

Lessons From Birds That Don't Fly Can Help Your Online Profits Soar: An Interview With Steve Warrington

Audri: Welcome Steve. I'm a real fan of Ostriches On Line — and I'm really looking forward to doing this interview. I'm especially excited about talking with you because you've had tremendous success by focusing on a very specific target market. When most people think of the Internet and what types of products will do well, ostriches and ostrich products aren't the first things they think of. <g> So, let's start off with: How did you first get into this? And what inspired you to create Ostriches On Line?

Steve: My dad needed an outlet for his livestock in the UK. He needed some animal husbandry help and markets for the products. I thought the Internet would provide the answers and, on learning there was virtually nothing out there, I decided to seize an opportunity. I quickly discovered that ostriches are very resourceful animals.

They produce a very healthy, low fat, low cholesterol and low calorie red meat which is ideal for any healthy diet. There is virtually nothing of the ostrich that is not used during its normal processing. It grows faster and eats less by ratio than any other land animal anywhere in the world.

Ostrich leather is the strongest commercially available leather, as well as being extremely beautiful and exquisite. And, of course, the feathers are the only ones in the world that actually *attract* dust rather than just move it around.

Ostriches are free range.

They can produce anywhere from 30 to over 100 eggs per year per female and, I believe, they will become a worthwhile source of meat for the future.

We are at the same stage of the market as the turkey market was in the 1920s and 30s.

So I see a great future, with an animal that is certainly not endangered and can

fulfill and provide an alternative healthy food with virtually no impact on the environment — something that the cattle, pig or poultry industry cannot remotely hope to achieve.

Audri: Can you tell us a little about your business?

Steve: Currently we are 100% Internet. We attract both grass roots farmers as well as entrepreneurs like myself who are looking for up-and-coming markets. We have to cater to both clients who know their way around the Internet, and those who are very cautious about computers.

Over 25% of our more than 10,000 newsletter recipients have actually bought stuff from us. And these people are all over the world.

We offer a full range of reference material — books, videos, software, training courses, consultancy, as well as ostrich meat, leather, feathers, Exotic Ostrich Oil Skin Care cosmetics, decorated eggs, feather dusters and many new products are being added frequently — all ostrich-related.

And, of course, we sell live eggs, chicks and other livestock — either our own or we broker them on behalf of other farmers.

Audri: That's quite a lineup, Steve. What is your role at Ostriches On Line?

Steve: I handle all specialized email — quotations, special requests and so forth, and I organize the larger container-sized shipments as well as the movement and logistics for the livestock. I generally do the advertising, PR and sales via the Internet and I still write the Web pages. And I edit the newsletter.

Then, after a quick lunch, L... :-)

Audri: <bg> Ahhh, the joys of running your own business... Tell us, what was your initial Internet marketing strategy?

