

Chapter 1

Introduction

Ninety-five years ago a young Jewish man of 16 left a small Ukrainian village in Czarist Russia to flee from persecution and almost certain death. He had a cousin in America who sponsored him, and he was able to leave Russia to settle in the most northern part of Wisconsin. Apparently they loved cold weather!

This newcomer fathered six children. When the oldest was 18 and the youngest was only 4, he was killed in an automobile accident. Those six children lived through poverty and then all went on to become very successful beyond the wildest of dreams of that Russian immigrant.

This man did not live a distinguished life. His life was one of hard, backbreaking work as a fruit peddler with long hours. His evenings were filled with reading and studying. Very few people knew this man, but he is remembered mostly for the four simple words that he lived by and repeated to his children over and over again. The words became the mantra for his family and the battle cry of his six successful children. The words seem almost meaningless until you look at them a little closer: "It's a new America."

The words meant—and justified—the multitude of changes taking place in a growing country. Those four words also created

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an acceptance for change, for new ideas, and an attitude that change and innovation are part of America. They are what make America great.

So what's with this story about a Russian immigrant, and what does it have to do with a book on online solutions? What does it have to do with a book about new ways of doing more business? Everything. You are going to experience and learn new ways to market, new ways to communicate with your customers, new ways to create communities for your customers, and new ways to create loyalty. You will learn ways to become a valued resource to your customers—to have your customers become loyal by default.

You are going to learn ways to service your customers better, keep them better informed, sell them more, and discover ways to create your own word-of-mouth advertising. When you can have word-of-mouth advertising without opening your mouth, that's a change. Just click and send it—that is, what we call a *clend* (click and send)—and this how news spreads instantly.

This book is not about the hottest new fad in e-commerce, although many of the techniques will be new and innovative to many. This book is not about cutting edge technology, although it will appear cutting edge to many.

So why do we say that the fruit peddler from Russia has everything to do with online solutions? Because many of you will read and understand some of the concepts you are about to learn, but you will fight the changes. You will reject them just as many people rejected new ideas during those days of the fruit peddler. Many of you will not push yourself through the learning stage to make the concept work.

Before you are overwhelmed, there are three very important components about this book. First, it is not written by techies, engineers, or computer nerds. On the contrary, it is written by

two businesspeople who are business trainers and authors. They will focus on what these new techniques and processes will do for the business rather than focusing on how they work. As far as we are concerned it's magic, but even great magicians concentrate on their results.

Second, we are going to highlight accepted proven products, processes, techniques, and procedures. Although many people look at these new ways of doing business as cutting edge, they are not. We don't want the next great idea that hasn't been tested in this book.

This book is about harnessing the power of the best and easiest tools available on the market today. This book is about getting started or becoming more effective with your online endeavors. It's also about making money online. We are marketing people, and the online world has become a virtual cornucopia of new marketing concepts.

For the record, the way we evaluate any of the ideas, concepts, or tools is by asking if it first works and if it was easy to use. It's not about all the features—just show us the benefits.

Last point is the most difficult. Technology is changing faster than ever before. So because of that we concentrate on the concept or the Big Picture rather than the latest software release, which would only be out of date by the time this book is published. An example would be the concept of *blogging*. Blogging is here to stay—but the server software that makes blogging happen might change.

So let's begin our journey of discovery to uncover the secrets of online solutions, because it's not just a new America today. It is a new world, where change is the currency of the day and the old promise of streets paved with gold is still alive and well, just as they were for Rick's grandfather, the fruit peddler from Russia. The streets paved with gold are there for every entrepreneur on

the virtual streets of the technology highway as long as you are willing to use the awesome power of online solutions. Get ready—it's going to be fun and very, very profitable.

Chapter 1's Essential Essentials

1. Be open to learning lots of possibilities for your online business.
2. Get a notepad—on paper or on your PC—to record all the great ideas you discover and don't want to lose as you read and apply what you have learned.
3. Take a deep breath and have fun!

For more information on this topic, go to

www.essentialonlinesolution.com.