The Internet Treasure Chest

Quick Start Guide

Second Edition

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Chapter One: The First Steps

A Great Opportunity is Waiting!

Imagine if you had been part of Thomas Edison's team when he invented the light bulb. How wealthy would you be now? Imagine if you were partners with Henry Ford when he began his car company. You'd be worth millions of dollars! Imagine if you had been one of the original founders of Microsoft? You'd be one of the wealthiest people on the planet!

Huge advancements in technology like these don't happen often, but when they do they are worth a fortune to the people with the willingness to step up and get involved!

Now imagine being able to do what each of these giants of wealth was able to do but to do it faster and easier. Think it's impossible? Consider some of the problems they had to overcome. They had to raise huge amounts of cash to build factories and hire a sales force. They had to make contact with each potential customer one at a time. They had to maintain an inventory to sell. They had to…well, you get the idea. It was a huge undertaking. Many would be Fords or Edisons quit before they started because the task was so overwhelming!

Now imagine what would happen if they didn't have to do all of that. Suppose they could have worked from their own home without the need of a factory or sales force. Suppose customers from all over the world had come to them. This could have all been possible if they had just had one thing…the INTERNET!

Never in history has the potential market for products been bigger or easier to reach. Never has the opportunity for new businesses been better. For those who act now, the potential is unlimited.

So what is the Internet? The greatest growth market of our time? Yes! A source of customers from all over the world? Yes! A great opportunity to own your own business and begin building your dream life? Yes! It is all of this and more!!

The Internet is sometimes called "The Information Superhighway." It has also become a "Superhighway To Wealth" and The Internet Treasure Chest can be your on-ramp to that superhighway. So let's get this journey started and discover what your future holds!

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DID YOU KNOW?

135 Million

People – almost half the U.S. Population – enjoy Internet access!

Source: NetRatings, Y-Life

Where To Begin

This manual is designed for people who are new to the exciting world of the Internet. If you have little or no experience, but recognize that now is the time to be a part of e-commerce, this manual is for you. Each of the following sections is designed to help make you part of this exciting new world quickly and easily. And we promise that you won't need a degree in computers to do this. By the time you complete this manual you will understand how the Internet works and how you can use it to begin making your dreams come true.

If you are an experienced Internet user with lots of time "surfing" in cyberspace and are already familiar with all the material covered in the manual, you can jump right into building your Web Site! You can use either the Quick Start Video or The Quick Start CD (which ever viewing format you are more comfortable with) to get a guided tour of how easy The Internet Treasure Chest has made it for you to build your very own World Wide Web Site that looks as good as those that cost THOUSANDS of dollars! You'll receive step-by-step instructions that will make the entire process easy and fun!!

If the Internet is something that you have heard about or that your friends talk about but is new to you, read on and quickly you will be "surfing" cyberspace with the best of them.

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Before you can begin to tap into the potential wealth on the Internet through your own Internet business, there are some basics about the Internet you will need to know.

If you have never been on the Internet before, or if you have little experience with computers don't panic! Even if you are brand new to computers and the Internet you will be able to follow along.

We are going to explore what it takes to be an experienced user of the Internet. We will start with the basics and take you right through your first "surfing" experience.

We will say this now and repeat it often, don't be afraid to try a button or command as you move along. You can't break anything-unless you push the computer off the table! Relax and enjoy. There is a world of opportunities waiting for you on the Internet and you are about to learn how you can cash in on those opportunities! The most important part is to start today! The sooner you start, the sooner you can achieve your dreams!

The Basics

Your investment in The Internet Treasure Chest is a great start towards success. You have some of the best help available to start and run your own business on the Internet.

But before you can start that business you will need to know how the Internet runs and how you and your potential customers will navigate around this exciting new world. Let's begin with a short history lesson.

"In the beginning…"

The Internet actually began as an idea that came from the Department of Defense in the 1960's. The Department of Defense set about creating a network of computers that would link various government and academic researchers around the country. The idea was to create a network that would survive in case of a disaster or nuclear attack.

In 1985 the National Science Foundation modified this idea and created a free network that was available to any research facility or school in the United States. This network became the "backbone" of the modern Internet.

At the same time regional networks among colleges and research facilities were being created. These were then linked to the "backbone" created by the National Science Foundation.

As these networks grew, software programmers were busy creating programs to make it easier to use this network. Within a short period of time there were a number of programs designed to help people use this vast network of linked computers. Naturally businesses began to see the value of this network and so, the Internet, as we know it, was born.

"So How Do I Get Started?"

In order to access the Internet and get your business up and running you will need some "hardware." If you are new to computers and the Internet it all may seem big and scary. RELAX!

When you go into the garage, a hammer or screwdriver don't intimidate you. The things we are going to talk about are no more difficult to master than any other tool you work with on a regular basis. If you get a bit confused, just come back to this material again. Keep this manual with you as you first begin your journey and within a trip or two you will be a seasoned "surfer" on the Web. The most important thing to remember is START TODAY! The sooner you get on the Internet, the sooner you can have your own business out there making money. **So let's get going!**

DID YOU KNOW?

76 Million
Americans are "active" Internet Users. A 33% increase over last year!
Source: Cyber Dialogue, Y-Life

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The Computer

If you already have a computer and modem, you can skip to Chapter Two. However, if you are about to get your first computer, or need to replace an old computer, read on.

Buying a computer can intimidate all but the most hardened "technocrats." Part of the reason for this is all the terms that get thrown around. In this section we are going to give you all the information that you need to get the right computer that will be give you that opportunity to be your own boss and start making your dreams a reality.

A computer really has 4 main parts: a Central Processing Unit (CPU), a monitor, a keyboard, and a mouse. There are also a few add-ons that we will talk about shortly. But this is what you need to purchase. And the price for computers is dropping everyday.

The Computer

Monitor

CPU

Mouse

Keyboard

The CPU

The CPU is the brains of the computer. The microchip and the memory chips are all located in the CPU. There are three things about the CPU that you will need to decide when you purchase your computer: Chip speed, hard disk size, and RAM size. Although this may seem like a foreign language, it is easy to understand and to make good choices about.

- Chip Speed refers to how fast the computer is able to "think." You will see ads for computers with speeds of 400 or 500 megahertz. The only thing to remember is that the higher the number, the faster the computer will do its job. WARNING. Don't get trapped into paying a high price for a computer that has the fastest speed. You don't need it. Choose something a little slower and save the money.

- Hard Disk Drive size refers to the amount of material that the computer can store. Think about it like a filing cabinet. Hard Drives are measured in Megabytes or Gigabytes. The price of hard drives has fallen dramatically in the last 18 months. If you can afford it, find a computer with a hard drive no smaller than 4 Gigabytes. This will give you enough storage room to let your business grow.

- RAM (Random Access Memory) is a storage place on the computer for programs or documents that you are currently using. When you want to write a letter to customers, for instance, telling them about a new product you have, the computer will go to the hard disk and get the word processing program and put it in the RAM section of the memory. From there, you are able to use it to write your letter. This is an important feature on your computer. Like hard drives, RAM is measured in megabytes. Choose a computer with at least 64 megabytes (called megs). This is one area where more is better. The more RAM your computer has, the better it will run.

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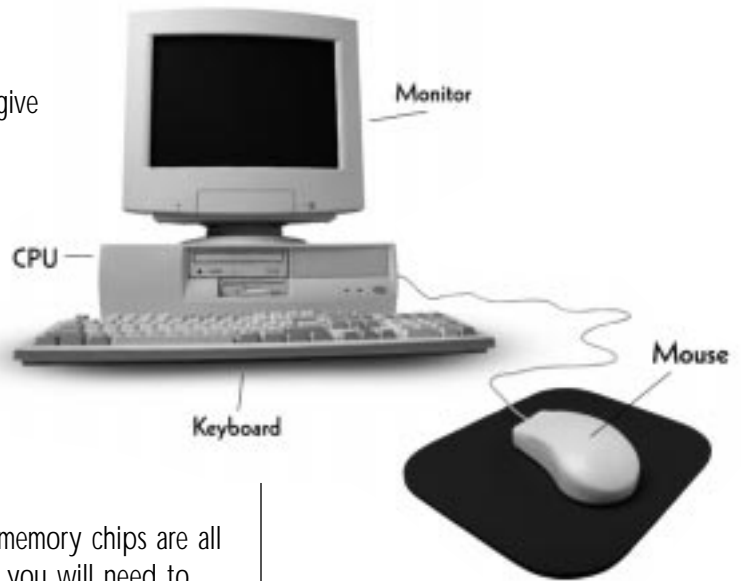
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The Monitor

The monitor is the display screen. These come in various sizes. The larger the monitor the more the cost. Look at several different sizes. There is no advantage of one size over another. Choose one that you are comfortable with and that fits into your budget. Sometimes manufacturers will sell a "package deal" that includes a monitor. These are often very good options, if you like the size of the monitor.

The Keyboard and Mouse

The Keyboard and the Mouse are included with almost all CPU's. One of the things to do before buying a computer is to try both the keyboard and the mouse of the brand you are considering. Some keyboards are smaller than others and there is a wide variety in the styles used for the mouse. Be sure that you are comfortable with the feel of the keyboard and how the mouse works before buying.

Most computers have lots of "add-ons" that you don't need. There are only two things that you will need to add to your computer to get your business up and running. One is a printer; the other is a modem.

Let's talk about the modem first. The modem is the way that your computer physically connects with the Internet. It uses software on the computer and the phone line (in most cases). It will call an Internet Service Provider (ISP), which is discussed a little later.

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Most new computers come with built-in modems. If yours does not you will need to get one. Most modems have a speed rating of 56 kilobytes per second. This is the speed at which the modem can handle information. The higher the number of kilobytes per second, the better. Get the fastest modem you can afford.

If you purchase an external modem (one that is not built into your computer) be sure to take the make and model number of your computer with you. This will allow the salesperson to find the modem that will work best with your computer. Remember, this is your physical connection to your customers. You want it working as smoothly as possible all the time.

The other item you will want is a printer. Your computer will be able to store all the documents you will need. But there will be times when you need to print out some of these items (like when your friends don't believe how many orders you took in last week!). This is when you will need a printer.

There are two primary types available. One is the laser printer and the other is the inkjet printer. Each has certain advantages and disadvantages.

The laser printer will cost more to buy. However, it is cheaper to run. The laser is a faster printer and has a better quality print. Most lasers are limited to black and white printing. There are color laser printers, but these are very expensive to both buy and run.

DID YOU KNOW?

27 Percent

Of Internet users are new comers. They've begun to use the Net in the last 12 months!
Source: Berrier Associates, Y-Life

The inkjet printer costs less to buy but more to run. Each copy is more expensive. The inkjet printer is slower than the laser, but you can buy a color inkjet printer inexpensively.

The type of printer you choose is a matter of choice. Pick the one that fits the type of printing you think you will be doing most.

The brand of computer you choose is also a matter of choice. Almost all computers of similar price will be able to do the same things. An afternoon of comparison-shopping will give you the information you need to choose the right computer

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Chapter Two
Connecting from Home to the Internet

The Internet Service Provider (ISP)

Once you have the hardware to get your business going, you will need to get connected to the Internet so that you can create your Web Site and start selling your products or services to the millions and millions of potential customers on the Net. That is what the Internet Service Provider (ISP) will do for you. Simply put, you use your computer and modem to contact this system. The system's computers then do all the rest of the work to get you connected to the internet. This service also allows your customers to contact you and to place their orders right to your computer! You can think of it like the switchboard at the phone company. When you pick up the phone and dial a number the call goes through the phone company's network and is routed to the phone you called.
The ISP works in that manner.

There are several ways to get connected. Your ISP should provide several choices to you.

- Dial-up method. This is the most common form of connection. It uses the phone lines to contact the ISP. This is reliable and reasonably inexpensive. One thing to keep in mind if you choose this form of connection is that your phone line is occupied while you are on the Internet. As your business grows you may want to consider a second phone line that is used only for your Internet business. Contact your local phone company about this. It may be that a second line is available to you and only needs to be activated.
- DSL is a method of connecting that also uses the phone line in your home. However, the difference here is that the data is transmitted digitally. This makes the transmission much faster. DSL is not available in some rural areas at this time. If you have older phone lines coming into your home it might be necessary to run new lines to get the maximum benefit out of this service. If it is available to you it is worth the slightly higher cost.
- The third method is a Cable Internet Account. This is the same cable that brings in the television signal to your home. Of the three methods, this is the fastest, although the areas where cable internet connections are available is still very limited. In addition, there are several disadvantages. First, it is more expensive. While the higher speed is nice, it may not be worth the additional cost, especially as you are first starting your business. Second, not all cable systems are equal. Some of the older systems allow information to come to your computer over the cable but information sent from your computer must still use the modem and phone lines. Finally, there is an additional cost for equipment to hook your computer up to the cable.

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If you do not have cable television already, there would also be a cost to run the cable to your home.

It is important that you have an Internet Service Provider who will meet your growing needs. Most ISP's will have the dial-up option and many will offer a DSL option as well.   Currently only cable companies can offer the cable internet account.

Because of their limited availability and higher cost we do not recommend starting with a cable company ISP.   Even if we take the cable companies out of our consideration, there are literally hundreds of ISP's out there for you to choose from. Some are huge corporations; others are small businesses serving a limited area.

There are a number of things to consider when choosing an ISP. First, is the monthly cost of the ISP service. Just like the phone company, ISP's charge you to use their equipment. These charges can vary from provider to provider. Some will charge a flat rate per month and some charge an hourly rate based on the time you are on-line. Because you will be using their service for your business we recommend you choose a service that allows you unlimited access for a flat monthly rate.

You should also ask about the age and speed of their equipment. You need a company using modern, high-speed equipment.

8 Another question to ask is how much equipment the provider has. Will the ISP have enough equipment to handle your business traffic even during the peak usage hours? If their equipment gets overwhelmed customers will have to wait to visit your Web Site and this could cost you sales!

Ask about technical support. If something happens to your connection can you get help quickly? Can you get that help when you need it and not just during "normal" business hours? Remember, your business will be open to customers 24 hours a day, seven days a week. If something happens at night, or over the weekend you need to be able to get it fixed so that your customers don't have to wait to contact you.

What software is part of the ISP's package? At the very least, the ISP must provide the software the computer will use to connect to their service. This is often called the "dial-up" software. Most ISP's will also provide a "Browser" and an "E-Mail" program. We will be talking about these shortly.

Finally, how long has the company been an Internet Service Provider? The Internet hasn't been with us for more than 15 years so don't expect to find companies that have been in business for 50 years. But they should have several years' experience before you trust them to handle your business.

A Word of Warning

Unfortunately not all ISP's meet these requirements. Even the huge on-line services may fall short. Many people will choose an Internet Service Provider because they recognize the name or saw a commercial on television. That is not the way to choose a service that will be so important to your Internet business. Our experience with some providers is that service is not what we would expect. Connection difficulties are also often a problem.

We know that it is important to have a good ISP when you start your Internet business. We also know that choosing the right Internet Service Provider can be hard for someone new to the Internet. We have looked at a number of providers and recommend Earthlink™.

As part of The Internet Treasure Chest we have included a disk that contains all the programs you need to register as a user with Earthlink™ and get on the Internet today! We feel Earthlinktm provides the services necessary to get you started quickly and keep your business running smoothly. In addition, Earthlink™ has agreed to offer a preferred customer rate for all Internet Treasure Chest users. This is a flat, monthly rate which gives you UNLIMITED use of the Internet and it's absolutely 100% FREE to try for an entire 30 days.

EarthLink™

Easy Installation Instructions:
Just insert the Earthlink™ CD into your CD-Rom drive. After a few seconds, the CD will automatically start itself and walk you through the simple sign-up process. The trial is 100% FREE so make sure you take advantage of it!

Now That I'm Connected What Happens?

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The Internet is a mass of literally hundreds of millions of computers tied together all over the world. At first glance, this is a scary thought. But in reality, the Internet is more like your hometown. It is a place where you can buy groceries, send letters, chat with friends or cruise through a mall.

More specifically, we want to use the Internet to get to the World Wide Web (normally referred to as "The Web"). Sometimes people assume that the Internet and the World Wide Web are the same thing. Not true. The Web "lives" on the Internet. It is a part of the Internet, but it isn't the Internet.

So, what do you need to know about the Web? Well, first of all, this is where you will have your Internet business. It is also where most of your customers will come from.

The Web is a collection of "pages," which is another name for an Internet Site, from all over the world. These pages can contain text, pictures, animation, sound, and video. But what makes them really interesting is that they also can contain "Hyperlinks." By clicking on certain words or images that are hyper linked, your customers will be automatically taken to the page that word or image is linked to. As you begin to build your Web Site business you will see the importance of these links.

DID YOU KNOW?

70 Percent
Of all Internet "surfers" polled in April 2000 had made online purchases in the previous 90 days!
Source: Greenfield Online, Y-Life

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For right now it is enough to understand that you can go from one Web Page or Web Site to another by using these links. (Don't worry; we will explain how you do that in the next section.) These links can take you to every corner of the world in just a few seconds.

A Web Site can consist of any number of pages. Each page is linked the same way the Sites are linked. This means that you can move your customers from one "page" to another within your Web Site to help them with their on-line shopping and to allow them to see other products or more information about a specific product.

The other really important thing about Web Sites is that they are searchable. This means that you can ask your computer to go find Web Sites that contain certain words and, with the help of a computer program we will talk about later, that is exactly what happens. This is one way that your customers will be able to find you.

The last thing we need to talk about concerning Web Sites is how they are identified. There are millions of Web Sites out there, many containing pages and pages. How will your computer be able to find the one you want?

Each Web Page has a specific address. This address is known as a "U.R.L." or Uniform Resource Locator. A Web Page's URL begins with either http:// or www.

10 There are several things to keep in mind about these addresses.
- They are very specific. If you want to go to a Web Site using its URL you must type it exactly. There can be no extra spaces or extra punctuation.
- Some URL's are case sensitive. This means that capital letters and lower case letters matter. Be careful to use the correct form.
- Some URL's use symbols other than letters of the alphabet or periods. Be sure that you use the same marks.

The most common mistake a new user will make on the Web is not typing the URL correctly. Remember that computers are very literal. They will do what you tell them regardless of what you really wanted.

Jumping Onto The Web

You have your computer and your modem. You have used your Earthlink™ CD and set up your Internet account if you didn't already have one. Now let's talk about how you "navigate" your way around on the Internet!

Microsoft Internet Explorer™

Netscape Navigator™

To do this you will need a software program known as a "Browser." There is a very good chance that you have one on your computer already. The two that dominate the market right now are Microsoft's Internet Explorer™ and Netscape Navigator™. Both programs do basically the same thing. They allow you to easily travel around the Internet from Web Site to Web Site.

There are other browser programs on the market. But don't buy anything until you check your computer! Most computers now come with a browser already installed. If you use Microsoft Windows you probably have Internet Explorer™ already. If you have a Macintosh computer, there is a very good chance that Netscape Navigator™ is already on the computer.

The features we are going to explain in the following chapters are found on all good browser programs. The location of the buttons on your screen may be different, but the function will be the same. In the next chapter we are going through the use of the browser step by step.

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Note: Your Earthlink™ CD contains the most popular browser on the Net, Microsoft's Internet Explorer™. And it's FREE!

DID YOU KNOW?

23.5 Months

Will be spent by the average "surfer" online in his or her lifetime!

Source: Cyber Dialogue, Y-Life

Chapter Three: On the Web

Time to go! The computer is on, the ISP account is open, and your browser is waiting. Well, there is no time like the present.

First Things First

Let's work through the process the first time together. There is really nothing that you can break. Relax and enjoy the trip. It truly is an amazing world out there!

The first thing you will need to do is open the "dial-up" program provided by your service provider. There will be a button labeled "Log-on." Find that button, put the mouse pointer on it and click. The computer will now begin to run the program that contacts your ISP and connects you to the Internet.

As this program is making the connection you may hear a strange set of noises coming from the speaker on your computer. Don't worry, this is completely normal. It is the communication tone your computer uses to communicate with the computers at the ISP. The noise will last for only a few seconds. The program will then tell you that the connection was successful. The language here will vary depending on the program you use.

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O.K. so now what? Well, believe it or not, you are now part of the largest network of computers in the world today. But, you will have to open at least one more program to take advantage of all this. This is where you need to launch your browser program.

Just put your mouse pointer on the symbol for your browser, click and go.

HEY! Welcome to the World Wide Web! That was easy.
And now the fun really begins.

"Surfing" the Web

When you open your browser you are actually on the World Wide Web. You are on the "Home Page" for your browser. Think of this as standing at your front door and looking out at the whole world. There is no place that you can't go! You just need to decide where you want to go and then figure out how to get there. You've done this with directions to a friend's house or a new restaurant most of your life. There is nothing different here. In fact, in many ways it is easier on the Web because computer software designers are constantly looking for ways to make it easier.

There are two ways to get around on the Web. One is to use the links we talked about earlier. Scroll down the Home Page and look for other Web Site addresses. You will be able to tell where they are because they will be in a different color and will be underlined. By clicking on the link you will go to that Web Site.

The other way is to use the "Location" or "Address" box you will find at the top of the Netscape or Internet Explorer™ window. Click on that box and type in the URL for the Site and press "Enter."

If you have been doing each of the steps on your computer as we have described them, good for you! But you may be wondering how you get back from this new Web Site. Remember when we said navigating on the Web was like walking around in your hometown? If you got someplace and decided you needed to go back to the last place you visited, what would you do?

Right! You'd turn around and go back to the previous place. Well, that is what you need to do now. At the top of the browser window you will find a button labeled either "Back" or "Previous." Click on that button and you will return to the Site last visited. Your computer will remember where you have gone and you can use that button to retrace your steps from the beginning of that particular visit on the Web.

You may get to a Site that is an "Image Map." This simply means that the links are not in the form of a URL printed on the page, but are in the form of a picture. You will be able to tell that you are on a link because your mouse cursor will change shape as you move it over the link. In some image maps the buttons to click are very obvious, in others they are more subtle. There is no difference in how a URL link or an image map link works or how you can use them, they just look different.

Some businesses use image mapping on their Web Site to help sell their products. They create a catalog where the picture of each item is a link to a page that describes that item in detail. In the next chapter we will talk about search engines and you will have a chance to explore some of these types of Sites if you haven't found them on your own by then.

The Internet Treasure Chest has provided you with all the software you will need to create the same type of on-line catalog you will find on Sites put on the Web by some of the biggest retailers in the country today!

But before you get too involved in the creation of your Web Site, we need to explore some of the other buttons that your browser provides to make your trip around the virtual world as easy as getting around your hometown.

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DID YOU KNOW?

650 Thousand

New jobs were created in 1999 as part of the Net content and infrastructure industry!

Source: University of Texas-Austin, Y-Life

Buttons, Buttons, What are all these Buttons?

Besides that very useful "Back" or "Previous" button that we have already covered, there are several others worth mentioning specifically.

Next to the "Back" button you will find a "Forward" button. When would you use this button? Let's say you are on a home page that has a link on it that you click. Let's assume that this link takes you to an interesting page on raising guppies. You need to return to the home page for some reason but then want to go back to the guppy page. Rather than look for the link on the home page again, you can use the "Forward" button. The browser will remember each Web Page you visit, in the order that you visited, and you can travel between them using these two buttons.

It is also possible to stop in the middle of a move from one Web Site to the another by clicking on the "Stop" button. When you do that one of two things will happen. The first is that the computer will go back to the Web Site you just left. No big deal! However, it might also stay at the new Site but without anything but a blank page showing. Of course, you know what to do because you were paying attention when we discussed the use of the "Back" or "Previous" button and you click this to take you back to the last Web Page.

Suppose that you come across a Web Site that you think you would like to visit on a regular basis. You could certainly memorize the URL but that is more trouble than it's worth, especially because your browser has a button that will do it for you. In Internet Explorer™ this button is called "Favorites," in Netscape Navigator™ it is called "Bookmarks." In both cases the browser allows you to mark a Web Site and will remember the URL so that you don't have to. This is certainly something you will want your customers to do with your Web Site!

It is such a useful tool that we want to go over the steps of adding Web Sites to this part of your browser.

Using the "Favorites" button in Internet Explorer™

We will discuss two different browsers in the following sections. We will begin with Internet Explorer™. This is the most popular browser on the market today. It is also included as part of The Internet Treasure Chest package for FREE on your Earthlink™ CD. We selected this browser for its ease of use and useful features. If you do not already have a browser on your computer we recommend you use your Earthlink™ CD and load Internet Explorer™ onto your computer.

Internet Explorer™ will let you add favorites and then organize them into folders so that they are easier for you to find and use. You will be surprised how quickly you will have a long list of favorite Sites. By organizing them into categories and placing them into folders you will be able to use this part of your browser faster and more easily.
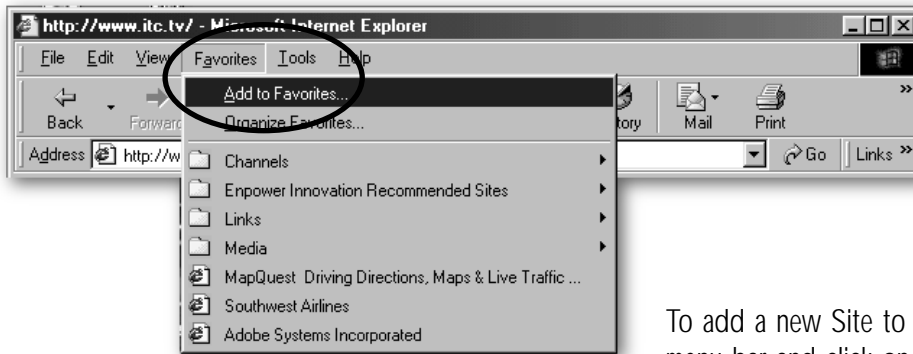
When you first click on FAVORITES you will find a number of Web Sites already listed there. These are Sites that were placed there by Microsoft. You may certainly leave them if you wish or use them if they look interesting.

To add a new Site to this folder, choose FAVORITES on the menu bar and click on it. Select "Add to Favorites" from the drop down menu. That's it! The name of the Site will appear in the menu. The browser records the URL and will return to it when you select that Site and click on it.

To organize your favorite Sites, which will quickly become necessary, choose FAVORITES from the menu bar. Select the "Organize Favorites" button. Click the button. Another window will open that will let you create folders, move Sites into folders, rename folders, and delete Sites you no longer want, all by clicking on the buttons displayed in the window. When you are done organizing just click on the CLOSE button and you are back to the last page you visited. The folders you create using the "Organize Favorites" window will now appear in the FAVORITES menu.

You can now save new Sites in one of the folders you created. When you select the "Add to Favorites" button a list of available folders will appear. Select a folder and click it open. Click the OK button. The Web Site is now in the folder you selected.

DID YOU KNOW?

2.5 Million
People are employed as part of the Net content and infrastructure industry!
Source: University of Texas-Austin, Y-Life

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To view the Web Sites in a folder, simply click on the folder. The folder will pop open and a list of all the Web Sites will appear. You can go to any of those Sites by simply double clicking on the Site.

Pretty easy, huh? But wait, there's more fun stuff.

If you find something that you want to be able to view when you are not connected to the Web Internet Explorer™ 5.0 allows you to make the page available offline. Choose the FAVORITES button in the menu bar. Select the "Add to Favorites" button and click on the "Make Available Offline" box. The browser will copy the page on to your hard drive so that you can view it even when you are not connected to the Web. The browser will also go back to that page, without you knowing it, when you are connected, to add any changes to that page.

Bookmarking in Netscape Navigator™

If you are using Netscape Navigator™ the name of this really useful tool is different, but the result is the same. You need to find the BOOKMARKS QUICK FILE button. It is to the left of the Location Box just below the "BACK" button.

To create a bookmark for a Web Page, choose COMMUNICATOR. Select BOOKMARKS and then select "Add Bookmark." These Web Sites will appear as a menu when you click on the BOOKMARKS QUICK FILE button.

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You may go to any of the Sites you have bookmarked by choosing a Site and double clicking it.

You will need to organize your bookmarks shortly after you begin exploring all the great Sites that are on the Web. To create folders to store all the Sites of one type, choose COMMUNICATOR, and then select BOOKMARKS. From there select "Edit Bookmarks. " This will open the BOOKMARKS window. In this window, go to the FILE menu and select "New Folder." The window will ask you to name the new file before it will create it.

Once the folder has been created, you will be able to click and drag Web Sites to it. You may also create folders within folders for organizational purposes. When you have finished, just close the window. The favorites that you have saved are now available.

Netscape Navigator™ also has a feature that will tell you which of your bookmarked Web Sites have been changed since the last time you visited. Open the BOOKMARKS window just like you did to organize your bookmarks. Under VIEW in the menu bar at the top select "Update Bookmarks" from the menu. A message box will pop up asking you which bookmarks you want to check for updates.

The Internet Treasure Chest

Notes
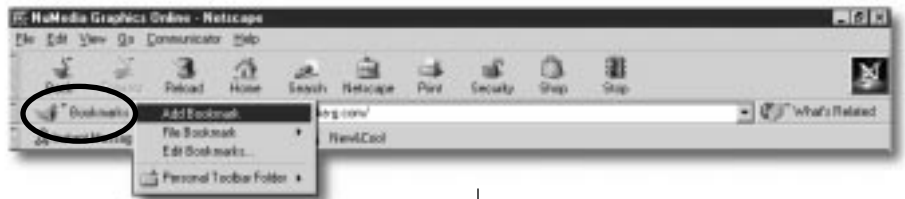
DID YOU KNOW?

55 Percent
Of online gamblers are women!
Source: NetValue, Y-Life

Make your choices and click the "Start Checking" button. When Navigator has completed its check a message will appear telling you how many of the Sites have changed. The icons for those Sites that have changed will appear to have sparkles around them. The icons that look the same indicate that the Site hasn't changed and if Navigator couldn't tell if changes were made there will be a question mark beside the icon.

Still More Buttons…

There are several other buttons worth mentioning before we move on. One that you will want to use from time to time is the "REFRESH" or "RELOAD" button that is located on your tool bar. There are several reasons that you might have need of this button. First, if all of the elements on a particular Site did not load completely because the file transfer was interrupted for some reason, you can use this button to reload the material from the Site that was lost.

The most common use for this button doesn't have anything to do with stuff like "interrupted file transfers." It is much simpler than that. When you go to a Web Site the computer stores the image of the page. We say that the data has been "cached." The next time you want that page, rather than go to the Web server, your browser just takes the image from the cache. This speeds up the process of getting to a Web Site. The problem is that if there is new information on the Web Site, it will not appear on your page. The easiest way to fix that is to go to the Site and click on the "REFRESH" or "RELOAD" button. The browser will then go contact the original Site and renew the information including any updates or changes.

Next to this button is the "HOME" button. Clicking on this button will take you to the Site that first comes up when you open your Web browser. This is a "Home Page." You can determine what your home page will be. Use the "Help" menu for your browser when you have found a Site you want to make your "Home Page."

To the right of the 'HOME" button is a "SEARCH" button. Clicking here will get you to a Web Site that lists search tools and directories. We will talk more about searching the Web in the next chapter.

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Notes

There are two other features on your browser that won't allow you to do anything but will provide you with some information. These are the ACCESS INDICATOR and the STATUS BAR.

Both Internet Explorer™ and Netscape Navigator™ have a small icon in the top right hand portion of the window. When this icon is animated it is an indication that the browser is trying to access a Web server. This server might be across town or might be on the other side of the world. Once the server has been accessed your browser downloads the appropriate files onto your computer and displays the results on your computer screen. All of this happens without you doing anything.

Sometimes the download may seem slow. If you are not sure that the browser is working you can look at the ACCESS INDICATOR to determine what is happening. If the little icon is moving, the computer is trying to get to the Web Site you asked for.

At the bottom of the window for both browsers you will see a window called the STATUS BAR. This window indicates what progress is being made between your computer and the server. It will tell you the address of the Site, whether the Site has been contacted, whether a connection has been established, and how much of the Site has been downloaded.

18 Sometimes Sites will be hard to contact. This is the result of the limits of the Site's computers. If you happen to contact a Site at the same time as a whole bunch of other people, there may

be a delay in getting connected. You can stop the action by clicking on the STOP button in the menu bar at the top of the window. If it takes a long time to load a Site try visiting the Site at a different time of day. If it is still too slow this may be a Site that is using older equipment that is having trouble handling the volume of calls. If this is a business Site you can see why having an ISP who has the computers and other hardware to handle a significant increase in the number of calls is important. If customers have to wait they tend to push the "STOP" button. For you this translates directly into lost sales.

This is why we have negotiated with Earthlink™. We feel they have the equipment and technology to avoid costly "wait" time on the Internet.

One of the things that will happen very quickly as you begin to explore the World Wide Web is that you will wish that pages would load faster. The speed that a page loads depends on a number of things. But there are a few things you can do to speed the process up. Please read the documentation that came with your software. This might be in the form of "Read me" files that are part of the software package. These files will tell you specifically how to set up the program so that the pictures on a Web Site will not load unless you tell them to do so. This will increase the speed at which a file will load onto your computer.

Notes

URL's: A Final Word

Now that you are a Web user, your friends may give you URL's for some of their favorite Sites. You can take these out of documents by using the same cut and paste functions that you use when you use word processing. You can paste these right into the "LOCATION" or "ADDRESS" box of your browser. Click the "Go" button and you are on your way.

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DID YOU KNOW?

44 Percent

Of online "surfers" polled have taken part in online auctions!
Source: Greenfield Online, Y-Life

Chapter Four:
How Do I Find Anything?

Well, you got on the Web and have mastered all the buttons on the browser. Great! And you keep hearing that you could find anything on the Web. But how in the world do you begin to look for something if you don't have the Site's URL?

Good question! Remember a few pages back we mentioned that software developers were always looking for ways to make using the Internet and the Web easier? Here is another example. We are going to talk about 'SEARCH ENGINES. These are software programs that are free on the Web that go out and look for whatever you tell them to go find. We will talk about several of the more popular search engines for you to try. It is important to understand that there are many more search engines than we will talk about here. This is a great place to go experimenting and find the search engines that do the best job for you.

Search engines can be broken down into two different categories by the way they look for things and then organize them. We will briefly describe the different types only because it makes a difference as to how you approach your search.

20 Search engines use either an INDEX approach or a DIRECTORY approach. An index search engine is a huge database. The software scans Web Pages and collects the words on the page. You search this database by telling the search engine words that seem likely to bring up pages of interest to you. The engine then displays a list of all the pages containing the words you specified.

A directory is a search engine that has specific categories for the data it gathers. When you go to one of these search engines; you first select a category and then look for your particular interest within that category.

Each of these methods has advantages and disadvantages. If you like things neatly organized you will want to use directory search engines. If you want a wider database you will want to use an index search engine. Directories use terms more consistently than indexes and so are bit less confusing when you are first starting out. However, they tend not to be updated as often as index engines are.

Of course there is some overlap. Some directory search engines will let you type in key words and will search the categories for those words. A number of indexes also divide their database into general categories. These are not normally as carefully defined as those in a directory search engine but do allow for some sense of order.

About now you may be thinking, "Gee, this is all really exciting stuff, but what does it mean to me?" Whether you remember that YAHOO is a directory search engine and Google™ is an index search engine isn't really important. What is important is to recognize how to use the two different types.

Notes

A word of warning here. Your browser will probably have a search feature built into it. Both Netscape Navigator™ and Internet Explorer™ have these search functions. You may certainly choose to use only these engines, but you need to understand that neither program is as comprehensive as the search engines we are about to discuss.

The Funny Name With The Big Database

One of the most popular index search engines available today is Google™. Google™ uses a software program to constantly search the Web for new or updated pages. This program (sometimes called a spider or a robot) then relays that information back to the database. It is estimated that Google™ has more than 1.3 billion pages in its database. That's the good news. The bad news is that it is sometimes hard to find exactly what you want.

Let's go through the steps to get to Google™ and then do a quick search. We will give you some keys to make your searches go more quickly as we go along, but for now let's just try some of this stuff out.

Your First Web Search

The first thing you are going to have to do is get to Google™. Open your browser and in the "Address" or "Go To" box type: www.google.com . Please note that there should not be a period after the com when you type it into the box. Now press 'Enter" or click on the "Go" button. You will now be at the Google™ home page.

The page will seem relatively empty except for the colorful logo and a search box. Just as an exercise, type in the word "baseball" into that box and press "Enter."

What you will end up with is the first ten entries from the database that includes more than 7 million entries containing the word "baseball." Maybe you could find what you were looking for in the first 10 entries but maybe not. So how can you make searching more specific?

One way is to type in several key words. Using the example of baseball, we can narrow the search down by adding words. Now in the search box we type: baseball Brooklyn Dodgers Ebbetts Field. When we press "Enter" (or the Search button provided) our search finds something less than 175 entries. This is certainly better, but still a rather large number to have to look through to find what we want.

If we can be even more specific the list will get more manageable. If we typed: baseball Brooklyn Dodgers Ebbetts Field Sandy Koufax, the search results in a list of less than 10 entries. Now we can find what we are looking for!

DID YOU KNOW?

46 Percent
Of American works who "surf" the Net use it on the job for personal reasons!
Source: Angus Reid Group, Y-Life

Notes

But what happens if you have several words and are still getting lists that are too long? There are several tricks to help you search:

• If you want to make sure that the search engine is finding only Sites that have a certain word combination (baseball Brooklyn Dodgers) put the words in quotation marks. When you do this, the search engine will only locate Sites that have the words linked together.

• Use the + and – signs to indicate which words should or should not be included. (Brooklyn+Dodgers-Los Angles)

• Type most words using the lower case keys. For proper names type only the first letter as a capital. Do not type the entire word in capital letters.

If your search engine keeps telling you that it could not find a match there are several things to try. First, make sure that you have spelled all the words correctly. We have found that as often as not, when no match is found it is because of a spelling error.

Next, try a different search engine. (We will discuss several others later) Not every Web Site will be found by every search engine.

Finally, try removing one or more of the words from your list. Make the request broader.

22 Sometimes you will have a Web Site that neither the browser nor the search engine can find. What have you done wrong? Probably nothing. The Web is a very fluid place. Pages are added and removed every day. If you haven't visited a page for a while and you can't find it, it may be gone.

Search Engines and Your On-Line Business

As you can see, search engines are software programs most Web "surfers" use all the time. More importantly, search engines are used to find products and services seven days a week, year round. People from all over the world can find a specific Web Site (yours!) through the use of search engines and directories.

They are incredibly powerful marketing tools for anyone who has an on-line business. Having your Site submitted to these search engines is vital. Many businesses fail to get registered with the most popular search engines and suffer the consequences. It is true for e-commerce just as it was for Henry Ford or Thomas Edison, if customers can't find you, there is no sale!

Because we understand the value of submitting to the right search engines and directories, The Internet Treasure Chest has included, as part of the total package, FREE submissions to 25 of the top search engines and directories available today. This can help direct customers from around the globe right to your new Internet business!

Notes

Other Useful Index Search Engines

Another powerful index search engine is AltaVista. Like Google™, AltaVista uses a robot program to search the Web for new and updated pages.   On the "Address Line" of your browser type in www.AltaVista.com exactly as it appears here. This will take you to the AltaVista home page. Notice that, like Google™, there is a "Search" box for typing in key words. If you type in several key words, AltaVista will search for the "best" match. It tries to limit the number of responses it brings back to your request.

You will also notice that this home page has some categories already established. You may click on these categories and view the Sites listed there.
AltaVista is a very good tool for obscure searches. It has a huge database and a very powerful search language. For everyday searches we prefer Google™ because of the way it ranks the matches that it finds. Either is a very good tool.
There are a number of other index search engines available. We recommend starting with these two.

Directory Searches

Perhaps the most popular search engine going, and certainly the most popular directory search engine, is Yahoo! This search engine provides two ways to do a search.

The easiest way is to pick a category and click. You can then visit the Sites listed inside that category. As you click on a category, several subcategories will appear. With a little practice you will get use to moving around within the categories and will discover that this is a very easy, organized way to move around the Web.

Yahoo! also lets you search by key word. This is a very efficient way to use this search engine if you have some idea of what you are looking for. However, the categories are most useful if you are only sure of the general category.

Yahoo! has become more than just a search engine in recent years. Now it is a gateway to a number of other databases for you to use. These databases include "Yellow Pages," "Maps," a "People Search" function, "Classified Ads," "Auctions," "E-mail service," and several other useful reference tools.

Below are listed several other top search engines that you might want to bookmark or add to your "favorites" list.

Northern Light	www.northernlight.com
Excite	www.excite.com
HotBot	www.hotbot.com
Infoseek	www.infoseek.com
Lycos	www.lycos.com

DID YOU KNOW?

54 Million
Internet "surfers" have had the roots of their family trees excavated online!
Source: Pew Internet & American Life Project, Y-Life

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Chapter Five: E-mail and "Snail" Mail

Notes

"Snail" mail is a term used by hardened "surfers" to describe traditional ways of sending mail. For more than a century we have relied on overland mail, in one form or another, to transmit everything from corporate documents to love letters. We came to expect and factor in the delay between the time we wrote the letter and the time when the letter would be read.

At the beginning of the 20th century the telephone and telegraph began to change the way we communicated. We could get instant feedback from the receiver and could interact with that person over long distances. But we still couldn't transmit a contract or a picture. Since then we have seen the development of radio, television, fax machines and cell phones. All of these have had a dramatic impact on the way we communicate. But perhaps the most dramatic development of all was the development of e-mail. Here is a system that combines the accuracy of the written word with the speed of the telephone. It can carry pictures and contracts. It can be used to send an entire Christmas card mailing list with the push of one button. And it does all this for free!

E-mail has had an impact on the amount of overland mail being sent every day. What normally would take 2 or 3 days can now be sent and read in a matter of minutes. E-mail allows businesses to contact hundreds or thousands of customers on their mailing list about an upcoming sale or special event without having to print a single paper flyer, lick one envelope, or buy one stamp.

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E-mail has not only become a powerful way of doing business, but it has become crucial for some businesses.

E-mail has also changed the way families communicate. The annual family photo can be sent all over the country through e-mail. Long distance phone calls that could only occur at certain times of the day or on a certain day of the week are now e-mail messages sent any time. Thank-you notes and invitations, wedding and birth announcements, birthday cards and get-well cards are all sent by e-mail. And all of this is free!

So how do you tap into this mass of free stuff? That's what this chapter is all about.

The first thing to do is make sure you have e-mail software. Most ISP's (you remember, Internet Service Providers) will provide you with an e-mail program that is compatible with their system. This is normally part of the software that gets installed with the dial-up software. If you are not sure where this software is found, refer back to the documents or "Read Me" files that your ISP provided.

When you have located the software click it open and follow the directions to set up your account. This will normally include some identifying information and a password.

Notes

E-mail accounts are usually part of the package provided by your ISP. Your e-mail account will contain at least one mailbox. This is the area on the ISP computer where your in-coming mail will be stored until you request it.

If your ISP allows multiple mailboxes for the same account, be sure to use this option. Multiple mailboxes allow you to separate your personal mail from your business mail and orders from customers. It allows you to provide a separate e-mail address for customer questions and a different address for the placement of orders.

If you are using an ISP that does not allow multiple mailboxes, it may be necessary to set up a separate account for your business. Contact your ISP to determine if multiple mailboxes are possible.

E-Mail Addresses

Each e-mail user must have an address. Just like overland mail, there must be a way to identify where the mail is to go. This address consists of two parts, the user name and the domain. In between these two parts is the symbol AT (@).

Some ISP's will let you choose your user name, normally with some restrictions on length. When this option is available, your user name would be a variation of your name. It might be just your first name or just your last name or some combination of the two. You could choose some entirely different name, but that, of course, makes it harder for others to remember your e-mail address.

Other providers assign user names to keep the system uniform. In some situations your user name could be a series of random letters or numbers or even a combination of both. This is sometimes confusing for those who are new to using e-mail. But after a while we can get use to anything.

The second part of the address is the DOMAIN name. This actually has two parts. Domain names in the United States end with a period (.) followed by three letters. Commercial enterprises end in com. Schools and non-profit organizations end in org. Government branches end in gov. These letters are the several of the top-level domains.

The word that comes before the period, or "dot," is normally the name of the company or ISP. So, your e-mail address might look something like: Yourname@provider.com

I've Got My Address, So How Do I Send Mail?

There are so many different e-mail programs available that it would not be possible to discuss them all. To keep this simple, we will limit our explanation to Microsoft's Outlook Express and Netscape Messenger. Even if you have another e-mail program don't panic. They all work pretty much the same way.

DID YOU KNOW?

333.5 Million

Email accounts were on record in the U.S. as of March 1998!

Source: Massaging Online, Y-Life

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Notes

Sending Mail With OutLook Express

First, connect to your ISP. It is possible to run your e-mail program first and then connect. But just to keep things consistent for now, connect to the Net first and then open your e-mail program.

The very first time you open Outlook Express it will ask you if you want to set up an Internet account or use an existing one.

Once the program is open click on the "Inbox" folder. The program may open an Internet Wizard program that will ask you some questions about your e-mail account. This is normal. Just answer the questions in the boxes indicated. You only have to do this once. The program will store this information.

To compose a new message click on the "New Message" button in the top left hand corner of the window. A new window will appear.

In the box labeled "To:" type the e-mail address of the person who will receive the message. To move to the next window press the "Tab" key. Don't press the "Enter" key unless you need more room in the "To" box.

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Outlook Express™

The next box will let you send a copy of your message to another person, or several people. To move from this box press the "Tab" key again.

The third box lets you give the message a subject title. This isn't necessary, but does let the reader know what the message is about before opening it.

The large box below the subject box is where you type your message.

When you have finished writing the message click on the "Send" button, which is in the upper left hand corner of this window. Your message will disappear and be on its way.

That's it! You have sent a message, for free. You can use this to send messages anywhere in the world and the cost is always the same!

Imagine for a moment what you can do as your business grows and you develop your customer mailing list. If you have a special item for sale, or are introducing a new product, you can contact all of your customers instantly! No trips to the post office or stationary store. No more envelops to lick or stamps to buy. And, no more time delay between sending and receiving of this important information!

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But now we better get back to the "learning" part of this chapter.

If for some reason you need to get a copy of any message you have sent you can do that. On the main page of Outlook Express are a series of folders located on the left- hand side of the window. One of these is labeled "Sent Items." All the messages you send are stored there.

Using Netscape Messenger

Begin by connecting to your ISP. Then open Netscape Navigator™. From the menu select COMMUNICATOR and then MESSENGER. The Netscape "Communications Services" window will appear.
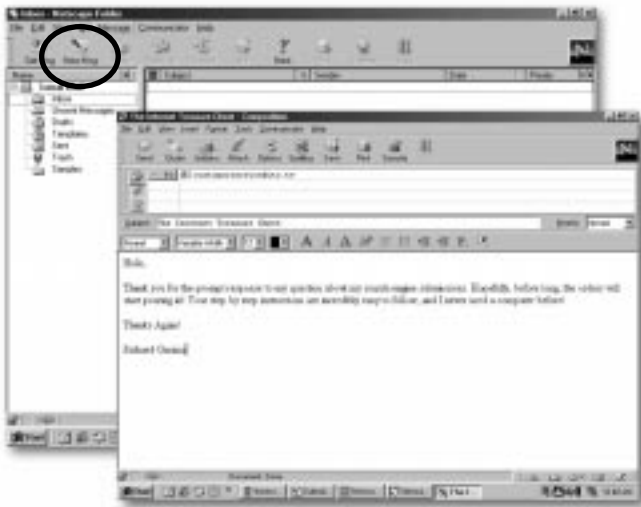
Netscape Messenger™

The first time you open this window it will ask you for your password for your mailbox. This is normally the same as the password for your internet account.

Now click on the "New Msg" button located on the menu bar at the top of the window. This will open a new, blank window for writing your message. In the "Mail To" box (which may be just "To" depending on your version of the program) type the e-mail address of the person who is to receive the message. Type in the subject of the message in the appropriate box and then type your message. When you have completed your message, click "Send" and the message is on its way.

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Great! Now I've Sent Mail To Everyone I Know. How Do I Read My Mail?

Getting mail is the fun part of e-mail and, since you will soon have your own on-line business, a vital part of being successful. So let's take a look at how to read mail in the two programs we just talked about. Again, if you are using some other e-mail program, read through this material. Your program will work basically the same way.

Outlook Express

First connect to your ISP and then run Outlook Express. When the main page opens click on the "Inbox" folder. A list of all your messages will be displayed. Select one and click once on the message. The text of the message will appear in a small window on the bottom portion of the screen. If you double click the message, it will appear in a separate, larger window.

When you have finished reading a message you may click on another message or, if you double clicked and got the separate window, click the close button for that window in the upper right hand corner and open a new message.

DID YOU KNOW?

1,746 Emails

Of a personal (nonwork) nature were sent to the average U.S. Internet "surfer" last year!

Source: Jupiter Communications, Y-Life

Netscape Messenger

Log on to your ISP and start Netscape Navigator™. Select COMMUNICATOR and MESSENGER from the menu. Normally the program will try to retrieve new messages immediately. If it doesn't, just click the "Get Msg" button on the toolbar.

All incoming mail will be placed in the folder labeled "Inbox." This will normally be selected when you open the program. If it isn't just select it.

On the right hand top portion of the screen you will see a list of messages in that folder. On the bottom right side of the screen will be the text for the message you select.

To select a message to read, just click on it. The text will then appear on the bottom right hand portion of the screen.

Some Tools And Tricks For Organizing Your E-Mail

Once you start using e-mail you will discover that you have accumulated a whole bunch of messages in that "Inbox" folder. This is especially true as you begin to receive orders on-line for your business. It is important that you are able to manage all of these messages.

Fortunately, most e-mail programs have several very nice features that make using e-mail easier. In this section we will look as some of the most common ways to make your e-mail easier and more valuable to you.

Deleting Mail

This is a simple process and you may have already figured out how to do it. For most programs it is simply a matter of selecting the message by clicking on it and then pressing the "Delete" key on the menu bar.

It may not seem like an important thing when you first begin using e-mail but get into the habit of deleting old messages. You will be surprised how quickly messages will pile up. Old messages take up space on your computer that you will want to use for other things.

However, a word of warning is needed here. If your ISP only allows one mailbox it is crucial that you manage your e-mail carefully. Deleting an order or a customer question or request is very damaging to your reputation. This is why having more than one mailbox is important to an on-line business owner.

A really useful tool in e-mail programs for both personal and business uses is the "Reply to Sender" tool. You are able to send a reply to a message without typing in the recipient's e-mail address. Your reply is attached to the original message and

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returned to the first sender. This is very quick and allows everyone to see exactly what you are replying to. This tool will also allow you to delete portions of the original message to save space and to help the reader focus on those parts of the original message receiving the reply.

This is a very good way to reply to customer inquiries. The customer can send a question and have the answer attached to it. This eliminates confusion about what was asked and answered.

To reply to a message in either Outlook Express or Netscape Messenger click on the message and then click on the "Reply" button in the menu bar at the top of the window. A new window will appear. This window will contain the text of the original message and a space for you to reply. When you have finished writing the reply click the "Send" button.

Address Books

Most e-mail programs provide you with an "Address Book" that stores e-mail addresses. Most programs will allow you to select a recipient from the address book and the program will automatically enter the correct e-mail address.

Outlook Express will automatically add the name and address of anyone who sends you mail if you respond to the mail. This is an excellent way for the new business owner to begin building a mailing list. Outlook Express will retain the e-mail address of every customer who sends an inquiry about a product they found on your Web Site. You can then contact them with product updates, special sales and new products, all with the push of a button!

Addresses in Outlook Express

To copy an address into your address book you will need to select a message and double click it. Using the right button on the mouse click the person's name in the "From" box. Click the "Add to Address Book" button. You can make changes to the entry if you need to and then click the "OK" button.

To see the Address Book itself you can click on the "Addresses" button on the right hand side of the menu bar.

Addresses In Netscape Messenger

You can add an address to your Address Book by choosing MESSAGE and then ADD SENDER to ADDRESS BOOK. A new window that looks like a note card will appear. Enter the information requested and click "OK."

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DID YOU KNOW?

76 Percent
Agree that email has put them in better touch with family and friends!
Source: Harris Interactive, Y-Life

To use the Address Book when you are sending a message click the ADDRESS button in the composition window. A list of the contents will appear. Click on the address you want and then click "OK."

There are other things that you can do with e-mail. Some will be useful to you with your business. Take a few minutes to read the documentation that came with your e-mail program to learn how to attach files and forward mail.

We need to interject one note of caution here about using e-mail. E-mail is relatively private. But it isn't completely so. Occasionally, mail will get misrouted. This doesn't happen often, but it does happen. It is always a good idea to keep in mind that whatever you send by e-mail might end up at the wrong place. However, with that one note of caution, we believe that used with some common sense, this can be a wonderful, fast, way to communicate, as well as being a powerful business tool to help you grow your business faster that has ever been possible before. And besides, it's fun!

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Notes | # Chapter Six: On-line Businesses

Making Money on the Internet!

In this chapter we are going to take a brief look at some of the business opportunities that exist on the Web. We want you to use your new skills to explore the businesses that are out there and use what you learn to decide what kind of Internet business you'd like to start or use your research to make your existing Internet business better.

It is important that you take a quick look around the Web to see what is out there. There is a lot you can learn from the many existing successful Internet businesses on the Web. Success in any new arena is often trial and error. Many of these existing businesses have already been through that stage. So don't try to reinvent the wheel. Look at existing Internet business models and think about how to use elements from those success formulas in your business. Then use your Internet Treasure Chest to get your own business up and running and let the rest of the world see what you have to offer!

We will be taking a quick look at how business is done on the Web. If you have never done any shopping on the Web, visit Sites that sell similar products or services to those that you'd like to sell. This will give you some great insight as to what the competition is up to and allow you to create a plan to make your Web Site even better!

Shopping On Line

There are as many products for sale on the Web as in any mall in the country. You can find just about anything on the Web. There are several things to notice as you visit these "virtual stores." Each of these stores is a Web Site that contains multiple Web Pages and each of these pages contains links to other pages.

Many pages contain pictures of various items for sale. Most of these will have a link hidden in them that will allow the customer to click on the picture and get a bigger picture or more details. That bigger picture is just another Web Page that is linked to the first page. The Internet Treasure Chest contains all that you need to create these same kinds of on-line catalogs with linked pages to help your customers find just the product they were looking for on your Web Site.

Most on-line stores now offer their customers a "shopping cart" to use when selecting items. This is an order form that allows the customers to add and delete items right up to the point that they are ready to "Check Out." It provides the customer with an easy-to-use method of selecting items on-line. It also is an indication that the on-line store cares about customer service.

DID YOU KNOW?

58 Percent
Of online auctions participants are men!
Source: Greenfield Online, NetValue, Y-Life

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As part of The Internet Treasure Chest you will be able to provide your customers with this same level of service. A virtual shopping cart is provided as part your on-line business!

Internet stores normally offer customers the opportunity to pay by credit card. For the store owner this is made possible through what is called a "Merchant Account". Since many Internet businesses report that up to 80% or more of their sales are made by credit card, having a merchant account can be critical to your businesses success!

On your own, a merchant account can be difficult to qualify for. Many banks require that you be in business for two years before they will approve you. But, since you are an Internet Treasure Chest client, you can now receive your own merchant account immediately!

Through an exclusive partnership with Cardservice International (CSI), 98% of all Internet Treasure Chest clients will be immediately approved for their own merchant account. CSI is a world leader in credit card processing and has created a special program that is the perfect cost effective solution that allows you to be able to start accepting credit cards on your Web Site from the very first day you launch your new Internet business.

The ability to accept credit cards online could double even triple the amount of sales you can generate! Refer to the "Merchant Account Brochure" included in your Internet Treasure Chest package to learn how to get yours started today!!

A Quick Overview

So, what types of stores are out there on the Web? A few minutes of searching will show you literally hundreds of different stores.

But remember, there is a lot more to e-commerce than product stores! You can purchase airline tickets on line. You can invest in stocks and even bank on line. You can contract for services and repairs on line. Anything that you can find in your hometown can be found on the Web.

But what does all of this mean to you? Think about all the business that is being done on-line. Right now, as you read this sentence, thousands and thousands of dollars are being made by people just like you that took action and started their own Internet business!

Everyday more and more people are turning to the Web to do their shopping. They can shop when it is convenient for them. They can shop from home or work. They can find what they want without driving all over town. The Internet is the fastest growing marketplace in the world today!

And thank to The Internet Treasure Chest you have virtually everything you need to become part of that marketplace.

Notes

DID YOU KNOW?

48 Percent
Of engaged couples polled have used the Web to gather information on weddings and to plan their wedding!
Source: NPD Group, Y-Life

Notes

What Do I Sell?

This is a good question and one that you need to think about. There are several things to consider.

• What do you have knowledge about or an interest in? You don't have to be an expert about a product to be a good salesperson but it is helpful if you are interested in the product.

• What are the "hot" items on the Web right now? Customers can comparison shop on the Web very easily. If you offer a product that people want, they will come looking for you.

• Where can I get enough of the product to sell and what do I have to do to get it? If you are going to go to a wholesaler to purchase a product to sell you will need to buy in quantity. You will also have to have storage space for the product.

• If I have a product, are there related products I could put on my Web Site that a customer might be interested in? This is an important consideration. For example, suppose you decided to sell mountain bikes. Customers who came to your Site for a mountain bike would also be interested in helmets or biking clothing or spare parts. These are examples of related products.

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What if I don't have a product or service to sell?

Remember at the beginning of this manual when we asked what would happen if Thomas Edison or Henry Ford would have been able to start their businesses faster and easier? Well, here is how that can be done.

You don't need a wholesaler or a warehouse to store your products. You don't have to buy your products six months in advance and hope that fads don't change before you sell it all. You don't have to guess where trends will be in 3 months or a year.

The Internet Treasure Chest's On-line Product Warehouse has over 1,000 fabulous products that you can choose from to start selling immediately. You select the items you want to sell and with the click of a couple buttons they are loaded in to your Web Site's catalog. When a customer places an order, you forward the information to the warehouse, collect the money, and the Internet Treasure Chest's Online Product Warehouse ships the product right to your customer for you!

This way, you'll never have to carry any inventory. You'll never have outdated products. And you won't have to worry about storage space for products that haven't sold yet. The Online Product Warehouse takes care of all that for you!

If trends change you can change your "inventory" by simply updating your catalog with the click of a few buttons. Plus, if you have a product already, this is a great way to add related items to your catalog and increase sales without increasing your overhead.

Refer to the "Online Product Warehouse Brochure" included in your Internet Treasure Chest for more information!

Get Started!

With all the benefits you can achieve by starting your own Internet business, what are you waiting for? Virtually everything you need to get your business started immediately is all included in your The Internet Treasure Chest!

For your convenience, we have provided a guided tour of how to use the Internet Treasure Chests online Web Site builder on both video and CD-Rom. If you'd prefer to sit back in your recliner for the tour, just pop in the video. If you'd prefer to take the tour on your computer, just pop in the CD-Rom. Either way you'll be amazed how easy the Internet Treasure Chest has made it for you to create and launch your very own Web Site that will look as good as those that cost thousands of dollars!

34 You may never have another opportunity like this. The Internet is new, fresh, exciting and full of opportunities. And now, you can use it to control your own destiny! Are you going to continue to work 9-5 for others and make them richer? Or are you going use your Internet Treasure Chest to create your own incredible internet business so that you can have the opportunity to be your own boss, have more free time and MAKE MORE MONEY?

The only person that can stop you from being successful…is you. So make a commitment to yourself today that you are going to stay focused and make your dreams a reality. If thousands of other people, just like you, all over the world are doing it…so can you!

We'll see you on the Net!

Notes

DID YOU KNOW?

18 Percent
Of online "surfers" polled, rely on the Net completely or very much for their daily news!
Source: Harris Interactive, Y-Life

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