training sessions
- E-commerce website for one year

- 1-year access to online training site
- Company newsletter

Requirements

- Enrollment \$89 plus shipping, includes a retail product package, training program and corporate support
- Optional annual renewal of Internet Services for \$144
- Each rep must sell \$300 of products every six months to remain active

For more information, or for a representative's application, visit [the Country Bunny Bath and](#)

...and she gets paid every time someone clicks the ads. HOWEVER, **be sure to tell your child that she herself is NEVER to click these ads herself and never to ask her friends to click them** as this could cause her to be terminated from the AdSense program. Google has very sophisticated technology and is always on the lookout for fraudulent clicks. Be sure to read through the program rules with your child, so she understands them completely.

More information about Google AdSense is available at <http://www.google.com/adsense>

IMPORTANT SIDE NOTE: Many affiliate programs require participants are a certain age. Check the requirements and realize that you may have to sign up for these programs on your child's behalf.

What Kind of Websites Can Your Child Make

Because we're going to focus on affiliate marketing and not purchasing stock or developing a product, your child will have the freedom to just let her creative juices flow. If she loves hockey, she will build a website that attracts traffic and then sends that traffic out to other companies that sell products. When someone buys a product from the other companies, your child makes a commission. Or if someone (not her or her friends remember!) clicks a Google ad, she'll get paid.

If you are interested in creating a website, check out Hostgator.com and BlueHost.com. It's easy to make a website with an easy-to-use website like the one at InternetBasedFamily.com. There are no programming skills required and it's easy to get a number of pages up within a matter of minutes. There is a 10-day free trial, so you and your child can really see if this is something she'd like to pursue.

Of course, there will still be some marketing skills required (and the Internet Based Family website includes plenty of free marketing)...but all the product development, selling and product fulfillment is taken care of by the other companies. That makes building a business as simple and inexpensive as possible.

If your child may be able to start a business from a hobby or other interest of his...giving your child an extra boost of motivation to stick with his or her project. Unfortunately, not all hobbies or interests will convert to a high-paying website, and we will be discussing market research shortly. But remember, your overall goal is to get your child interested and motivated so she'll and follow-through. Whether your child becomes a millionaire or just earns enough for a bit of pocket change, it's important that he remains interested in what he is doing.

It may be obvious what your child should be involved with if he is highly passionate about his hobby. If it's not, start by brainstorming ideas and think....

- What sports is she involved with?
- What kind of books (TOPICS) does she like to read?
- What video games or other games does she play?
- Does she have an interest in music, movies?
- What kind of collectibles is she interested in?

Just be careful - if the interest is a FAD, it may have short-term results. Try to encourage your child to choose website topics that will have a lasting value or at least teach your child that fads can be profitable in the short-run, but may not be around in a few months or years.

And remember, starting an online business is not expensive. The software you buy, the web hosting (basically, like "renting" space on the Internet) are just small investments into the incredible learning process and experiences your child will have.

Remember, there will be mistakes along the way and perhaps some websites that flop...but you and your child should always learn from those mistakes and move on.

What To Include in Your Child's Theme-Based Website

- **Articles with relevant information.** They don't have to be formal articles, but some opinions and ideas on certain subjects.
- **Product reviews.** Your child can review products he's tried and use his affiliate link to promote it.
- **Message board to become a gathering place for interaction.** Many hosts come complete with a one-click install message board.
- **Links to her favorite websites.**
- **Photos to display pictures from her favorite hobby or website topic.**
- **Multimedia like music and video** (be sure to be aware of copyright laws and talk to your children about this too). Its simple to load multimedia files to your site builder website.
- **Opportunity for Feedback from Visitors in a SAFE Manner.** Avoid posting your child's email address on the Internet. This will open her up to endless spam messages and possible contact from unsavory parties. The site builder allows you to build a feedback form to receive all correspondence that you can receive on her behalf.
- **Mailing List & Newsletter.** One of the secrets to building a truly successful online business is to build a list of email addresses. These email addresses come from people who visit your child's website and are interested in receiving more information and offers by email. The site builder allows your child to easily collect email addresses from interested visitors so she can send a regular newsletter out to them.
- **Shopping Cart.** If your child does eventually want to sell her own products, the site builder include an easy-to-use shopping cart to help automate the sales process on her website.

But before you jump right in, let's talk about...

Market Research

As I've mentioned before, it's always a good idea to do some market research before your child runs with her website idea. There is no sense in starting a website that nobody will visit or one that nobody will buy products from. ☺

Your child is looking to target a group of people who are passionate about their hobbies and interest – AND – who like to spend a decent amount of money pursuing those interests and hobbies. So, how can you tell if her idea meets these criteria?

Here's a few tools you can use to guide you in your research:

Magazines: If there's a magazine dedicated to a certain subject or target market, there is likely a market to sell products here. Magazines are fueled by advertising sales and if people are buying advertising, they are likely selling well to this market.

WordTracker: This is a powerful keyword tool that show you how often people search for certain terms on the Internet. You can find out more at <http://www.WordTracker.com> - Be sure to look for terms that would indicate people BUYING product in addition to looking for information.

For example, if your child is going to start a website about horseback riding, keywords like:

horseback riding techniques
horseback riding injuries

...seem to indicate searches for INFORMATION, while terms like:

horseback riding vacation
horseback riding apparel

seem to indicate an interest in shopping. You'll want a nice combination of both. Again, the key is your child enjoys what she's doing, so in the end the two of you will have to decide which website idea is best to pursue. A piece of advice is not to get bogged down in the planning stages or the ideas may never get off the ground. This is going to be a constant learning journey and as your child develops her website, she will certainly be improving her marketing skills as she goes along.

Blogging

An alternative to creating a website is a blog. Blogs are easy to set up and there are plenty of places to start a blog for free! Note that the free blogs often prohibit you from placing affiliate links on the blog, so you may choose to have your own hosting account anyway. We've answered the top ten questions about blogging here!

Question #1: What is a Blog?

The term blog comes from two words: 'web log'.

The odd little word is used in a variety of ways.

- "I blogged today" means that you posted to your web log.

- “I’m blogging” could mean that you’re actively working on a blog post or that you blog on a regular basis.
- “I’m a blogger” may be used to let someone else know that you run a blog.

Technically, a blog is an online journal driven by a script and a database. The blog script provides you with an online dashboard for typing in your journal entries and the database stores your words.

Don’t worry about technologically intimidating terms like ‘script’ and ‘database’ – it’s not as bad as it sounds. If you have ever used a web based email system like yahoo.com or hotmail.com or if you’ve ever created an ebay auction or signed up for Myspace.com – you’re technical enough for a blog.

If you’ve never done any of these things, you still mustn’t worry! It’s not hard to learn.

Let’s leave the tech terms behind us. What is a blog really?

It’s whatever you want it to be.

It can be an online journal. It can be your web based diary. It can be your monthly web article archive or weekly newsletter repository. A blog can include whatever you would like it to include: words, sound, video, pictures, etc.

It can be very personal or it can be quite businesslike.

Words like ‘journal’ and ‘diary’ have a private feel, yet a blog is public. This creates a unique culture among bloggers. People tend to be more personable on a blog, even if the topic is business.

Question #2: What makes a Blog different from a ‘regular website’?

Assuming that a ‘regular website’ is referring to a static HTML site, it is the database driven content that really sets it apart.

There are many websites that have been built using a similar script/database (known as a Content Management System or CMS) and these sites have a lot in common with the blog since a blog script is essentially a CMS.

The lines between blogs and other types of websites are blurring as more business owners choose to build their site with a CMS. While many blogs are designed to look like a web journal, more and more are being designed to look like a regular website.



Because the content you enter into the blog is stored in a database, it can be distributed as a data feed. RSS is the feed that most blogs employ. (RSS stands for Really Simple Syndication.) With RSS, your content can be viewed through any RSS reader or aggregator on another website or on a computer or portable device.

Another benefit to being database driven is that the script can accept and display comments on specific posts and can detect when other sites link to one of your blog posts.

Question #3: What kind of Blog should I use?

There are several blog scripts available for use, including:

- Blogger – Free to use, can have a blog on their site (blogspot.com) or publish the content to your own hosting account.
- Wordpress – Free to use, can have a blog on their site (wordpress.com) or grab the open source script (wordpress.org) for use on your own hosting account.
- Typepad – Paid service (typepad.com)
- Squarespace - Paid service (squarespace.com)

There are bloggers using every type of blog script who swear by their tool of choice and list off great features that keep them loyal. So your own choice will be a personal one.

For a business blog, a common choice is Wordpress.

Wordpress is feature rich. It is an Open Source script. This means that anyone can take the source code and edit it. A community of creative and talented people are constantly improving the code and releasing updates for free use.

Wordpress is flexible. It works with a variety of ‘plug ins’ which are like hacks for the base code of the scrip. When uploaded and activated, they make the blog script work differently.

Question #4: Where should I host my Blog?

Optimally, you would have a business blog on its own domain on a separate server so that when you blog and link to your business projects they would count for maximum search engine optimization value. (There is evidence that Google gives higher value to a link from a website on a different server than a link from another site on the same server.)

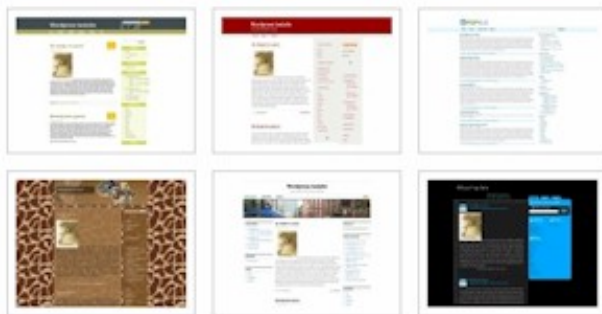
If incoming links aren't of great importance to you, you could still grab a domain name and host the blog on your main hosting site. If you have an existing website, it is also totally appropriate to install the blog script into a sub-directory on that site.

Don't use Blogspot.com or Wordpress.com for a business blog. Your customization options are very limited and you won't get decent statistics on your blog activities. You can install secondary stat tools but why go to that extra effort?

There are some hosting sites that don't work with Wordpress. Before you sign up for hosting, ask customer support if they are Wordpress friendly. Again, check out Hostgator.com and BlueHost.com to host your blog.

Question #5: What should my Blog look like?

First impressions are important. One thing you'll soon discover is that blogs wear designer duds and can sport major bling.



The 'look' of a blog is determined by its theme. A theme is a set of page templates and a CSS style sheet. (CSS stands for Cascading Style Sheet). Together the templates and the style sheet tell the database how to display its data.

This is what makes a blog so darn cool. At any time you can change the whole look of your website by simply changing the theme and there are hundreds of free themes and many paid themes available to choose from.

If you're familiar with php code and CSS you can tweak a theme to look a certain way. Change a color here and a width there. If you're not well versed with these codes you can hire a designer to do this for you. With the right expertise on your side you can make your blog look anyway you like.

The first customization task you can undertake is to have a custom header graphic created for the top of your blog. Some blogs don't use graphics at all, but you'll probably want to carry your logo/brand over to your blog and the header is a good place to do it.

Your 'blog bling' could include:

- A link to your RSS feed with instructions on how to use it.
- Mailing list sign up forum.
- About Me page with background info about you.
- Links to your favorite blogs.
- Widgets/Gadgets that promote Web 2.0 Social Networking sites that you belong to.
- Links that let readers submit you to Social Bookmarking sites.

Question #6: What should I be blogging about?

There are people who immediately take to blogging like a fish to water. They know just what to do write about every day. If that's not you – don't fret about it too much. You will get the feel for it as time goes by and if worse comes to worse, you can tap outsourcing strategies.

The best way to look at your business blog is to see it as both a marketing tool and a relationship building activity, which a decided preference given to relationships first and marketing second.

You can be personal on your blog.

Blogging practices encourage glimpses into your personal life, even on a business blog. Share plans for an upcoming vacation. Let readers learn about what motivates you as a person. People like to do business with people who share their values and ethics.

Don't go overboard though. Your business blog is not a venue for venting about your personal problems. Potential clients and customers do not want to hear about how you're about to fall into bankruptcy.

You can promote your business on your blog.

Your readers will be responsive to your offers when they believe that you have approached them as a compatriot, a fellow member of their community.

If you set out to be a guru, you probably won't be received as one. But if you set out to share top notch resources and opinions naturally and consistently, you may soon be received as a thought leader. Let it come naturally.

Blog post ideas:

- Share industry news.
- Professional accolades.

- Answer frequently asked pre-sales questions.
- Your products and services.
- Brag about a client's accomplishments.
- Share articles and statistics.
- Comment on business trends.
- Display your knowledge of industry history
- Share text or audio interviews with experts your market is interested in.

Question #7: How often should I blog?

As often as you have something interesting to say! There really isn't a fast rule on this. Some very successful bloggers post several times a day and some post just a few times a week.

The more you blog, the more you'll bring yourself back to reader's minds so be sensitive to that. Don't come back to the forefront of their thoughts with a boring post or they'll think you're boring!

Question #8: How can I make money with my Blog?

If you're blogging about your products and services and inviting readers to subscribe to your mailing list, your blog will consistently add to your bottom line. It can also be used to build a second stream of income through the promotion of affiliate programs.



Unless you have a very diverse business, it isn't possible to provide everything your market needs directly. There will be opportunities to recommend other products and services. If you can find an appropriate vendor who offers a percentage or flat fee commission for referrals, go for it!

Post recommendations when you discover them and also create a page on your blog where you update a list of common recommendations. Blog experts encourage you be transparent about your affiliate links and let your readers know that you will earn a commission if they act on your recommendation.

You can mention this with every recommend or you can create a blanket disclosure policy statement, post it on a page and link to it on your side bar. If the recommendation is targeted your readers won't mind and they will appreciate your honesty.

Keep your ‘second stream’ posts in an appropriate ratio with your other posts or your readers will grow weary of them.

Question #9: How do I get people to interact on my Blog?

When you have a business blog, do you want to have a lot of interaction from readers? Well, yes! Comments show that you have readers who resonate with your message and your products and services. Frequent comments suggest that your blog has a lot of readers and thus suggests that you are popular.

You can encourage blog comments by closing your blog posts with questions and requests for opinions. Make sure the link to make a comment is obvious. If you reach a market that isn’t very online savvy, be sure to clearly display a ‘How to Comment’ tutorial on the blog.

When a reader does comment, be responsive even if you just post to say thanks for commenting. This encourages others to post as well.

Question #10: What could I be missing about my Blog?

Likely, the most common ‘missed aspect’ of blogging is what takes place elsewhere. In order to be a great blogger, you have to leave your blog on a regular basis and go out to visit other people’s blogs.

Search for blogs on similar topics and read recent posts. If you have something useful to add or you want to give them a quick kudos, leave a comment. In most cases you’ll be given space to share your own blog URL when you leave your remarks.

Add your favorite blogs to your blog roll which is a list of links on your sidebar. Some of these bloggers will return the favor.

You should take every opportunity to share the link to your blog. Add a link to your main page and include the URL in your email signature. If you’re active on Social Networking sites, many of them ask for your blog URL.

If you find a blogger that you find really interesting you could invite them to be a guest blogger on your blog. This means that they write a full post that you share in their name on your blog. They may invite you to be a guest blogger on their blog in return, but if they do not – be patient. The blog love will come back to you.

Another way to share readers is to initiate a cross blog conversation where you carry on a one on one conversation, almost as if you were emailing each other privately, only you post the letters on your blogs so that readers have to follow both blogs in order to catch both sides of the story.

Depending on your market and surrounding online community there are some other fun ways to cooperate with other bloggers through blog carnivals and cooperatives but there are many types of businesses that would not be served well through participation in these projects so use your best judgment.

I do hope this guide has been helpful to you and you have a foundation to get your child started with her own website.

Best of luck in your online marketing journey!

Take care,

Teresa Smolinski

Teresa Smolinski
You & Your Child's Partner in Online Success
InternetBasedKids.com

Copyright 2008 Teresa Smolinski, All Rights Reserved

The advice on this guide does not constitute legal advice and is for informational purposes only. Consult a lawyer or government agency for legal requirements for your children to start a business.