THE TECHNOLOGY EDGE
CYBER FORUM

In just a week, Bill Spurlock taught himself to program for Net providers.

Net Revenues
Make a Profit on the Internet

COMMERCIAL USE OF THE INTERNET IS booming, and the novelty of the medium has created a level playing field with abounding opportunities for entrepreneurial thinkers. The most promising areas for these Interpreneurs are the World Wide Web (WWW), e-mail, and information services.

On the Web, the multimedia subset of the Internet, users can jump from one page to another -at times traveling halfway around the world without even noticing- by clicking on an icon or a word. The Web has grown from just 100 servers in May 1993 to some 22,000 at last count, and the demand for WWW designers, developers, and programmers has, consequently, gone through the roof.

Bill Spurlock, 39, a WWW designer in Atlanta, receives three or four requests for his HTML (Hyper Text Mark Up Language) programming and designing skills per day. He taught himself HTML in less than a week, after signing up as a Beta-tester for Internet service provider Mindspring. His online experience at the time was limited to some dabbling on the commercial services.

When Spurlock started Wonderland Graphics, he designed WWW pages for Mindspring at a discount and, in return, asked the company to recommend him. He eventually landed clients such as the Doubletree hotel chain. Working from home, Spurlock now makes twice the money he earned as a food service manager at Emory University.

His words of wisdom for new HTML programmers? "Spend time looking at Web pages, pick the ones you like, and study the code and why it works."

INFORMATION HUNGER

Other area where there's always a huge demand is information about the Internet -in every type, shape, and form: Internet books are consistently best-sellers. Internet magazines are flourishing.
Christopher Sherman, 28, left his job with a multimedia newsletter to publish his own newsletter. But when his research showed there was a need for a daily newsletter with up-to-date information on the rapidly evolving new media industry, Sherman launched *Multimedia Wire* from his apartment in Silver Spring, Md.

He uses e-mail and fax to deliver industry news promptly, and after less than a year, *Multimedia Wire* employs three people and is the leading news service on interactive entertainment. *Multimedia Wire* has several thousand subscribers who pay $445 for a year's coverage.

Another Internet entrepreneur who uses the speed of e-mail as an advantage is Michael Terpin of The Terpin Group in Marina del Rey, Calif. He founded *gina* (global internet news agency), a public relations service for high-tech journalists.

Chris Kitze, president of Point Communications Corp., based in New York, alleviates the information famine with a WWW page devoted to Web reviews and a guided tour of the Internet. He wants his site (http://www.pointcom.com) to be the *TV Guide* of the Internet and has been able to attract four major national advertisers -Prodigy, Dealernet, Southwest Airlines, and Zima -in just four months. "It's exciting to work in a new area and pioneer something," says 36-year.; old Kitze. "It's like solving puzzles no one has solved before."

Spurlock, the HTML programmer, echoes Kitze's enthusiasm. "I can't re- member a point in my life when I have been more happy with my job," he says. "It's very nice being my own boss."

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