

You Can Start A Technology Based Business

Even If You're A Tech Phobe

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Introduction

That's right, technology (even the ones you're using every day) can be the beginnings of your new business. Think about it, when the Internet started, it was not made for commercial purposes. Before long, people realized there are ways to build a business online.

Today, with more gadgets, more tools and a much larger Internet population online all over the world, there are even more opportunities within the Internet. It's not just about building online stores, selling something online or building websites to sell advertising anymore.

You also don't have to be technical, and I'll explain this later, how a techno phobe can make technology the basis of her business. Right now, let's explore a few ideas that I hope will spark your new business venture.

What You Can Do With Web Conferencing

Web conferencing is very simply a live meeting with a group of people online. For people to join a meeting or conference, they will need a computer with speakers and microphone attached and sometimes a telephone.

Unlike teleconferencing, web conferencing can be a lot more interactive and most closely mimics a live classroom because people in the 'room' can text or voice chat with each other, there is a white board where everyone can draw and illustrate ideas, you can show web sites to everyone in the class, display slides, display your desktop to show people how to use a software program, send and receive files and much more.

As you can gather, this technology is ideal for teaching. Are you are a teacher who loves her job? Maybe you just have a knack for teaching. Through web conferencing, you can offer tutoring lessons online. The best part about this is, you're not limited to your local market. You can tutor anyone from anywhere.

So maybe you're not the teaching type but you're an excellent customer service manager. Offer other business managed live support services using web conferencing. Support is probably the least glamorous part of any business. Many business owners do not like to do it but it has to be done. So this part of the job is very often outsourced. You can be the person they outsource to.

Support not your cup of tea? Do you love events? How about online events venue and managing? Many businesses do not like to commit to any technology long term but they do want to utilize it. They may want to hold an online seminar but don't know how or where to start. This is where you come in. Using web conference rooms, you can offer them a venue online to hold their seminars. And to add value to your service, you could also manage the whole online event for them.

Don't stop at businesses. Today's family is so mobile and geographically scattered around the country or around the world. You could be the 'Online baby shower' venue or event manager, the 'Online Bridal Shower' service, the 'Online Family Gathering' service.

There are so many other things you can do. Teach people how to use a software you're good at. Offer to train other businesses staff on a software. Teach a new language, coaching to a group or one on one.

What You Can Do With Video

Video is so hot. Especially online. People are not only watching them online at their computers they are taking videos with them on their phones, iPods and digital video

players. There is real opportunity for you to use videos as a basis for your new business. Let's explore some examples.

A few days ago, I stumbled upon a website that has lot's of Asian style recipes. But that is only to whet the appetite of the visitor. What they really sell is a cooking video how to cook Thai dishes and I thought "Wow, now that's an idea. Your own Food Network" Yes, you can. It doesn't have to be studio quality video recordings although that would be nice. But what people are most interested in is the content. Today's video recorders and computers are capable of so much and you can easily whip up a decent quality video with what you already have in your home.

Create a volume, create a series of videos or create a your own weekly or monthly show. You could sell the videos in the form of downloads or DVD.

Recorded cooking classes is just the beginning. You can offer so many kinds of 'classes', sewing, crafting, teaching a musical instrument, wood working. You know what you're good at, you can share your knowledge, make a and earn from it.

Here's another idea. Did you know Barney and Baby Einstein started off as home videos? Children's educational shows are so much in demand. They will always be as long as there are parents concerned what their children watch.

What You Can Do With Remote Access Software

Have you ever heard of Go To My PC? That is a perfect example of a remote access software. But what can you do with it?

Has anyone ever told you they lost everything when their computer crashed? Maybe you experienced it yourself. It is a painful, expensive experience. The problem is most people don't backup often enough or don't know how. You can offer a backup service. Using a combination of a backup software and remote access software, you can 'do' backup for people and you only need to set it once the software will do everything for you.

What about fixing simple computer help and support? You may not think you're technical but if you've been using the computer for a while, chances are you know more than someone new to computers does. And what do they do when they need to accomplish a task on the computer but don't know how? Why they could call you.

What You Can Do With A Down Time Alerter

What is a down time alert? So many people make money from their web sites. If the site is down or inaccessible, they could be losing money. So it is very important their web site

is available at all times. A down time alert is simply an email, SMS text message or page sent to the web master to tell them their web site is not available so they can act on it.

You're probably thinking this needs a lot of technical know how or a big investment. The truth, you don't need any of that. One good example is [Downtime Witness](#) . You can even take this software for a test run for free. It's very easy to use, if you can fill in a form, you can use this software. The software will check all your client's web sites periodically throughout the day and night and send alerts all by itself. You only do the work once.

Can A Technology Phobe Do This?

Yes absolutely. Let me share a secret, some of the most successful business people online don't know too much about technology. What makes them successful is the drive, and of course being a smart marketer. Anything technical can be outsourced. You just need a vision and then you can hire someone to create and even manage that software for you.

Even with videos. You can hire a professional videographer. The cost is one time but you'll be selling many many copies of the videos. If you sell physical DVD's that too can be outsourced. There are companies who can take your recording, make copies and deliver them when an order comes in.

Conclusion

By now you probably have a lot of ideas in your head. At least, I hope so ☺ There's so much exciting technology today that you can build a business from and I encourage you explore the possibilities don't forget to pepper it with a lot of creativity. I'm certain you'll find something fun that interests you and that's part of the joys of working for yourself, doing something you enjoy.

I wish you good luck in your ventures. Visit me at TechBasedMarketing.com to get more technology help and tips for your new business.

Resources

Web Conferencing Services

WebEx: One of the most popular and well known services. Rooms are available on demand or as a monthly service.

Meeting On Now: Flat rate unlimited conferencing, ideal for starter up and small businesses.

Video

Rich Media Info Product: Find basic information how to create your own videos to sell or use for marketing.

Remote Access Software

GoToMyPC: Access a computer from anywhere.

UltraVNC: A free remote access software. Very good alternative but requires more tech know how to set up.

Downtime Alert Software

Downtime Witness: Simple, easy to use software for a more than reasonable price.

DVD Fulfillment Service

CustomFlix: Create DVDs on demand, no stocking required. They also do low quantity runs.

Courses And Free Information

Information Product Sweetie Tips: Get the basics how to create an information product and sell it.

Jimmy D Brown's Blue Print For Success: This is a great free report a new business owner should read to avoid common pitfalls and start you off on the right foot – I've fallen into them myself. Highly recommended, link takes you to a PDF file.