

HOBBY news & notes

Turning Hobbies Into Online Careers

(NAPSA)—They say if you have a job you love, you'll never work a day in your life. More and more Americans these days are finding satisfaction in deriving incomes from their hobbies.

"The great thing about today's e-commerce market is that it actually offers the everyday person a way to make money selling goods and services they love," said Sean Guy, director of customer service for e-services company StoresOnline.

Guy points out that when people take advantage of the marketing possibilities on the Web, they can be making money at any moment while they're asleep, out for a jog or off playing with their kids.

Many people have taken their hobbies and found they may actually have marketing potential. Guy offered three examples. First is a successful online merchant who loves to fish. Prior to becoming a customer of StoresOnline, he had spent his entire career in the electronics industry. Now he is also one of the Internet's leading sellers of Pflueger fishing reels.

Another success is a man who enjoys the discipline and exercise he gets from martial arts. With StoresOnline's help he built a Web site selling judo gis—outfits—nationwide. His family also sells beauty products, and he has built a second Web site dedicated to selling hair and beauty products online as well.

A third client wanted to make T-shirts for fans of his rock band and in the process established a Web site to sell silk-screening kits on the Internet. Today he is one of StoresOnline's greatest success stories, averaging more than



Experts say choose a career path you love and you'll find your job feels easier and more financially satisfying.

\$500,000 in gross revenues each month.

Guy explained that online sales require hard work and consistently smart marketing, and that some people prefer to keep work and pleasure separate. Additionally, success depends on the quality of your product or service, your marketing and efforts. There is, however, a wide-open and growing market for people to sell online.

"It would blow your mind to see the variety of things being sold on the Web," Guy said. "People want to buy all kinds of stuff, so finding something that meets a current demand is the real task of online sales. These results aren't typical, and individual results will vary based on product, price and promotional efforts, but a lot of people find it very gratifying to make money by marketing their favorite products or services online."

For free tips on how to set up a Web site to market your favorite product or service online, visit www.storesonlinepro.com/hobby.