

INTERNET BUSINESS

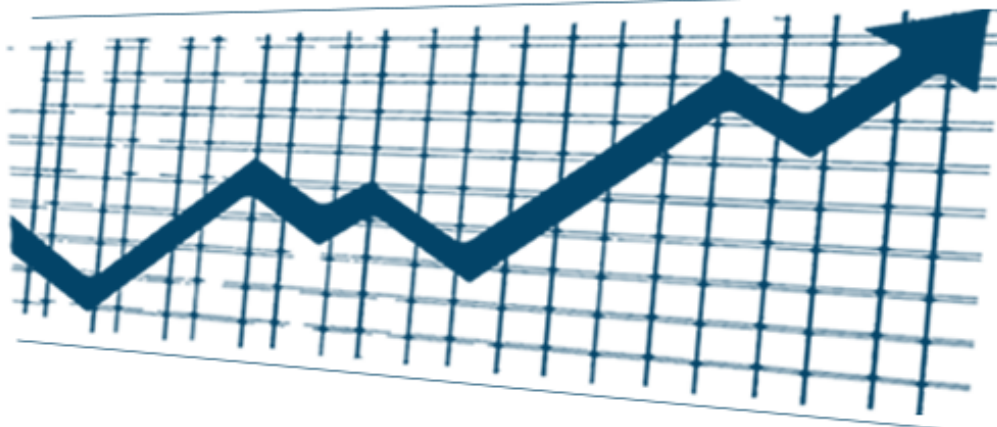
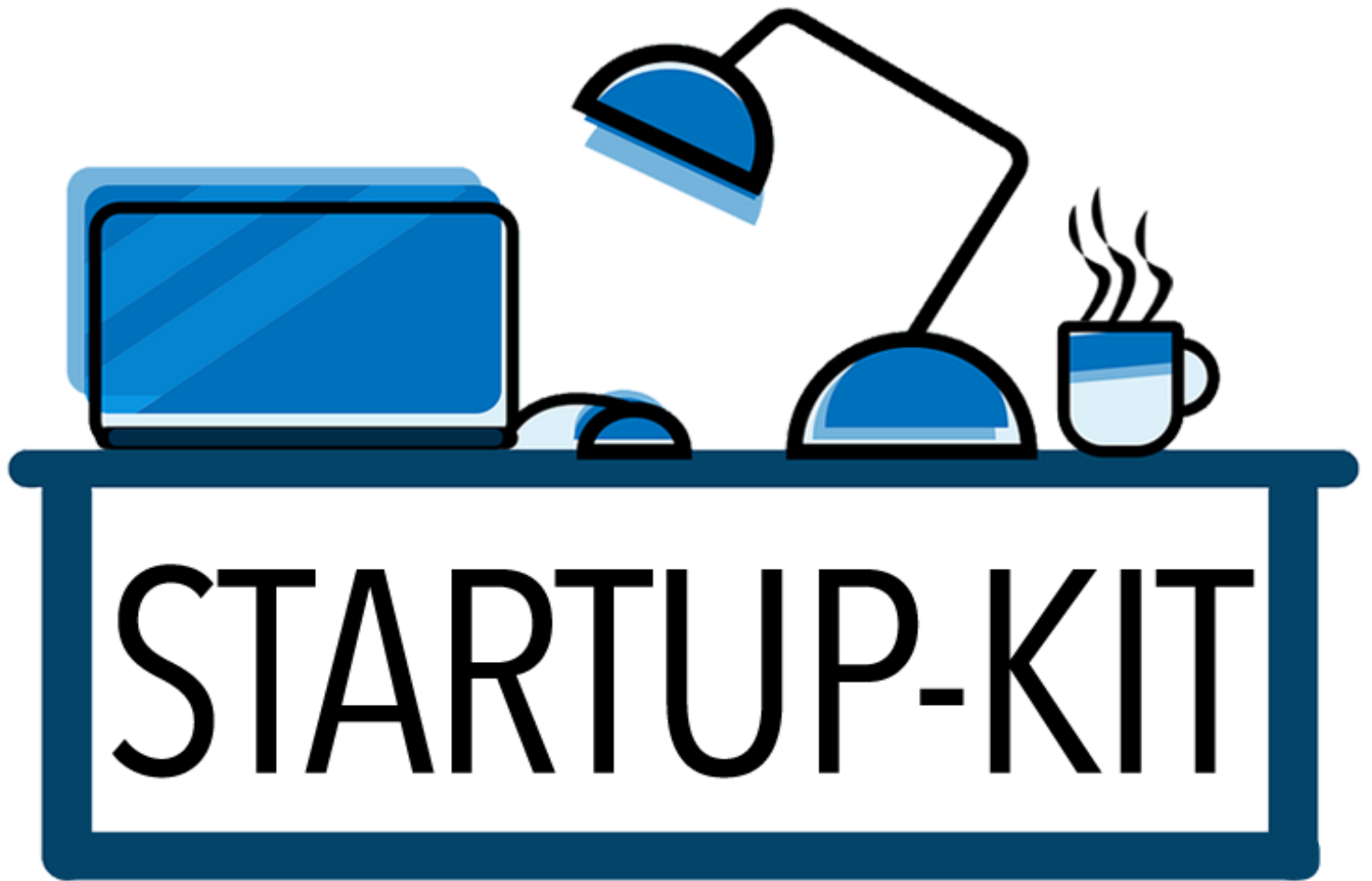


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Introduction

Many people hear about the benefits of having their own Internet business. They hear about the ability to work from anywhere, not be tied to a cubicle in an office building, not make money for someone else, and be one's own boss. This greatly appeals to many of them, leading them to starting their own Internet business.

Unfortunately, 95% of Internet businesses fail, many of those not making it past the first year, as many eager business owners fail to recognize that there are critical elements that must be done in order to have a successful business, something many Internet marketers leave out when they are emailing their subscribers with offers.

Fortunately, this ebook will give you the information you need to set a solid foundation for your Internet business so that you can be among the 5% that is a successful, long-lasting Internet business.

Register Your Business With a Legal Business Name

One common mistake many eager Internet business owners make is that they just grab a domain name, put up a basic website, and expect the profits to flow in. That's not how a legitimate Internet business works.

As with offline businesses, it is important to register your business name for several reasons:

- **It's the law in most locations (including the United States)**- people need to know who is running the business.
- **Registering your business name prevents other people from using it.** After spending months or even years building your brand and business, you don't want someone else using your hard work and/or ruining your brand's reputation by taking the same or similar name because you didn't register your business name.
- **You can get tax benefits, especially if you file as a limited liability corporation (LLC) or incorporate your business (INC).**
- **Most people feel more confident and are more willing to do business with companies that are either incorporated or an LLC than if the business is not.**

There is one important exception to having to register your business name. If you plan to use your name as your business, you do not have to register that.