

Ideas for Small Business

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How many times have you asked yourself "if only I had a good idea?" Well look no further, Our Origin is here to help you find that perfect Small Business Idea. There are many opportunities on the web to earn a few dollars and many more that can be considered as scams. As Our Origin wants to promote positive change, we will leave the scam talk to someone else. Here are a few examples of some small home business ideas for you to consider.

Small Business Idea No. 1 – Content

Content is essentially what makes the Internet what it is. Your potential customers love the vast array of content available on the Internet and yes this is exactly what can make you a few small business dollars in advertising revenue. Remember that Content = Traffic = Advertising Revenue. Being passionate about your chosen subject and writing with open opinions can often be the key.

Small Business Idea No.2 – Affiliates

The concepts of paid referrals have been around for a long while in both conventional and online small businesses. Ideally in small business you want high conversion rates, as it's costly to find those customers in the first instance. A conversion on the internet is similar to those in the real world where ideally every time someone walks into your shop or browse your web site, you want them to buy something that will make you money. Simply by referring customers to your affiliate partners you can earn a small fee every time a customer you refer buys something from them. Actually affiliates can be a very powerful way to get great site rankings but we will talk about that in a later article.

Small Business Idea No.3 – Classifieds

Everybody loves a bargain and classifieds are one way to get buyers in touch with sellers. Traditionally classifieds have been the domain of the print media but are now becoming common place on the Internet. It is easier to find exactly what you are looking for and photos are an added bonus. Although Ebay has become a world wide success, its pricing model has left the door open for small businesses looking to provide a niche service for a smaller customer base. There is plenty of classifieds software available, both paid and Open Source with great supporter bases. In fact Our Origin spawned a Free Classifieds site of its own.

As you can see there are an abundance of Small Business Opportunities available, and these have just been a few, but by doing a little research you may come up with your own Small Business Idea. Look around the site and you might find a few more ideas.