

Internet Based Kids™

Parent's Getting Started Guide

Your Guide to Helping Your Child Start an
Inexpensive & Fun Business Online

By Alice Seba
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The advice on this guide does not constitute legal advice and is for informational purposes only. Consult a lawyer or government agency for legal requirements for your children to start a business.

IMPORTANT NOTICE: If you find the information in this guide useful, feel free to pass it on to other parents. It would be great to see as many kids as possible starting their own online businesses too!

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If your child has a website idea, but you're not sure how to get it online quickly and easily...

Take the **FREE 10-Day trial** of our easy website builder at InternetBasedFamily.com

Introduction

There are endless ideas for kids to start an online business. Some require quite a bit of start-up cash and tremendous responsibility for parent and child. I don't think a child (not to mention a parent) needs that kind of pressure to get a business off the ground. I created Internet Based Kids™, so that you could find low-cost business ideas that will not only be an educational experience for your child...but a fun one too.

Your child doesn't need to be an inventor and you don't have to pay to tens of thousands of dollars to have a product developed. You don't even need to buy products at wholesale that you'll store in your living and kitchen waiting to sell. The ideas here are simple...and proven to work. I sincerely hope that this will be your guide to making it work for you and your child.

(Note: For the sake of simplicity, I have referred to "your child" as "she"...but by no means am I excluding the brilliant boys out there who want to start an online business too!)

The Theme-Based Website – Low-Cost Online Business Building

A Theme-Based Website is simply an informational website based around a particular theme or subject. Your child provides great information to her website visitors and sends out an informative email newsletter. This means, she might be able to build a website about her favorite hobby or particular interest or particular interest. But how will she make money?

Making Money with Recommendations

As she provides information, she can promote related products through **affiliate programs**. This means she will promote products from another company's website, in return for a commission. Companies that sell products will give your child a special tracking code and when she refers a sale to the company, she gets paid. This company handles the sales, shipping and customer support. Your child's responsibility is only to deliver great information and to recommend products. There is no cost involved with joining an affiliate program.

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Many websites offer affiliate programs and if you visit a website with products your child likes, just look for a link reading "Affiliate Program" or "Referral Program" and you'll find what you are looking for. There are also a number of large networks that allow you to sign up in one place, but allow your child to sell products for a number of different companies.

Here are some affiliate networks:

Commission Junction

<http://www.cj.com>

LinkShare

<http://www.linkshare.com>

ClickBank (ebooks)

<http://www.clickbank.com>

PayDotCom

<http://www.paydotcom.com>

ClixGalore

<http://www.clixgalore.com>

Share a Sale

<http://www.shareashale.com>

Making Money with Google AdSense

Your child can also join a program, such as Google AdSense, which is a simple way to start earning a good income online especially as your child's website traffic grows and grows. Basically, your child displays ads that look like this (see the "Ads by Goooooogle"?)...

Country Bunny Bath & Body Business

In 2000, Country Bunny Bath & Body expanded from a home-based business started by one couple, to a broader network marketing opportunity that would offer more women the chance to sell a quality product from home, on their own schedules.

Today, Country Bunny Bath & Body distributes a range of original, proprietary bath and body products that emphasize quality of ingredients and results, for the entire family.

Business Benefits:

[Ads by Google](#)

[Slimming Seaweed Soap](#)

Special Offer Get Free Bars Lose inches, smooth skin, Naturally

www.bellanaturalebodycare.com

[Bath And Body Wholesale](#)

Huge selection of new & used. Check out the deals now!

www.eBay.com

[Start Your Own Perfume](#)

Oil Business. Downloadable Manual.

www.aromasuccess.com

[Olive Oil Soap](#)

Handmade in Samaria by persecuted Palestinian Christians

www.rfcnet.org

- Work from home, and set your own hours

- Earn income on your own sales

- Earn bonuses from downline enrolments

Training and Support

- CD Rom training manual

- Starter business cards

- Product catalogs

- Independent rep forms

- Sales tools and products samples

- Latest flyers and promotional materials

- "Success" training sessions

- E-commerce website for one year

- 1-year access to online training site

- Company newsletter

Requirements

- Enrollment \$89 plus shipping, includes a retail product package, training program and corporate support

- Optional annual renewal of Internet Services for \$144

- Each rep must sell \$300 of products every six months to remain active

For more information, or for a representative's application, visit [the Country Bunny Bath and](#)

...and she gets paid every time someone clicks the ads. **HOWEVER, be sure to tell your child that she herself is NEVER to click these ads herself and never to ask her friends to click them** as this could cause her to be terminated from the AdSense program. Google has very sophisticated technology and is always on the lookout for fraudulent clicks. Be sure to read through the program rules with your child, so she understands them completely.

More information about Google AdSense is available at <http://www.google.com/adsense>

IMPORTANT SIDE NOTE: Many affiliate programs require participants are a certain age. Check the requirements and realize that you may have to sign up for these programs on your child's behalf.

What Kind of Websites Can Your Child Make

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Because we're going to focus on affiliate marketing and not purchasing stock or developing a product, your child will have the freedom to just let her creative juices flow. If she loves hockey, she will build a website that attracts traffic and then sends that traffic out to other companies that sell products. When someone buys a product from the other companies, your child makes a commission. Or if someone (not her or her friends remember!) clicks a Google ad, she'll get paid.

And it's easy to make a website with an easy-to-use website like the one at InternetBasedFamily.com. There are no programming skills required and it's easy to get a number of pages up within a matter of minutes. There is a 10-day free trial, so you and your child can really see if this is something she'd like to pursue.

Of course, there will still be some marketing skills required (and the Internet Based Family website includes plenty of free marketing)...but all the product development, selling and product fulfillment is taken care of by the other companies. That makes building a business as simple and inexpensive as possible.

If your child may be able to start a business from a hobby or other interest of his...giving your child an extra boost of motivation to stick with his or her project. Unfortunately, not all hobbies or interests will convert to a high-paying website, and we will be discussing market research shortly. But remember, your overall goal is to get your child interested and motivated so she'll follow-through. Whether your child becomes a millionaire or just earns enough for a bit of pocket change, it's important that he remains interested in what he is doing.

It may be obvious what your child should be involved with if he is highly passionate about his hobby. If it's not, start by brainstorming ideas and think....

- What sports is she involved with?
- What kind of books (TOPICS) does she like to read?
- What video games or other games does she play?
- Does she have an interest in music, movies?
- What kind of collectibles is she interested in?

Just be careful - if the interest is a FAD, it may have short-term results. Try to encourage your child to choose website topics that will have a lasting value.

And remember, starting an online business is not expensive. The software you buy, the web hosting (basically, like "renting" space on the Internet) are just small investments into the incredible learning process and experiences your child will have. And if you stick with the Internet Based Family website builder, you'll have most of these purchases covered in one monthly fee.

Remember, there will be mistakes along the way and perhaps some websites that flop...but you and your child should always learn from those mistakes and move on.

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What To Include in Your Child's Theme-Based Website

- **Articles with relevant information.** They don't have to be formal articles, but some opinions and ideas on certain subjects. The Internet Based Family website builder makes it easy to organize and post articles.
- **Product reviews.** Your child can review products he's tried and use his affiliate link to promote it.
- **Message board to become a gathering place for interaction.** The Internet Based Family website builder comes complete with a one-click install message board.
- **Links to her favorite websites.** It's simple to create a links page with the site builder.
- **Photos to display pictures from her favorite hobby or website topic.** The site builder includes photo albums that make it easy to display her favorite shots.
- **Multimedia like music and video** (be sure to be aware of copyright laws and talk to your children about this too). Its simple to load multimedia files to your site builder website.
- **Opportunity for Feedback from Visitors in a SAFE Manner.** Avoid posting your child's email address on the Internet. This will open her up to endless spam messages and possible contact from unsavory parties. The site builder allows you to build a feedback form to receive all correspondence that you can receive on her behalf.
- **Mailing List & Newsletter.** One of the secrets to building a truly successful online business is to build a list of email addresses. These email addresses come from people who visit your child's website and are interested in receiving more information and offers by email. The site builder allows your child to easily collect email addresses from interested visitors so she can send a regular newsletter out to them.
- **Shopping Cart.** If your child does eventually want to sell her own products, the site builder include an easy-to-use shopping cart to help automate the sales process on her website.

But before you jump right in, let's talk about...

Market Research

As I've mentioned before, it's always a good idea to do some market research before your child runs with her website idea. There is no sense in starting a website that nobody will visit or one that nobody will buy products from. ☹

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Your child is looking to target a group of people who are passionate about their hobbies and interest – AND – who like to spend a decent amount of money pursuing those interests and hobbies. So, how can you tell if her idea meets these criteria?

Here's a few tools you can use to guide you in your research:

Magazines: If there's a magazine dedicated to a certain subject or target market, there is likely a market to sell products here. Magazines are fueled by advertising sales and if people are buying advertising, they are likely selling well to this market.

WordTracker: This is a powerful keyword tool that show you how often people search for certain terms on the Internet. You can find out more at <http://www.WordTracker.com> - Be sure to look for terms that would indicate people BUYING product in addition to looking for information.

For example, if your child is going to start a website about horseback riding, keywords like:

horseback riding techniques
horseback riding injuries

...seem to indicate searches for INFORMATION, while terms like:

horseback riding vacation
horseback riding apparel

seem to indicate an interest in shopping. You'll want a nice combination of both. Again, the key is your child enjoys what she's doing, so in the end the two of you will have to decide which website idea is best to pursue. A piece of advice is not to get bogged down in the planning stages or the ideas may never get off the ground. This is going to be a constant learning journey and as your child develops her website, she will certainly be improving her marketing skills as she goes along.

I do hope this guide has been helpful to you and you have a foundation to get your child started with her own website.

If the two of you are ready to get started:

Take the FREE 10-day trial of our easy website builder at InternetBasedFamily.com

You'll find all the features I've mentioned so far...and plenty more to get your child's site online quickly. There are plenty of templates to choose from and photos to add to the site. There's plenty of marketing advice available in the help files and once you've decided to stick with the site builder, you'll receive a \$50 credit to advertise with Google

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and an additional \$50 credit to advertise with Yahoo...giving you the opportunity to drive traffic to the site immediately.

Best of luck in your online marketing journey!

Take care,

A handwritten signature in black ink that reads "Alice Seba". The signature is written in a cursive style with a large, looping "A" and "S".

Alice Seba

You & Your Child's Partner in Online Success

InternetBasedFamily.com