

[7 Steps Of Internet Success Using No Gurus, Ebooks Or Expenses](#)

Suddenly you are unemployed. Maybe you worked hard for your money forever it seemed. Possibly your company downsized, or you were fired, or your health declined. In any case, you found yourself at home watching cable news, yet still receiving the same bills reflecting your previous lifestyle. Aside from the obvious ego-blow, you feel confused, sad, and overwhelmed.

Now is the time to "change your mind as to what happened to you", otherwise, you may find yourself wallowing in "victim role" which will not help you make it through this. Though it sounds trite, for certain, this ending is your new beginning. Now is the time to do just what you wanted to do in the first place with your life. But wait, you still have the same bills. What about that new German car in the carport? What about the fact that you have gone green and will only ingest organic foods now? What about wining and dining clients and friends you made from the business where you worked?

Be sure you are going through stressful times right now. You have a choice though. You can surrender and be defeated, or you can act. A lot of it depends on various factors such as savings, return on your investments, are you a trust-fund baby? Do your friends and family have resources that might be of assistance? Though this might help speed up your new career and success, it is not a necessity.

I found myself with nothing but a beat up used car few dollars, and a used computer. Oh, and a loyal stray mutt, who I gave the title "administrative assistant".

Want to know the 7 steps that worked for me? I designed them for you. There was no roadmap. I easily could have written an e-book and sold it, but I was in your boat once, and paying "a guru for an ebook" was hit or miss. Here is the real scoop. It worked for me, and worked very well. I now own 13 web stores and the top cartoon site on the Internet. I started with nothing. My intelligence is not that much more than above average, in other words, am no Einstein.

1. Downsize your life: Think about selling the suburban home, furniture, and take a modest apartment. I am single and this will not work for everyone. You may decide to keep your house and find another job to pay the notes. I did not have that luxury as my health turned into an official disability. In any case, one's level of living may decline. Get it in your mind this is not the end of the world. In fact it is a chance to truly show your resourceful/creative self.

1. Start making lifestyle changes now: I made a small office in my apartment and put my computer there. My biggest "luxury" was now cable Internet. I adopted a rescue dog to keep me company and remind me of what was important. Now I had to care for something important to me aside from my job, a living creature. Do you own a summer home? Great item to sell. A Cessna? Fly on the net, dump the plane.

1. Research: Find scholarly articles, not guru hype on running an Internet business. Since I happened to be a cartoonist, I found POD (Print On Demand) manufacturers willing to try my images on such products such as t-shirts, mouse pads, buttons, magnets, posters, and other items that people love to purchase on the Internet, mainly because they cannot be found elsewhere and they are considered valuable collectibles by many. I realize not everyone is a cartoonist. Maybe you are a plumber or banker or psychologist. In any case, you now have a skill that can be purveyed as information on the Internet. The Internet is now where the people are, and, where your business will be.

4. Research and experiment: Just a little research is not enough. You are embarking on a whole new career journey. Read all the major trade magazines online. Read articles from major online ezines like Ezinearticles.com and Helium.com and others on your topic. Google "how to launch a newsletter on banking or law or whatever field you were in. You are still in it actually, but now you are simply in it in another form. A purveyor of information. Maybe you are now a retailer, perhaps a designer, online consultant, or newsletter editor. You will find your niche if you seek it.

5. Read a bit about POD Printing (Print On Demand) firms. You can sign up free. You may have slogans, art or both that can be sold on various products. Such companies include Printfection, Zazzle, Cafepress and others. Maybe you've written some slogans, designed some graphics or both. Great. Presto, you're beginning your own brand.

6 Learn all you can regarding blogging and article marketing. Maybe you want to learn website design. Perhaps how to market something online or sell on Ebay. The opportunities are endless. The principles are the same as brick and mortar. Don't conquer the world at once. Read, practice, and then try it.

7. Perhaps pen an e-book on what you know. Don't like to write? Sell someone else's. There is a huge inventory of ebooks with associate programs ready for the taking. Simply sign up and sell.

There are many other things you can do to stay afloat and stay in the game during this period of time. You may find you never want to go back to "corporate America". There are now more than 30 million Americans working in home offices according to statistics. And guess what. These people are the ones creating the most jobs, while the large companies continue to downsize. It might be time to re-evaluate what "security" really is. The rules are simple: 1. Believe in yourself 2. Organize 3. Act

About the Author

Rick London is a cartoonist/entrepreneur and founder of the most visited offbeat cartoon site on the Internet. His award-winning original gifts are critically-acclaimed. [Click here to visit Rick's newest store: </a](#)

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