

# An **\*Exclusive\*** Supplemental to The Niche Sourcing Blueprint

A [NicheSourcing.com](http://www.NicheSourcing.com) Book Series

By **Eric V. Van Der Hope**

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Time & time again, I've noticed that most marketers completely 'miss the boat' on this critical element while they try to explain how to set up a business, it's almost scary! Furthermore, they are doing YOU an injustice by not including this within their teaching! So, learn this information and then USE IT!

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## **However, You CAN Give It Away To Your Subscribers and or Friends**

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## This Exclusive Supplemental can be your own "Viral List Builder . . . !"

One of my main goals for providing this valuable resource as explained earlier, was to make sure you receive the information that most marketers tend to NOT include in their teachings! I couldn't keep seeing this occurring. As a result, I decided to give you what you've been missing in your education - the most essential element in setting up your business!

Businesses have failed because this information you are about to read has not been put into practice! Don't make the same mistake!

Another reason for this supplemental report is to provide you, the reader, an idea of what kind of book you'd be purchasing if you were to decide to buy the full version. In other words, my goal is to find potential customers who really want to learn Niche Marketing and who will use this book once purchased!

This is also one of the most powerful ways to introduce a product to a large amount of people more quickly and with the greatest efficiency!

Finally, this is a fantastic way to confidently build your subscriber list, by offering a copy of this supplemental report to your list of subscribers and or friends.

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## What People Are Saying About The Niche Sourcing Blueprint

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"Reading this book was like reading an autobiography of the very steps I took to become a highly successful internet marketer myself. A successful business relies on a solid foundation, but what most failed business owners neglect, is the importance of setting realistic milestones, developing the desire to achieve those goals, having a vision and focusing in on it and most important, the necessity of taking action to achieve the desired results. Eric has been able to emphasize these points while systematically describing how to build a marketable online business from an idea in seven crucial phases! This is an extremely thorough book - WOW!"

**- Jason Oman**

#1 Best-Selling Author of 'Conversations with Millionaires'

[www.JasonOman.com](http://www.JasonOman.com)

"Many entrepreneurs, marketers, and want-to-be infopreneurs struggle with finding a niche that they can profit from. In this book Eric removes that obstacle and teaches you HOW to profit from them!"

**- Glen Hopkins**

#1 Best-Selling Author of 'Lucrative List Building'

[www.GlenHopkins.name](http://www.GlenHopkins.name)

"There is no way in the world any newbie can succeed online without choosing the right niche market and focusing on it. This is an excellent book to help any newbies research and zero in on the perfect niche.

Side note: I love the screenshots throughout the book."

**- Mike Mograbi**

Internet Marketing News Watch

[www.imnewswatch.com](http://www.imnewswatch.com)

"I just wanted to let you know how impressed I was with your ebook. It is well thought out and jam-packed with fantastic information on all the areas of online marketing. Very impressive!"

Picking the niche that's right for you is a very important part of building your business. The information you provide is a must for online entrepreneurs."

**- Colette Marshall**

Marketing Director

[www.WorldwideBrands.com](http://www.WorldwideBrands.com)

"Congratulations! Your book really is an incredible source of information! ☺ In fact, there's so much killer material in there it's more like a home study course than a book!

As we all know there are an unlimited number of niche markets in the world, but that doesn't mean that they will all be profitable!

You have taken out all the guesswork at finding potentially profitable niches by using your "5 Niche Sourcing Qualifiers" to systematically weed out all the 'rubbish' and reveal the hidden treasure. Best of all, that's just one of the strategies you cover in the book.

It's bound to be an instant classic. Keep up the great work and I look forward to reading more of your material in the future! ☺"

**- David Jenyns**

Trader, Author And Coach

[www.freetradingystems.org](http://www.freetradingystems.org)

"What can I say WOW you've covered EVERYTHING there is to cover to start from scratch and build a successful business. This is like the absolute Online Business Bible. Wow, . . . you've done a ton of research here. Well done & Congratulations!"

**- Richard Osterude**

The Marketing Dad

[www.marketingdad.com](http://www.marketingdad.com)

"I find your Niche Sourcing book one of the most thorough books on the niche topic out there.

You really go into great detail showing how to find profitable niches then drill it down to everything needed to begin creating cash flow from them.

Another very interesting thing is you go beyond what other internet marketing books teach where you show how to set up a business. You give all the details online marketers want to know and I think that's a great bonus-worth of information to make available (it answers the important questions new marketers ponder on setting up their business).

I'm sure anyone interested in the niche marking will find your Niche Sourcing book a valuable resource and solution to making their niches profitable."

**- Michael Nicholas**

Read The Newsletter The Gurus Read!

<http://www.ImpactInfoMarketing.com>

"This is a very good ebook and was laid out so logically even a beginner could follow along. You offered an easy process with great information about what to do and not to do when evaluating and choosing a niche. The step-by-step process of actually developing a niche was enlightening and you offered excellent resources for researching viable niches. Great job!"

**- Karon Thackston**

Author of 'How To Write Successful PPC Ads'

<http://www.writeppcads.com>

"Just wanted to drop you a line to congratulate you on the creation of such a wonderful resource.

With 100% conviction I can completely recommend Niche Sourcing to anyone who is considering purchasing it. This guide is not one of the normal get rich quick books or read how I made millions books - it is truly unique.

Now absolutely anyone will be able to follow your step-by-step formula to finding a niche based upon their hobbies or passions. One of the greatest things I found is that you really go into such detail in every single step. I have to admit that I was skeptical when I started to read it but I was absolutely blown away - I really did not expect the level of detail which you have gone into.

I love the way that you guide people by the hand - there are going to be loads of people who have you to thank for helping them to become successful at making money on the internet.

I went through your guide with a fine tooth comb looking to find something which was missing. No matter how hard I looked I was not able to find one. Everything is there - market research, product creation, website setup, copywriting, traffic - everything.

Let's face facts making money on the internet is not as easy as it used to be - however you have identified every single area which the 'newbie' needs to know about. With this information in their arsenal they can avoid all the pitfalls and start making money fast based upon a product which they are actually interested in.

To be absolutely honest I do think you have actually made a mistake - this is not a guide this is a complete home study course!

Well done Eric - you have done it again - you have managed to create a resource which is designed to help people.

If only this had been around when I started all those years ago!"

**- Peter Cunningham**

Scarborough, U.K.

Editor - Salt Water Aquarium/Aquarists Online

[www.AquaristsOnline.com](http://www.AquaristsOnline.com)

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# The Groundwork:

Your Success Starts with the Proper Conditioning

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# Part 1

## Thorough Planning and Proper Mindset

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### **i.i Preparing Your Business The Right Way.**

What is the right way to prepare a business?

Before you make any decisions about your business, it is essential that you understand and attend to some of the most fundamental aspects of good business practice. Business, your professional life, like your personal life, requires a lot of work, a lot of constant vigilance, affirmation, and reaffirmation for you to stay on track. One way to look at the process of planning and setting yourself up for a new business is to consider that the right way to start a business depends on whether or not you have the right attitude.

The right attitude for business includes willingness and a reasonable comfort-level for spending money. Most entrepreneurs also benefit from a desire to educate themselves in a given area relating to their business. Along the same vein, it is also helpful to be ready and willing, not to mention able, to learn and take action based on what you have learned in a given situation. Above all, entrepreneurs must be patient. Businesses take time to develop. It takes time to tap a market, even a small and specialized market. You need to be patient with your business and with yourself; you've also got to be patient with your customers and any other individuals with whom you have contact as a business person.

The best businesses are the ones that receive the devotion, care, and attention of their owners without the owner becoming too invested in the outcome. A lot of very successful business people experienced a trial-and-error phase in their career; they tried out some business ideas, invested money perhaps, which ultimately did not bring any or much of a return on investment (ROI).

What good business planning boils down to is preparedness. It's about mental preparedness and practical preparedness as well as individual preparedness and general preparedness for a given venture. It's also about cultivating and maintaining a positive mental attitude towards your business and about not letting yourself become too invested in the outcome. Because you can't predict the direction of your life, you can't assess whether or not a business venture or how you approach challenges in life, is a success or failure. Every step you take in life leads down a road, on a journey to a destination you cannot precisely identify or predict. Planning a business the right way is about focusing your thoughts in a positive way to make the most of whatever experiences you have.

Essentially, in order to manage your business, you must have the right attitude, have the desire to continually learn and you must be patient and willing to prepare.

### **i.ii Focusing Your Mental Attitude: Focus the Power of Your Thoughts.**

In 1910, a writer by the name of Wallace D. Wattles published a book entitled "The Science of Getting Rich". The content of that book has recently been revived and represented, repackaged, if you will, into a book relatively new on the market, known as "The Secret".

Despite something of a cloak and dagger routine about the main idea it presents, the book actually discusses nothing more complex or unknown than the fairly well recognized and circulated principles of the law of attraction. One of the most fundamental and powerful reasoning of philosophers at any given time, the law of attraction contends that “like attracts like”. The principle applies in many areas of life and has ultimately been considered one of the most powerful principles in the universe for some time. Many people believe this particular wisdom stretches all the way back to as early as 3500BC.

We can apply the law of attraction to generate the best possible business experience for ourselves by focusing on what we think and feel at a given time, by channeling these thoughts and feelings to bring into our lives the things we want.

By accepting that we create our own circumstances by the choices we make in life and that those choices are fueled by our thoughts, we begin to accept responsibility for our actions, gain greater control over our lives, and thus establish our mental attitude as positive and receptive to new experience, thoughts, feelings, and desires.

### **i.iii Start by Setting Goals: In Order to Reach Your Full Potential.**

First of all, let's define a goal. A goal is something that makes a positive change in your life. It's something that forms a new habit or changes an existing habit; it improves or develops a skill, talent, or ability. It might help you to focus on realizing a dream or improving your performance on a task or activity.

One of the most effective ways to focus your thoughts to achieve what you want is goal setting. The best way to 'set' your goals is to simply write them down. Unfortunately, this is easier said than done for most people. Those that do try goal setting are often discouraged by the process when things don't turn out as they expected.

What the vast majority don't realize about goal setting: a few golden rules must be followed otherwise your goals are going to be unattainable. If your goal is to be a millionaire, for example, you're unlikely to achieve this goal unless you actually think – emotionally, physically and visually expressing the ideas in your goal setting – the several steps you must take to become a millionaire. You have to consider, for example, that you should a) become extremely good at money management; b) find a great business idea; and c) more likely than not, you need an efficient investment strategy to make money on money so that you can develop residual income. In other words, you have to be realistic.

You should consider the following as general rules for setting your goals:

- 1) You should set goals for every area of your life to reflect the general direction in which you want to go. Those general areas can be categorized along the following lines: Financial and Career, Family and Home, Spiritual and Ethical, Physical Health, Social and Cultural, and Mental and Education. Goal setting in each area of your life will help to ensure that you are balanced. It will also help you to look closely at the fundamentals of your every day life, which should allow you to see what you need to change.

- 2) You must make sure your goal is something you actually want to achieve. Everyone is different. When setting goals, it is essential that your goals are consistent with your values.

3) A goal should not contradict any of your other goals. One good example: wanting to purchase a \$750,000 house with an income goal of \$50,000 per year. This is a classic example of non-integrated thinking and ultimately, it will sabotage any and all work you put in to earning your goals. You should really work hard, instead, to eliminate clashing ideas from your thinking to achieve your goals.

4) You should write your goals in a positive voice instead of a negative voice. For example, say "I will be rich" instead of "I will not be poor"; "I will be successful" instead of "I won't be a failure". Your subconscious mind is a very powerful tool. The more often you use positive instructions, the more often you will see the achievements of your goals.

5) You must write your goal out in complete detail. One of the keys to effective goal setting is detailed thinking. Think about your objectives in detail and make sure that you write all those details down, as if you are using your mind like a magic wand. You have to be specific about what you want to achieve. Instead of writing "I want a successful business" write something like, "I want a successful online niche marketing business". Instead of writing "I want a new home", write "I want a three bedroom apartment on the Upper West Side" or "I want a five bedroom, two-storey family home with two bathrooms, and 4,000 square feet of space". This well thought out, detailed thinking will help your subconscious mind achieve what you want.

6) It's important to make sure your goal is high enough. There IS such a thing as setting a goal too low. Your goals should be realistic but it should also be something that you can aspire to; something you can work towards.

7) You should definitely write down your goals. Write down your goals to create a roadmap. Instead of just writing down your goals, you must review your goals frequently; if you haven't written them down, it's unnecessarily difficult to do this. Plus, the more focused you are on your goals; the more likely you are to achieve them.

The benefits of goal setting are numerous. First of all, they give you a target to aim for, which many authorities insist is very important for achieving goals. One author, Dr. Maxwell Maltz, author of Psycho-Cybernetics, said that human beings have built-in goal seeking mechanisms in their subconscious minds. This part of our minds, the success mechanism, helps you search for ways to reach your targets and find answers to your problems. Also according to Maltz, people work and feel better when their success mechanism is engaged. Goals provide your successful mechanism with clear targets of your own choosing.

Goals can also help you concentrate your time and efforts. Typically, goal setters achieve outstanding results when they have learned how to focus and concentrate time, energy, and resources on a single objective. The concentrated power produces results that are much greater than those achieved through the diffused and unfocused energy.

Another advantage of goal setting is that each goal you set provides motivation, persistence, and desire. The famous illustration of this is of Thomas Edison failing over one thousand times before he discovered a way to make the light bulb work! Almost without exception, high achievers keep picking themselves up after each of their falls and continue to work steadily towards their targets until they are reached.

Goals help you to establish priorities and they can provide a roadmap to take you from where you are to where you want to be. Strategies that are focused help you stay focused as well.

An expert estimates that only 10% of people actually think about goals for their life on a regular basis. Less than 3% actually bother to write them down. Position yourself within this small percentage and you'll more than likely achieve what you set out to do.

Now that we've discussed the importance of goal setting, I'd like to share with you a goal setting model that I've modified from several sources over the years and that has proven to work quite successfully in my life. I call it the "**6-Step Action Plan to Success**":

- Step #1:** Set your "3-5 Year Goals"
- Step #2:** Set your "Yearly Goals"
- Step #3:** Set your "Quarterly Goals"
- Step #4:** Set your "Monthly Goals"
- Step #5:** Set your "Weekly Goals"
- Step #6:** Set your "Daily Goals"

**Step #1:** Set your "3-5 Year Goals"

If you are having difficulty coming up with goals, you must 'set the tone,' and get into the right frame-of-mind! The following are a few suggestions to get your mind thinking. In the next 3-5 years, visualize where you want to be in your personal development. Economically and financially, where do you want to be? Where do you want to be in your business?

You can't hold back here . . . think big but be reasonable! ☺

Also, you must be specific in developing your goals. For example, if you say "I want to be making lots of money," this is not specific enough – you must state an actual amount.

**Step #2:** Set your "Yearly Goals"

Now that you've decided on your primary goals, it is essential to break these goals down into smaller, 'bite size' objectives that will be more manageable to achieve.

Again, ask yourself questions to activate your thought process. Start with asking yourself: "What should I do within the year to meet the expectations I set for myself to achieve my 3-5 year goals?"

This is YOUR time to brainstorm – so don't hold anything back!

Write down as many goals as you can think of.

Done . . . !?

Now, you probably have too many goals on your list – right!?

No problem! This is your chance to trim down what is most important to you. At this point you should single out, in order of importance to you, 5 main goals you'd like to get completed.

Don't overwhelm yourself with a big list of goals - the reason why I'll suggest only 5, so keep it simple and manageable! ☺



The goals you've decided to work on for the year will ultimately help you attain your primary goals. I cannot emphasize enough the importance of achieving these milestones/goals. By achieving them you are well on your way to reaching and enjoying your primary goals.

### **Step #3: Set your "Quarterly Goals"**

After setting your yearly goals, you've probably grumbled to yourself after realizing that these goals may seem too big to accomplish! ☹️ So, your quarterly goals will give you the opportunity to set smaller, more attainable benchmarks that will set the foundation to reaching your yearly goals.

Before each quarter starts, you should review what you were able to accomplish in the last quarter and then decide what needs to be done for the next quarter in order to keep up in a forward moving direction towards the completion of your yearly goals.

Keep in mind, that as you continue to set your goals, milestones or benchmarks, they should all be reasonable and attainable and most important – specific! If you can maintain this thought process, there is no reason that you cannot accomplish what you want! 😊

### **Step #4: Set your "Monthly Goals"**

The same process that was explained in the previous steps should also be applied here.

Decide on the top goals you need to get completed in order to reach your quarterly goals.

### **Step #5: Set your "Weekly Goals"**

Again, by repeating the same process as in the last step, you'll be able to reach your weekly goals.

Ask yourself what top goals or benchmarks need to be accomplished in order to reach your monthly goals?

Now that you've narrowed down the benchmarking to a weekly basis, it may be a bit more difficult to maintain a consistent 'top 5.' It certainly wouldn't be out of question to have several minor goals or benchmarks that need to be completed by the end of the week. Therefore, you should review what needs to get accomplished at the beginning of the week to decide which are most important to get done first.

### **Step #6: Set your "Daily Goals"**

By now, I'm sure you've seen a pattern emerge from these goal setting steps! 😊

That being said, your daily tasks are what you need to do in order to reach your weekly goals. Each of your steps will draw you closer and closer to your ultimate goals.

Can you see the method to this madness . . . !? 😊 Well, it actually works!

In order to get off on the right foot, but more important the right frame-of-mind for the entire day, you need to set time aside each day to create your 'to do' list.

In simple terms, create a list of things you need to accomplish that day that will get you nearer to your goal and or goals. Even if it's a list of 1 or 2 'actions,' you are moving in the right direction.

As a suggestion and to create a sense of urgency, you should accomplish this task before you do anything else in the morning, even before your daily routine of reading your local paper, watching your local news on t.v., even checking your 'snail' mail or for that matter – your email!

Set the tone for the day by actually telling yourself what's most important – you'll find that this will create momentum and propel you towards completing your goals.

Start making small steps forward. No matter how insignificant these steps may seem to you, as long as you keep moving forward, you'll achieve what you've set out to do. If you only have 45 minutes a day or 2 hours a week to commit to reaching your goals or the growth of your business – it's better than nothing at all! ☺

The fact is, if you fail to plan your goals and work towards reaching them, you never will. Put procrastination in the shredder and make the time – no matter how little you feel you have!

Soon, you will find that you've accomplished a significant number of tasks if you maintain a relatively active goal setting itinerary, in a short amount of time.

Once you have your goals planned out and on paper, you must remind yourself of them constantly or you will forget what you are trying to do! Make your goals available in a number of different places to remind yourself what you are actively pursuing.

Post stickies in as many places as you know you will be to remind yourself of what you want to get accomplished - your bathroom mirror, your refrigerator, your computer, your game room, near your t.v. – everywhere you think you'll be!

Ideally, your goals should not be collecting dust on your desk! Take action and quit the procrastination!

You are the only person in control of your destiny. So, you are the only person at fault if you don't get done what you planned. You have only yourself to blame, so – get rid of all the distractions and plan your day, weeks, and months accordingly! ☺

So, follow what's been outlined here, you'll be pleasantly surprised at what you can get accomplished in very little time. If you can get into this invaluable routine, you'll be well on your way towards success at whatever you do! ☺

### **i.iv Develop Your 'Battle Plan': What Is It Going To Take For Success?**

What does it take to be successful? Most people have no idea how to answer this question. That's exactly why they (and you) need a battle plan before you do anything else to turn your hobby into a business.

Of course, when we say 'battle plan' we're actually talking about several different documents that together map out your larger strategy. The most common documents are business plans, marketing plans, strategic plans, and financial plans. Less often than not, these documents are combined into

one complete plan. For ease of reference, however, we're going to look at how to develop four separate documents.

Let's start off with the business plan.

A business plan basically explains your business idea to outsiders. Most of the time business plans are used to secure financial backing. They tend to be written to argue the case for the business. They're designed to explain and show why such and such a business idea constitutes a worthy investment.

The following sections make up the **business plan**:

**The Executive Summary.** As odd as this might sound, the opening section of your business plan should be written last. There is, however, one very good reason for this. The executive summary should summarize the main points of your business plan. You need to know your main points – and really nail them – to be able to summarize them. Even if you're creating a business plan for your own reference, you should make sure that the executive summary grabs your attention and convinces you that your business idea is a really good one.

**The Company.** You need to provide a company overview in your business plan. This section should basically describe how you plan to build the foundation for your company. It should include a brief history of your company, explaining what type of legal entity the company will form, and who will own the company. This section should also summarize the start-up costs of the company and give some indication of where the initial funding is going to come from. Even if you don't plan to do anything too fancy with your business, even if you want to fund it yourself and keep the profits to yourself, it's still a great idea to have a formal business plan that includes this type of information. It really will help you stay grounded! 😊

**Your Products and Services.** The cornerstone of your business is the product or service that you provide to your customers. In the third section of your business plan, in no uncertain terms, you should describe the products and services you intend to sell, explaining precisely (even if it's for your reference only) how you intend to sell these products and why customers are going to buy them. Make sure that you can explain the benefits that the service or product offers and how much it will cost to deliver what you're selling.

**Your Market.** The next task is to describe your target market. You should research your market's demographics, growth trends and predicted growth potential, plus any additional information about future markets. You should also furnish your plan with a chart detailing your market forecasting. It's also in this section that you should briefly describe the nature of the industry you plan to operate in, who your competitors are, and why your presence is needed.

**Strategy and Implementation.** Focus your strategy onto your particular market segment, in this case your niche market. Explain why the products or services you offer are going to address the particular wants and needs of the market you've identified. Explain how you're going to put your product or service out there on the market. You should also try to forecast your sales and calculate the basic costs you are going to incur for each sale. Try to combine all of this information and set yourself a series of milestones with dates. The dates are important. Set up your budget and, even if it's just you running the business, define the specific responsibilities you will have and how you will meet them.

**Management Team.** If there is just you and if you're not planning on showing your business plan to anyone, feel free to skip this section. However, if you want a confidence booster, perhaps you'd like to feature the management section. What's required here is an overview of your business team. Generally, key members of a business team include the manager, CEO, and other key personnel, such as marketing specialists and financial advisors. Basically, you would name and describe each key member, explaining one way or another why they are perfect for the job they've been assigned within your company. You should also include a table to show personnel costs; about how much you expect to pay everyone. Then, if there are any vacant positions on your team, you should list those too.

**Financial Projections.** As the title of this section suggests, you need to describe the financial strategy of your company. The more detail you can provide in this section, the more organized you are going to be as you start to implement your 'battle plan'. The fewer unknowns you have in business, the better. You should include here a detailed overview of your financial strategy and evidence to support your projected growth patterns you're relying upon. You should also include your break-even analysis here; basically, this is the chart that shows when you're going to start making a profit, how long it's going to take. Then, you should also detail the fixed and variable costs of your business and make some representation of your projected profit and loss, cash flow, and overall cash levels. You should also feature a balance sheet somewhere to show the status of your business finances month-to-month for somewhere between one and three years.

The golden rule: this may sound like a lot of work but the more work you put into developing a sound, comprehensive 'battle plan', of which the business plan is a major part, the better prepared you are going to be to run your business.

Okay, next we have the **marketing plan**:

Since your intention is to offer a niche business, you really need to nail your marketing. A comprehensive marketing plan will really go a long way to helping you do this. As with the business plan, try not to flinch at the notion that this might require a bit of time. It will, but your return on investment will be very high and well worth the trouble! 😊

Here are the basic components of a marketing plan. Again, you should bear in mind that most businesses present their marketing plan formally, whether it's to investors or to loan officers at the bank. You can, and probably should, prepare your plan as if you were going to show it to investors, even if you're likely to be the only one to see it. The sounder your plan, the more likely it is to bring you business success.

So, here ya' go:

Step one in market plan creation: you must focus on your customer. Start out by defining your product or service. Explain the benefits in detail from the perspective of your customer. Next, show how your product or service differs from those of your competitors. For example, explain why your offering is more useful to the market. The more succinctly you describe your product, the better you'll communicate with your target market/customer. Look at your marketing plan as an exercise in effective marketing. Sounds really straightforward, doesn't it?

Step two involves describing your target market/customer. Every business has their ideal customer, their target. The most successful businesses have an exact profile of their target market/customer printed in their mind, generally due to an effective marketing plan. To be equally effective in your

targeting, you should describe your customers in terms of demographics, age, sex, family composition, earnings, geographic location, and lifestyle. Decide whether your customers are conservative or innovative? Leaders or followers? Timid or aggressive? Traditional or modern? Are they introverted or extroverted in their behavior and personal choices? Why do they like to buy? When do they like to avoid the shops? Believe it or not, everyone has their times of year for spending the big bucks and times of year that they just avoid shopping all together!

For step three, you should create a precise communication strategy. Focus upon how you're going to communicate with your target market/customers. At the end of the day, you can know everything about your target market/customer right down to the type of clothes they wear. It won't do you much good, though, unless they know you as well. Communication covers everything from the design of your company logo to your extended advertising, public relations, and promotional campaigns. You need to know what your target market/customers read and what they listen to. Nowadays, you really need to know which websites they go to and where they shop.

Then, added to all of this, you need to apply a model for your advertising. You need to decide your specific objectives as an advertiser. Do you want your customers to know your company by name? Do they need to know where you're located? You also need to plan how much money you have to spend on your marketing. Find out what media is available to you and how much it's going to cost you. Referring back to everything you know about your target market/customers, try to distinguish the type of marketing that will work best for your company. The last item on your marketing plan checklist is to make sure that you have a proven method for evaluating your marketing plans on a regular basis. The more regularly you check up on how your advertising budget is being used, the more likely you are to avoid costly mistakes and otherwise achieve a high return on investment for every cent you spend putting your message out there.

Now that you have your marketing plan down, we'll take a look at your strategic plan. Very similar to a business plan at first appearance, the strategic plan is actually a unique document with a very unique purpose. The focus of the strategic plan is the mission statement. The purpose of the strategic plan is to explain and establish the goals and business values of the company. The plan's objective is to provide you with a means to implement your values and goals into your daily business practice. Unlike the two other types of documents we've considered, the strategic plan is generally kept within the company. Most business owners and management teams use the strategic plan to communicate their values and goals to staff members. The ultimate objective of the strategic plan is to keep everyone involved in a business venture on the same page.

The mission statement is the first section of the strategic plan. It should mention the market upon which the business intends to focus, describe the type of customers identified for the business, define new types of products or services for development, identify the type of employees the company would look out for, decide what type of organization the company will form, and set challenges for short-term and long-term financial goals. An effective mission statement helps keep everyone within the company on the same page.

The last of the documents you will really need to make up your 'battle plan' is the financial plan. Its content is pretty obvious. Between your business plan and your marketing plan, you should have a lot of information about the financial make-up of your business, how long it's going to take to make a profit, and how much you expect to make. Of course, your financial plan can look at all of this in a little more detail and on top of that should clearly indicate where the money is going to go.

You can also create a financial plan for yourself. While this has little to do with your business specifically, it can help you plan to achieve financial independence and reach retirement when you want to, not when it's convenient for someone else! Part of the piece of the whole 'law of attraction' notion, a personal financial plan might do a lot to help you as you start up your niche market business.

If you decide to take a crack at this, you should divide your financial life into several categories. Each category should represent a staple element of your life, such as your home, your family, your other property. Under each category, set goals. "I want to live in a bigger house", "I want to put my kids through college"; that kind of thing. Then, with as much information as you have available, try to figure out roughly how much money you need to achieve that goal by a particular date. You can go by month and year, of course.

Fit your personal goals into your business battle plan and you only enhance your plan of attack.

### **Follow These Action Steps:**

- ✔ Start your business off on the right foot!
  - ▶ Plan and prepare.
  - ▶ Educate yourself, be willing to learn everything you can in your niche – become an expert!
- ✔ Get into the right frame-of-mind.
  - ▶ Your success depends on what ACTION you TAKE!
  - ▶ Put aside the fear of 'screwing up' - and just DO it!
  - ▶ DO NOT PROCRASTINATE!
- ✔ You will not reach your destination (your goals) if you don't know where to go!
  - ▶ You must begin by deciding on what your goals are & then implement them!
- ✔ Develop and plan your 'battle!'
  - ▶ Successful businesses start with a business plan!

Now that you've got into the right frame-of-mind, set your goals, and developed your business plan, it's time to decide on a business name, properly filing it and setting up a proper business account with your bank. By reading the next chapter, you'll learn what you should be accomplishing next in this process.

## Part 2

### Design Your Business With a Proper Foundation

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#### ii.i Give Yourself a Proper Business Name.

Shakespeare asked, “What’s in a name?” For businesses, a name amounts to a first impression, often a lasting impression! A good, solid, relevant business name is as essential to the success of a business as virtually any other element.

Unfortunately, many people name their business before they have a complete concept of what they’re setting out to do. This is a bad, if not entirely the wrong practice! If you really want to name your business efficiently and provide the proper foundation and mindset, you are best to determine your marketability and business niche and your overall business planning approach, before you settle on a name. These are all things you need to keep firmly in your mind when you brainstorm your business's new name.

One of the reasons so many people jump the gun when it comes to picking a name: the process is a lot of fun. You can exercise a high degree of creativity. More to the point, however, the naming of your business – like the naming of a child – is something of a rite of passage. Most of us feel, once our business has a name, that it exists as a separate and actual concept.

Picking a name, however, is far more complicated than simply coming up with something that you like, or something that seems cool and catchy to you. The name you give to your business determines the identity of your business. Your business name becomes the most prominent aspect of your public face. It is undoubtedly the way that people will remember your business and it also has a bearing on how people – potential customers – find you in the first place.

Your business name – even just one or two simple words - is as important as your business plan or your marketing strategy, if not more so! It transcends all of the elements and sets up a dynamic of potential success, mediocrity, or failure.

First, the name of your business needs to be a vehicle of communication. It needs to communicate to your customers, your potential market, precisely what your business does. Of course, every business is different.

An accounting firm, for example, is a serious financial business. A party promoter service, on the other hand, is a creative agency looking to attract customers in a more laidback setting. In terms of their names as well as their business models, these two businesses have entirely different needs.

On the one hand, the accounting firm needs a name to communicate professionalism, reliability, and even tradition, to a group of people who will be receptive to those inferences. On the other hand, a party promoter service needs to communicate a certain street-smart edginess and needs to appeal to the average party-goer or host.

For the accounting firm, a traditional naming structure would suit it very well. In fact, most of the accounting firms you see feature the names of the partners. This is a very effective way to communicate what the accounting firm does and what it values.

Young people won't be interested and engaged by a name like "Waldorf & Grey". However, they aren't the target market for your average accounting firm.

Myspace.com communicates the nature of what it represents. The company's target demographic is teenagers and twenty-somethings. The name implies individuality, personality, and uniqueness, which are all important attributes of that generational span.

A company name such as Simon and Schuster is going to attract serious-minded individuals. An accounting firm called Waldorf & Grey is going to attract clients with a similar disposition. Conversely, an event-planning group called something like Hip Hop Party Promoters might successfully target their twenty-something to teenager clientele. A part promotion company called Harvey and Fisher really wouldn't generate the same response.

The name of your company should define not only the attitude you intend to promote, but it should represent the intrinsic qualities you want to instill in your company and in your work.

Here are a few general points about naming strategies: business names should contain real words rather than invented ones because consumers can identify with real words more easily than they can imprint meanings on invented words. Abstractions are weak and names that are too specific are too restrictive of a business purpose. Particularly when a business outgrows its original model, a name that is too specific really does not serve well.

Put together a list of sample names. Verbalize each one out loud and see if it sounds good. The next test is your friends and family. Give each of your sample names a run past your friends and see if they a) have any problems pronouncing the word, b) can come up with any derogatory jokes, or c) have an idea what the name denotes about your business.

The next step in the name game process involves typing out your sample name and applying different fonts to see how it looks. Apply the different fonts and try a few fancy features to see how the name looks in print.

You should also try to get a name that's short and sharp for the most part, unless your business has other requirements that you can specifically justify. Make sure that you also run the name you've chosen through the proper legal channels. There's nothing like facing a lawsuit because you used a name that already belonged to another company.

Hiring a consultant to help you with the naming process can also be a step in the right direction. Such a company brings a range of benefits to your project. Not only do such firms expertly analyze word associations, connotations and inferences, they will be able to convey a much more complete understanding of the legalities of company naming practices.

To help you assess the need to hire a professional company, the next section will outline the requirements for properly filing a business name.



**Disclaimer Reminder**

Please understand that this is a brief introduction to setting up a business. Therefore, you should only refer to this information as a basic guide to get started. I'd encourage you to seek and consult with an attorney, lawyer or accountant experienced in this type of venture before you get involved in any business. Also, you'll need to inquire with your local establishments as the procedures could differ depending in what city, county, state, province and country that you live.

**ii.ii What Legal Structure of Your Business You Should Consider**

All new business owners should be concerned with how their business structure is set up in a legal sense. Since there is so much information on this topic I will not get into too much detail here. However, I'll give you a brief explanation of the options that you can consider.

**Sole Proprietorship**

- ✓ 72.3% of American businesses are sole proprietorship.
- ✓ Easiest of legal structures to set up.
- ✓ Least expensive of legal structures to set up.
- ✓ Legal structure good only for an individual - You, or married couples.
- ✓ If you're thinking of having partners, this legal structure will not work for you.
- ✓ IRS recognizes you and your business as one entity. Therefore, you'll be able to report business income, loss, expenses, etc., on your individual tax form.

**Corporation**

- ✓ A independent legal entity separating you from the legal structure.
- ✓ More difficult of the legal structures to set up.
- ✓ Expensive (Costs can range from \$475 to \$4000 or higher).
- ✓ Provides you limited liability.
- ✓ Pays taxes separate to you.
- ✓ Can be made up of shareholders.

### Partnerships

- ✓ Similar to a sole proprietorship but different in that you and your partners are co-owners of the business.
- ✓ Provides personal liability (this can be a disadvantage because if any of your partners decide to purchase something on credit in your business name, you will be held personally liable if any of them decide to stop working).
- ✓ If you and your partners have equal share of the ownership in the business, no one is quite in control. This can seriously hold back the growth of the business due to lack of forward decision making.
- ✓ It's not a home-based business.
- ✓ The chance that one partner will put more effort and work into the growth of the business than another partner is likely which could then result in disagreements, arguments and resentments. This ultimately results in conflict which could be detrimental to your business.
- ✓ If you don't like your partner, it may be impossible to get rid of him/her without breaking up the company in the process.



#### **Useful Tip:**

If you don't have any immediate plans to take on employees and you are just starting out, deciding on the route of a sole proprietorship would be most appropriate. Setting up will be easy and less expensive and you can pretty much start your business at any time.

### ii.iii What Legal Requirements You Should Be Aware Of

I'm going to assume that you will start your business as a sole proprietorship. That being said, I'll only mention a few issues that you should be aware of (there are many, but would only apply if you decided to set up your legal structure differently).

#### **Properly File Your Business Name.**

Depending on the type of business you create, you must either file your business name as a DBA (Doing Business As) or when you incorporate your company.

If you're a sole proprietor or part of a partnership, if you're the only owner of the business or if you have just one or two people who are partners with you, all you may need will be a DBA. In fact, most business entities need to register and publish a DBA statement, also known as a fictitious business

name, trade name, or assumed name. That is, unless the business operates under a name other than its owner's personal name or the name of a filed corporation or Limited Liability Corporation.

To file a DBA, you'll first need to identify the appropriate legal documents that you will need to file. For a DBA, that would be the Doing Business As Name Statement. Your statement generally needs to be published in a local newspaper. For example, this gives others the opportunity to object if the name somehow infringes on a business name of theirs.

You don't need to file a DBA if you operate as a corporation or if you have formed a Limited Liability Corporation (LLC). When you form one of these formal business structures, even if you're a sole proprietor, you've already gone through stages to ensure that your business name is unique. Part of the filing process for a corporation or an LLC (and the best way to form one of these entities is to secure the help of a seasoned lawyer or one of the reputable online businesses) involves searching for companies with the same or similar names, and thus verifying that your name is unique.

If all is well and good, a DBA or corporation/LLC formed, your business name is protected and available for you to use.

### **Obtain a Business License.**

Many states and localities will require that you file for a Business License. This can usually be accomplished with your local city or county offices. In most cases you'll have to actually go in person to get this license. This is the easiest of licenses to get and usually requires a small fee of \$15 to \$45 depending on where you live.

### **Obtain a Sales Tax permit (optional depending on your type of business).**

Depending on the type of business you've established, you may or may not need to file for a Sales Tax permit. You will need to inquire with your local city or county to see if your business requires that you pay taxes on your products or services that you will be providing.

### **Obtain a Resale permit (optional depending on your type of business).**

If your business is involved in the reselling or making of products, any of your purchases may not require that you pay taxes. The reasoning behind this is that whatever entity is the final consumer of whatever it is that you've sold, will have to pay any taxes. Therefore, your suppliers may not require that you pay taxes on the services that you end up reselling to your customers.

### **Obtain an EIN (Employer Identification Number).**

Once you have registered your business you will need to obtain your EIN. This is similar to like having a social security number for your business. This number is used as a means to help the government to separate you from your business.

#### **ii.iv Set up a Business Checking Account**

Even if you are operating as a sole proprietor, having a dedicated bank account - a checking account - for your business, is extremely advantageous. Why, you ask? Well, for many small businesses, one of the biggest and most destructive problems is not knowing where to start with business records. Poor record keeping often equates to no record keeping at all. Unfortunately, though, the need for income tax information is not the only reason to keep business records.

You need to keep records for yourself. Good records of your financial dealings provide the only accurate record of your business' financial performance. They allow you to monitor performance in specific areas, compile accurate income tax data, and plan well for the future of your business, both short-term and long-term.

The key to successful record keeping is a good accounting system. A good accounting system really depends on having the information you need separate, easily identifiable, and thus accessible.

Do not use your personal checking account to operate the funds for your business. This is good business accounting principle number one. A business checking account lets you monitor all your business transactions in one place. They will be well documented and you'll be able to easily oversee where your money is going and where it came from.

A business checking account also lets you monitor all of your bill paying as well. That is, you can pay all of your bills by check and mark on the check what was purchased. This record-keeping method will give you the opportunity to better analyze your expenditures in more detail.

If you will be making small expenses, use petty cash, noting all such dealings for their significance to the business. You should have a separate account for your petty cash and, when the funds get low, you should simply write and deposit a check from your business account to cover the transactions.

### **Follow These Action Steps:**

- ✔ Give yourself a proper business name.
- ✔ Properly file your business name.
- ✔ Obtain a Business License.
- ✔ Obtain a Sales Tax permit.
- ✔ Obtain a Resale permit.
- ✔ Obtain an EIN.
- ✔ Set up a Business Checking Account.



## Tips & Suggestions:

I'm sure you've seen your share of the get-rich-quick schemes throughout the internet! So you have to be extremely aware of what's out there! There are scam artists around every corner, but don't let this discourage you . . . there are a bunch of good folks out there as well! So, be patient and start your business the right way, without falling into the traps as many have done so in the past!

So how you ask?

Well, I learned a great deal from Chris Malta of Worldwide Brands. When I first got started in business, a friend of mine recommended him and I haven't regretted it ever since! Chris helps individuals to get a solid grasp on the complexities of starting and running a business from home on the internet. But that's not all he does! Later on in this book, I'll tell you about, hands-down, the best resource for finding products to dropship! You will not find anything like this anywhere! Chris is the creator behind this valuable resource!

Anyways, Chris is willing to give you not just one, not 2 but 3 books, completely free, no strings attached, so that you can learn a few tricks on your way to success in business!

One of my favorite chapters in his book, "Starting Your Internet Business Right", is chapter 11. Want to be sure you're business is legal or if you are being cheated? Of course you do, so read his book! ☺



Just click on the picture above. You will be directed to Chris Malta's website where you can download his free books - in just one simple easy step!

## Chapter 3

### An Ingredient to Success – Doing Something YOU Enjoy

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#### iii.i What Is Your Hobby?

There's nothing more effective or powerful than doing something you love. That's why we're asking you a number of key questions in this chapter relating to the things you enjoy. "Do something you enjoy" . . . it is indeed an ingredient for success in business as much as in life.

So how do you go about profiting from a hobby? Wait a minute. How do you go about deciding exactly what your hobbies are? If you're like most of us, you probably don't have time to sift through every one of the activities you've participated in since you were a kid. Baseball, perhaps, tennis...maybe you used to play poker all night long at college. Who knows? The key question: which of your hobbies can you actually turn into an income stream?

Check out Serena and Venus Williams. Their dad developed a hobby for them and turned it into a multi-million dollar, one-way ticket to fame, fortune, and the WTA Pro Circuit. Think for a moment about Bill Gates. He was obviously really into computers in college . . . so much into them, in fact, that he dropped out of college to pursue his IT hobby full time. About 56 billion dollars later, having completely cornered the market with Microsoft for so many years, Gates is actually off to pursue his number two hobby. Would you believe he's planning to retire and play bridge? Clearly, Gates is a discerning man. Could he have made a fortune playing bridge? It's highly unlikely.

A few golden rules then, for distinguishing your bankable hobby.

- 1) You must be very good at your hobby.
- 2) You must be very enthusiastic about your hobby.
- 3) There's got to be something you know about the hobby that most others don't.
- 4) There's got to be some demand for knowledge, skills, or services relating to the hobby you're thinking about.

Let's think for a minute now about your hobby and how you might turn information into a profitable product in a creative way.

If you love tennis, for example, you don't have to turn yourself into the next Mr. Williams or even the next Ms. Hingis (mother of child tennis prodigy Martina Hingis). In fact, you could profit from this hobby by developing an e-book or a comprehensive website about tennis, approaching the subject from a profitable angle. Say you do some market research and find out that there's a pretty high demand among parents for books about how to pick a tennis coach or how to develop your kid's forehand. If you have the interest and the inclination, you can produce a product that targets one or other of these niche markets.

Say you happen to be a very good card player. Did you know that there's a whole subculture of card players out there? Not just poker players who burn the midnight oil but bridge players who tour the country and even the world playing major tournaments for titles and for money. You could easily target professional players and professional teams with a comprehensive e-book on team building: how to win tournaments with team spirit! A catch title like that will set you on the right track.

Of course, your hobby doesn't have to be anything like this. It's not necessary that it be something undertaken professionally in any capacity. Take the example of Mary McCarthy. Mary loved fine-food. It was very much her hobby to cook and dine out in high-class restaurants. She turned this into a very successful business targeting the niche market of fine food lovers (people just like her). Today she's recognized as the founder and CEO of Tutta California, which produces olive oil and cabernet wine vinegar.

Say you love cats or dogs? Why not develop a business focusing on teaching people how to take care of these animals. It may not appear as immediately profitable as an olive oil business or an IT-business concept, but you might be surprised in the long run.

Perhaps you love fish. Well, I like saltwater fish! In fact to be more specific, one of my hobbies is maintaining a reef eco-system that involves keeping saltwater fish, corals, invertebrate, etc. And YES, I have developed a niche business from it . . . Check it out here: <http://www.reefkeepingbasics.com>. I've also got a content-based saltwater fish related site here: <http://www.saltwaterfishpets.com>. There is a tremendous amount of interest in these hobbies, and the individuals involved in them are very passionate for it. This results in an excellent niche area to concentrate my efforts in and as a result it makes a good sum of money in the process! ☺

### **iii.ii What Is Your Passion?**

Hopefully we've got you thinking about how your interests can actually turn into good business. Now let's consider what you're passionate about. Apparently it's easier said than done for most people. On a recent Oprah Winfrey poll, from thousands of respondents, an amazing seventy-percent indicated that they had no idea what their life's passion is.

So how do you go about identifying your passion if you don't yet know what it is? Well, what do you really enjoy in life? What topics of conversation get you all riled up about? How would you spend your time if you had the choice to do anything?

If you can answer these questions honestly, you should have a pretty good idea about what your passions are. You might be passionate about your work. Perhaps your passion is your family life; maybe you live spending time with your spouse and your kids. Maybe you love reading or writing. Perhaps you're a serious sports fan. You might well be passionate about your hobby, whatever it is.

The next question you need to think about: how do you apply your passion and turn it into a sound business idea. It is so important to be passionate about your job, about your work, yet so many people overlook this simple fact. Look at any famous actor or actress, any singer or sports person; a regular celebrity. The chances are, even before they were famous and rich, they just loved what they were doing.

You can identify people who are passionate about their job by their attitude. People who are doing something they love tend to be so much happier in general than those who don't have the luxury or the presence of mind to do something they can get excited about.

Throughout this book, we're going to be emphasizing the importance of using what you know and what you love to make money. The whole premise of niche marketing is essentially that everyone has something they love, something that really interests them.

### **iii.iii What Is Your Expertise?**

Why have we been talking about your hobbies and your passions? The chances are that your hobbies and your passions also represent your areas of expertise. People who are passionate about sports, after all, tend to know a lot about it. Anyone who loves their job is more than likely to know the ins-and-outs of their company and their industry.

Combine your knowledge of your hobbies and passions and decide where your real expertise's lie. What do you know that others don't know?

Say you love to travel. Not only are you passionate about packing up a knapsack and hitting the road, you've done it a number of times. You're a seasoned traveler. It would probably be fair to assume you have pretty good knowledge of how to go about hitting the road on a budget. That's your expertise and you can easily tap into that.

### **iii.iv Will People Benefit From What You Can Offer?**

"It's a big red flag when someone outlines the size of the market-multibillion dollars-but doesn't clearly articulate a plan for how the idea will meet an unmet need in the marketplace," said Aaron Keller, an adjunct professor of marketing at the University of St. Thomas.

People benefit from all sorts of products and services but if you want to be successful in business, you need to be able to point out exactly how they're going to benefit from what you're offering. Before you do anything to try to turn your hobby, passion, or expertise into a business, you have to ascertain who can benefit from what you have to offer and how.

There are plenty of ways to answer this question. One of the best ways is to conduct market research. Although many people jump to the conclusion that market research has to be a very expensive and time consuming proposition, a small number actually realize that the only market you really need to think about is made up of serious-minded, honest, friends. Take a group of these friends and test out your business idea.

If they seem to think it's a good idea, spend a little more time honing your idea and look to test it again on a slightly larger group of friends and family.

### **iii.v The 'Burning Question': Can Your Hobby, Passion or Expertise Fulfill a Demand?**

This burning question is all about market research. Once you've identified that your product or service can benefit people, you need to find out whether or not there are other products and services



that are providing the same benefit. Don't worry if there are a few businesses out there doing what you're planning. At the end of the day, there might be a hundred businesses similar to the model you have in mind. But if you have a strong model that provides benefits in a new and better way, you have very little to worry about. A strong plan and offering great benefits to customers will help you take control of even the toughest market.

Having a bit of competition is also a good thing, even if you think otherwise.

Ask yourself a few of these questions to be sure:

- ✓ Do you have hobbies that you're very well acquainted with?
- ✓ Have you traveled to some interesting place about which you had a strong desire to know more?
- ✓ Where would you like to be right now? How familiar are you with the place you're thinking of?
- ✓ Do you have work experience that has allowed you to develop some unique skills?
- ✓ Do you have a particular area of interest that is served by a variety of products? Are you familiar and passionate about one or more of these products?
- ✓ Do you enjoy a particular activity, either alone or with friends?
- ✓ Are there times that you simply don't want to work? What would you prefer to be doing? Do you know enough about the activity you have in mind to share your ideas?
- ✓ What are you particularly good at? Can you give advice to others to help them become competent in the area you're strong in?
- ✓ Is there something you have always wanted to learn? Are you determined enough to learn about it? Could you become acquainted well enough with the subject to educate others?

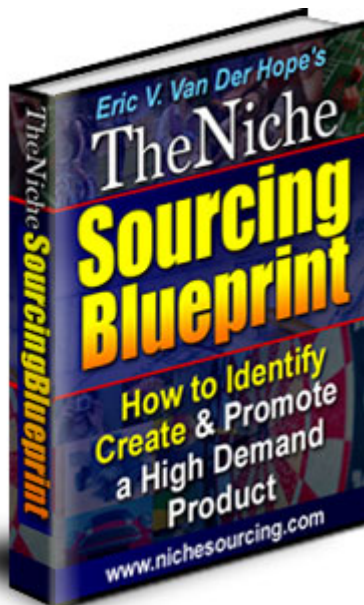
Make a list of the ideas that come to mind as you answer these questions for yourself and as you brainstorm the moneymaking ideas. By following through with this, you will eventually come up with something you'll know is worthwhile to pursue.

### **Follow These Action Steps:**

- ✓ The success of your business will have a direct relation to your hobby, to your expertise or to your passion!
  - ▶ If you love what you do, if you are an expert at what you do or if you have a passion for it - then there is no reason that you cannot be extremely successful with it!
  - ▶ We can safely assume that we don't just have one thing we like or that we have only 1 hobby . . . so start thinking, writing and deciding what hobbies, or things you enjoy doing or a specific passion you may have that you feel could actually benefit others.

- ✔ If there is a demand for it - then there is a market for it!
- ✔ If you don't think you can personally offer something that will benefit others or if you feel that there is no demand for it - it's not the end for you! 😊
- ✔ You can also search for niche markets that people, other than you, have a sincere passion for. Those would be invaluable markets to tap to say the least!
- ✔ Find what people want - and give it to them!

I sincerely hope you've enjoyed the first 3 chapters of this informative book. If you wish to benefit from reading further by purchasing the full version, you may do so by visiting the site below.



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## About the Author

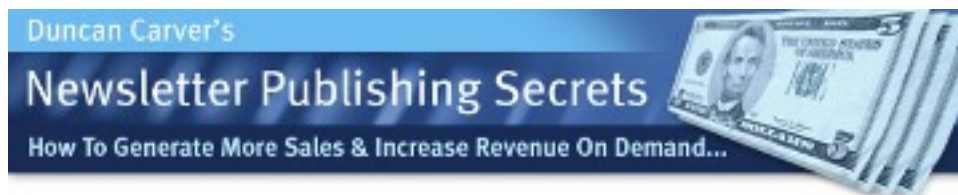
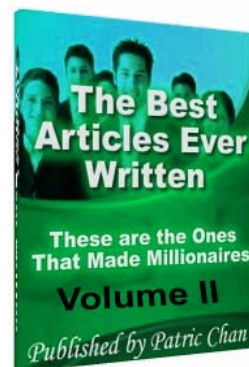
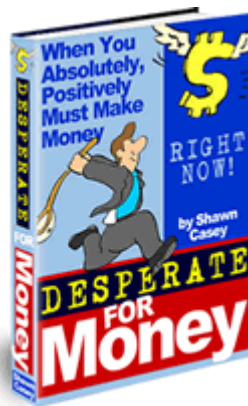
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Eric V. Van Der Hope has quietly worked behind the scenes within the Internet Marketing community, developing little-known 'virtual real estate' niches. His passion and desire in helping marketers find their own 'niche' has been instrumental in their success. Many in the marketing 'arena' respect his 'tell-it-like-it-is' attitude as it brings a breath of fresh air to a competitive market.

Eric is honored and privileged to have contributed and partnered with many established and trusted internet marketers. He has participated/co-written in several book projects that have included well known online and offline marketers such as but not limited to Jeff Paul, Marc & Terry Goldman, Dr. Joe Vitale, Bob Silber, Michael Glaspie, Alan Bechtold, Bob Wilson, Joshua Shafran, Jim Fleck, Jason Mangrum, Kennon Fort, Jeff West, Bryan Kumar, Ewen Chia, Tellman Knudson, Gary Knuckles, Jason Anderson, Russell Brunson, Frank Mullen, Robert Puddy, Paul Barrs, Graham Hamer, Merle, Eva Brown Paterson, Codrut Turcanu, Thomas Olin, Irena Whitfield and a handful of other well known individuals.

Some of the work associated with these knowledgeable individuals was the result of working closely on projects with Shawn Casey, Patric Chan and Duncan Carver.



Eric V. Van Der Hope is a native of Southern California (born in Lancaster) and grew up in the foothills of Pearblossom in the Angeles National Forest. He basically grew up with the mountains in his backyard, within walking distance of a nearby county park named Devil's Punchbowl! (Wild name huh!?) Even though Mr. Van Der Hope grew up in a medical family - his grandfather was a surgical doctor, grandmother an R.N., mother an R.N., and father an administrator of a hospital, he was never interested in that line of work and ended up taking a different route! Before Mr. Van Der Hope was even 12, he traveled to New Zealand (by myself) and attended school there for a year. When he was a teenager, he attended an established English boarding school 65 miles southwest of London. The school is nestled in one of the most beautiful parts of the country on the South Downs in the town of Lavington, West Sussex.



Seaford College, West Sussex, England

While living and going to school in England, Mr. Van Der Hope had the opportunity to also visit and live in Europe, specifically – France and Germany. He found it to be a fabulous opportunity and while there he experienced life-changing events while living with a Turkish Ambassador to Germany.

Mr. Van Der Hope has worked in the construction field, health care field, both Civil and Structural Engineering fields, water utility field and participated in a religious sabbatical for 2 years. He is especially proud of serving his country as a member of the United States Military, contributing to the safe navigation of a United States Spruance Class Destroyer, USS Fife (DD-991). As a result, Mr. Van Der Hope traveled extensively throughout the world - from as far North in Sapporo - Japan, to the South including, Tokyo, Yokohama, Hiroshima, Nagasaki, Okinawa, Guam, the Philippines, and further still to Hobart - Tasmania. He was fortunate to visit his mother's country - Australia, and while there enjoyed Melbourne, Sydney, Esperance and Darwin. Mr. Van Der Hope also experienced the sites and sounds of Bali, Jakarta, Singapore (and many other Indonesian countries), as well as Thailand and Hong Kong.



United States Spruance Class Destroyer, USS Fife (DD-991)

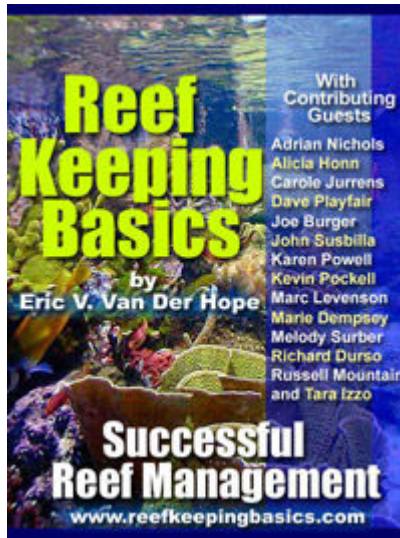
Obviously, Mr. Van Der Hope has traveled extensively throughout the world and he's thankful for being American and more important, fortunate to experience what he has seen from his travels. He has gained a tremendous amount of appreciation and respect for all people who contribute in one way or another to our society of humankind. Mr. Van Der Hope feels that it's a shame that this world cannot get along with each other better - "all of us have something in common don't we . . . we're all human!?"

Mr. Van Der Hope is a strong supporter of people who follow their passion by doing what they love. There is nothing more fulfilling than seeing someone doing something they truly have a passion for and love. He is currently working on another website - but no ordinary one, a site that will bring people together so that they can share what their interests and passions are and how they in turn can help others as well.

Additional websites and products Eric has developed and managed:



Globalnet Publishing - <http://www.globalnetpublishing.com>



Reef Keeping Basics - <http://www.reefkeepingbasics.com>



Saltwater Fish Pets - <http://www.saltwaterfishpets.com>



Currently in Development

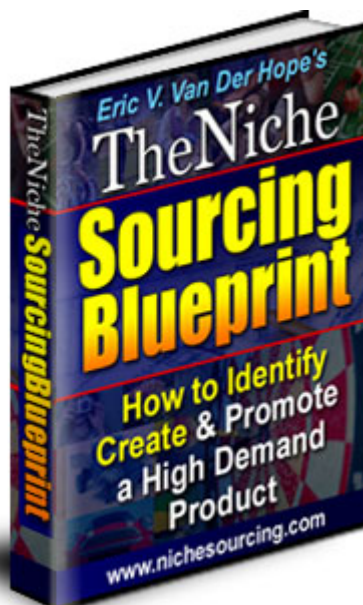


Foundation of Success - <http://www.foundationofsuccess.com>

. . . and other niche specific money producing sites (Can't reveal all his sites to his competition!).

You can learn more about the services he offers by visiting his Virtual Desk:

<http://www.EricsDesk.com>



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