WORK AT HOME

Market your home-based busines on the internet

Tribune Media
If you create a Web site for your home-based business you have the potential to market your products or services along-side your larger competitors without anyone knowing your business is small.

A professional-looking site can be a means of stirring up publicity for reinforcing your expertise, a tenue for generating sales or a web-of expanding your prespect base. It may also help you become like one of the small businesses that captured the bulk of the \$518 million in Internet commerce in 1996.

internet commerce in 1996.
Of course, as with any marketing project, you should only set up a Web site once you have determined what you want to use it for you should also evalu-

mine if they spend time on line or if you can appeal to a new set of customers who frequent the Internet.

of customers was requent ine Internet.

Once you have determined that a Web site make sense for your home-based business, ask your peers for names of designers who can create a Web site for you. Before hiring a site designer, request that they show you samples of Web sites they have created. Speak to several providers to ensure you are receiving a fair price.

After determining your goals and establishing a site, use the following techniques to draw customers to you:

Register your Web site with search engines. Search engines include: Yahoo!

(www.infoseek.com), and hotbot (www.hotbot.com).

Submit It! (www.submit-it.com) and Register-It! (www.registor-It.com) help you roach multiple sites. Expect a two-to three-week delay from time of registration to time of inclusion in most search engines. When you register, you'll have to name the category in which you want to be listed. To determine how others would classify your business, ask an associate or peer to describe your business,

or peer to describe your business's product or service.

Offer to trade Web site links or baner ads with non-competi-tors who have complementary services or products. Arrange this by writing to the Web mas-

(www.yahoo,com), Excite (www.yahoo,com), Infoseok (www.infoseok.com), Infoseok (www.infoseok.com), and hotbot (www.hotbot.com).

Submit It! (www.submitit.com) and Registralit (www.registor-it.com) help you reach multiple site. Expect a two to three-week delay from time of registration to time of inclusion in most search engines. When you registen, you'll have to name the category in which you want to be listed. To determine the content of the the benefit You get to expand your site offerings without significant investment.

It was nowsletter every two weeks which establishes him as a partor with his customers and an authority in his specialty. Think carefully about whether the cantest or other activity will sensitiat any quality leads or continue to fregistration to time of inclusion in most search engines.

When you registen, you'll have to expand your site offerings without significant investment.

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For example, if you sell gournet.

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Think carefully about whether the cantest or other activity will sensitiate any quality leads or set.

Submit It (www.submit. A twist on this approach is which establishes him as a partor with his customers and an authority in his specialty.

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Submit It (www.submit.) A twist on this approach is which is stablishes him as a partor with his customers and an authority in his specialty.

Think carefully about whether the cantest or other activity will sensition or links to areas of your site of traffic.

Next week: How to avoid Web marketing pitfalls.

A twist on this approach is which is establishes him as a partor with his customers and an authority in his specialty.

Think carefully about whether the cantest or other activity will remark the cantest or other activity will remark any quality leads or

*Build community around your Web site through contests, customers profiles, on-line newsletters and other activities.

For example, a business owner, who sells beads features contests in search of the best handlag design. He also regularly features his clients' designs. An attorney mails out a computer active mail active mails out a computer active mail active

"Give away expertise on your site to attract customers and interest them in your products. For example, if you sell gournet foods you may want to post one of your recipes. If you sell information, give something your customers can use right away. They positive experience with your products or services is more likely to turn them into customers than straight sales information will.

Alice Bredin is author of the
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Handbook" (John Wiley & Sons)
and host of The American
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Exchange web itte
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AT WORK

Greedy workers ruin company's many perks

By Lindsey Novak, Tribune Media

Employees want good benefits and more of them - based on and more of them - based on the tone of the mail responding on my column on employee benefits in the United Kingdom (At Work, March 16). But many employers don't want to go that extra mile for their employees because it take away from the company's bottom line. One employer that did put forth that extra effort to treat employees like kings eventually had to cut back. The reason why was an type-opener - and a sad one at that.

company ', Two company owners, German-born and raised, worked for many years in Germany and other European countries before and coming to the United States. They were appalled by the work-

an Forewarders, based in Des gelaines, Ill.), they decided to puttheir money where their mouths twhere. They wanted to treat twhere. They wanted to treat the money where their mouths twhere. They wanted to treat the molecular treatment would motivate and engender company loyalty.

By European standards, they thought they were offering the bare minimum: four weeks vacation after the first year; no docking for sick days; a 37.5-hour work week; flex time; profit-sharing with generous contributions (\$3,000 for a \$20,000 yearly salary, which was their entry level salary in 1989); health insurance with 80 percent company-paid premiums; ergonomic furniture; low radiation comput-

ing conditions and treatment of employees here, so when they opened their own company in the strates (Fischer International Forowarders, based in Des States (Fischer International Forowarders, based in Des Plaines, III), they decided to put their money where their mouths where. They wanted to treat employees the way they thought they should be treated, and that such treatment would motivate and engender company loyalty.

By European standards, they thought they were offering the bare minimum: four weeks vacation after the first year; no dock ing for sick days; a 37.5-hour work week; flex time; profit-sharing with generous contributions (43,000 for a \$20,000 yearly salary, which was their entry level salary in 1989); health insurance with 80 percent company the survey and they remain grow may be always and the survey and

And that might be the key to why the employees took a great situation for granted. Good bene-fits for a job well done is a fair exchange."

exchange."

And that might be the key to why the employees took a great situation for granted. Good benefits for a job well done is a fair fits for a job well done is a fair exchange. But when people are given more than they feel they deserve, they start looking the gift horse in the mouth and sud-denly, that horse stops looking so

Having problems on the job? Write to Lindsey Novak in care of Tribune Media Services, Inc., 435 N. Michigan Ave., Suite 1500, Chicago, Ill. 60611. She can also be contacted at AtWorkbyLN@AOL.com

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