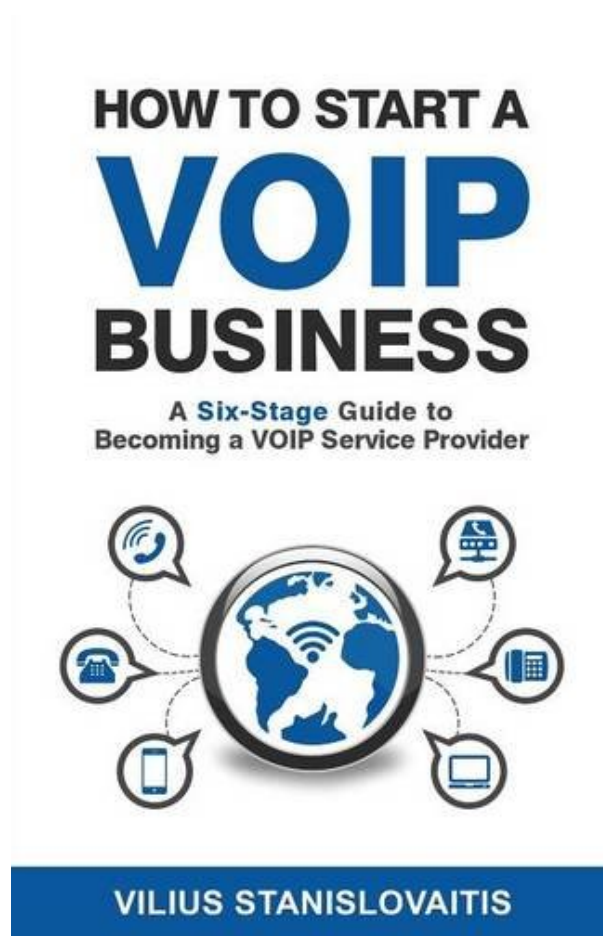


HOW TO START A VOIP BUSINESS: A SIX-STAGE GUIDE TO BECOMING A VOIP SERVICE PROVIDER BY VILIUS STANISLOVAITIS



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A **Six-Stage** Guide to
Becoming a VOIP Service Provider



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About the Author

Vilius Stanislovaitis has been working in the telecommunications industry for nine years. In his most recent position, he helps startups and service providers manage a VoIP business more efficiently. During his career, he has worked with thousands of entrepreneurs and VoIP business owners from 90 countries. Frequent questions from startups interested in launching a VoIP business and the fact that there were no books that would explain this topic inspired the author to write a book **How to Start a VoIP Business: A Six-Stage Guide to Becoming a VoIP Service Provider**.

It the first book which explains in plain English how to become a VoIP provider and start different services, based on VoIP technology. An interesting fact is that the publishing of this book was successfully funded in Kickstarter by its readers: 200 supportive people, including VoIP entrepreneurs and telecom business owners from 35 different countries.

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How to Start a VoIP Business: A Six-Stage Guide to Becoming a VoIP Service Provider is the first book which explains in plain English how to become a VoIP provider and start different services, based on a VoIP technology. This simple six-stage guide will give you the know-how of launching services, such as:

- Mobile VoIP
- Callback
- Calling cards
- Call shops
- Residential VoIP
- Virtual PBX
- SIP trunking
- Wholesale transit
- Call origination
- Call termination

By using this step-by-step guide you will learn:

- What VoIP (IP telephony) is and how it differs from traditional telecommunication services
- How VoIP is regulated in different countries
- What VoIP-based business models and services you can launch
- How to choose which service has the high potential in your market
- How to identify your target audience for VoIP service
- How to choose between VoIP reseller and VoIP provider
- What is a softswitch and why it is considered as a key VoIP platform
- How to select infrastructure for VoIP business
- How to find VoIP termination provider
- How to find other partners and suppliers for VoIP operations
- How to properly launch VoIP services
- How to adjust and grow your VoIP business

To make the complex simple, the book is divided into six informative, but easily readable chapters. The labels of sections are defined clearly and can be skipped by those who are already familiar with the material.

- Understanding telephony. It is an introduction for those who are new in telephony. This part explains the evolution of telecommunication industry and how it has changed during decades. You'll also understand the benefits and value drivers of VoIP and how it differs from the traditional telephony.
- Choosing a VoIP service. There are many services that can be provided by using VoIP. This part reviews different VoIP-based business models and services.

- Deciding on a business model. There are two levels in VoIP that you can choose from: reseller and service provider. This part will help you to understand your strengths and choose the right business model. Besides this, you will learn how to define your target audience.
 - Softswitch selection. Softswitch is the key platform which connects calls between clients and providers. This part explains how to build a solid infrastructure and what components are needed to run different types of VoIP services. The content is not too technical, all terminologies are explained well, so it will be easily understandable by a regular reader.
 - Finding partners and suppliers. To run VoIP business, you'll need to select multiple partners that will provide you different resources. This chapter explains, what type of partners and suppliers you'll need in VoIP business.
 - Launching your service. It explains how to organize sales and marketing, how to define your ideal client and how to begin business with the minimal resources. You will also learn the most common operations that are handled by VoIP providers daily. In the end, you'll find some extra suggestions that will help you to adjust and grow your business.
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Most helpful customer reviews

2 of 2 people found the following review helpful.

Professional approach

By Amazon Customer

Great book for anyone who wants to understand the inner workings of a VoIP business.

The great thing is that the author has experienced probably every detail of the business A-Z so you can be sure that every word

that has been put into this book has been thoroughly thought out.

2 of 2 people found the following review helpful.

Best guide available

By Amazon Customer

I have been in VoIP business consulting small providers for several years now and I can honestly say that this book is must-have for anyone related to the field. The author of this book is very competent VoIP consultant and his experience with a great piece of advice is priceless.

Not only this is by far the best guide for starters, but it is quite useful for the ones already operating in VoIP, as it is very clear, thorough and helpful. It covers perhaps every possible topic very deeply and helps you understand, how to successfully run a company. Obviously, this book alone does not guarantee the success, but it contributes to it big time - having read this should grant the reader enough knowledge not to struggle as many people in this market may do!

I strongly recommend this book for everyone who's considering a move to VoIP market. Consider this book the Bible of VoIP

2 of 2 people found the following review helpful.

That was a really pleasure to read this book and ...

By Amazon Customer

That was a really pleasure to read this book and recall exciting time when we started VoIP provider. We could avoid a number of mistakes and save time if had an opportunity to read a book before business was started. Even after a few years in VoIP industry I found a few new things in a book.

Founder of Australian Phone Company, VoIP provider Australia.

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