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Easy Business with Online Forum

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Written by Azree Hanifah and Zamri Mohamad, this book is for all levels of society, especially those who belong to the nine main categories, namely local small businesses, public and private higher education institutions, those who are interested and planned to do the business from home, housewives who want to earn money from home by selling on the Internet, employees who want to earn extra income selling on the Internet, Disabled or disabilities group that make the Internet as a medium to make money, those involved in selling physical products, digital products and services, those involved in the management and construction of entrepreneur training under the Ministry agency covering TEKUN, MARA, BPMP, SME Bank, Bank Rakyat, SKM, MSM and PKEN, workshop participants of website kursusperniagaan.com, iklanjualan.com and bengkelblogshop.com. The book is divided into 4 sections containing 23 chapters.

In some of the earliest book in the Internet marketing series published by PTS Professional, the authors cannot describe in depth about the drop techniques and selling into practice to the traders selling on the Internet. It is a method of marketing and sales in Internet forums. To first-time readers knowing the Internet forum, Internet forum faces

featured in this book. Forum on the Internet has become one of the methods for the authors to promote their business. The authors are experimenting to see the effectiveness of it. The authors conducted a number of experiments in which the first Internet forum is selling other people's products, sell their own services and sell their own products.

In order for the authors to sell other people's products in the forum, the authors chose to sell a book titled *Make Money with Catfish*. The book selection has nothing to do with the skill of the authors. This is the result of making the forum a promotional medium. Imagine if we have a product that can be sold like this. In order to sell services in the form of workshops, the authors chose to promote writing workshops during the school holidays. The authors attempt to promote in the forum about residential houses method, which were rarely followed. The effect of using residential houses, the authors found it attracts customers. The authors writing workshop is discovered by the mass media. On the day of the workshop, the reporter and the cameraman attend and cover the event. Although the authors only having a small workshop without any big names in it. Imagine if we sell a product that is unique and newsworthy to attract the attention of newspapers, magazines and television coverage. It happens beyond our expectation.

In order to sell the authors' product, they decided to share part of the contents in the forum. What happens is other forum owner shaped tip that the authors shared and placed in their main blog. It makes more people recognize the authors' product. They searched in bookstores and on the Internet. It happened twice. Imagine if we sell products that help owner's forum. He became ambassador to our products voluntarily. Small traders in the forum consisted of two groups, the first group is dealers who have either a blog, website, social media accounts such as Facebook and e-mail address and the second group is a group of traders who only have e-mail only. They do not know about blog, website and are not enrolled in social media.

Both groups have managed to make a sale in their own way. The first group makes it as a forum to attract customers to their blog, website or social media that contains dozens of photographs of their products. These groups draw their members to the forum. The second group makes their forum as a market. They tied selling there. They rely solely on e-mail as a medium of communication with customers in the forum to read about their products and services. Both groups using Show Don't Tell strategy to attracted one by one customer. This book is written for readers who are looking for ways of how a forum can help promote and sell their products. This book will reveal how Show Don't Tell strategy was used many times by the dealer on the Internet. This is an important book on readers that using Internet all-time at home. The book also became an advisor to business readers.