

White Paper

How To REVIEW A LEGITIMATE HOME BUSINESS OPPORTUNITY



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The only provision is that the content is not changed in any way whatsoever.

Many thanks.

Disclaimer

Every effort has been made to make this white paper as complete and as accurate as possible. The information provided is on an "as is" basis. The author, assumes no responsibility for errors or omissions nor assumes liability or responsibility to any person or entity with respect to any loss or damages arising from the use of information contained herein.

Please do your own due diligence before embarking on any business opportunity.

**Read this White Paper to get the low-down
on what a legitimate home business should offer you**

- Money is tight, but you want the luxuries in life.
- Your budget is stretched and there's constant strain and stress.
- You're in a job with zero stimulation.
- You want the independence of being your own boss.

If you identified with any of the above, you can make changes, and improve your situation.

Sure, we can dream and wish to change our situation...

- You can win the lottery.
- You can inherit a fortune.
- You can find a better job.

Or you can...

Start your own home business.

Keep in mind that any business, even a home business takes time to build and grow.

In his book, CASHFLOW Quadrant, Robert Kiyosaki says: "After you take baby steps for six months to a year, you're ready to move to walking, and then to running. You've got to walk before you can run. This is the path I recommend. If you don't like this path, then you can do what millions of other people do who want to get rich quickly the fast and easy way, which is to buy a lottery ticket."

When looking at a home business opportunity, there are many questions you may have...

- Is this a scam?
- Am I wasting my money?
- Is this a load of hype?
- Will this work for the long term?
- Will I be able to do this?
- Do I need to spend more money?
- Will it work for me?

It's normal to have these, and more, questions about the many, many, home business opportunities available today, and you're never sure which are get-rich-quick schemes.

The first consideration when thinking of a home business is whether you want to run an offline or online home business. An online business has many benefits over an offline business...

- With an online home business you are not limited to a physical area, but have **the entire world available to you.**
- With a correctly designed and built website, you can have the search engines on your side, as a powerful business partner (**for free**).
- You are not bound by fixed business hours, but can really **earn an income even when you're sleeping.**

"Then when I got home two weeks later the mailbox was full of checks from my various writing related income. If only such a business model had been available 20 years ago! I would have dropped that mind-numbing paycheck-to-paycheck government career a lot sooner than I did."

Shaun Fawcett

WritingHelp-Central

www.case-studies.com

Six criteria

In this White Paper you have simple methods to review a **legitimate home business opportunity**.

IMPORTANT: Before buying into any business opportunity, **always** do your due diligence.

Whenever you see anything that even hints at "quick and easy", **know that is a scam!**

Let's get to the 6 basic criteria you can use to investigate a legitimate home business opportunity. The time spent doing this exercise will be time well spent, and could save you money and time (not to mention frustration).

Ask yourself these questions about any business opportunity you're considering:

- 1. What do you get when you buy the package?**
- 2. What training is offered?**
- 3. What proof of success is offered?**
- 4. Do they offer customer case studies?**
- 5. What do the media say about the opportunity?**
- 6. Should I start a blog or a website?**

Let's look at these in a little more detail...

What do you get when you buy the package?

When you consider a home business opportunity, look at what you get. Is everything included to **start and run** your home business? Do you get everything you need when you start, or will you need to spend extra money for add-ons?

A legitimate home business opportunity will offer you everything you need to not only start, but run your business. If there are extra's (e.g. keyword research tools) these should be optional, and not essential to the running of the business.

Is it affordable? A home business opportunity need not cost mega bucks (you certainly should not need to take out a second mortgage).

"My goal was to build an online business that would generate an income equal (or greater, of course) to the salary I was earning. And also wouldn't be dependant on any country's economy (as my country's economy is in shambles...)."

Elad Shippony

coolest-parties.com

www.case-studies.com

What training is offered?

Starting and running a home business is not difficult, as such. There is usually a learning curve, and left to our own devices, there can be a lot of trial and error, and these can end up being expensive lessons.

When you look at a home business opportunity, consider what training material you receive, and how it's presented. Do you get ebooks, videos, etc.? Find out what level of support is available, and how the company deals with queries/troubleshooting.

A home business is almost always started part-time, and as such, if you have a problem, you need to have good support available to you. If this is not available, you can waste valuable time trying to find a solution on your own.

What proof is offered?

Is there a realistic track record of existing owners of the home business opportunity?

You need to decide if the following offer legitimate proof of success:

- **Testimonials.** How many and what kind of testimonials are offered? Are the writers of the testimonials contactable?
- **Scanned checks.** Are there images of scanned checks? How certain can you be that these are real and genuine?
- **Screenshots of income.** Can you believe them? Are they real, or were they changed in Photoshop?
- **Contactable references.** Are there references available that you can contact directly? Or do the references only have a name (with no contact details)?
- **Case Studies.** Are there real case studies available? Do the case studies cover a number of years, or are they one hit wonders?

Is there positive coverage in the media about the business opportunity?

The world's media have a reputation to keep, and as such, they won't report on a business opportunity as legitimate if it isn't. Equally, if a business opportunity is a hoax (or scam) they will report it as such.

When you investigate a home business opportunity, part of your research should be to find out what the media has to say about it. Also, has the media reported any success stories of people in these businesses?

Part-time to full time

Is it possible to start your home business part-time, and if you want to, can you build it into a full time business?

If you are a stay-at-home mom, student, retired person, you may want a home business that you can run full time.

"Starting an e-business with SBI! has been fun, rewarding, and very exciting. My very first e-mail about easy dinner ideas went out to about 35 people. Now over 1,600 people per day visit my website. I also have over 7,500 subscribers who want to read my my weekly e-newsletter."

*Crystal Maleski
makedinnereasy.com
www.case-studies.com*

About SiteSell

Headquarters in Montreal, Canada, SiteSell Inc was established in 1997, and now has over 40,000 customers and growing, through positive word-of-mouth by its customers and affiliates.

Led by Chief Executive Officer Daniel Kornitzer, Founder and Chairman of the Board Ken Evoy and a seasoned management team, SiteSell Inc. contracts 55 professionals worldwide, from the United States, Canada, Australia, Europe, South Africa and South America.

SiteSell's continued growth is based on its guiding set of principles:

- Overdeliver on customer expectations.
- Empower the customer to succeed.
- Develop cutting-edge proprietary technology.
- Sell at the most competitive price.

SiteSell's flagship product, SBI! offers the most complete system of integrated tools and applications for individuals to build and market their own successful Web-based businesses.

And because SBI! handles all the technology, users can focus on what's most important... building online business success.

SBI! removes all the obstacles to creating a successful and productive Web presence by putting all the essential resources in one place.

At an affordable price, customers receive the entire SBI! system with all the services, including a domain name, site-hosting, advanced brainstorming, site-blogging, form-building, e-commerce compatibility, an e-zine subscription manager, and much more!

Most importantly, they are imbued with a logical process that works, one that few small businesses use, and they receive unmatched support from SiteSell (technical support) and from the most positive, "help-and-be-helped" small business forum in the world.

Conclusion

If you are thinking of starting your own home business, use the criteria in this White Paper as part of your research to find what is right for you.

As mentioned above, an online home business has several benefits over an offline business. One of the home business opportunities you can look at is SiteSell's SBI!

Resources

The following websites are offered to aid you in your research for a legitimate home business opportunity.

1. What do you get when you buy the package? See tools.sitesell.com
2. What training is offered? See action-guide.sitesell.com
3. What proof of success is offered? See proof.sitesell.com
4. Do they offer customer case studies? See case-studies.sitesell.com
5. What do the media say about the opportunity? See media.sitesell.com
6. Should I start a blog or a website? See blogorbuild.sitesell.com

"SBI!! changed my life. I know this sounds like a "cliche", even corny to some, but it is perfectly true. I now devote all my time at being happy and productive, with my wife, close by my side, making her own dreams come true. As we sail in the sunset ... it keeps receding, while remaining just as breathtaking. I am 61 years young, and having the time of my life!"
Claude Jollet
Top-Web-Entrepreneurs-Plan-It.com
www.case-studies.com

Do you have more questions about SBI! or SiteSell?

question.sitesell.com

Other resources

[SiteSell Facebook](#)

[SiteSell YouTube](#)

[Wordpress or SBI!](#)

"Visualize this thing that you want. See it, feel it, believe in it. Make your mental blueprint, and begin to build." ~ Robert Collier

About the Author

COLIN DUNBAR joined SBI! on 8 Dec 2003, and his first website went live on 19 January 2004.

Through conscientious efforts his site was in the Top 1% within 9 months of starting, and with that came the monetary rewards.

Colin's monetization came in the form of AdSense, and selling his own e-product on the site. The income generated on his site, enabled him to...

- Buy his son's full cricket outfit
- Buy himself a scarce DVD (imported)
- Buy a number of books
- Buy professional e-cover software
- Take his wife for a few good meals at the restaurant
- Take his family away for week-ends
- Spend a father/son long week-end away

And he did this **without touching a cent of his salary**.

In March 2010 Colin sold his first site and invested that money in another business venture.

After running his second SBI! site for 14 months, he had to make the decision to either continue with the website, or grow his e-cover and book design service. He decided on the latter, and due to time constraints he resigned from SBI! in August 2012.