



Ian Jackson reports...

"Need seed capital for growing your business? Here's where it is..."

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

Beginning one is usually the hardest part of an online (or any) business.

I am no fan of borrowing money, which we had to do in the days before the Internet because there was no online opportunity, so none of the access to services and clients that the Internet has brought for us.

Therefore when we were bound by having an off line business in one shape or another, that meant fewer means to derive seed capital, the usual method was a trip to you friendly bank, and often they were not so friendly.

I dislike the use of computers for lots of things in life (such as when they're incorporated in cars), but when it comes to building and running businesses they're amazing tools, provided they're used PROPERLY.

One of the most valuable lesson I have learned in my Internet marketing journey is that you have to be flexible and in the early stages when budgets can be tight, it is often necessary - even perhaps vital - to offer your services as a freelancer - in ONE WAY OR ANOTHER.

Only you know your comfort zones, you areas of existing skill and expertise.

Perhaps you are good at writing, or making videos, or creating graphics, or web/app code?

If there is nothing that immediately occurs to you, allocate a couple of hours looking around somewhere like the Warrior Forum and have a goosey through its sub forums.

Your objective is to find a niche subject that excites you the most... and learn it!

Better get used to learning different skills because your online business journey ahead is crammed with them!

I'm going to be blunt here and say that if you have got as far as to be reading this I cannot believe there is nothing that floats your boat. That's meant to be encouragement by the way!

Maybe you have experience as a Virtual Assistance, or are pretty efficient at choosing domain names or building websites in HTML or WordPress?

There's an endless list of required skills sets, and you only have to spend an hour or so looking through Freelancing sites to see who wants what. JVZoo.com and Clickbank.com will also reveal what people want and need by virtue of the indicator that show who's selling what.

The best sellers are the ones for which there is a high demand, which means a market that in buying and investing in that particular niche or sub-niche.

Research is always the first step, then you can craft you offer around demand.

This is about earning and generating seed capital and it is not a quick or easy job, but boy, is it worthwhile.

It is a fabulous experience to get used to, and great for providing customer service skills in terms of Internet marketing too, both as a business, and a member (expert) of the online business community.

There's pricing, negotiating, structuring, payment systems, delivery systems, and unfortunately there WILL BE the odd unhappy customer or outsourcer - it's just the way things roll - a bit like the off line World eh!

Three of the most popular skill sets are article writing, graphics, and video creation. I would argue that these are the 3 baseline skills to acquire because everything else online depends on one of them or a combination of each.

Think about it, whatever you read, see, or listen to online, is derived from one of those elements - correct?

And they are fundamental skill sets you can acquire. Some marketers are happier with one or the other, some with two, or all three.

The beauty of them is that the elements of your business that require the skill sets that are beyond your ability can be easily outsourced, but you do need to be at least aware of HOW they are done.

I Love writing, and while it has always come quite easily to me pen-on-paper, it has taken a while to write content for the Internet

(blogs, websites and so on). Like everything there's a learning curve and roadblocks and challenges along the way, but persistence has paid off and now, words roll (usually!)

I have my own writing website silverghostwriting.com from which people can place orders.

I am not cheap but you get what you pay for. You can see what other have said about my writing (innocent plug 😊).

I got involved with graphics too at one stage, but that was more about having to generate my own because I hadn't earned enough money through article writing at that time.

Yup, I definitely enjoy writing more than graphics or videos.

Talk soon

A handwritten signature in black ink, appearing to read 'Silverghost', is centered on the page.

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