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Have you ever wanted your small business to reach a larger market? Of course you have, and selling your products online is one of the easiest ways to do that. Whether your small business is in the start-up phase or has been flourishing for years, using online shopping sites like Amazon and Etsy can do wonders for your business.

You might be thinking, â€œWhy donâ€™t I just sell my products on my own website?â€• Because you hav much bigger opportunity to build your brand and make some early sales on websites that have a proven following. Letâ€™s look at what some of your options are when it comes to running your small business online:

Weâ€™ve already mentioned that using your own website might not be the best strategy early on in your small businessâ€™ life. Once youâ€™ve developed yourself with a proven product and have loyal customers, your own website could start experiencing a jump in traffic.

Until then, try out these various online e-commerce websites.

â€¢ Kickstarter: Does your small business have the next great idea that no one knows about? Kickstarter might be the website for you. Kickstarter is a crowd-funding website for creative projects that range from gadgets for your iPhone to artwork for your wall. If visitors to the website think your product is valuable to them, they can give you as a little as a $1 to acknowledge your product or as much as $5,000. The more one pays, the innovator of the product typically gives them a product and a few extras.

â€¢ Amazon: Amazon is the internetâ€™s top shopping center. If you can think of it, Amazon probably sell it. But how can it help your small business? It gives your products an exposure to a large audience â€” something that any small business owner canâ€™t complain about. But beware of fees. Everything you list and sell on Amazon, similar to eBay, you will have to pay seller fees.

â€¢ Etsy: Etsy is an e-commerce platform that hosts small business online storefronts. If you visit the site, youâ€™ll see a large amount of handmade and vintage items, but you can almost sell anything on the site. Itâ€™s mission statement reads, â€œWe endeavor to inspire you with the imaginative, the durable the forward-thinking, the lovely, the comforting, the provocative.â€• If your small business does that all of that and more, then look to Etsy to help your accelerate sales.

These websites are great, but how will you receive money? If youâ€™re not tech-savvy enough, is there an easy solution? Of course there is. The easiest way to accept money through an online business is PayPal. The online payment website lets customers simply pay you either by a credit card or their bank account and takes the headache out of developing a tool for your website to accept payment. While there are fees for receiving payments through PayPal, the time youâ€™ll save is worth the money.

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Itâ€™s always the right time to move your small business online. The world is becoming more mobile

every day and your small business canâ€™t fall behind. You donâ€™t have to be a computer genius to bri
your small business into the 21st Century. By leveraging existing e-commerce websites (such as a
Etsy) with proven following, you could soon reach a much larger market.

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