

## When Is It Time?

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Still wondering whether to launch your business into cyberspace? Here are five signs it is time:

1. Your competitors are already online.
2. Customers ask for your site.
3. You need to reduce overhead. Selling online allows your business to expand without adding inventory or rent.
4. You want to increase sales.
5. You want to reach a new segment of the market, possibly outside your area.

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*45 percent of small businesses with a Web site use it to sell goods or services over the Internet.*

*Source: NFIB*

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