

## Brian Katzen's Book Explains How To Succeed In The Realm of Online Internet Side-Hustles

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**Sydney, New South Wales Sep 25, 2022 ([Issuewire.com](https://www.issuewire.com))** - Most people who try to start an online business quickly realize that it's not as easy as they thought. When in doubt, go with the crowd; they obviously know what they're doing! The instinctive comfort and security of being anonymous in the midst of the herd is the foundation of the Fear of Missing Out (FOMO).

However, according to Brian Katzen's recently released book [Starting Your Online Side Hustle - Top 10 Secrets to Making Money in Your Internet-Based Business](#) for sale on Amazon.com, attempting to start an online side hustle without a plan is a doomed strategy. Most shoppers base their buying decisions on the online reviews of their peers more than they do on the information provided by the company. According to Google, 90% of buyers only look at the first page of a search, 67% look at the top five results, and only 6% go to page 2.

"There are so many online people claiming to help you make money from internet-based side hustles, but unfortunately, many of them exaggerate or don't tell you the full story," said Brian. "This book cuts through the clutter and provides honest information about the most important steps you can take to turn

your idea into a successful online business."

Since the COVID-19 pandemic, a record-breaking 10 million new businesses have started in the United States alone, 70% of these new businesses are online side hustles. Unsurprisingly, a recent survey showed that over 50% of these side hustles make no money! Brian's book contains actionable information that anyone can start using today to build a successful and profitable online side hustle business. He explains why not all businesses can make it and breaks down how to avoid falling into the trap of trying to launch a business too early, which can destroy a business's chances of success.

"Making money on the internet in this market is not easy, but it's doable," says Brian. "Once you understand the fundamental rules you need to follow to be successful, you can have confidence that you'll be able to reach your goals and succeed with your online side hustle business." Several factors determine success, and he shares his top ten secrets gleaned from his many years of professional business experience and his side hustles.

### **About Brian Katzen**

This is Brian Katzen's fifth book. He writes with the busy reader in mind, keeping it factual, to the point, and straightforward. He's had his side hustles almost his entire life, from photography to exclusive dessert catering to starting his accounting practice! As a result, he recognizes their potential as a means of earning extra money to help people achieve their goals. Brian Katzen works as a professional accountant and MBA-qualified business consultant specializing in the small business sector during the day. He taught business management, accounting, taxation, and business studies at universities and colleges. Brian draws on his many years of professional and business experience, particularly with his side hustles, in writing "Starting Your Online Side Hustle."

### **For more information**

For more information, please visit [Starting Your Online Side Hustle - Top 10 Secrets to Making Money in Your Internet-Based Business](#) or visit Brian's website <https://infomaxpublishing.com/>.



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