Title:
Reselling Web Conferencing Services: How To Profit From The Coming Boom In Web &
Video Conferencing

Word Count:
521

Summary:
If you want to make money in an online business, then you need to find a product
or service that is fresh, up-to-date and that hasn't been beaten to death with
hundreds of copy-cat affiliates. Web and video conferencing are relatively new
applications, and becoming a reseller of online conferencing services could be a
good way to start up or add to an already existing online business. Let's take a
look at the prospects for this type of online enterprise.

First of all, web...

Keywords:
video conferencing, web conferencing, video conferencing software, web
conferencing software

Article Body:
If you want to make money in an online business, then you need to find a product
or service that is fresh, up-to-date and that hasn't been beaten to death with
hundreds of copy-cat affiliates. Web and video conferencing are relatively new
applications, and becoming a reseller of online conferencing services could be a
good way to start up or add to an already existing online business. Let's take a
look at the prospects for this type of online enterprise.

First of all, web and video conferencing is an up-and-coming field of activity.
Business is becoming increasingly globalized and many companies now have staff
or clients located in distant locations, sometimes in other countries or on
other continents. Online meetings are being used by some of the leading
enterprises, but there are many more organizations that have not even begun to
take advantage of web or video conferencing.

This is a huge market waiting to be tapped, and with the increasing penetration
of broadband use both in the workplace and at home, the market grows larger with
each passing month.

Just as there are relatively few companies using web and video conferencing,

there are comparatively few resellers or affiliate sellers of these services to compete with. If you would like to get into this business then you should do an online search for web conferencing resellers or affiliates, and choose a program that you can effectively handle.

Typically, affiliate programs for these kinds of services are easy to enter. In many cases all you have to do is sign up and get an affiliate code or url and paste it onto your website and you are in business. However, if you want to be an effective affiliate for web and video conferencing, or for that matter, any other product or service, the best way to sell it is by using it yourself and really knowing what it is all about. Only then can you truly recommend the product in a convincing way.

A step above an affiliate is to become a reseller. Usually this requires a comprehensive training in the web and video conferencing system and there may also be an entry fee attached to becoming a reseller. Whereas affiliates simply refer potential clients to the conferencing service, Resellers are responsible for signing up the clients themselves. The advantage though, is that a reseller is likely to get a higher percentage of the signup and monthly subscription fees paid to the conferencing service by his or her referred clients.

If you are successful as a reseller then you will earn a residual income for as long as the people signed-up by you subscribe to the conferencing service.

Whether you decide to become an affiliate or a reseller, the key to cashing in on the coming boom in online conferencing is to study the market, know the product thoroughly and then place it before your web visitors or mailing list audience in a compelling and convincing manner. Another key factor to success is to make a timely move, a product or service that is "new" today will be commonplace tomorrow.