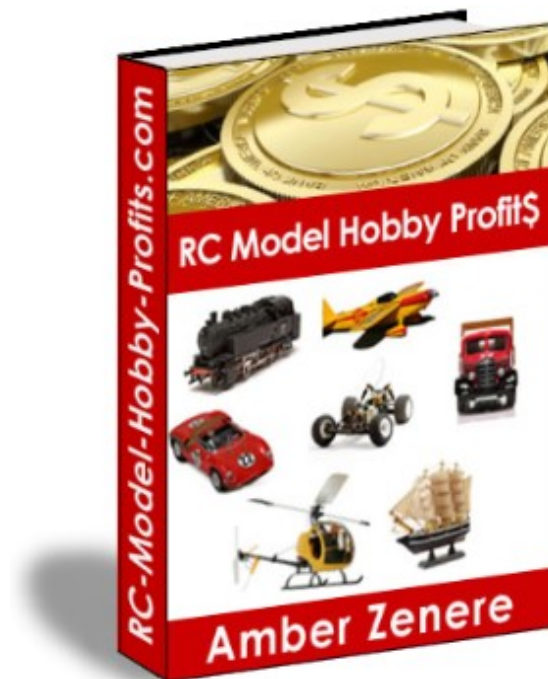


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www.RC-Model-Hobby-Profits.com

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Date born

This document was created on 28 Sept 2007 and based on the best information we could find at that time.



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Before We Begin

Congratulations! – Buying and reading this book could be one of the smartest investment decisions you will ever make.

Be honest now, how many times have you asked yourself “I wish I could make money with my hobby”? It’s fantastic that you enjoy your past time so much that you want to do it for a living! Well “**RC Model Hobby Profits**” has been written specifically for RC Model Hobbyists, just like you. It reveals several money making strategies to get you turning your passions into profits. But only you can make it happen!

I’ve spent thousands of dollars on books, multi-media packs, hotels and airfares attending seminars all over the country learning some of the best strategies that the RICH are using to make money.

During my research I found that the so-called self-made Rich usually had one thing in common... they all loved what they did - they were passionate about their businesses. In fact, a lot of their businesses actually started from their hobbies. I discovered that the strategies and systems they used could easily be applied to Remote/Radio Controlled and Model hobbies.

Having realized that RC Model hobbyists were missing out on these money making opportunities, I found both ‘off-line’ and ‘on-line’ (internet) ideas that could enable RC Model Hobbyists to turn their hobbies into income-producing businesses.

While you don’t need to have any prior computer knowledge to take advantage of the off-line opportunities, the on-line options can be made completely

automated so they may only take a couple of hours a day to manage. Some of these ideas may even start you making money immediately.

Some ideas will take longer to make money. Like any business, it probably won't be easy in the beginning. But don't get discouraged if the money is not flooding in after the first month or the first six months. To build a client base does take time – but if you persevere and keep a positive attitude the steps and ideas in this book can kick-start your business.

You will notice that this book cuts to the chase - no fluff or fillers and no unnecessary charts or diagrams. Just good, common sense ideas and opportunities, given in a straightforward manner - that can assist you to make the decision to increase the quality of your life. To get you started, ([blue underlined](#)) website links to appropriate resources and additional information have been included within the text. Clicking on them has the potential to fast track your progress towards your ultimate goal. Remember you should invest money to make money especially if it gets you closer towards your goals.

I know that a lot of people have become seriously rich using strategies in this very book. Most of these strategies are not complicated. But only YOU have the power to produce profits especially if you make the effort to use some of the strategies included in this book but YOU NEED TO TAKE ACTION to make it happen.

With that, let us start this incredible journey...

Warmest Regards,

Amber Zenere

September 2007



Could you really turn your RC Model Hobby into a successful business? Of course you could! Apple and Dell Computers, Yahoo, eBay, Ms. Field's Cookies, Dave Thomas (Wendy's) and Charles Schulz (The Peanuts Cartoon) are all highly successful businesses that began from a hobby. In fact, many of the world's most successful businesses started out as personal hobbies.

When you love what you do for a living, it's almost as if you're not working. There is no better way to ensure that you are going to enjoy your business than if you create a business out of a hobby you already love to spend your time doing. Whether you prefer RC Cars, RC Helicopters, RC Airplanes, RC Planes, RC Trucks, Model Trains, Model Ships, Model Cars, Model Airplanes, Model Railroads, Model Trucks or Model Helicopters – there are ways to turn each of these into profitable businesses both online and offline. This ebook will offer you 8 Opportunities to turn your RC Model Hobby into a successful business that allows you to work your own hours, work from home, be your own boss, make money, spend more time with your family and friends and finally take control of your financial future – all while doing something you love.

Unfortunately, people often get stuck in their jobs, working for someone else, and doing tasks that they simply don't like to do. Does this sound like you? Are you bored with your current job or maybe you are just starting to get tired of working hard to make someone else's business profitable!

In addition to working for yourself and making your own business profitable from your efforts, the benefits and advantages of having your own business go on and on - but it's important to realize that not everyone can start and run a business. The question you must be able to answer is whether or not you have what it takes to start a RC Model Hobby business – even though you are doing something you enjoy, it still must be set up and run like a business. Do you have the willpower to do what needs to be done each day in your business to make it successful? With no time clocks to punch or a “boss” looking over your shoulder to ensure it happens, one of the most common mistakes people make when looking to turn their hobby into a business is forgetting that they still have to work!

Mindset becomes extremely important when starting and running your own business – you must have the belief that you are capable of it, in order to make it happen. If there is any doubt in your mind you need to create a Money Mindset or you are doomed from the start; have some faith in your abilities and determination, and you'll soon be the proud owner/operator of your own hobby-based business!

Many people have made their biggest personal development breakthroughs after attending Paul Blackburn's “Mental Tool Box” workshop. The Mental Toolbox explains the processes necessary to create personal change at any level. You'll learn EVERYTHING you need to know about how your mind works, why it does the things that frustrate you and how to change it into your most reliable and productive asset. You'll learn where, when, why and how you can 'reprogram' it and what to do to keep it running at peak efficiency for the rest of your life so success becomes automatic.

If you can't make one of Paul's workshops he has an amazing Blockage Busters mentoring program. This program has some of the most cutting edge strategies to help you identify what is keeping you at your current levels and holding you back from achieving your full potential.

8 Money Making Opportunities From Your RC Model Hobby



There is no one-size-fits-all approach to selecting and starting your Radio/ Remote Control Model Hobby business. The business idea, or ideas, that you decide to use should be selected based on your individual needs and abilities; as well as your own motivation for starting the business. In this chapter, we will discuss in detail eight different ways that you can start a business and begin earning money from your RC Model Hobby. The ideas include both off-line and internet on-line opportunities. There are opportunities for people who have never been in business before as well as those of you who are experienced business owners.

Business Idea 1: Open a Hobby Store or Franchise

Before the Internet became a popular business medium, people often decided to [Start A Retail Sales Business](#) as a storefront. If you would like to own a 'bricks and mortar' hobby store where customers come in, browse and touch your products and make purchases, and you don't mind reporting to your store for work most days – this option might be the right one for you.

It may also be possible to include other facilities, such as a coffee shop (depending on local zoning and licensing requirements), within your premises,

to increase your profit. If you can, offer a repair service as it could contribute to repeat business - customers returning to pick up their repaired part notice other items that they must have!

Business Location

Opening a hobby store will first require you to select your business location. For lower overhead costs, especially when starting your business, consider operating from an Industrial Park, instead of the Shopping Mall. Criteria for determining a suitable location for your store should include a thorough analysis of:

- Area demographics & population (Are the people in that geographic location your target consumer market? Are there enough people to maintain the number of sales you need for profitability?);
- Retail storefront rent or purchase prices;
- The minimum size of the Building you rent or buy;
- Parking availability;
- Zoning & business licensing requirements for the geographic area; and
- Location of your nearest competitors.

Inventory

You can't have a store without inventory, right? Before opening up a shop or securing a location, you also need to consider the source of your inventory, and how much it would cost you. Depending on how much you need to get started, this inventory will probably be among your biggest expenses when opening

your store. Selecting a wholesale supplier means you buy your items at the discounted wholesale price; and earn a profit when you sell those items at a higher, retail price. [Salehoo](#) and [Wholesale DB](#) are two on-line examples.

Considerations for choosing where to buy your inventory include:

- Are there minimum purchase requirements per product, or a minimum purchase amount per month?
- How long does it take to receive the items you order from the supplier?
- How does the wholesaler handle product damage or defects?

Operating Costs

The sum of all expenses associated with the normal course of running a business is known as the operating costs – they typically include the cost of the rent, water, power, telephone, wages, advertising, office supplies and insurance.

Running a store is rarely a business that can be operated by just yourself. You will probably require at least one or two employees in order to effectively operate your hobby store. When determining your operating costs, you will want to estimate a salary or hourly wage for your employees to work the cash register and assist customers when you are not able to be in the store or when you are busy with other business tasks.

Your operating costs will also need to include your personal salary because as much as you love the products and the hobby you're working with, you'll need to make enough money so it is worth both your time and effort!

Getting Customers

Your location has a lot to do with how many customers you can expect to see on a daily basis. But there are also a variety of other ways to attract customers into your RC Model Hobby store, which you should participate in regularly. Even when your business is up and running successfully, you should always consider engaging in some type of [Multi-Level Marketing](#) activity to ensure that your customers don't just suddenly stop coming into your store!

One of the best ways to announce your newly opened store is by having a Grand Opening event. Make it a really big deal, too! Give away food, prizes or discounts for the day to encourage people to stop in and check out what you have to offer. For a long term strategy - find a way to collect business cards or mailing addresses: have a drawing for a prize by putting a big glass vase out to collect business cards, or create a mailing list sign up sheet. This helps you build a list of customers to market to after everyone goes home.

Being constantly newsworthy helps your store stay in the mind of potential customers even if they aren't able to make it to your store on the day of a special promotion or event that you're advertising. For example, donating part of your proceeds for a week at a time to a local charity might result in your local newspaper doing an article on you and your business. Asking a radio station to broadcast from your store will result in the radio constantly repeating your store's name and location each time the disc jockey says "Broadcasting live from Joe's RC Model Hobby Store On Main Street".

Due to the nature of your products, you have a perfect opportunity to generate repeat customers. Why not set up a club that meets once a week or once a month? You can host RC Car races or classes to encourage people to come back to your store again and again. Remember, smaller businesses are frequently able to compete with larger businesses by being more flexible and giving a more personal service – don't make the mistake of just being cheaper!

Franchises

Starting a franchise RC Model Hobby store might be something you want to consider. If you open a franchise, the business plan has already been worked out and developed - so all you do is just follow along. The disadvantage is you have to follow franchise rules that may not be exactly the way you wanted to do things; but the advantages of franchises usually outweigh the disadvantages.

Opening a franchise typically requires a larger investment than starting a store on your own, so you must seek the advice of a lawyer and accountant. For the extra money though, you get a store that already has a "brand name" and a potential customer base; the buying power of the franchise group; advertising done by the corporate office of the franchise organization; and a systematized business operation.

Before investing in a franchise system, among the many factors you should carefully examine is product demand in your area, the likely competition, the franchisor's experience and background, the level of training and support you will receive and the start-up and ongoing operating costs you will pay. It is also advisable to question current and former franchisees about their experiences.

Alternatively, you can start your own independent store and turn it into a franchise system later. This means you would allow other people to open more retail stores that are just like yours - and the new owners follow your systems and requirements, pay you franchise fees and get a share of the profits.

Business Idea 2: Build a Display & Charge Admission To Use/View

RC model hobbies offer unique business ideas that most other businesses just couldn't do successfully! For example, if you have the space, you could create a display from your most popular models and charge admission for people to come and see or use them. For example, if you are into building and operating RC model trains, you could build an elaborate landscape of buildings, mountains and tracks in your basement or garage, and then charge a fee for people to come and watch your trains navigate the world you created. You could actually do very similar things with RC model cars, boats, helicopters or a combination of these! Be sure to first check the regulations and the requirements of the relevant authorities in your area.

If you set yourself up as a business from the start, you may be able to qualify for purchasing your supplies at wholesale prices, including the RC models you require as well as any materials you use to create your landscaping, buildings and display items.

Business Insurance

As with any business, you'll want to be careful that you have enough business and liability insurance to cover you in the event someone gets hurt while on your property. Don't assume that your homeowner's insurance will be enough to cover an injury that occurs to someone who is viewing your RC model display, either. Be very thorough when checking out how much coverage you have and in considering what other types of insurance you'll need to operate a business like this on your home property. It's better to be over prepared than to find out the hard way that you should have had additional insurance coverage.

Budgeting

If you've been an avid RC model hobbyist for quite some time, it's possible you already have enough materials to start a small display. At any rate, set your building budget and work within this constraint. While you may have an idea for the finished design, you can start out small and gradually build onto your display until it reaches your grand finished design, possibly increasing the entry fee gradually as your layout develops.

Alternatively, if you happen to have a large budget, or can obtain financing to get all of the materials and products you need to build the full display, you'll want to run some careful figures before you start. How much money will you need to charge your visitors to recover the costs of your business venture? If you set your admission price too high, you are going to discourage some people from coming; but if you set your admission price too low, you may not make enough to cover your operating expenses and initial financing. How many visitors will you need a month to make your numbers work?

Don't forget to plan for the replacement of broken materials and products for your model display. The more you use it, the more often things will break and require replacing or repairing.

Gain Repeat Customers

One concern that this type of RC model business might have is the difficulty getting repeat customers. For some people, if they've seen the display once they may not see any reason to return. Depending on the population and demographics where you live, this could be detrimental to your business as you won't be able to find enough people interested in your display to come and pay your admission on an on-going basis.

Here are some great ways to get hundreds of customers coming back. One way to encourage your visitors to return again is to start a hobby club. You could set up weekly or monthly meetings that let small groups use your display, or as a location where they could participate in something related to the hobby - such as making remote control models together, or racing them for prizes, etc. The club could charge fees to the members in exchange for the information they receive during the club meetings.

You could arrange local school field trips - charging a group admission fee. Many schools would be interested in the educational experience of hearing about the mechanics of the operation and the work that went into creating the display.

Adding to your display regularly may encourage repeat customers. They need to know that whenever they return, there is something new to see and experience.

Business Idea 3: Teach Classes or Sell Your Designs and Layouts

Among the smaller budget opportunities for creating a profitable business from your RC Model Hobby would be to teach others about the hobby, or create and sell designs related to your hobby.

Teaching

Are you good at explaining things and want to share your passion? Then, as an experienced hobbyist, teaching others your RC Model hobby maybe for you. Even if you don't have any teaching experience, many classroom management

guides exist, such as [Classroom Management 101](#) and [eTeach](#) that can assist you.

Many existing hobby stores offer classes and educational events to their customers. If you are interested in teaching classes involving RC models, why not contact storeowners of hobby stores within your area? Even if you don't own a RC model hobby store, it's possible the general hobby store would be open to the idea of adding the class to their line up - and therefore increasing their target market and product lines to include this new group of hobbyists.

Each store may have their own arrangements for setting up classes and paying teachers, but if they leave it up to you or they haven't considered having classes before, you might suggest that out of each student's class fee the store receives a portion and you receive a portion. Another option would be to require that the students of the class purchase materials from the hobby store to participate in the activity you teach in addition to paying a class fee to you.

Before approaching the stores about teaching, you should have some idea of what you might teach! It's a good idea to create a list of things you would cover in your class - and decide whether it would be a one-time course or if you'd meet several times over the course of a few weeks to teach. This is information the stores will want to know in order to make their decision.

If the stores turn you down, you might consider checking with your local high schools and colleges. Many schools offer non-credit courses and adult education opportunities that include hobby and art classes.

Alternatively, you could decide to turn your garage, basement or spare room into a class area - and advertise your class to see if anyone is interested in attending!

Another way to market yourself as a teacher is to do the demonstration or presentation in front of a video camera. With your recording, you could offer it as a digital product, or create DVD's and either give them away at the hobby stores to encourage sign ups for your classes, or perhaps you could even sell the recordings.

Create and Sell Designs & Layouts

If you spend your hobby-time creating designs of your own RC models, you could be cashing in on that experience. You might be able to sell your designs to the manufacturers of RC models for mass production and product sales. It's a lot like inventing a new product within an existing product line.

If your designs tend to use products found in the local hobby store, perhaps they'd be interested in letting you sell workbooks of designs you've created to their customers (as it would encourage the purchase of their products).

Creating a workbook of your designs would be another avenue for earning income. You could get it printed at a self-publisher fairly quickly and inexpensively, and sell via a website, or create an ebook version (similar to Business Idea 8) that consumers can download digitally after paying you a fee.

If you create detailed layouts of landscaping and train track set-ups for example, those could be sold to museums or other business hobbyists who may charge admission to view their displays. Smaller scale layout designs might be a feasible product to sell digitally to other hobbyists who want to set up smaller displays in their homes.

Using your designs and layouts, as free give away items may be another way to advertise your classes.

Here are some great resources for RC Model enthusiasts are useful in extending your knowledge in order to teach or design [Model Train Secrets](#), [Model Trains for Beginners](#) and [Model Airplane Secrets](#).

Business Idea 4: Become an eBay Product Reseller

Ebay is a well-known business structure that helps individuals just like you get into the world of reselling. There are a few ways you can become a reseller of RC Model Hobby products, either using eBay or another venue. (Ebay is probably a good place to start though, considering the site receives hundreds of thousands of visitors each day, and the potential for getting your products seen is higher here for less advertising money!) There are many information sources on how you can effectively and profitably use eBay, including [Ebay Powerseller](#) and [The Insider Secrets to Selling on eBay](#).

Drop-Shipping

Drop-shipping is a method of retailing that allows people to get sales without having an inventory of products. So you could set up your seller account on eBay, and other auction or sales sites, and list products for sale. When you get orders, the drop-shipping company you choose will actually fulfill them for you, package the order and ship it to the clients. You get a portion of the profits and the drop-shipper of course gets enough to cover the cost of the goods and shipping. It eliminates the need to shell out considerable amounts of money in

order to have products available for sale; you don't have to deal with the tedious tasks of packaging orders and getting them to the post office; and of course you don't get stuck with extra merchandise.

Among the drawbacks to drop-shipping are that their prices typically aren't as good as wholesale merchandise suppliers; they usually charge membership fees; and you don't have control over the supply of the products, especially if it is "out of stock".

Besides eBay, you could also set up a website shopping site of your own, and use a drop-shipper to fulfill all of your orders. Some drop-shipping companies will even host your website store; for a monthly fee.

To begin your search for suitable drop shippers, check out the websites of [Doba](#) and [Shopster](#), both of which currently have a free trial period available. An Important Warning though - deal only with reputable drop shippers as scam companies do lurk, ready to profit from your hard work.

If drop-shipping interest you have a look at these wholesale suppliers, manufacturers, liquidators and drop shippers, they could help you to effectively implement this strategy [DropShipping Wholesalers](#), [Buy Anything at Wholesale](#) and [Drop Ship Guides](#) .

Become an Affiliate Marketer

Another way to enter the world of product reselling is to become an affiliate to other companies. As an affiliate, you market and promote the products of RC model companies, never handle the products or ship them, and whenever your marketing creates sales, you earn a commission. It's one of the easiest ways to

step into any business, and it shouldn't cost you much to be an affiliate. There are many Hobby Store companies that offer an affiliate program.

The [Super Affiliate Handbook](#), [Affiliate Marketing 2.0](#), and [Affiliate Business Blueprint](#) cover just about everything you need to know about affiliate marketing.

Business Idea 5: Create a Website to Sell Items and Affiliates

One of the easier ways to start a business without it costing you a fortune would be to sell items over your own website. If you included an affiliate marketing program, you could take advantage of having other people market and sell your products as well.

Setting Up Your Website: Domain Name

In the world of online marketing, your website is your storefront. How you present yourself, your RC model hobby business and your products on your site will tell your clients a lot about you, and help them decide whether or not to use your services. This is why it is of the utmost importance that your website represents you and your business well.

Some businesses have it easy. A business with a physical storefront can afford to have a simple website with nothing but their business name and basic information. If your site is going to be the basis of your business, on the other hand, you have to pull out a few bells and whistles. It may be more difficult, but

it's worth the business that a good website can help bring in. Your aim is to drive targeted traffic to your site. For a list of traffic-driving techniques have a look at [Internet Marketing Master Plan](#) and [Internet Traffic Mastery](#).

One of the most important things to get your business recognized will be it's website domain name, or URL. It is the set of letters that serves as your address on the web (e.g. <http://www.RC-Model-Hobby-Profits.com>). Once selected, you can check whether your chosen domain name is available and then register it through any of a number of domain registrars, including "Godaddy". It should only cost a few dollars a year, if you select a novel domain name that no one else controls.

Before you select your domain name, though, think hard about the name you select. A bad domain name can cost you thousands of dollars in lost business just as easily as a poor website. Keep it as short as possible, to minimize the chances that people who are trying to get to your site will misspell the name and end up somewhere else. Try to use intuitive keywords in your domain name, so that people are more likely to find it when they perform a search. Using a software program like [Keyword Elite](#) can save you a lot of time in finding the right keywords.

Finally, you might consider registering more than one domain name. If you can think of several domain names, using variations on keywords in your field (like "RC" in one and "radio control" in another), then register each novel domain name, and have all of them direct your internet traffic to the same website. If you like you can even make money by purchasing multiple Domain Names and selling them – as outlined in [Public Domain Riches](#).

Setting Up Your Website: Web Host and Nuts and Bolts

Once your domain name is chosen and registered, you need to select a web hosting service. Your web hosting service will make your website accessible through the world wide web by allowing you space on one of their servers and keeping you connected. There are many different types of web hosting services out there, including [Hostgator](#), each geared toward different levels of website complexity, so you'll want to shop around to find the right one for you.

Depending upon the web hosting service you chose, they may provide you with support for the next steps in setting up your website. First, you'll need to design your website for aesthetic appeal and ease of use. The specifics of how you design your website are important, so we'll go over them in more detail a little later on. You will have to add your product lines to your website (again, we'll discuss how to get your inventory in the first place later), and set up methods for payment. There are many options for receiving payment available for online merchants, so you have to look at your options to determine which one suits your business needs. You will have to establish a merchant account with a bank or provider in order to receive various forms of online payments, like credit or debit card, or you can create an account with [PayPal](#).

Either way, you need to display the forms of payment you accept clearly at the checkout phase, so that your clients know what payment methods you accept.

You will also have to decide what shipping methods you want to offer, chose a carrier, and establish shipping rates. Some web hosting services can help you set up your website so that shipping costs will automatically be displayed once a client has chosen an item, but many of these services can cost extra. Finally, you'll have to determine the applicability and rates of your sales tax. These vary from place to place, so research the regulations in your area. Again, some web hosting services will help you set this up, but it may cost more.

Setting Up Your Website: Design

Have you ever been at a website where you just couldn't find anything, or where the ordering process took so long the product should have been at your doorstep by the time you were done confirming payment? Then you've experienced bad web design, and know how important it is to avoid it. Making your site difficult to navigate and use is a guaranteed way to frustrate your clients and make them put away their wallets. Don't scare away business with ugly graphics and confusing pages. Design a website that people will want to come back to. [WebDesignMastery](#) and [Website Creation](#) are among many guides available that can assist you to put together a winning website.

As with everything in business, your competition can be your greatest asset. If you really don't have an idea of how your business should present itself on your website, or how to organize information and products, visit the website of a successful RC model hobby business. Look at how they display information on their products, and what options they provide for payment methods and shipping. Take notes on what to replicate, and think objectively about what you might be able to improve. Talk to other people you know who have used other sites like this one, and ask them about their most frustrating online shopping experiences, so you can avoid them.

Depending upon your budget and goals, you have a few options as to how you design your website. For more sophisticated, complex web design, you might enlist the help of a professional. However, for much lower cost – especially when you are starting this business, you may like to tackle the building of a simpler website on your own. [XSite Pro](#), which is designed specifically for Internet Marketers, and Dreamweaver, from Adobe, are two of many website software programs available. [Dreamweaver Made Simple](#) offers step-by-step on-line interactive video tutorials for Dreamweaver beginners.

Whatever means you use to design your website, avoid the common mistakes. Don't fill up your landing page (the first page on your site that your URL will take a browser to) with a huge block of text. Break up any content into short, easy-reading sections that won't intimidate potential customers or scare them off, and don't use tiny font sizes that will force anyone over forty to squint. Have a simple and straightforward navigation menu so that even a young child will be able to use it. Finally, don't cover your site in flashy graphics - anything that flashes or blinks will look like an ad, and turn browsing customers off.

Almost any website that gets a lot of visitors has the potential to make money. So aim to get a lot of targeted (people interested in your topic) traffic. Make sure your website is search engine friendly using SEO (Search Engine Optimization) techniques – many tools, such as [SEO Elite](#), [SEO Tools](#) and [Tom Traffic](#), claim to 'Get Top Rankings' and 'Unlimited Traffic To Your Website'. Once your website is seeing a large amount of visitors, you may make extra money by:-

- [Paid Advertising](#) - from relevant companies advertising on a particular spot on your web pages – with perhaps their banner display;
- [Google Adwords Advertising](#) - displaying adverts on your web pages. With Adwords, the most commercial keywords will cost the most money - so if your webpage content contains these words you can make money; and/or
- [Affiliate Links](#) – pay you a commission, through a merchant like [Clickbank](#), for every sale, of their relevant product, that originates from your site.

Creating a Trusted Payment Environment on Your Website

You already know what the different options are when it comes to accepting payment for products on your website. But do you know how to make your clients feel comfortable making their purchases? If your website doesn't make people feel secure, then you might be losing sales. You have to do everything

you can to assure people of your legitimacy if you want them to trust you with their financial information and purchases.

One of the best ways to make people feel good about making purchases on your website is also one of the easiest. If you decided to let your customers pay by credit card on your website, then whatever vendor credit card services you use, should also supply you with a secure transaction environment for your online sales. All you need to do is make sure that your customers are aware of these securities, so that they feel safe giving you their financial information.

Making a customer comfortable on your site goes beyond secure payment methods, though. People are frequently suspicious of online transactions in general, because there's no chain of accountability. Luckily, there are several ways you can make them feel more secure in their dealings with your business. One of the simplest is to put a "Contact Us" link at the bottom of you page. It will help show your clients that they are dealing with a real business person, not a machine or a con artist.

You should also have a privacy policy at the bottom of your page. It will make clients feel as though they are in thoughtful, responsible hands. Detailing the terms and conditions will further deepen their trust. Finally, a simple "Q&A" or "FAQ" section can help smooth out any final worries a client might have. It not only gives you the chance to establish a sort of conversation with your client's thoughts by thinking of questions they might have, but it gives you the opportunity to refute any objections and reassure them about not only the value of the product you are offering, but the respectability of your business itself.

Getting and Managing Inventory

You've thought through your business plan, you've designed a website, you have probably spent months working on setting up your RC model hobby business - but now you need something you can actually sell. Finding a source for the products you need and keeping track of them once you have them doesn't have to be difficult, as long as you know where to look.

It's all about the trade. Trade shows, trade magazines and trade organizations can be your best friend. By getting involved, you can not only spot the latest trends and hottest products in your field, but you can network and meet the people who can hook you up with those products. Going to trade shows might be time-consuming and a little costly, but being there in person helps establish you as a serious buyer in the eyes of suppliers, and gives you the opportunity to shop around. For a less expensive way of tapping into your market, keep a sharp eye on trade magazines and stay on the lookout for new suppliers.

You can find the right industry association or trade organization for you by scanning an online directory of associations. Finding the right venue and putting yourself out there will keep you in touch with the right people.

Once you've made the right contacts and gotten a hold of the products you want to sell, it's important that you start to track your inventory right away. You may think that as a small business, you don't have enough going on to justify tracking your inventory, but you'll find that it has many benefits that can simplify your life and increase your customer satisfaction.

You should use an inventory management system to track your inventory and help you keep your eye on the bottom line. It can give you the exact figures on what products you've sold, so that you always know exactly what your cost of goods sold is. It will also greatly simplify your re-ordering process. If you know the precise number of items you have in stock, it will take the mystery out of the

number you need to order. Finally, integrating your tracking system with the sales system on your website can make your clients happier by telling them definitively whether or not the item they want is in stock.

Affiliate Marketing

This is a great way to get others to sell truckloads of your product and thank you for the opportunity. There is power in numbers, which is why so many small internet-based businesses are attracted to affiliate marketing. Affiliate marketing helps disseminate information about your business throughout relevant areas of the internet, making it more likely that people who are looking for a business like yours will make it to your website. Done properly, affiliate marketing can help get the word out on your business, and attract business to your website.

Affiliate marketing is relatively simple, in principle. All you do is find a site that might be frequented by people who would be interested in the products that you are selling, and get the owner of that site to make a reference or feature an ad about your website. You then pay the owner of that website a commission for every sale that you make based on, one of their references.

The hard work is in the details. In order for your affiliate marketing to get results, you need to get your website mentioned in the right places by the right websites. One option is to go through an affiliate network, which will match you up with related sites, track commissions and arrange payment between you and your affiliate partners. However, you will pay a fee in return for these services.

On the other hand, you can use affiliate program directories to match yourself up, or approach sites on your own. You might not always have the same guidance on commissions and payments this way, but you can purchase software that will keep track of those things for you.

No matter how you go about finding your affiliates, make sure to read the fine print before making any agreements. The commission that your affiliate takes, based on referred sales, can typically be anywhere from three to ninety percent of the sale, so make sure you're getting good value from your commissions. The lowest commissions aren't necessarily the best ones—they're probably linked with sites that won't get you much business. Make sure that once you've found the right affiliates for you, that you establish and maintain an excellent working relationship, so that you don't have to keep shopping around.

Affiliate marketing is a very popular way to make money online so here are a whole bunch of resources to help you get started [Affiliate Rockstar Status](#), [Affiliate Business BluePrint](#), [AssocTRAC Affiliate Marketing](#), [My Affiliate Marketing Manager](#) or [Affiliate Link Cloaker Software](#).

Marketing Your Website

Once you have everything in order and you're ready to get your business going, you need to have to think about how you will market your site. People won't just stumble upon your business by chance. You have to show them how to find your site. No one can make purchases from your RC model hobby business if they don't know where to find it, so you need to investigate marketing options.

Just by setting up your website, you've probably already done most of your marketing work. For a small online business, just getting the right domain name and a well-designed website is half the battle. Using keywords related to your field in your domain name, and maybe even having more than one domain name that links up with your site, will help people find your website. Incorporate the most relative keywords you can think of in your domain name, and search engines will be more likely to display you higher in their results.

Make sure that your site is rich in relevant, up-to-date information. Search engines favor sites that are content-rich and recently updated, and users like them too. By including a lot of information on your site, and updating it frequently, your website will show up higher in search results, and people who visit it will have a more pleasant experience. Also, make sure that the products you're selling look good on your site. Any images you put up should interest potential buyers in the product, not make them wonder what the picture is of.

Another tip is that search engines love blogs (refer to Business Idea 6 below). Each entry on a blog is its own Web page (even if it's a one-liner). And search engines are drawn to fresh, updated pages. So by virtue of blogging, you can drive traffic to your website.

Google Adwords

Besides the website basics, there are formal marketing means that you can pursue in order to get your business going. A simple way to advertise and get the biggest bang for your bucks would have to be Google's program called AdWords that allows business owners to advertise their websites and products in Google search results. Website owners bid on the keywords that they would like to bring up their ad results, and tailor their ads to attract browsers to their site. However, this system requires you to pay a certain amount every time a browser clicks on your ad, so you want to follow very specific guidelines as to how to attract the right kind of browser. Two of many guides available that could assist you are [GoogleMoneyPro](#) and [Adwords 180](#). If you decide to market in this manner, thoroughly research this subject before you begin.

Business Idea 6: Create an Online Model Hobby Blog

The great thing about today's world is that even your favorite hobby can be turned into a small business. If you are a serious hobbyist, there is a good chance that you have a great deal of knowledge when it comes to your RC Model hobby. What if that knowledge could be turned into a source of income?

That's the great thing about the internet. People are always looking for advice and tips from experts. You are an expert in your hobby. Even if you have only been involved with your RC Model hobby for a few months, there is a good chance that you have developed a great deal of skill and knowledge in the field. Why not use that skill and knowledge to help other people?

You were once a beginner in the RC Model world yourself; you welcomed any advice and direction, didn't you? Other beginners look for direction and advice as well. Therefore, you can take your experience and skills and turn them into extra income.

Even seasoned veterans to the RC Model hobby world are looking for new methods, techniques, and products. You could be the voice and expert of RC Modeling, all you need is the right tools and knowledge to get started.

Let us take a look inside one of most popular methods of earning an income in the internet world, blogging. If you have not discovered the power of a blog yet, you are in for a real treat. Blogging has quickly become one of the preferred methods of earning income for hobbyists, similar to small and large businesses alike and it is one of the fastest ways that beginners can make serious money.

The world of blogging is your avenue of getting your thoughts, opinions, and expertise out to the internet world. There are many ways to get started that

does not have to cost you a great deal of money, if any money at all. Everything you need to get started making an income with your RC Model Hobby is right within the next few pages. So, let's get started earning money with a blog right now.

Getting Started With Blogging

The great thing about blogging is that it does not have to cost you an arm and a leg. There are many inexpensive and even free blogs available on the internet that allow you to get started. Who does not love to hear the word free? With all of the costs associated with our lives like bills, houses, cars, transportation costs, utilities, and all of the other finer things in life, anything that is truly free is a breath of fresh air.

The first thing you need to know is what a blog is and does. A blog, which is a shortened word for weblog, is a sort of online newsletter or journal used to inform visitors of various ideas, tips, hints, sales, and news. These are done in your own words and with your own personality.

The goal of your blog should be first to publish interesting and pertinent information. Then you want visitors, well, your visitors will be attracted to that interesting and pertinent information. If you are blogging about the RC Model Hobby world that is what you should stick to. You want your posts to have some connection with RC Models and the hobby itself. You do not want to stray off into posts that have absolutely nothing to do with that niche.

When people visit your blog, they are looking for information, guidance, and relevant posts; they'll be turned away if it tends to stray off in another direction.

Another important tip is to use targeted keywords in your weblog entry titles.

Forget cute. To make it a traffic magnet go for titles that fit your targeted keywords and phrases even if they seem a bit awkward.

Free blogs are easy to find. The most popular is probably “Wordpress”. But it is important to go with a blog that you find user friendly, easy to use, easy to navigate, easy to post, and gets the maximum amount of exposure - all important elements on the road to achieving your income goals.

Limited Knowledge... That's Ok!

Once you have chosen the right blog for you, you may be wondering just how much HTML or coding you have to know to get started. That is another great thing about blogs; generally no HTML knowledge is required to get started. Blogs typically allow you to choose templates, colors, text size, font type, and simply insert your posts, so you can begin to make money.

That is what makes blogs so great and popular. You can add any text, photos, or videos to your blog with ease to get your point across to your visitors.

If need-be cut your ‘learning curve’ by using the available instructional training videos and ebooks, such as [Wordpress Blog Setup](#), [Niche Power Builder](#), [WordPress Revealed](#), [Blog Profits Blueprint](#) and [Blogging To The Bank](#), these should help you to achieve a professional looking and income producing blog. You may also find it valuable to subscribe to the [Blog Mastermind](#) membership website, of a very successful and full-time blogger, Yaro Starak, where he shares his blog secrets and techniques. Once you get started and become skilled, you will wonder why you had not thought of using a blog to make money from your RC model hobby before.

Now, you have chosen the right blog host for you, the right blog script, and are ready to begin blogging. What do you do now?

Now, you need to figure out what you are going to focus your blog upon. Are you going to focus on the general niche of RC Model Hobbies? Or on specific areas such as Cars, Helicopters, or Trains? The choice is yours. Many blogs allow you to create different categories, so you could have a general RC Model Hobby category, and then break it up into categories and also blog about those.

The key to a successful blog is the information you provide. Your posts should have a relevant and specific title, be well-written, credible and fun to read, free of spelling errors and speak directly to your readers. The most important aim of your posts should be gaining the trust of your readers and establishing yourself as an expert in the specific area that you are blogging about.

Your readers must trust you to keep returning. Providing factual and helpful information will assist to establish that trust. Thus, ensure that you are providing real, important, and knowledgeable information in each post you make to your blog. It is vital to remember that the income you are looking to make from your RC Model hobby can only come if you have the necessary visitors to your blog.

Advice, tips, techniques and hints are a great way to go. You could also consider product reviews, how-to techniques for different experience levels, accessory ideas, and so on. The key is to make it useful and interesting. Dull and boring doesn't work. And your blog must be regularly updated to maintain its readership - make it a discipline to post regularly, preferably 3 or 4 times a week, even if it's only a comment on a relevant magazine article you have read.

To recap, your blog must be well written, refreshing, informative, interesting, knowledgeable and unique. It must give your readers a reason to keep coming back. Target the correct audience, whether they are young, middle aged, seniors, men or women, and your blog should be a success.

Earning an Income With Your RC Model Hobby Blog

Now down to business - how can you earn an income with your RC Model hobby Blog? It is not as hard or perhaps as easy as you thought. It will take some real effort and work on your part, but not so strenuous that you almost have to give up your full time job to make it work.

There are many different ways to generate income from your RC Model Hobby blog. The key is finding out what works for you and your site. One of those methods of generating an income from a blog is advertising. Advertising of course can mean a broad spectrum of things, but specifically, for a blog, it can encase two different aspects.

If you have a high traffic site, advertisers will be absolutely willing to pay you to allow them to place an advertisement on your blog. Before you let just any old company advertise on your site, you want to make sure they meet some criteria. The most important criteria are that they be relevant to your content.

For your RC Model Hobby blog, you definitely do not want to put up an advertisement for a sewing or food company; you want to stick with companies that focus specifically on the RC Model industry. This could mean anything from models to supplies of various accessories.

Another form of advertisement that can generate a positive income using your blog is Google AdSense. Google AdSense can pay you in two different ways, either per click or per impression. The great thing about Google AdSense is that when you sign up, you have to fill out forms and answer questions about your site. Google then analyzes this and determines the appropriate links to place in your advertisements, making these relevant to your content. Many resources, such as [AdSense Secrets](#), [AdSense Coaching](#), [The AdSense Code](#) and [Instant AdSense Templates](#), are available to assist you to take full advantage of this opportunity.

The goal is to position these advertisements in a prominent place on your blog, which will ensure that your visitors have a good chance of seeing them, thereby clicking on them to generate an income for you.

What's RSS... and Should I Care?

You may have noticed that most Blogs now have little orange RSS icons. RSS (short for Real Simple Syndication) can both distribute a “news feed” to readers and receive content online without using email. Readers subscribe to an RSS feed via a newsreader - a small piece of software downloaded to the computer desktop. It delivers a headline; a short summary of the RSS content subscribed to, with a link back to the full text, every time an RSS news feed is updated. The advantage of RSS is that your headlines are delivered instantly to your reader's computer. [RSS Content Builder](#) and [RSS Ground Membership](#) can assist you to take full advantage of this.

The beauty of RSS is that it permits easy monitoring of your readers behavior – anything from subscriber numbers to their reading frequency and habits to the click-through data – all allowing you to optimize the content you're delivering to your readers to correspond to their interests.

Using Website Promotion To Generate Income

Know of some really great RC Model Hobby websites? Check them out and find out if they have an affiliate program. Many large websites offer affiliate programs to their members and pay them for various things. They might pay per click on your affiliate advertisement or they might pay a percentage of each sale or membership derived from your specific affiliate link.

Either way, you can generate a great income using website promotion. Affiliate programs are typically free and can range in income opportunities. It is important to read and understand the affiliate program, their payment arrangements, and their prices before you sign up and get started.

Again, at risk of sounding repetitive, you want to make sure that the website is somehow relevant with the content of your blog. Once again, this could be other RC Model Hobby websites, products used in the RC Model industry, accessories, equipment, magazines, publications, and so on. You just want to make sure that it is useful and important to your visitors.

This could work for you in several ways. First, you sign up for the affiliate program, fill out your information, get your acceptance, and welcome email from the program. You will then have the opportunity to choose from several different types of advertisements such as banners, buttons, or text links. You choose what best works with your blog.

You can then post the advertisements on your blog, in a prominent place of your advertisement section to make it noticeable to your visitors. Additionally, consider dedicating an entire post to writing about that program as well. This could be an overall review of the website, publication, company, and so on.

This gives you the opportunity to expose the program as often as you can and entice your visitors to visit, sign up, and or purchase from them as well.

Promote Your Own Products

If you carry your own products or are a consultant and/or representative of another company, use your RC Model Hobby blog to your advantage. This method can work for you in several different ways.

First, it can help you generate income by generating more sales opportunities. You can also boost the traffic on your actual website or consultant page, which in turn creates awareness, creates more sales opportunities, as well as generates more income. It all ties together to give you more earning potential, which is your goal right, making money with your RC Model Hobby?

Product reviews are the best way to implement this technique into your blog. Every day or every week, choose a new product that you or your affiliate company carries. Write about that product and make it personal. Tell your readers why you choose to use that product, how it can solve a problem, and how it can make their lives easier. After all, solving problems and making life easier is the key reason visitors are reading your blog in the first place.

However, you want to make sure the product or service you choose to review is something you have actually used and have experience with. Be absolutely honest about the product or service in your review. Your visitors and readers can tell when they are being buffaloed. Nothing is perfect, so be sure that you identify some pros and cons, giving them the opportunity to see that you are honest so they begin to trust what you have to say.

You also want to make sure you put some photos, graphs, or other image types with your blog post. If they can see it, you have a greater chance of getting that sale. It is almost a guarantee that people tend to buy what they can see, than the alternative.

You might even want to consider posting a “how to” with a specific product in mind, such as “how to put your RC model helicopter together using this specific instrument” and so forth. You may even want to include a how-to video or images displaying each step. This both allows your readers to see the product in action, and provides evidence that you really have the knowledge to use the product, which instills more trust and confidence than just words.

When you want to generate income with your RC Model Hobby, you want to remember that actions speak louder than words. You can write all you want on your blog, but if your readers and visitors do not trust you, the time you spend writing is essentially pointless.

Therefore, be sure to incorporate all appropriate avenues of income generation that apply to your RC Model Blog. Take advantage of affiliate programs that pertain to your specific niche or the general RC Model industry as a whole. Make sure your posts are pertinent to your readers and provides real and valuable content.

And finally be one hundred percent honest, upfront, and forthcoming. You will find that earning an income from your blog is that much easier when you earn the trust of your readers and visitors. They will keep coming back for more over and over again, once you have earned their trust.

When you love your hobby, why not earn money doing something you love and are good at, blog it. Blogging is one of the most popular methods of income generation on the internet today; you should take advantage of it and start your own blog to earn your own income. The best thing about blogging is you can work your own hours from the comfort of your own home.

Business Idea 7: Publish an e-Newsletter/ezine

If you have a very limited budget and limited time available to start a business from your RC model hobby, probably the best business little-known idea for you would be to publish an ezine, which is also sometimes referred to as an e-newsletter.

Ezines are basically online versions of a newsletter or magazine. The length of newsletters might be a single page, or they may be more elaborate and contain several pages of content. For your RC model hobby e-newsletter, you could do very well for yourself with a single page of content delivered on a regular schedule.

Writing your e-Newsletter/ezine

Creating your e-newsletter/ezine should not be all that difficult - [E-Newsletters That Work](#) is one of many guides available if you need assistance. You might consider who your target readership might be - people who are just getting into the hobby or will you target people who are already involved with RC models in some way?

You can use templates to create the layout of your e-Newsletter/ezine. An internet search for free newsletter templates will return hundreds for you to choose from; or if you can spend a few dollars a month you could use a service like Constant Contact which conveniently and importantly allows you to manage your subscribers and send out ezines you created using their templates.

What would you write about? Anything to do with your hobby of course - tips for where to buy products, how to build RC models, where to find classes (including your own if you're teaching!), places to race your cars, etc. [Turn Words Into Traffic](#), [Content Infinity](#) and [Article Directory Pro](#) are three of many available resources that can help you.

Even if you have 'writers block', resources, such as [ClipCopy Content Solution](#), are readily available to provide ready-made content for newsletters, websites or other publications.

Building a Mailing List

The most complicated part of having an eNewsletter/ezine is building a mailing list. Here are a few ways to add subscribers to your mailing list, to help you get started:

- Place a sign-up box on your website or blog;
- Advertise in a related eNewsletter/ezine. [Ezine Advertising Program](#) and [AdsHome Ezine Advertising Co-op](#) are two of many programs that offer subscriptions to ezines that will publish your ad;
- Add your sign-up information to your email signature so it shows up on every email you send out;
- Become active in online message boards and forums that are relative to your RC model hobby; and include a signature line for joining your mailing list;
- Include a “forward me” link on your ezines so people can forward your ezines easily to their friends;
- Whenever you attend events that are related to your RC model hobby, take business cards along that include your subscriber sign-up details; and ask everyone if they’d like to join your mailing list;
- Write articles about your hobby and distribute them to various article directories online, like ezinearticles.com, and include links back to your sign-up page;
- Offer a free (downloadable) gift to all new subscribers (advertise this promotion on related hobby websites); and
- Ask local hobby stores to advertise your newsletter - give them some printed copies to give away with the sign-up details on the bottom for anyone who wants to join.

How to Make Money From Your eNewsletter/ezine

The most important thing to remember when creating an ezine is to provide valuable information to your readers, so they have reason to read it each week – if your ezine is popular you have greater money making options. Possibly offer your readers an incentives, such as monthly coupons, discounts or special sales of your products, that may also gain more readers, and potentially new customers, though word-of-mouth.

Making money from an ezine may seem a daunting task. However, business owners who distribute eNewsletters often see their income surge by using them to market their products and communicate with their customers.

Include some carefully placed and written advertisements in your ezine. As mentioned previously, if you're teaching classes, you could advertise your class schedule to encourage more students. Or if you buy and resell products, or have your own products, you could provide a link to your eBay page or website for those products. Remember, the best way to sell items is show what you have to offer – and include personal and professional testimonials.

You could sign up to affiliate programs offering products and services that RC model hobbyists may want, and advertise one or two in each ezine.

After you've built a substantial readership base of targeted customers, other RC model businesses may want to buy advertising space in your newsletter, which can result in substantial income.

You can create a website that holds all of your past issues of your ezine and then use Google adsense to generate income based on that content.

As your subscriber base grows, you may be able to add a membership website that charges a monthly fee for similar information that you provide in your ezine.

Some people have even gone on to charge for subscriptions to their ezine - but you'll want to be sure you have quality content worth paying for or you may end up losing your subscribers if you try this method.

Business Idea 8: Write and Sell an eBook

Another great income opportunity to consider is writing an eBook (or several) using your RC Model Hobby experience and knowledge. Ebooks are more convenient than published Hardback or Paperback books, are becoming popular and can be very profitable. Many eBook home publishers, such as [Simeon Tuit](#) and [Jim Edwards & Joe Vitale](#), have turned their skills and hobbies into profitable income streams. While [Andrew and Daryl](#), after setting up several ebook businesses, made US\$250,000 in just 12 months! They have developed a simple-to-follow eBook mentoring program, that includes all the resources and tools they used and they help guide you through the entire ebook process. Their system is perfect for beginners because they offer a hand-holding experience with one-on-one time to help get you started.

Before you can write an eBook, you have to understand how eBooks work. There are several different "types" of eBooks, but they all work in the same basic way. You would write on a specific topic, in your case your RC Model Hobby, and publish it in electronic format, which is what an eBook is, an electronic book.

Many customers may prefer an eBook to a published book for various reasons. First, your eBook is available on demand. Whenever they want to purchase the eBook, they can and it is available for immediate download, right from their computer.

They no longer have to visit the bookstore and they do not have to wait for shipping. The eBook is available when they want it and they will have unlimited access. To many people an eBook is just more convenient.

What's more, an eBook can be published by yourself. You don't need an agent or publisher, you don't have to send it to anyone and hope that they accept it to be published. The only people you have to answer to is yourself and your audience. At the same time, the investment is very little. There may be a slight investment associated with producing your eBook, but it will not be extreme.

By creating an eBook, you are opening more doors for potential income generating opportunities as explained in [eBook Secrets Exposed](#) and [Make Your ebook Sell](#). You are creating another avenue of possible income and customer stream. There are some things to keep in mind when creating an eBook. You have to do your homework and identify a need, the market, and the potential before you invest your time and money into producing the eBook.

What To Write About

You have already identified your niche, your love and your hobby - RC Models. Now what you need to do is determine how you want your eBook to read. Do you want the eBook to be generalized about the RC Model Hobby world as a whole? Do you want to get specific and cater specifically to RC model cars, helicopters, or trains?

When choosing your topic think about your areas of expertise and experience. This is what you want to focus on - an area that you have intense knowledge - and write about it.

Next, you have to find out what your audience will want. That requires knowing who your audience is. Narrow down your audience to gender, age, and any other factor you want to target. This will help you better identify what they are looking for. The internet can be an enormous help when determining what the demand is. Visit message boards focused on your topic and find out what questions others are asking, what they are looking for, and what they want.

Make sure you are taking notes of everything you come up with. These notes will be a big help when it comes to actually writing your eBook. Once you have narrowed down your topic, whether it is a generalized topic or a more specific topic, you can begin to organize your eBook for writing.

Before you begin writing, you need to determine whether you will write the eBook yourself or hire someone to do it for you? Only you can make this decision. You need to decide if you have the time, the knowledge, and the know-how. You may find [Easy Writing: A Practical Guide](#), [Turn Your Good Writing Into Great Writing](#) and [Write A Book Now](#) helpful if you decide to write it yourself. Or if you want to hire someone check out [Rentacoder](#), where many freelance writers bid to write your eBook. Just remember that the final product has to be well written, nicely put together, and informative.

Either way now is the time to start planning your eBook. It should begin with an outline and go from there.

Creating Your eBook Outline

This is where your notes will come in extremely handy. The best thing to do first is to make your table of contents. Your table of contents will guide you through the rest of your eBook. The table of contents does not have to be set in stone, you can change it or add to it as necessary, but it is a great starting point.

Look at your notes, identify what the most important topics are, and decide on chapter points. You do not have to come up with the chapter titles yet but instead you should outline the key points in the specific chapters.

Next, after outlining the chapters, you could begin making notes with the chapters about what information that chapter should contain. What points of interest do you want to discuss in that chapter? Does it correlate with everything else in that chapter? Is it an important part that must be included in the chapter or does it really have no relevance? Prioritize your information.

After the outline has been created, you have your starting point. Now all it takes is putting everything together and putting the words "down on paper" so to speak. It is best to use a program such as Microsoft Word thanks to its ease of use and features.

Microsoft Word comes with a spelling and grammar-checking feature, which can be a big help, especially when writing lengthy eBooks. However, keep in mind that it is a computer program so it may not be perfect. It cannot take the place of proofreading, so be sure to proofread it several times, and even ask a friend or family member to proofread it for you when you have finished with the first draft.

Keep chapters short and to the point. Break up chapters with sub-titles. You want the eBook to be a smooth read, but not boring, subtitles and a break in the repetitiveness of the same font and font size can keep the reader from getting bored. Make use of images, graphs, and pictures to keep the reader interested.

Putting The eBook Together

Once you have proofread, performed final edits to your eBook, and are satisfied with the final product, it is time to put it together in a neat package. There are many different software programs that can help you do this. They can put them in executable files, which allow your readers to install and start reading in an organized manner.

The most popular eBook format on the Internet is PDF (Portable Document Format), as it's a universal format that preserves all the original formatting. PDF files are very compact in size, usually smaller than their original Word file, and can be opened by basically anyone, on any system – Windows PC and Apple Mac. A program, such as [My PDF Creator](#), can convert Word documents into PDF format. And [Killer Covers](#) or [1Click Covers](#) can create an appealing and unique cover to your ebook, so that your customers imagine that they have bought a real book and not just an electronic book.

When you're finished make sure that the documents produced work and display correctly when opened. The last thing you want is a customer purchasing your RC Model Hobby eBook and having troubles with it. Therefore, you should test and retest to ensure that everything is in proper working order.

Once your eBook is put together and ready for distribution, it is time to start thinking about marketing. In order to generate an income from eBooks, you first have to get people buying.

To get people buying, you have to let them know that your eBook exists. To let people know your eBook exists, you need to market it so it becomes a chain sequence that works together to form your main goal, income generation.

Marketing Your eBook

How can you promote and market your eBook? There are many ways - some free of charge and some may cost a little bit of money, but all are worth the effort if you are really serious about making money off your new eBook. There are many marketing resources that can help you, including [Magnetic Marketing](#), [Desktop Marketer](#), [Forum Marketing Manager](#), [Instant Marketing Toolbox](#), [Mind Motivators](#), [The Insider Secrets to Email Marketing](#) and [Press Equalizer](#).

Some of the many marketing avenues that you should consider include:

- A Website;
- Companies That Sell Your eBook For You;
- Message Boards;
- A Blog;
- Paid Advertisements;
- Affiliate Program; and
- Signatures.

Website

If you intend to market your eBook on the internet, a website is a necessity. People expect to purchase and download the eBook on demand. Without a website, they cannot do this, which will mean they will not even consider purchasing from you. Consider adding software to your website to attract more customers like [Plugin Sales Generator](#) or adding video using [Instant Video Generator](#), or using popups with [Clock Popper](#) and [Pop Up Navigator](#) plus audio with [Flash Audio Wizard](#).

Therefore, you need to organize a website. Even if you have no HTML knowledge whatsoever, many great hosting companies offer a WYSIWYG (What You See Is What You Get) editors, which allow you to design websites without much HTML knowledge whatsoever.

If you would like more information on getting a higher search engine ranking have a look at [Rocket Science Revealed](#).

You will also need to use a payment processor like a merchant account, [PayPal](#) or [Clickbank](#) to accept payments over the internet. A domain, host, and payment processor such as PayPal, will not cost you too much if you go to the right places. Stay away from free hosts such as Geocities, many people will turn away immediately if you use a free host.

Hire a freelance designer if you need help in getting your website up and running. On your website, you could create what is known as a squeeze page. The squeeze page is an interesting content filled webpage that contains highlights and interested tidbits about your eBook. This is what you use to generate interest and sales for your eBook. It must be well written, informative, and give the reader a reason to purchase your eBook.

The most important page on you website will be your sales letter page so you need to make sure that the 'copy' for this page is well written. Brett McFall has created the [Burpies](#) software to write a sales letter instantly, while Yanik Silver has great products like [Advanced Copywriting](#), [Ultimate Copywriting Workshop](#) and [Web Copy Secrets](#). This product can help you to create simple yet effective headlines [Advertising Headline Templates That Make You Rich](#).

Companies That Sell Your eBook for You

There are many websites that will allow you to post your eBook for sale, including [Clickbank](#). They generally take a percentage of the selling price, as their fee.

Make sure you understand all terms and conditions as they apply to you before you agree to use any of these sites. If you do not have a website or do not want one, it may be a great idea to consider the above sites to help market your eBook.

Message Boards

Message boards are a great way to let people know you are an expert in your field and market your eBook at the same time. You must be very careful about this approach though.

First, you want to make sure that the message board is relevant to your niche topic of RC Model Hobbies. Promoting an RC Model Hobby eBook on a message board for chocolate lovers will definitely not do you any good at all.

Another thing to be very careful about is how you go about using message boards to market your eBook. You do not want to jump into a new message board and immediately start promoting your RC Model Hobby eBook. This could result in a great deal of ridicule and even expulsion from the board.

Instead, start by answering questions, getting into the conversation, and establishing yourself as an expert. Then, once you have gained the trust of the other message board users, you can begin to subtly market your eBook.

Of course, you can definitely start by adding your website link or a link directly to information about your eBook within your message board signature. After gaining the trust of other users, you can feel free to intermittently add your eBook link when answering questions or making suggestions. Never make outright advertisements on message boards.

Blog

Your blog is a great place to start marketing and promoting your eBook. Write a small article or post about your eBook, generate interest. Make sure you are including important points of your eBook and why it will help your RC Model Hobby visitors.

Make sure you do not forget to add a link to your website or directly to information about your eBook within your post. The post should be well written, informative, and interest grabbing. You have to tell your readers how this eBook can solve a problem, help them, or make their hobby life easier.

Paid Advertisements

Paid advertisements, available all over the internet, is an option. Consider websites or newsletters/eazines that are related to the RC Model Hobby world. Other paid options are banner impressions, text links or even Google AdWords.

Affiliate Program

If you have several eBooks, you might want to consider an affiliate program. This program will offer a percentage of sales generated to those who promote your eBooks or websites. This will help you generate sales, interest, as well as a following.

Signatures

Signatures are the easiest method of promotion, but also the most often overlooked at the same time. Signatures are available in emails and message board or group posts. These should be seriously considered and thought out.

Each time you post a message on a board or group or send an email, who knows what you are missing without that signature line. Your signature line should be no more than 2 to 5 lines - they should be short, sweet, and to the point.

Long and drawn out signature lines will cause a loss of interest and seem like spam to some. Therefore, keep your signature lines short. Explain just a little bit about your eBook using carefully chosen power words and a link directly to the website or information about your eBook.

Email marketing, possibly using Autoresponders, to your database can be a very powerful element in your overall marketing campaign. Here are some products that you should consider - [Mail Loop](#), [AWeber](#), [1shoppingcart](#), [Autoresponder Magic](#) and [Million Dollar Emails](#).



Business Overview

There are many factors that must be considered when setting up your business. There will be time spent on the initial ideas and planning stages, the physical set up of your business and it's structure, goal setting, marketing, and financial decisions to be made. If you're not generally an overly organized individual, now would be the time to get some help in this area as you're going to be dealing with a lot of paperwork and important information that needs to be filed and accessible at different stages of the business planning and even later-when your business is in full swing.

Goal-Setting

Sometimes the minor details of getting your RC model hobby business up and running might make you feel like success is still miles off. That is why it's extremely important that you set reasonable, achievable goals for your business to aim for. The eventual success of your business depends upon your ability to remember what your long-term goals are, but those long-term goals can only be achieved by getting through many intermediate steps along the way. Stay on top of your business's progress by reminding yourself that the little stuff can count big in the long run.

First of all, write it down in a goal book. Nothing makes an objective seem official like seeing it in print. Decide what you would like to accomplish, write your goals down, and display them in a prominent location. Not only will this

help remind you of what you're working towards, but also it will feel great when you get to cross them off after you've achieved your goal.

Don't overwhelm yourself with goals that you want your business to achieve over a long time-period. Measure your success in more manageable periods, like two or three months for big initiatives, and decide how exactly you are going to measure your success. You won't know whether or not you're improving if you haven't picked a yardstick to measure your achievements. By working within a narrower time-frame and being specific about what you want to get done, you will feel more motivated to get to work right away, since you know you will be evaluating your own progress soon, and feel encouraged when you see the results.

Make sure that when you define a goal for your business, you're also planning a course for achieving it. Just making the resolve isn't enough. If you just decide you're going to make a change without deciding how that change is going to come about, you will only feel discouraged when you don't get the results you want. Provide yourself with a clear plan of attack for the goals you want to achieve, so that you can check on your progress along the way.

Financing Your Business

The first step on the road to having your own RC model hobby business is to establish a solid funding base. Intelligent use of the funds you have available to you now, and a working knowledge of how to access further capital for your business, will help you build a sound business plan and a smart budget.

The first round of seed-money for the average small business usually comes from the owner of the business. This is a double-edged sword. On the one hand, you have to put your money where your mouth is and put your own

money on the line in order to get started. On the other hand, this means that you are the one with the ability to move the process forward - investing your own capital gets you started, and it shows other potential investors that you are establishing your business in good faith.

Next, most small business owners seek financial backing from other individuals, such as friends, families and angel investors. Funding from these sources can supplement the money that you have already invested, but it usually won't cover all of your start-up expenses.

This is why most small people starting up their own business will apply for a small business loan of some kind. Whether you seek help from a commercial finance broker or from a bank, small business loans can set you up with the funds necessary to get you up and running and in business. If you're applying to a bank for your small business loan, make sure that you have an excellent business plan to present them with, as well as details on the collateral (or security) that you can offer them in exchange. There are also some small business grants available for a wide variety of businesses, but the process of attempting to obtain a grant can be extremely difficult and time-consuming. While the grant-seeking process might suit some start-ups, it probably isn't a bankable plan for your RC model business.

Finally, your business's finances will depend on the success of your business. If you budget properly and managed your clients well, your RC model business will eventually pay for itself.

The Business Plan

A business plan isn't just a tool to help convince the bank to give you your small business loan. It can be your roadmap for the future, telling you and anyone

interested in your RC model hobby business exactly where you're going, why you're going there, and how you're going to do it. Constructing a business plan will help you investigate your field thoroughly before you enter it, so that you make the best use of your assets once your business is up and running, and help keep you on course.

People divide up the sections of the business plan in various ways, but most business plans have five essential parts: the background information on your business, your marketing plan, your operational plan, your financial plan, and the criteria for deciding to approve your plan.

Your background story will state your mission statement, your present stage of development, and your corporate structure, as well as a general history of your business. The marketing plan will identify the market into which you will be entering, justify your predictions for success in this market, set your marketing goals, outline specific steps that can be taken in order to achieve those goals, and state what progress you've made toward achieving any of these goals.

Your operational plan will outline your production and distribution models, including your staffing plan. Your financial plan will indicate your business's current financial situation, its financial history, its financial needs, and your forecasted finances. The decision-making criteria determine the acceptability of your plan based on the cost-benefits analysis system of your choosing.

Last, you will make yourself an executive summary that pulls together the entire essential details from these other sections of your business plan. This may all sound complicated and intimidating, but luckily there is an easy way to decide how your business plan—designed specifically for your RC model hobby business—should be structured. Read someone else's. Reading the business plan of another RC model hobby business, that has achieved approximately the level of success that you aspire to, will show you how it's done. Maybe your plan will even improve on theirs

Strength in Numbers: Building a Business Team

Any business is only as strong as the people who work for it, so it's essential that you bring the right people on board to your RC model hobby business at the right time. You won't always need a lawyer, an accountant, a bookkeeper and a personal chef, but having the right professionals on-hand when you need them will help your business run smoothly and stay solvent.

A bookkeeper can simplify your life to no end. Especially if you're sometimes a bit fuzzy on the numbers, or easily overwhelmed by the process of balancing your cash flow and business expenses, hiring a bookkeeper can help you keep your head and your figures straight. Not only can a bookkeeper keep track of the numbers for you, but they can also help you understand the basics of managing the finances of your business.

But a bookkeeper might not always cut it. Even if you don't have an accountant working for you on a permanent basis, you'll want to build a relationship with one so you know who to go to for help with your taxes come next year. If your business eventually grows to support a staff of several employees, you'll probably want to hire an accountant. An accountant can help you balance the costs of your staff, manage your payroll, and coach you on ways to increase your profits. If at any time you seek further loans for your business, an accountant can help you organize your financial statements, making it more likely that you will get the loan you need.

As your business grows, you may eventually want to wean yourself from your accountant's assistance and enlist a controller instead. A controller can manage your finances and accounts on a full-time basis, so that you can focus on the big picture without worrying about the little stuff.

Though you're unlikely to ever need a full-time lawyer on your staff, it is essential that you have a lawyer who knows their way around a small business.

Your lawyer can help you prepare contracts, negotiate leases, and help you navigate the regulations surrounding the business sector.

Time Management

As the owner of an RC model hobby business, you'll be your own boss. While this is clearly appealing on a number of levels, there are also many drawbacks that people don't consider until they have to. One of the biggest challenges to being your own boss is being in charge of your own time. Sure, it means that you can do what you want with your work hours. But it also means that you succeed or fail by what you accomplish during those hours, with no one else to fall back on or blame. This is why it is absolutely essential that you learn to manage your time effectively. Get the most out of your hours, and get the most out of your business.

When you're working at your own business, no one else will be looking over your shoulder to make sure you're working hard. You have to learn to look over your own shoulder. One of the best weapons you can have in the fight against time wasting is a firm schedule. As a business owner, you will be forced to juggle many different responsibilities and roles, and switching from role to role can become half the work. Don't let role management take over your time. Establish a daily schedule that compartmentalizes the work that you have to do into different time periods, so that you aren't switching back and forth between entirely different tasks. This will help you focus on the work at hand without getting distracted.

After you've composed your schedule, make sure you stick to it. No item that you put down on your schedule should take longer than the time you've allocated for it. In order to achieve this, you have to start by setting reasonable time limits for each task—pretending you can work faster than you can might

make your schedule look nice, but it will only get you flustered and set your schedule off-course. Then you have to commit to using the time you've set aside as efficiently as possible. Remove all distractions from your work area, and focus on the task in front of you. At the end of every day, you'll be able to reward yourself with a clear desk, and a little free time.

Mistakes to Avoid

There are just as many things that could go wrong when you start up your RC model hobby business, as there are that could go right. Luckily, you can learn from the mistakes others have made before you, and start your business on the right foot with a good working knowledge of the challenges ahead. Here are a few major mistakes to avoid.

Don't forget who your Client is. You've already worked your way down into a highly specialized business sector, and you want to keep it that way. Don't forget what your specific clients' needs are by branching out into different areas and products. Selling a few high-quality products with great central relevance will always work better than trying to pawn off odds and ends. You can't compete with big-box stores, and you don't want to, so stay focused within your area.

Don't start your business without a clear Business Plan. Even if you don't have to pitch to a bank or investor, you should still have a business plan. Researching for it will provide you with invaluable insights into your business sector, and help you chart a well-defined course to success. Composing your business plan will force you to confront the nitty-gritty realities of running a small business that you might otherwise not consider, so that you are fully prepared to face challenges along the way.

Don't set unreasonable business Goals. It is essential that you define desirable goals for you to work toward achieving, but they must be attainable. Don't expect too much too soon. If you set unrealistic goals, you will only be setting yourself up to fail. Be patient with your business, and maintain a positive attitude and a good work ethic.

Don't blow your Budget. It can be difficult, especially when it comes to marketing and promotional efforts, but it is essential that you don't blow your seed money too quickly. Create a sustainable budget early on that will see you through the establishment of your business, until a point when it will be able to support itself. Otherwise, it might never get the chance.

Marketing

In your marketing campaign, you aren't looking to conquer the world - you just want to get the attention of the right handful of people. Your marketing strategy can help you get noticed, and getting noticed can help you get the sales you need for your RC model hobby business to be a success. In today's information-rich society, there are lots of ways for you to get in touch with your client base. You just have to decide which ways are the right ones for you.

Between television commercials, printed ads, Internet ads, trade shows and radio, it can be hard to determine what marketing approach is best for your business. One of the best resources you have is your competition. Look at the marketing strategy and business plan of another hobby business that has done well and that you respect, and learn from the way they did things. This isn't cheating - it's just good business sense. Make sure that the business that you look at is a comparable size to your own (or it was, when it started out), and that it is servicing an equivalent market. You may find that you can even improve on their model by adapting it to your specific scenario.

What's in a name? Maybe your profit margin. The name of your RC model hobby business should be something that will stick in your clients' minds, be relevant to the business that you're doing, and make a positive statement about how you perform in that business. Your business's name should be easy to spell and pronounce; getting creative with your Z's and X's might look interesting sometimes, but overcomplicating things and making them impossible to look up will only frustrate your client base. And distinguish yourself from the competition. You may want to replicate their business success, but replicating their business name won't get you there.

Once you've chosen a name that has the right ring and character to it, think about the design and logo that will go with it. Go for an eye-catching image that is relevant to your business. These details may seem minor, but you aren't just selling a product -you're selling your business. So give it a name and logo that you would want to buy.



When you make the decision to start a business based on your RC model hobby, you're giving yourself the potential for a career that you can really love. Imagine waking up each day feeling refreshed, and happy to start your day's work!

Many of the 8 business ideas I've mentioned in this eBook allow you to get started making money with your hobby at an affordable cost. So there is really no reason why you shouldn't have a go at it! You are in control of your own destiny, and if you are truly motivated and determine to make a business involving your RC Model hobby work, whether you prefer RC cars, trains, boats, planes or helicopters - then you should go for it, and make the decision not to give up no matter what it takes.

Remember that most of your success lies in your mindset. You must first believe you have the ability to create a successful, profitable business before it can ever happen. If you want to spend more time at home, work your own hours, and take control of your financial future once and for all - what's stopping you from giving one or more of the 8 business ideas in this book a try?

Not all of you will try my business ideas. Not all of you will try and succeed at all of the business ideas; but there is the potential for some of you to take these ideas and run with them - and realize more financial and personal success than you ever thought possible. Will you be one of those people?

Wishing you every success!

Recommended Resources

[RC Models](#)

[RC Helicopters](#)

[Model Trains](#)

[Model Ships](#)

[Model Hobbies](#)

[Warplanes](#)

[Model Airplanes & Helicopters](#)