# 7 Reasons to Choose an Online Business Model

Setting up and online business is becoming known as the best way to achieve success quickly. Using other models often involves more risk with longer time horizons. There are numerous advantages that an online business has over other models, and here are seven of them.

## **#1 - It’s Cheaper**

By setting up an online business, you have almost no upfront costs. It is free to create a website using a service such as Wix, and all that you pay for is hosting. In contrast, setting up a physical business requires significant expense and possibly even a loan.

## **#2 - It’s Easier**

With online businesses, you can make heavy use of automation and software tools to make your life a whole lot easier. You can automate email responses, social media posts, and marketing efforts. You can also let freelancers do the work for you.

## **#3 - It’s Open 24/7**

Unlike physical businesses, online outlets are open 24/7. This means that customers can purchase from your site or read your blog at all times. You can also work whenever you want, on your schedule. The site is never closed. The people you hire to complete projects can also work while you are asleep or relaxing.

## **#4 - The Audience is Global**

With an online business, people can look at your site from anywhere in the world. According to all the latest statistics, more and more people are going online for purchases. This means that you have a massive audience and many ways to reach them.

## **#5 - It’s Easier to Scale**

Online companies are often far easier to scale compared to physical outlets. The site capacity can be easily increased to accommodate increased traffic. You can also use paid search methods to gain traffic. And with eBooks, courses, and software products, it does not cost anything to duplicate them and keep selling.

## **#6 - Speed**

Online businesses can grow very rapidly with the right marketing methods. Once, it would take decades to become a millionaire or years to simply acquire a good income. But it is possible to earn a good income using the online model is a respectable time frame.

## **#7 - Freedom and Flexibility**

Online businesses are so much easier to manage as there are more options available. Brick and mortar companies are limited to the people in the immediate vicinity in terms of customers. And they are limited to the skills of the employees that they hire. With online businesses, there is more that you can do to expand the business and it is possible to hire freelancers on short term contracts.