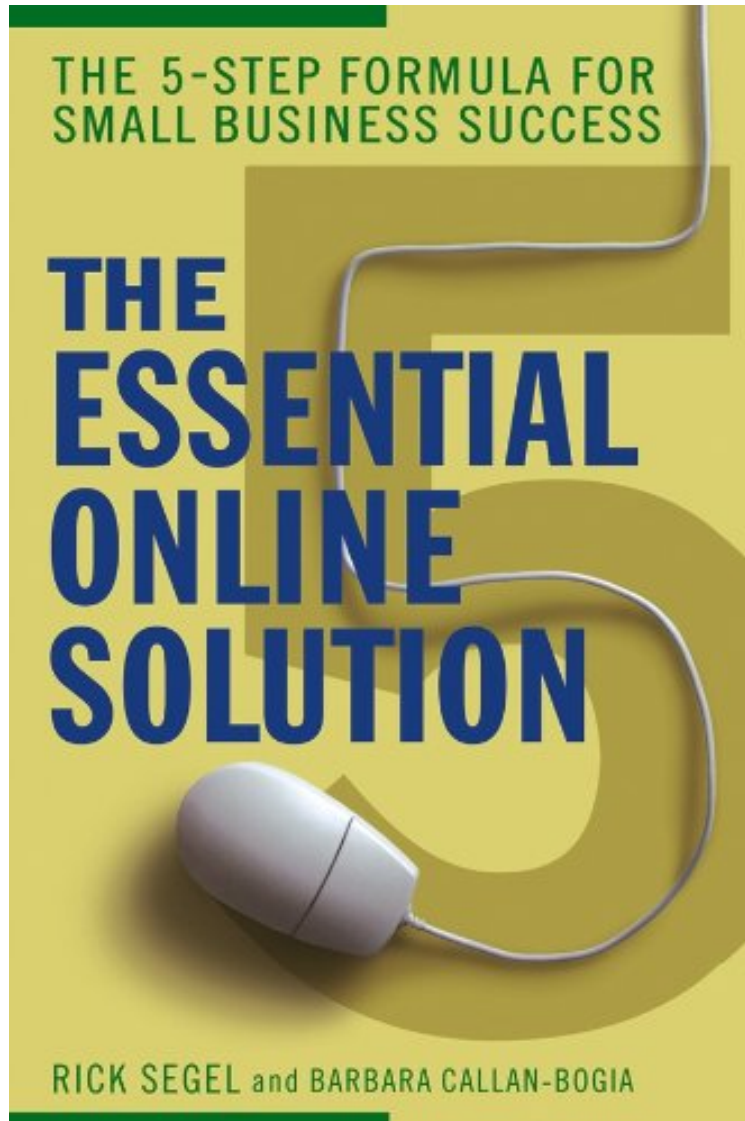


## The Essential Online Solution: The 5-Step Formula for Small Business Success

*Rick Segel, Barbara Callan-Bogia*

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**Rick Segel, Barbara Callan-Bogia : The Essential Online Solution: The 5-Step Formula for Small Business Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Essential Online Solution: The 5-Step Formula for Small Business Success:

0 of 1 people found the following review helpful. If you can not work - be a boss, if you are not be able a boss - teach :(By Rolands PetrevicsIf you can not work - be a boss, if you are not be able a boss - teach :( That is exactly what comes up in a mind when you read this book. Remember your university. Have you ever had a feeling that a guy in

front of you just chews the book out that he just read, and actually has no any real experience, understanding or clue what the heck he talking about? Yes, this is exactly what this book are - the style - wow, let's learn ittogether!Authors probably had done a work to gather the info what you need together, but well - a lot of things was covered so poor, that a beginner will just overlook, but a professional will just say - doh - if you cover it in that way, then better don't touch it all! I am not so frequent to give 1 star - but SORRY, this book is not worth your time.31 Days to Millionaire Marketing Miracles - choose this one instead. A lot more up to date, and sparking with humour info, and the author at least knows what she says. Well, yes, not also the best book, but if you are beginner - this will give you much better advice.3 of 3 people found the following review helpful. Good for beginnersBy FotofanThis book is written in 'coaching-style' which is not for everyone! 'Remember you have to'...'What do you think is'...'It is all about'...'Don't forget to...', those phrases made it for me hard to read, as I expected new information and not to be taught constantly. I expected the authors were internet-insiders, what the title suggested - but I can't see that. If you are familiar with the basics of internet marketing look for something else, if you are a total newcomer go for this easy to read book.2 of 2 people found the following review helpful. The Basics of Selling OnlineBy Judy C.Rick Segel presents the basics of selling online in a simple yet straightforward way. The chapters are written in such a way that anyone who is interested in selling on the web would be able to set up and run a web site for e-commerce or advertisement of a business. My opinion is that it is written well with the chapters building on each other. The last chapters are on how to encourage traffic to your site. This book can be a reference for a person who is already selling. Perhaps not for the advanced, but the information presented is practical and to the point.

With big-box stores dominating today's business landscape, small business owners are facing serious challenges. But there is a way to level the playing field and win—and The Essential Online Solution will show you how. Written by industry experts, this book outlines a five-step formula that will allow you to harness the power of the online world and improve your company's bottom line.

From the Inside FlapWith big-box stores dominating today's business landscape, small business owners are facing serious challenges. But there is a way to level the playing field and win—and The Essential Online Solution will show you how. Written by industry experts Rick Segel and Barbara Callan-Bogia, The Essential Online Solution provides you with a formula for small business success that begins with the Internet. Straightforward and accessible, this one-of-a-kind guide outlines five essential steps that will allow you to harness the power of the online world and improve your company's bottom line. The concepts and tools discussed here have been tested and proven, and even though these concepts may vary with the advent of new technology, they will always remain essential. The five essential steps covered within these pages will open your eyes to a new way of doing business in today's dynamic environment and give you an edge over the competition. Step One: Uncovering the Possibilities Step Two: Building Practical, Powerful, Professional Web sites that Work Step Three: Positioning You as the Source . . . Creating Expert Status Step Four: Creating the Buzz with Clicks and "Clends" Step Five: Sell, Sell, Sell The online world can take your business places it could never go before. But to get there, you need a firm understanding of how e-commerce works. As you progress through this book, you'll discover new ways to market to, and communicate with, your customers. You'll also learn how to earn customer loyalty and become a valued resource to your customers. Each step of the way, you'll be introduced to new methods—such as blogs and podcasts—that will allow you to better service your customers, keep them more informed, and sell them more. Whether you're looking to launch a new business or improve upon an existing one, The Essential Online Solution contains the lessons and information you need to survive and thrive in today's competitive business environment. Filled with in-depth insights and practical advice, this book can help any small business make the most of its online endeavors.

From the Back CoverPraise for The Essential Online Solution "Turn your small business online opportunities from mystery to mastery by reading this book, and putting the steps into action." —Jeffrey Gitomer, author of The Little Red Book of Selling "The Internet has made operating a successful small business easier than ever before, but it still takes entrepreneurial drive, an ambitious spirit, and careful planning to pull it all off. This book shares useful insights, potential pitfalls, and efficient stepping stones to making your online business goals come to fruition." —Nido Qubein, President, High Point University, Chairman, Great Harvest Bread Co. In The Essential Online Solution, industry experts Rick Segel and Barbara Callan-Bogia provide you with a formula for small business success that begins with the Internet. Filled with in-depth insight and practical advice, this book discusses the important elements of e-commerce and pinpoints the strategies and ideas that have proven most profitable and successful. The five essential steps covered within these pages will open your eyes to a new way of doing business in today's dynamic environment and give you an edge over the competition. This information-packed guide will help you: Understand the past, present, and future of online business Uncover some of the Web's best marketing tools—tools that create a community of fanatic followers, increase your Web activity, and cost nothing Design and position your Web site for maximum effectiveness Start and create a viable auction business And much more Straightforward and to the point, The Essential Online Solution contains lessons and information—all of which come from discussions with small business owners on the front

linesmdash;that can help any small business survive and thrive in today's competitive business environment.About the AuthorRICK SEGEL, CSP, a seasoned retailer of twenty-five years, owned one of New England's most successful independent women's specialty stores. He is the marketing expert for Staples.com, the cocreator of the Retail Technology Assessment for Microsoft, and a founding member of the Retail Advisory Council for Johnson Wales University. Segel is the Director of Retail Training for the Retailers Association of Massachusetts. He is also the creator of the Retailers Association of Massachusetts Awards of Excellence Program (RAMAEs), which has recognized over thirty of the most innovative retailers in the state. Segel holds the Certified Speaking Professional designation and has been a featured speaker in over 1,400 presentations. He is also the author of Retail Business Kit For Dummies (Wiley), which became the number-one selling retail how-to book in the United States. BARBARA CALLAN-BOGIA is a speaker and trainer who conducts seminars to thousands of people on influencing, leading in multiple locations, communication, and office politics. She is also the owner of Callan Consulting, a successful national management development consulting firm founded in 1996, and cocreator of the Retail Technology Assessment for Microsoft.