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From John Davin's Business Startup Guide

"Unlocking the secrets of the Internet, for the beginner," By John Davin

In my humble opinion, the Internet is one of the most powerful tools ever invented. It will change the way you work and play, if it has not already.

Here are a few of my best business ideas to you,
John Davin - Business and Organization Coach

**From our series of 8 business and computing how-to-books.
(1,000+ ways to make your PC the "Fun, time saving, life changing,
money making machine," the salesperson said it would be!)**

Preface:

In my humble opinion, the Internet is one of the most powerful tools ever invented. It will change the way you work and play, if it has not already.

For example, many of us already communicate with our friends and business associates via e-mail, pay our bills via the Internet, order movies or services on-line or even turn in our homework via e-mail. And this technology is still in it's infancy!

In this book, we will cover not only the history of the Internet, but also what you can do on the Internet (today and in the future), from communicating via e-mail to performing research to purchasing products to even selling your own products and services.

Now, here is my vision of the Internet and an explanation of how it will change your life.

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Here are a few questions you might ask about the Internet:

What is the Internet?

How was the Internet started?

What can we "do" on the Internet today?

What will we do on the Internet in the future?

What are some of the limitations and drawbacks of the Internet today?

These are all excellent questions but the last one is the most exciting question. What will we be able to do on the Internet in the future? Well, just about everything you can imagine and even a few things you probably have not thought about. Yet this is just the beginning, and you better believe it, it will get better and more fun as time goes by.

Now, let's get started!

Let's start out with, "What is the Internet?"

Generally, the Internet is a series of computers around the world that are networked together to allow people from just about any location in the world to communicate and to promote goals, concepts, services and products. In this system, users can request or distribute information, via manuals, questionnaires, forums, e-mail and more.

Note that many large companies operate internal networks of computers in a fashion called "Intranet". An Intranet is nearly identical to the Internet, but is restricted to computers that have direct access to the internal network. The general public cannot access a private Intranet.

To understand what the Internet is and how powerful it is, take a picture of the world and choose any city on that map, in any state, country or nation. Then think about how wonderful it would be if you could learn about that community without going there. Or better yet, if you could communicate with anyone in any city, about any topic you desire. You can do this, today, as long as you and they have access to a computer and the Internet. That is what the Internet is about.

Another question you may ask is how can you best utilize the Internet to enhance your life, personally or financially. The answer to that question will be a different for everyone, but we see that the applications and services available on the Internet are expanding daily and people are taking advantage of the power of the Internet . We see that the number of Internet users is growing tremendously for this reason. Some say the Internet is growing by 70,000+ new members PER DAY!

The reason for this is that the Internet simply has so many benefits. To one person it may simply be a way to send a picture of your grandchild to a relative. To another person the Internet may be a way to research a term paper. To another, it may be a way to play a game against a friend in another country. To another it is simply a way to pay bills quickly or to sell a product or service. Again, there are so many uses and they are expanding every day.

To me, the the Internet is my new office. It is a business, educational and personal communications tool. My primary interests are in business, so I am grateful that it is an open medium where it is possible for the public to perform research around the world on any topic of interest or product. This makes it very easy for me or anyone else to market a product or service to a worldwide audience. It has never been easier for vendors like myself to sell products and services, to over 70 million people, in every country and every nation in the world.

Now, how was the Internet started?

But how did what we know today as the Internet, get started? The Internet was started by the Department Of Defense

in 1969. It was a means of communicating for the Defense Department. Eventually, the system was adapted to be used by educational institutions such as large universities. This was prior to the development of the home computer.

The early Internet executed on mainframe computer and minicomputers (today referred to as middleware computers or servers). There were no graphic images and the entire content of the Internet was text information. Data was shared by moving files via an early version of File Transport Protocol (FTP). Early Internet applications consisted of online bulletin boards and email.

In 1989 Tim Berners-Lee and others at the European Laboratory for Particle Physics, more popularly known as CERN, proposed a new protocol for information distribution. The protocol became known as HyperText Mark up Language, with the acronym HTML. HTML provided a (relatively) easy way to encode graphic material into messages sent over the internet. The development in 1993 of the graphical browser [Mosaic](#) by Marc Andreessen and his team at the [National Center For Supercomputing Applications \(NCSA\)](#) gave the HTML protocol its big boost. All modern Internet browsers are modeled after Mosaic.

Only in the past few years have we seen an explosion in the commercial use of the Internet by businesses, large and small. In fact, the system has changed quite drastically even since when I was in college in the mid 1980's and had started using the Internet. At that time, the system was for educational and military use only, and it was not intended for commercial use of any kind. Those who did use the system for commercial use were punished with spam mail and other nasty problems, like viruses and losing their Internet access.

Eventually, the benefits of the Internet to business and the end users (and the lure of money) opened the doors to the public for good, both forever and for the good of people around the world. That is if and when we all use the Internet correctly.

What are some of the limitations and drawbacks of the Internet?

Because there is so much information on the Internet, finding specific information on the internet can be difficult. Search engines do not always produce complete and accurate results of the location of desired information.

And many results from "Search engines and Directories" are based more on what advertisers are willing to pay to put their name in front of you first, more than the quality of the content of the web site.

But all in all, the Internet is the fastest and easiest way to find information today.

How many people are on the Internet?

These numbers will be outdated very quickly but today there are some 30 million users expected to be on the Internet in the United States (by 2003). The numbers are growing tremendously every month, and an estimated 70,000 new users join the Internet each day!

How does the Internet work?

Because the Internet originated as a tool for the government, the system is comprised of many computer servers that route users, e-mail and data through hundreds and thousands of connected computers. The stability of the network comes from its origin as a "Can't be down," system and the demands of military use. Each computer is connected to the next via phone lines or optic cable, or other network connection.,

But each computer is not a critical element of the entire network. This means that you can take one computer out of the link, and information will be rerouted through other computers on the network to complete its objective.

What is a world wide web home page on the Internet?

Briefly, a WWW (world wide web) home page is used to promote a product, service or goal, and can be used to distribute information and manuals regarding these subjects, or to collect information from users.

Examples of website uses.

- Personal websites.
- Hobby or group Websites.
- Special Interest Websites.
- Free Church and Income Websites.
- Business marketing and support Websites.
- E-commerce enabled Websites for on-line sales.
- Internet Malls thousands of vendors at one site.
- Extra Income oriented Websites

The longer explanation is that a home page on the Internet can be many things, but it is primarily used to share information usually as an introductory page with links to additional pages of information. Sometimes it will also be used to collect information from users for polls and marketing purposes. Others will use it to promote their resume in a job search.

Other organizations simply distribute information, such as your local community that will have a home page where you can review information on the government, local news, movies and more. The IRS also distributes information via the Internet. For example, you can download and print most any form or manual they provide for your taxes. Families may use it to share pictures, family updates, events and genealogy.

Many will also use the Internet for personal reasons, such as researching personal interests and topics such as health, hobbies, sports and more. They will use it to research their purchases, expecting to be educated on the topic. They are also willing to pay for the products and services on-line via credit card because the Internet provides a great resource for information and competitive pricing and convenience in ordering.

More and more we see the Internet is being used primarily for commercial uses as a medium to buy and sell products and services. This is not all bad. Consumers win if we implement the basic premise of the Internet from long ago.

The goal for the company should be to provide free information and education about a topic or product at no cost, as well as a competitive price of course. This allows the vendor to introducing themselves to the customer, allowing the company to establish credibility with the customer for the company and its products. Then the vendor will need to be ready, willing and able to deliver a quality product when the customer is ready to buy. That's the goal. Follow that rule and any business will make a sale.

What else can you do on the Internet?

Here are just a few of the services you can use on the Internet to communicate. For now, just remember that you may never use some of these services, so don't get too worried if you're not clear about how you will use them. Just review the information, take what you can use and throw the rest away!

Here are a few additional things you can do on the Internet:

e-mail - send messages and files to other users, or do the same from others.

WWW (world wide web) home pages - to promote a product, service, goal, or to distribute forms, manuals, or general public information.

Data retrieval - using search engines or directories. You've heard of the most popular ones such as Yahoo, Altavista, Google, and Webcrawler.

FTP - File Transfer Protocol - Exchanging Programs / Text Files etc., used mostly today for uploading and downloading files to and from servers for websites.

Newsgroups - discussion areas to talk about religion, politics, sports, computers, just about anything. Over 17,000 exist today.

Finger - when you want to find someone on the Internet!

IRC - Internet Relay Chat - live Conferencing talk to your friends via typing on the keyboard. The major benefit of chat is that it's real time, and you can have private conversations or hundreds can join you at the same time.

Send and receive money through the Internet.

Internet Phone Systems - you can actually talk over the Internet to people anywhere in the country, and in most countries around the world. All you need is a headset with microphone and speakers.

Video Conferencing - add an image to the conversation if you both have a camera on each computer! Technology is now at 30 frames per second, which is high quality video!

Send and receive faxes - just like your standalone fax machine!

There's just so much to do on the Internet, from listening to music to watching TV on your computer. Talking television, you can even look up local information and access the TV listings schedule, or if you want to get out, find out what movies are in town, where you can eat, shop, tour, vacation, etc. You can find out just about any information about any community, including demographic information for business research, and maps with driving directions if you want to go there!

What do you need to access the Internet?

You need 3 separate items to access the Internet.

1. Access to the Internet from an Internet Service Provider.
2. Hardware - either a computer with modem, television (with associated internet hardware) or similar internet appliance..
3. Internet software such as a browser or internet application for the computer or other device.

The (ISP) Internet Access Service Provider

There are many devices that access the Internet, but we are going to assume that you own a personal computer, or will be buying one soon! Either way, you have many decisions to make about how you wish to access the Internet. Your budget may help you decide the technology you use.

First, is cost a consideration? If you cannot find free Internet access in your area your choices are to start out with spending \$5.00 per month for standard modem access at 56K for 5 hours per month usage, then upgrade to \$20.00 for unlimited time usage. Then if you find you need more on-line time and speed, upgrade to faster ISDN (check prices) or unlimited access via cable for about \$40.00 per month.

There are benefits to each type of access, but here are the basic benefits and perhaps even a few negatives about some of the services.

Dial up - Standard access using your phone line and a modem inside your computer. Dialup is a great service, just a bit slower and it requires a dedicated phone line. You have to dial up to check e-mail or surf the Internet, and if you are on-line, your phone will be busy until you disconnect. You may have to disable your caller ID or incoming calls will disrupt your service.

DSL - Digital Subscriber Line - a very fast connection to the Internet. It shares the existing phone line and is usually about the same price as cable.

Cable - one of the fastest solutions for the end user. The benefits of are a very fast connection, and you're on-line at all times so you don't have to dial up a server to check your e-mail or surf the Internet. You may also get a better price on your DSL service if you use the same cable company as you do for your television cable service.

You can also go through the conventional networks, like Compuserve, America On-line, or you may choose a local Internet provider. You may even be lucky enough to have a University nearby for inexpensive use.

If you'd like more information on Internet Service Providers, [click here!](#)

A NOTE ON SPEED:

More and more information and service (such as movies or presentations with graphics) will come via cable in the future. The transfer rates are simply much faster and in my humble opinion, soon we will all need this type of speed to enjoy the full benefits of the Internet.

Computer Hardware:

If you are purchasing a new computer, this section is easy! Just go buy a new computer, and you can pretty much adapt your computer to any new service. That's just how standardized computers have become. However, if you are

contemplating a new ISP service on your older computer, it's a more complicated situation.

Even though the Internet can be accessed by older computers, including early Pentiums, and even some 486 based computers, as time goes by, your older computer may restrict the type of Internet access you use. The speed of older, slower modems, CPUs or graphics cards will become a bottleneck in the speed for the use of your Internet and you'll want to upgrade. This is the dilemma we are in today with technology.

To keep up we always need more memory, faster processors, more video ram and faster modems. The question is should you keep pumping money into upgrading and old computer or simply purchase a new one? The good news is that the price of computers has dropped tremendously from 1990 to 2003, from \$3,500.00 to \$1000.00 - \$\$750. Of course you can still spend more than that on a top of the line computer but any of these lower end machines should be quite adequate for most users and needs.

Integrated Internet appliances are another option in the hardware department. Many new models are available, but they pretty much all do the same thing.

One unit I have seen in the past is a computer that has everything built into one device. It's an Internet appliance if you will. It's an ANSWER MACHINE/FAX MACHINE/E-Mail/Video Conferencing/Internet Phone/Credit Card Reader for making purchases/word processor and more! Most units are leased with the monthly Internet access (ISP) charges included.

We'll send you more information on these units in the future.

Software needed to access the Internet.

If you're already on the Internet, you probably don't need to read this section. However, we feel there are some people who will be reading this chapter for the first time, or who are helping others with their computers, so we want to review this material now.

So, as you may or may not know, you need software to use the services of the Internet. Most new computers come with software to access the Internet, from Microsoft, AT+T or AOL. With any of these packages, the software you need is usually included.

If you go with a local ISP or Cable provider, they will provide the software for you as well. If you go with a cable solution, most companies send a technician to your house to set up the software and hardware for you. Check with your local provider, and don't hesitate to call a local computer technician to help if the local provider does not do the installation for you.

The software you will probably receive is either Internet Explorer or Netscape Navigator. The main functions of the software are to allow you to read and send e-mail, access the newsgroups and surf the Internet (world wide web pages).

[Internet Explorer \(Download here\)](#)

[Netscape Navigator -\(Download here\)](#)

Does it cost to access the Internet?

Yes, again, you must pay an Internet Service Provider to access the Internet, but once you have access to the Internet, most services such as e-mail and surfing are free.

Some areas of the country do have free Internet Access available, from a variety of sources. Here are a few services that provide free Internet Access to some parts of the country. <http://www.netzero.com>

Can you access the Internet if you don't own a computer?

Yes, you can access the Internet in quite a few different places without your own computer. The local public library has public computer terminals and many cities also have Internet Cafes which charge a minimal amount per hour to use their computers. Most colleges and universities also have terminals available to students.

What are the dangers of The Internet?

There are many pitfalls to using the Internet, so you have to prepare yourself with knowledge to have a safe and enjoyable Internet experience.

Here are a few areas of concern for any Internet user.

Computer Viruses

A computer virus can destroy the information on your computer. Most viruses do different things to your computer, from telling you that your computer is stoned to deleting all your files, which means viruses can be destructive or nondestructive. Most viruses are spread from user to user via files transferred via the Internet or floppy disk, or even e-mail. Some viruses are even embedded in Microsoft Word Documents that you download!

To prevent viruses from attacking your computer, download anti-virus programs from the Internet or have a computer consultant help you protect yourself. Mcafee.com offers free downloads of software to detect a virus on your computer. You should run this software on your computer at all times.

Pornography

You have to decide what is and is not acceptable for you and your family, and then take steps to enforce those guidelines. There are many programs on the market that will automatically lock out bad sites and key words from your computer.

[Click here to read more about safe use of the Internet for your children.](#)

Being flamed or having your ISP shut down.

This danger is usually self-inflicted resulting in your getting slammed or spammed, which is usually the result of bad behavior on the Internet such as posting inappropriate messages in the wrong forum or sending unsolicited e-mail. Be very careful with the way you market on the Internet. You could end up with thousands or millions of nasty e-mail letters from other users if you are not courteous, and your ISP may shut off your services! That would leave you without access to your e-mail or the ability to surf the Internet!

How to use the world wide web (WWW)

As mentioned, the WWW stands for the World Wide Web. To access a website for a particular person or company, you need to type in their domain name (web site address) in your browser software package, where it asks for the URL (Universal Resource Locator).

It will look something like this: **<http://www.mynewoffice.com>**

Before we go on, what are the extensions for each website, and what do they mean?

As more and more services and websites were developed on the Internet, we needed ways to categorize the different websites and services. A system was devised where the extension (last 3 characters) determined the type of service for each site.

Examples: mynewoffice.com is a commercial site. Here are a few more. Just remember that more and more extensions are becoming available each day, such as .to and .tv, .names, etc. but the most valuable sites are any that are short and end with .com

Many people even make money buying and selling domain name and developed web sites. But that's another book!

- EDU: Educational sites - Public Schools, Universities etc.
- COM: Commercial - all businesses.
- NET: Large Network Servers
- GOV: Government Institutions and services
- ORG: Nonprofit organizations

In addition, each website on the Internet has it's own unique name or address that belongs to one person. This is called a URL, or universal resource locator. Don't worry about the terminology and the acronyms, just remember that if someone tells you to load your browser or surf the Internet, or check this site out, you need to first load a software package called a browser.

The browser simply allows you to view all pages on the Internet, and makes the programmed HTML (hyper text markup language) all look the same, like a book or newspaper! You're probably using Netscape or Internet Explorer as your browser. Please load it now or have someone assist you.

If you are reading this document on your computer, chances are you can browse the Internet from this document. Either way, let's go look at a few fun websites right now, just to make you feel comfortable with the Internet and the world wide web.

If you're ready, find the bar across the top that asks for the URL. You'll want to start out with a fun site, called Yahoo.com. Simply type in <http://www.yahoo.com> and press the return or enter key.

Once you're at this site, you can do quite a few fun things. You can look up a specific topic or view the weather and television programming for your area, or even look up someone's phone number or create a map on how to get to their place from your place.

Here are a few related sites that will show you that there is usually more than one place to start for any of your searches on the Internet!

<http://www.weather.com>

<http://www.television.com>

<http://www.mapquest.com>

When you're done, come back to an explanation of the search engines.

How do you find someone or something on the Internet?

With all this information that is available in the Internet, how do you find what you need quickly? Well, that's the easy part. If you know about search engines, you know where and how to look for your data. The only thing that can slow you down is if the webmaster (those in charge of the submitting the website to the search engines) does not know how to tell the Internet where to find them. Of course you can start by calling the company or individual, check their yellow page ad or their business card, but the best way to find a website is to use the search engines.

Standard Internet directories (SEARCH ENGINES?)

Internet directories provide a directory of websites on the Internet. They allow you to type in key words that you wish to research. They then make a list for you of all the sites that it has reviewed that are related to the topic you have chosen.

You've already seen what you can do FROM the Yahoo web site, now let's see how you find things on Yahoo.com from their directory.

Simply enter the key word you wish to research in the box where it says: Type in your key words here! Then press Search and wait.



Currently, [Yahoo.com](http://www.yahoo.com) is the largest directory of web pages on the Internet. It is estimated that 70% of the hits to a website will come from Yahoo.com.

Users simply type in key words that are related to a desired subject, and Yahoo.com will list either the right site or

millions of sites that could be the right site! So, be very specific in your search engine usage to save yourself hours of frustration.

Specialized Search Engines

Search engines that provide specific or specialized types of information are also common. For example, if you want to find someone's name, address or phone number, start at 411.com, an Internet based phone directory!

You can also find 800 # directories, government directories, business directories and more available, as outlined in the list below. These systems search through thousands of files and home pages to find the information you want, then make it easy for you to make use of the information.

How to find it: "Even if you're an Internet guru, you may not know about these great business tools!

What do you want to find?

I've put together a collection of our favorite links we'd like to share with you. I call it my [FIND IT FAST](#) page. You'll find such things as an on-line atlas, encyclopedia, as well as being able to research the your stocks, the weather, find people, area codes, zip codes, or even find a calculator for thousands of applications.

[Click here to view our findit page!](#)

Once you have found the the web site with the information you desire, you can do many things with it.

You can:

Print it on your printer.

Send the page to a friend via e-mail.

Save the page to your favorites directory so you can easily find it again.

Cut, copy and past the information to another application, such as your word processor.

Now, on to how to communicate with others!

The Internet allows us to communicate with others in ways we probably never imagined just 20 years ago.

In fact, I believe that some day, the computer will replace the phone. For every day communications, and especially for most business needs.

Of course we will cover the imortance of e-mail in this document, but first we will talk about other ways that the computer will change the way we communicate, particularly with VOIP, or voice over internet prototocol. Basically, this arrangement allows anyone with access to the Internet, a microphone and a set of speakers, talk and share web pages, power point presentations and more, all over the Internet! This application will change the way we do just about everything in our lives, and sooner than we might expect.

For example, for business people, we will make our sales pitches from our computers, like we do from the phone today. We will demonstrate products and services live through a website on the Internet, complete with sound and pictures. We will even be able to operate the customer's computer from our computer, so we can take the customer to

our web site and show them what we want them to see, learn, order, or do.

You've probably heard the old phrase "A picture is worth a thousand words," right? Well, that that and multiply it many times over when you're talking about helping people over the Internet. If you can show someone a web site or power point presentation (with pictures) while you talk to them over the Internet, you've truly made a huge advance and improvement over the phone. Right?

Along these lines, if I've heard it once, I have heard it a million times. "If I could just see you do it once, I'd never forget how to do it," or "If there were only two of me, I could get it all done."

These advances in technology mean you can easily train others to do what because you show them what you do, over the Internet, so they do see what you do, live, from their home or office, any where in the world!

Best of all, now it does not matter where they are located The person you want to train could just as easily be 10 states away, as sitting next to you. As long as they have access to the Internet, speakers and a microphone, you can show them what you are doing on your computer, and you can talk to them through the same service while doing so.

This program will allow you to:

- Make live presentations via the Internet (to one person or many).
- Take your audience along with you to any web site on the Internet.
- Talk to your audience live while making your demonstration via microphone.
- Answer additional questions via the chat mode while you give the demonstration (or you can have an associate do so while you continue with the presentation).
- Make prerecorded presentations for your customers, so they can play them over and over and over.

Here's a print screen of one such application, with explanations of how it works.



Pretty exciting, right?

E-mail: How it works and why it's so important.

But let's not forget e-mail as the number one way people communicate over the Internet. E-mail is one of the most used and exciting business tool today. Even the United States Postal Service is concerned about how it will change how we communicate with each other.

Some even believe the USPS will soon be offering e-mail as a service because future trends see a drastic reduction in the use of regular USPS mail, a direct result of the acceptance and convenience of e-mail.

We can see this coming because USPS has already started to offer electronic bill paying via the Internet. This makes us think e-mail is not far behind. The only concern we have is if this will be the end of free e-mail, and how much would they charge for e-mail usage.

Could the USPS offer Internet access and other Internet products with one easy monthly billing process, using their own electronic bill paying service? They could certainly capture a large share of the market quickly with their established customer base, if they took advantage of their economies of scale and automate billing for multiple solutions would make them very competitive and potentially very powerful with the backing of the government, because they are the government.

It is hard to say, but we do know one thing for sure. E-mail is here to stay, and it's going to be a bigger part of our lives from here on out.

How does e-mail work?

Because the Internet is a series of computers networked together throughout the world, we can send a letter to anyone in the world, as long as they provide a valid e-mail address. Once we've sent the letter, the letter sits on a computer of the ISP, until that person checks their e-mail. When they read the message, from their ISP, they can either save it, delete it, or forward it to another person.

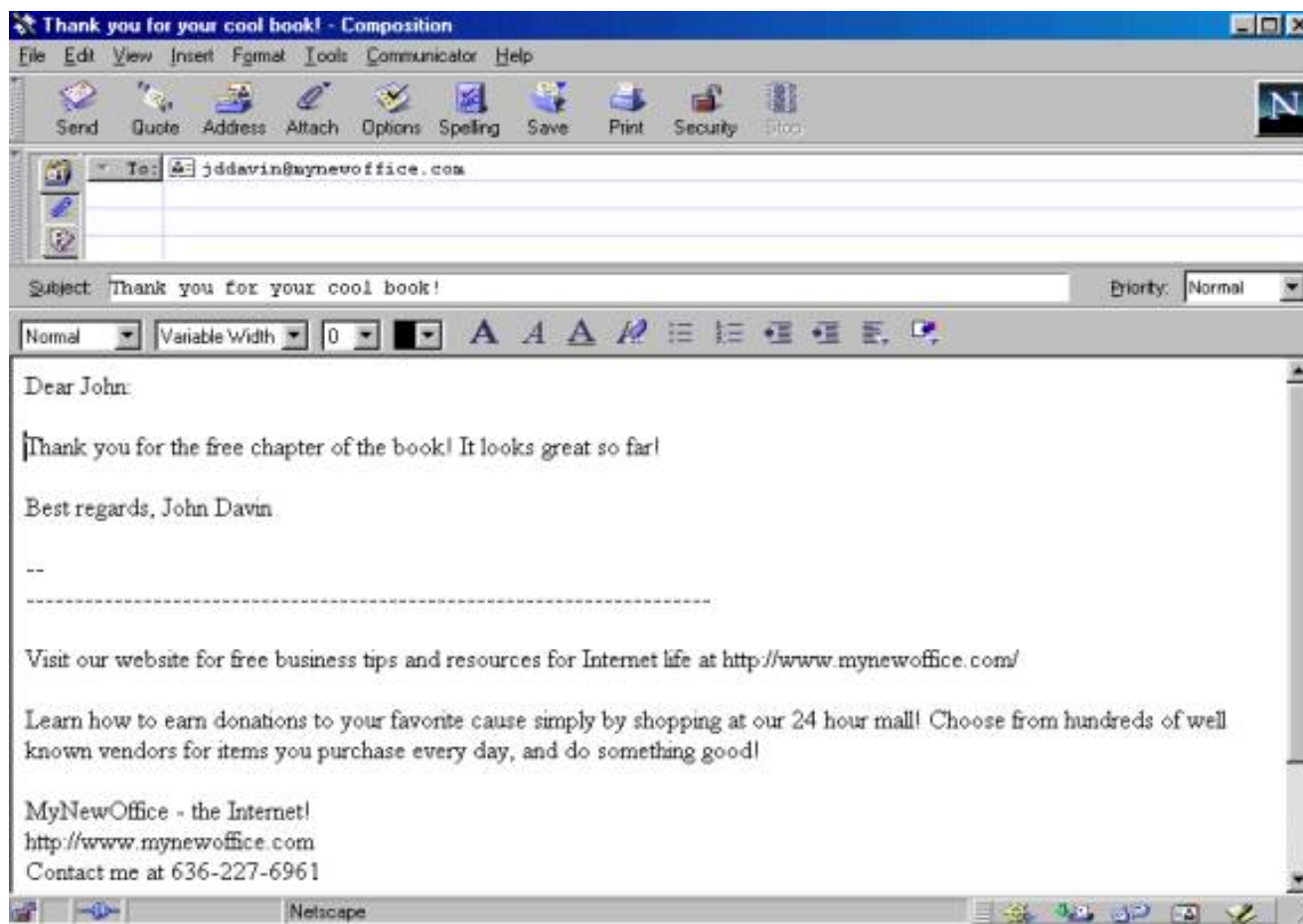
What can you send via e-mail?

You can send many types of messages via e-mail. You can send a simple letter, a business letter, or even a "Dear John" letter. You can attach documents created on our computer, such as a birthday card, invoice or newsletter. Any documents that were created in standard applications such as word processors, databases, spreadsheets or publishing programs can be attached to an e-mail. You can even attach pictures if you like.

How do we address whom we wish to send the letter?

First of all, we have to find the e-mail address of the person we are trying to reach.

You can search for their e-mail address here if you know the person's name and city. <http://www.411.com/> is a great place to start. Then you enter the subject of the message on one line by itself, followed by the body of the message, which can be pages long. Finally, you can attach a document as described above, from your computer.



Here's how a sample message may look.

Attaching documents to your e-mail:

As mentioned, you can also attach a file with the message, such as an image or word processing file or spreadsheet, etc. Simply click on the picture of the paper clip and search on our computer for the document to attach.

Attaching a signature file to your e-mail:

Be sure to also attach a signature file that tells a bit about you and your business if you own one. It's a text file that simply shows up at the bottom of every message you send out! If you do it right, the customer can even click on the link to your website, and be taken to your page.

Sending the e-mail to more than one person:

What if you wish to send the message to more than one person?

That's not a problem, just be careful how you do so. In most e-mail programs, you have the option to send e-mail to more than one person, and the system will have the option of sending it CC or BC.

If you wish to send an exact CARBON COPY of the message to another person and want the first person to know that you have done so, use CC, which stands for CARBON COPY.

However, if you want to send a copy to another person or persons who need remain anonymous, PLEASE, PLEASE use BLIND CARBON COPY, which means they get a copy too, but nobody but you knows that you did so. This is very important for many reasons.

One is that you simply don't want to send everyone's e-mail addresses to everyone on your list because many people do not want their e-mail addresses shared. You also don't want to send your list of customers to someone else. I've had Internet marketers send me their entire customer list by making this one silly mistake. I've even made it myself one time early on to be quite honest, but you can't afford to make that mistake very often, if at all.

EXAMPLE To: BCC jddavin@yahoo.com

Which programs should you use for your e-mail program?

It all depends on your goals and what type of Internet Service provider you use. If you use one of the specialized ISP packages that do not allow you to have your own e-mail POP (point of presence) account, you may be stuck using their e-mail program only.

If you are not a heavy Internet marketer, and need a powerful e-mail tool that helps you store, sort and send out newsletters to your clients, Microsoft Outlook or Netscape Communicator will do well for you.

If you're wanting to become a serious Internet marketer, you need to explore other options, such as Postmaster. [Postmaster](#) is an excellent contact manager program, as it is combined with an automated e-mail newsletter manager.

Please join us in our members area to discuss the options further.

Another way to communicate with your fellow Internet users is to create your own web site.

Creating your own web site on the Internet (and making money if you desire).

We'll cover that concept in the next book in our series of books. Then Internet marketing after that. But let's learn about the future of the Internet first.

The future of computers in society and business.

Now here are a few quotes about doing business on the Internet in the future.

"Where else (but on the Internet) can you open a new store or second location for your business at a fraction of the cost of a brick and mortar building, be open almost overnight, be open 24 hours per day, 365 days per year, reduce your overhead, reduce the number or required employees, market your product inexpensively to millions, accept credit card payments electronically, drop ship products you don't even carry in your inventory the very next day, mine customer data to create latent sales, and possibly become a millionaire?

Only on the Internet!"

John Davin 2000

"In 2002, there will be two kinds of businesses, those that are on the Internet and those that are out of business.

Bill Gates

Even Bill agrees with me! But I must make one note about this quote. Although it is now past 2002, I think we can all agree that there are a few businesses that are not on the Internet. But the point is most businesses will be on the Internet soon, which is a valid one.

Working and training others via the Internet and working from home!

Here's one of my favorite quotes. "I simply don't want to quit working just because I am not at my office's physical location, or because I did not bring along my computer. Wherever I have access to the Internet, I have access to my office!"

John Davin 2000

Of course this concept is not new. I was able to connect to other computers way back in 1981 with 300 baud modems. In fact, we have always been able to control computers remotely via phone lines and modem. However, the systems were usually slow and tied up 2 expensive phone lines, one on each of the computers. So it was not a viable solution and certainly not used by the average computer user.

With the advent of the Internet however, that has changed. We will certainly see all applications Internet enabled in the near future and we will have more freedom to use our computers wherever we want. This will mean more options for us for where we want to work and when we want to work. Many of us will work from home and have a more flexible lifestyle. Many of us may never even meet our bosses or go to an office. Many more of us will even be self-employed, selling our wares directly on the Internet.

In fact, I believe that some day, the computer will replace the phone, even for sales calls and other uses such as training. We will make our sales pitches from our computers, like we do from the phone today. We will demonstrate

products and services live through a website on the Internet, complete with sound and pictures. We will even be able to operate the customer's computer from our computer, so we can take the customer to our web site and show them what we want them to see, learn or order, or do.

Did you already know that software is already available today? Well it is and we'll tell you all about it and how to use it. We'll also use this software and the Internet to allow others to access our computers to install new software, make repairs to our computer and more. One of the best uses will be showing us how to operate our computers, but that's for a later book.

For now, let's look at one example of this type of software from [Talking Communities](#).

Of course we've just touched upon what you can do on the Internet, so we have at least 6 books for you to read, covering an introduction to computers, an introduction to computers, sources of free software and Internet services, an introduction to web sites, creating your own web site, and marketing your own web site. We've even written a book on that covers almost all of our topics that is all about automating your life with your computer and the Internet.

Because goal of this this book is to show you how to turn the Internet into your new office, we have to review how the Internet will affect you in the future. We know the Internet will change the way we communicate with friends and relatives. We know we will watch movies on our computer and even have computers in our cars to tell us how to get where we are going. We know we will use the computer to find just about every bit of information we ever need.

But the major changes will be within the way we shop and purchase products and services as consumers, and how we sell those products and services as vendors. The customer will benefit from more information about their purchases, a wider selection of vendors, products and services, as well as lower costs.

Many businesses in the future will use the Internet to increase their market share and profits using the Internet, others will close their doors when they are not able to compete. Businesspersons who are Internet savvy and make the right plans and follow through will make huge amounts of money, regardless of age, sex, race, education and other socioeconomic factors. The Internet levels the playing field for all persons. Stated simply, a person in a spare bedroom with a powerful computer and the correct business tools can present itself on the Internet as a huge corporation, and can in some cases offer better service and products than the large corporation, and even make more money!

If you are not on the Internet in business today, you are losing money every day and you may even have a hard time even staying in business.

If you are interested in the rest of our series of books on computing and computers in business, please be sure to visit [here](#).

BOOKS BY JOHN

This is the end of the chapter on the Introduction to the Internet, and my view of the Internet. As you know, I've turned my computer and the Internet into my new office, I hope you are ready to explore ways to implement what I've learned of the Internet into your life and business.

Let us move on to the next book and learn all about web sites!



J.D. Davin

About John Davin

John Davin is a self employed computer consultant for nearly 20 years. He has written over 20 books for the computing industry. MyNewOffice.com is his personal website that offers Internet resources for small businesses, from startup advice to low cost Internet Marketing. Mynewoffice.com is mainly targeted at small businesses and Internet marketers looking for new, cost effective ways to market their products and services.

Mr. Davin enjoys helping computer users make the most of their computing experiences, and is available for speaking engagements for your group or club.

You can contact John at jddavin@mynewoffice.com or visit him at his website for his new office, <http://www.MyNewOffice.com>

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For information, contact John E. Davin, jddavin@mynewoffice.com

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