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**Finding An Online Business Is A Snap- But Will It Be The Right One Consultant Warns? -Customizing a Search Can Provide Some Important Direction-**

*This important announcement explains the simplicity in finding a home based business opportunity, but also warns about many false promises. Hear how one marketer explains what this actually means and how to find one that will put more profits in your pocket.*

**/24-7PressRelease/** - SAN ANTONIO, TX, June 19, 2008 - Finding your own online business does not have to be a chore. With high-powered search engines like Google and Yahoo, you can locate business opportunities on the Internet without any trouble, particularly online businesses. For instance, let's search for a nutritional business. In Google, you would type in "nutritional business opportunities" or "direct sales opportunities" as the keywords to the search. Below each indexed page link should be a brief sentence or two detailing what the page entails. Once you find a description that explicitly states that the site is providing one of those opportunities, click the link. You should be directed to the page. Finding an online business opportunity is as simple as that.

Unfortunately, what you see might not really be what you want. Some opportunities might be a type of affiliate program or a multilevel program. If this is what you are looking for, take a close look at the website. In order to qualify as a real Internet business, a functioning website should have, at a minimum, an explicitly detailed service provided and a means of business contact (usually e-mail). If the business deals in product distribution, usually a shopping cart feature will be active. The same would apply to a direct sales business model. Certainly you want to see a business opportunity that is embedded in a fully functional, professional website. If you are searching for an online business opportunity, the website must be attractive, fully functional and clearly express the opportunity as well as the product.

While sites like Google do their best to index pages that are complete and fully functional, sometimes incomplete or under-construction sites appear in page listings. Using a discerning eye and some knowledge of business should help you decide if the site you have located is indeed a real Internet business. But, even if that were true, that would be only the beginning of your query. As Bert McClure, owner of "The Home Business Executive," says, "Many very attractive websites are developed for multilevel companies and affiliate programs. Sometimes it is the graphics and web design- and sometimes just the copy. But finding a company that can present itself properly on the web does not mean it is good for you. In order to find that out, you need to carefully research the company, its track record, its credentials and talk to people who are working it. Only then can you have the remotest idea what is valuable. Remember what happened to Snow White when she bit into that beautiful, luscious looking apple? The online business opportunity marketplace is filled with such apples. Very easy to find and simple to chew on. But what happens later could be disastrous for you and your family."

For more information on finding the right home business and mentor, visit Bert McClure at <http://p31.TheHomeBusinessExecutive.net> or contact his office at 210-857-7271

Bert McClure, LLC, also known as "The Home Business Executive" is a home business mentoring and opportunity program. We focus on assisting brand new and veteran internet marketers build a rock solid business from home. For further information, please contact us at (210)857.7271.