

WBO Web Business Ownership

The Blueprint for Internet Business

WBO gives small businesses owners a competitive edge by providing step-by-step guidance in applying the basic principles of profitably growing an Internet business.

*“It’s Not About Getting the Cheese. It’s About Owning the Factory!”
- Chris Curtis, WBO Founder/Director*



“Web Business Ownership is about more than just owning a web site...”

Learning how to use the web as a marketing channel and customer information tool is essential to any small business that expects to survive in today’s marketplace. Thousands of site owners have made millions by harnessing the power of the Internet, and using it to catapult their businesses to phenomenal levels of success.

WBO exposes business owners and entrepreneurs to the fundamental concepts of web business ownership, and provides learning opportunities through our radio program, exclusive internet interviews, business teleseminars, community workshops, free business booster calls, and self-paced eCourses.

We offer real-world perspectives and provide information that you can use immediately. With WBO’s help, business owners are empowered to transform their online presence into an online business, and discover profitable ways to build, manage, and grow!

BUILD

WBO engages top Business Professionals to help you learn how to develop your online business from beginning to end.

Our Web Business Ownership Series goes beyond the scope of “just” building a web site, giving you access to experts in the field providing sound advice about business incorporation, funding, credit, web design concepts and marketing, and backend support processes.

MANAGE

WBO provides news and information about the emerging trends in internet business and technology resources.

We understand that not everyone can keep up with the fast pace of the internet, and so we’ve developed web business management sessions for “busy people” who need information in a nutshell. We make it easy to manage your online enterprise!

GROW

WBO offers tools and services to assist you in growing your web business well past the development stages.

We offer a weekly newsletter, free help sessions, eCourses, and community workshops, as well as a comprehensive range of affordable internet business services to take the guesswork out of doing business online.

For more information about Web Business Ownership programs and services or to contact our BMG Business Services Team about your web business project, Call : 302.261.5257, or email bmg@webbusinessownership.com

Visit our web site at www.webbusinessownership.com and our show site at www.webwiseshow.com

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CHRIS CURTIS

The Web Business Expert

WBO Founder/Director

By trade, Chris is a triple-threat web business professional (web design, web programming, internet marketing) and an internet business consultant who assists business owners in shedding their fears and inhibitions about competing in the global marketplace. Her efforts focus on educating corporations, entrepreneurs and small business owners, about the importance of online marketing and promotion, and the benefits of building an internet business.

An engaging entrepreneur, Chris is a pioneer of the global initiative for Web Business Ownership. Having attended Temple University as a Community Health Education major, Chris uses a creative approach to merge business, education, and technology for her audiences through the Web Business Ownership web site. The site features some of the nation's top business and industry experts, and Millionaire Coaches, giving tough-love perspectives and real-world views about doing business online.

The Philadelphia-born chatterbox is a radio personality on Philadelphia's broadcast radio station, 900AM WURD, on the VoiceAmerica Business Radio Network, and on the BlogTalk Radio Internet Network. Her business/technology show, "WebWise Business", gives business owners and entrepreneurs frank advice for building, managing and growing a profitable online business. Chris is also a weekly feature on The Michael Dresser Show (syndicated in 23 states, London, and Singapore) on the Business Talk Radio Network.

A motivational speaker who infuses her audience with hope, determination, and the self-esteem to have a sound "Mind, Body and Business", she inspires you to reach beyond the ordinary to attain new levels of personal growth, business success and financial prosperity. Prepare to be "super charged" by her cheerleader approach and her hard-won wisdom.

Chris has been featured in Black Enterprise Magazine, on Comcast TV, and a multitude of broadcast radio and internet radio programs, as well as showcased on web sites around the globe. In all that she does, her enthusiasm and energetic approach to internet business success and web business entrepreneurship is contagious, and there's no question that she is one of the most progressive Web Business Experts of our time.

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TOPICS FOR DISCUSSION

Internet Business

By learning the dynamics of doing business in the virtual world, we open ourselves to new marketing channels, new business opportunities and new customers! Learn and understand how to position yourself for profitability in the internet business world.

Topics:

- *Web Sights and Web Sites!*
- *Getting Started on the Web*
- *Web Two Point What?*
- *Free Ways to Market and Promote Online*
- *The Human Factors: Understanding The Analytical Stuff*
- *eCommerce: Things to Do and Know*

Self-Empowerment for Entrepreneurs

Becoming an internet business entrepreneur is no small task. With work, dedication, and a strong marketing plan you will experience WBO's principles for effective methods in entrepreneurship. Starting with yourself, you'll dig deep to realize your strengths and weaknesses, and then apply what you know to grow your business.

Topics:

- *Rules of The Millionaire Mindset*
- *The Power of 3: Mind, Body, and Business*
- *Get Over Your... Self!*
- *Wives, Mothers, and Businesswomen: Work the Web!*
- *Image is Everything - On the Web and Off...*
- *From Prison to Prosperity (Virtual Roadmap for Ex-Offenders)*

Cultural Issues in Internet Business

One of the most important aspects of doing business online is understanding that your audience is EVERYONE. As such, there are various cultural, demographic, and psychographic statistics that can either plague or promote an online business. The internet world is very much a melting pot, and by understanding the ingredients you will be able to develop strategies to position yourself for success.

Topics:

- *Social Networking in the Virtual Space*
- *Culturally Diverse Internet Marketing*
- *The Digital Divide*
- *Embracing the Globe: It's Not About You!*

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Frequently Asked Questions

Chris is very knowledgeable about the internet business industry and can answer most questions about technologies, marketing tactics, and all things pertaining to the development of web sites. Here are a few Q&A concepts to help you develop your line of questioning, to ensure she's ready for you, and you're ready for her!

What exactly is Web Business Ownership?

Web Business Ownership is way more than just owning a web site. The complete concept is to run a business that operates online and uses global channels to expand and grow. Anyone can create a web site, but only an entrepreneur at-heart can build, manage and grow a web business!

What's the Web Business Ownership Series?

The Web Business Ownership Series is an online audio reference to help people get a real understanding of what it takes to run an online business. The Millionaire Coaches, Business Strategists, Internet Business Experts and Business Professionals in there have expertise in just about every facet of business and web business and gave of their time to give a very candid view of what it takes to be successful online. It's free to listen.

What is the purpose of the Web Business Ownership web site?

The site was developed to give people the information they won't find in books, and to be able to give an experience of the real-world side— what goes on in the minds and computers of people who are making serious money on the web.

What are the top 3 mistakes that business owners make in doing business online?

Although there are many areas where people fall short, the number one mistake is underestimating the power of the Internet. The Internet exposes you to the entire globe, and so if you are unprepared to address a global audience it will be very apparent. Always do your homework about your target markets, and make sure that you are conscious of the cultural issues that may separate you from a sale.

The second most common mistake is usually in marketing. The old thinking of "if you build it, they will come" doesn't work. That's a myth. If you put up a great web site and nobody knows about it, you can't survive on the web. Marketing is an absolute must, and marketing on the web costs money.

The third most common mistake is in the business investment. Those who invest in their web businesses get a bigger return than those who don't. On the web, you get what you pay for. Your web site is the crux of your business, and you have to give it the same respect that you would if it were a physical business location.

"It's Not About Getting the Cheese" - Why do you say that?

Most people get on the web with the hope of establishing their web site as the sole resource for money. We call that—"Getting the Cheese". One web site doesn't do it all. The truth is, the web offers many gateways, and by figuring out what your gateways are and how to use them you can build an entire factory so that if one department falls short, the others keep the cheese coming! Hence, my slogan— "It's not about getting the cheese, it's about owning the factory!"



Frequently Asked Questions (cont'd.)

What do people need to know when looking for someone to help them build a web site?

There are 5 major skillsets involved in building a web site. A graphic design, web design, programming, web hosting, and an internet marketing.

The graphic artist is your marketing and branding arsenal. Their job is to develop an image and branding concept.

The web designer is primarily concerned with the actual look of the web site and incorporating the foundation for functionality.

The programmer's care about how the web site should work. Their job is to make the site "do stuff". You tell them what to build, and they build it.

The web hosting provider provides a place for you to store your files that are developed by the graphic artist, the web designer, and the web programmer. Their job is to keep your files safe from hackers, and make sure that your email and the programs that run your web site are working.

Last but not least is *the internet marketer*. The IM person is the one who looks at your site in-depth and figures out how to market and promote it to the public. The internet marketers are the most important because they are the ones who help you get SALES and VISIBILITY.

Should we hire 5 different people to work on our web sites?

Not unless you can afford it! When you're looking for someone to help you with your site, you should consider the 5 skillsets and choose people who can provide a combination of those skills. Internet Business Consultants usually have 3 or 4 of the 5 skills. It may cost more up front, but will cost less than hiring 5 people to do the job.

What makes a terrible web site?

I like when people ask that question because I get to vent! I'll give you my top 3 "terribles"...

1. *Sites that are boring or too busy.* You'll know if you have a boring web site if all people can do is READ or if there's so much flashing and blinking going on that a customer wouldn't know what to click on first
2. *Sites that don't present a professional look.* Things like spelling errors, grammatical issues, whacked out color schemes, and unprofessional photos are high on my list.
3. *Sites that don't cater to the visitors.* One thing that I hear a lot is "I want.." Your web site is not for you, and you are not marketing to yourself. To be successful, you have to give the people what THEY want.

For people who are ready to get started, what advice can you give?

First, listen to the Web Business Ownership Series. There's knowledge in there that will help you organize your thoughts and set the pace for a good project. We also offer a Web Business Toolkit for those who are more interested in sketching things out and putting it on paper, and we have teleseminars, eCourses and free conferences to help you. Take advantage of all that our site has to offer!