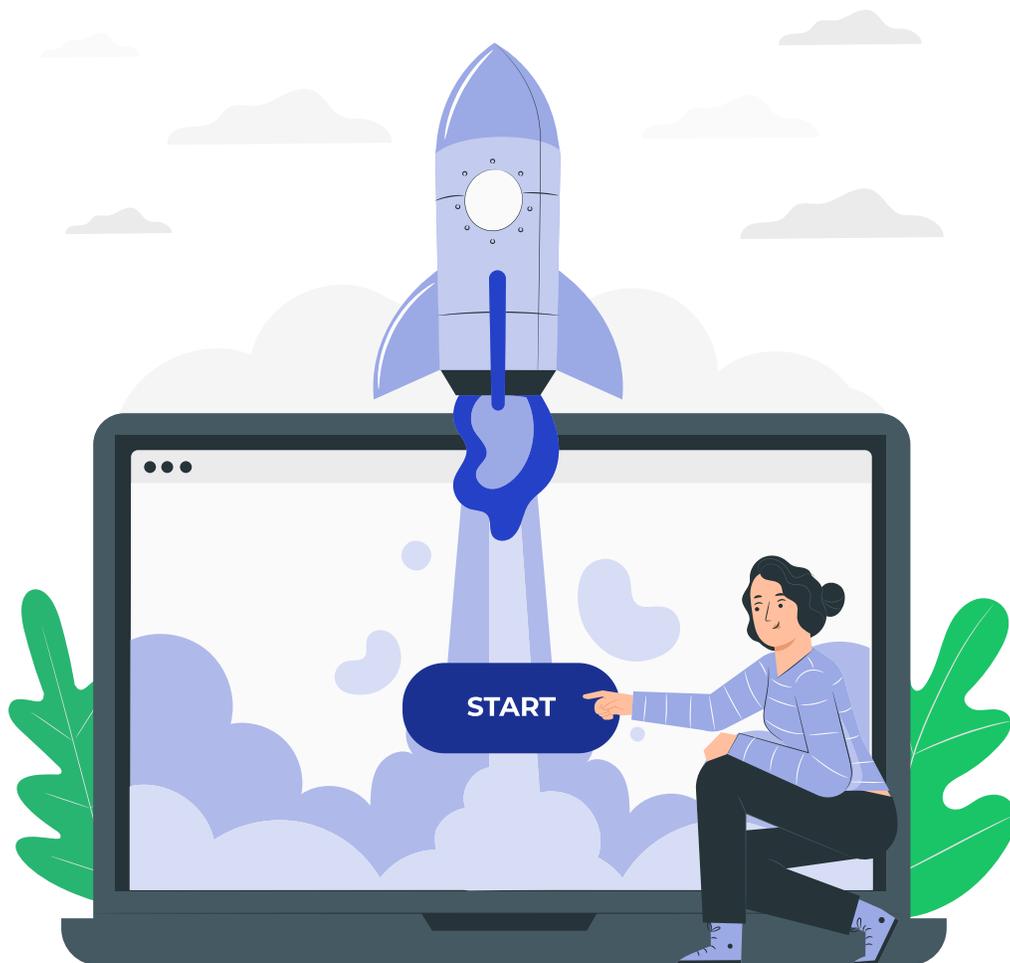


The Essential Start-Up Guide: Pivoting to Online Business





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The Essential Start-Up Guide: Pivoting to Online Business

What is the best online business to start? This article series explores a number of essential business models that will help you create on-going sales on the internet. From work-from-home models to disruption-proof franchises and online courses that sell – it helps you pick your next online venture.

Coronavirus showed the world how valuable digital commerce can be in times of crisis. [The Wall Street Journal](#) reported on the widening divide between traditional business and online models. Companies with a firm online foothold won big, while others struggled to make ends meet.

Experts have declared that without e-commerce, [Main Street will not survive](#) the pandemic or instances like it in the future. Whether you're pivoting your business into the online space, or you're starting from scratch – you need to be aware of all of your options before you begin.

COVID-19 has proven that digital business is essential.

This series shines a light on some of the best online business ideas to invest in today. There's never been a better time to choose an easy start-up business model to launch on the internet. These options will orientate you on what is possible – pick which links to follow and click on them below.

Find out:

- How to create and launch an e-course
- How to start a dropshipping business
- How to monetize blogging
- Which small businesses to start in a recession
- Which work-from-home franchises are hot right now

These 27 minutes could change your future forever. Read these articles to unlock new insights about the most cutting-edge online business models. Become fully orientated on which start-up idea appeals to you the most, and will work best with your business concept. Let's get you selling online.



How to Create a Popular E-course

The pandemic forced a lot of people to switch to online learning. With a **520% increase** in course enrolments on popular eLearning platform Coursera, there's an opportunity in online education. More people are ready and willing to learn on the internet. Selling e-courses is good business right now.

Here's what you need to know:

- How to convert what you know into an e-course
- How to avoid the most common industry mistake
- How to create your entire course in 5 days
- How to choose, validate and differentiate your model
- How to create your amazing lessons
- How to set up a website and learning management system (LMS)
- How to upload your content and prepare your promos
- How to market your course (and how often)

If you're an expert and want to teach others what you know, then creating e-courses is a great option for a source of income in the current climate. Learn to launch your first course in a matter of days.

Learn more about [How to Create a Popular Online Course and Launch in 5 Days](#), when you delve into this explanatory article. This could be the beginning of your transformation into a successful digital edupreneur.

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How to Start a Dropshipping Company

Starting an online business is easier when you don't have to ship, or even handle, the products you sell. You can just focus on the front-end of selling – the fun part – and **build your empire** from there. This process is called dropshipping, and it's perfect for online entrepreneurs.

Here's what you need to know:

- What dropshipping is and why it's important
- How dropshipping works (and how to make it work better)
- What dropshipping costs as a business owner
- Who this model is for (is it you?)
- What the pros and cons of dropshipping are
- What you need to get started (today)

Talented ideas people, marketers and social media personalities make fantastic money doing dropshipping. There's a science to it, but once you have cracked the code it's a lucrative business.

Check out [Start an Online Dropshipping Business in Under an Hour](#) for more information on what you'll need to get your dropshipping company off the ground in a few simple steps.

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How to Actually Monetize Blogging

Serious bloggers make millions of dollars, and they use dozens of techniques to make their blogs high traffic sites. Everything from [quality content](#), SEO and social media is used to attract, retain and convert their avid readers.

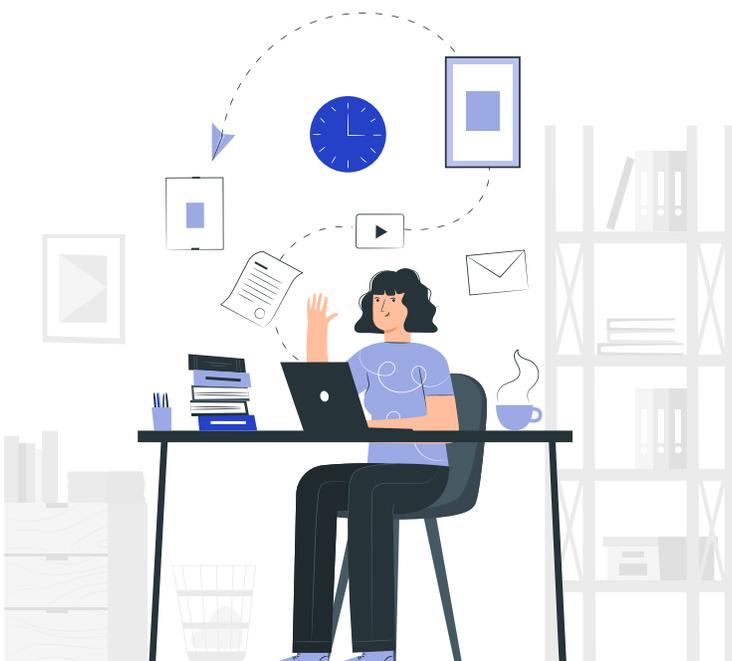
Here's what you need to know:

- How to earn passive income from blogging
- 3 essential things to know before you start (blog formula for success)
- Investing in a WordPress blog (and why)
- Creating helpful digital products
- Focusing on traffic attraction and audience retention
- Inviting sponsored content and guest posting
- Including affiliate links and onsite advertising

Bloggers are so much more than just writers; they're strategists, media owners and advertisers too. If you want to become a well-known subject matter expert that makes good money, this could be your next step. Are you a blog superstar waiting to happen?

Learn more when you read [How to Monetize Blogging Like an Experienced Pro](#) where you'll discover the formula for earning money with your blog content and ideas.

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Which Small Businesses to Start in a Recession

In this climate, recession-proofing your business is a big priority. There are some types of business that don't just survive in a downturn, they *thrive*. It's up to you to capitalize on these models and pick one that will keep you in the green this year.

Here's what you need to know:

- Which small businesses stay open during a recession
- Home healthcare businesses
- Professional services business
- Cleaning services company
- Landscaping and gardening company
- Dry cleaner and Laundromat
- Childcare or daycare business
- Hardware and supply business

It makes sense to invest in a business model that continues to grow, even during a global pandemic. If you're looking for a safe bet, these small businesses will exceed your income expectations.

Read about [7 Small Businesses You Can Start in an Economic Recession](#) here, for full disclosure on the best small companies to invest in when a downturn cripples the economy.

It makes sense to invest in a business model that continues to grow, even during a global pandemic.



Which Work-From-Home Franchises to Choose

Starting a business from the ground up is challenging. Working from home on top of that isn't always the best idea. Instead, invest in a franchise with a proven **work-from-home business** model and only strikeout when you've been hired to be somewhere.

Here's what you need to know:

- Why choose a home-based business franchise
- How to choose a home franchise
- Who are Pillar to Post Home Inspectors
- Who is SuperGlass Windshield Repair
- Who are Stratus Building Solutions
- Who is the Mosquito Squad
- Who are Property Management Inc
- Who are Soccer Shots

Be a part of something bigger, safer and more reliable when you buy into a franchise model. These will get you through the lean days of COVID-19, and may even bring you real prosperity.

Discover which **Work-From-Home Franchises You Can Start Today**, when you absorb what this information-rich article has to offer. Business doesn't need to be original to be profitable!

Sit back with a good cup of coffee and an eye on the future with this excellent series on pivoting to online business. Your next essential start-up idea could be hidden in these guides. Comb through the detail and you'll come out ready to tackle your next big digital business venture with confidence.

Share this essential start-up guide to pivoting to online business with other entrepreneurs you know. Help everyone step into the world of digital e-commerce to unearth real sales opportunities.



Our solutions

What does Yahoo Small Business do?

Yahoo Small Business empowers business owners to launch and scale their ideas online. From creating a website to promoting a brand, our products help entrepreneurs succeed.

The tools offered by Yahoo Small Business include:

Websites: An easy-to-use, drag-and-drop website building tool. Choose from 150+ themes, customize, and publish in just minutes.

Ecommerce: Online stores that come with shipping integration, inventory management, credit card processing, live insights, and apps to help your business grow.

Domains: Choose from a huge selection of domain extensions with the industry's most competitive prices.

Web Hosting: We can host your website on our own servers. Our hosting system also comes with site building tools.

Wordpress Hosting: Take control of your business listings on 70+ local directories from a single dashboard and be discovered by potential customers near you.

Business Mail: Increase your credibility with business email that uses your domain name

Website Design

Professional designers and writers are waiting to build your site. Get a team that designs, builds, and manages a website that grows your business.

[Get Started](#)

Business Maker

Business Maker takes the guesswork out of starting your own company. Handle every part of your business from one easy-to-use dashboard.

[Get Started](#)

Localworks

Localworks puts you in control of your business across 70+ online local listings. Being found has never been so easy.

[Get free report](#)

What's next

let's talk about the Resource Center

With well over 20,000 articles, videos, webinars, tools, news, and much more our resource center is a one-stop-shop for SMB information

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