

Making **WEB** MONEY

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION » RECREATION

ONLINE MARKETING MAGAZINE

APRIL 2012

A Practical Method To Selling Customers What They Want

p.11

Aha Charian



plus

Gadgets

interviews

products

Q and A

HOLLI HARRIS: CREATING TAILORED CLOTHING FOR NURSING MOMS

Holli Harris



Marv Stavans



Feature Interview

Social Media/Marketing Expert and Kodak's former Chief Marketing Officer

Iaff Havlatt



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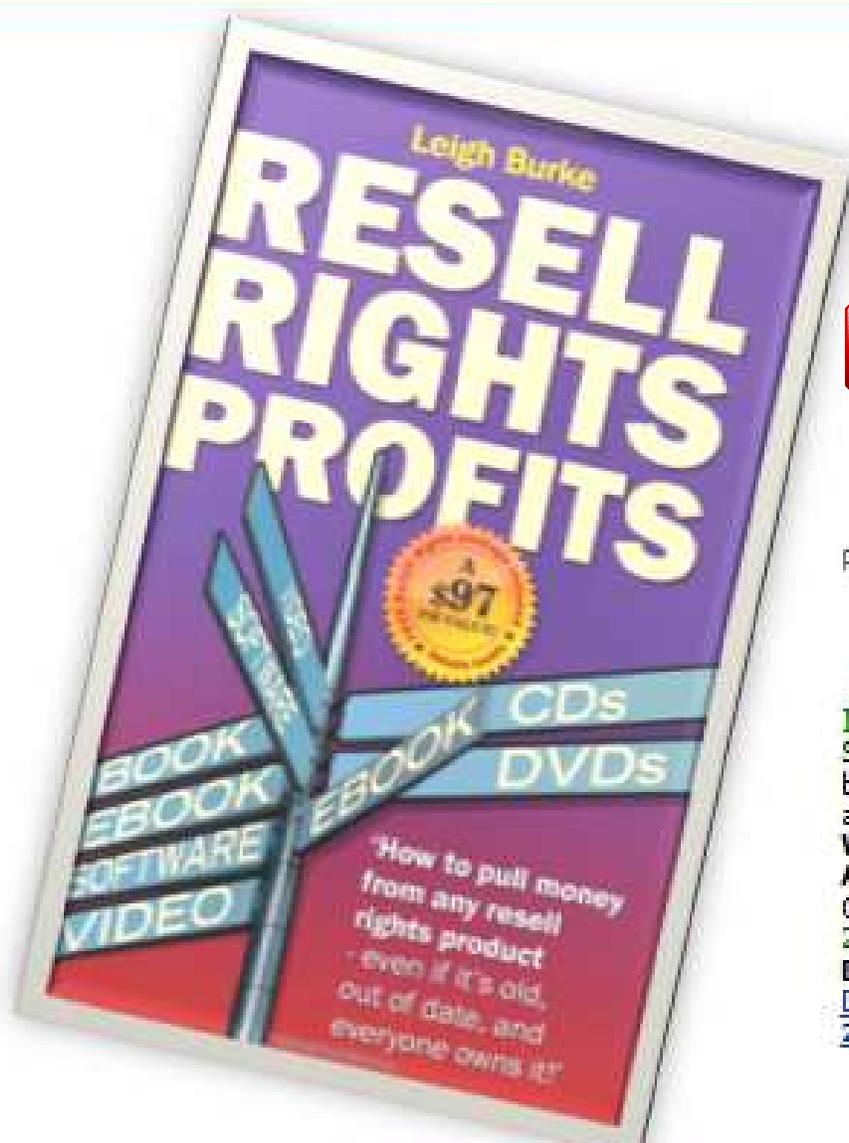
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mwm editors letter



Welcome to the April 2012 Issue of

“Making WEB Money”
Online Marketing Magazine.

We have some great contributions from **Abe Cherian**, **Merv Stevens** and many other innovators contributing some great articles plus success stories like our Lady **Dan Yang: Creator of Tablet for Kids** and more.

We are firmly into the 2012 now, and your marketing efforts should be well under way. You should now be putting into place marketing strategies for Easter as well as other holidays for the second half of the year.

If you haven't had a chance to download our iPhone App, check it out now, as we have recently updated it. Get access to the latest issue of the magazine right from your iPhone or iPad.

I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

Harry Crowder

“
An
economist
is an expert
who will
know
tomorrow
why the
things he
predicted
yesterday
didn't
happen
today.”

-Laurence L. Peter

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Write to me at: harry.crowder@gmail.com

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Making Web Money

Online Marketing Magazine

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Contributors

Various experts in their fields

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TOP EMAIL

How can I make money with mobile marketing?

I hear that to make money in online marketing in the future I should be concentrating on mobile marketing. Just how do I go about cracking into this market? - Jeremy.

There are many opportunities for marketers looking to cash in on the mobile and smartphone trends. The proliferation of apps and the small fortunes made from them are just one indication of this. You should start looking into how to make apps, and the advertising networks available to advertise on smartphones and within apps. -Ed.

Can I make money advertising products on Facebook?

I have some ideas for products to sell via Facebook ads, is this a worthwhile advertising platform? - Jodie.

Hi Jodie. There is no real way to tell until you test your products and ads to specific target audiences. You'll need to do some research and testing before you really find out the potential. -Ed.

How do I deliver my content?

I've begun publishing online and want to know the best format to deliver my content to my audience. The publication is business oriented. - Ken.

There is no one right answer to this question Ken. First of all, you'll need to find out how your target audience digests information. As a general rule, most people have short attention spans, so the more you can chunk your information, the better off you'll be. Secondly, will they be reading it online, on an iPad or smartphone or some other device? Lastly, do they prefer written content with pictures, video, audio, email, blogs etc? This is what you need to find out. Normally a combination of some of the above is the best approach to give people the option to choose how they want to digest your publication. -Ed.

mwm what's on

Did you know: With average of 389 million of internet surfers each month, Asia is the largest internet crowd among other world regions.

Keeping pace with today's savvy consumer means that you must have command of the latest social media marketing tools and know how to deploy them in your marketing strategy. In order to take advantage of the tremendous power of social media, you need to start with a hands-on approach to give you a plan, the tools and the know-how to make these state of the art marketing tools work for you and your organization. This introductory program will give you everything you need to get your organization up to speed in the emerging world of social media marketing.

The Boot Camp is an introduction to Social Media. You'll learn practical tools, techniques and ideas that you can use today to create and deploy your social media strategy.



APR
23-26

Optimization Summit

Mark your calendar to attend the Toronto eMetrics Marketing Optimization Summit April 23-26, 2012. eMetrics is designed for managers of digital strategy and marketing. If you are responsible for the results of your company's website, social media, ecommerce, web intelligence, data strategy, audience research and/or measurement, then mark your calendar to attend this year's Summit April 23- 26, 2012. Digital Cream B2B is a unique opportunity to air specific issues faced by B2B marketers, network with peers across various business focused industries and benchmark where you are within your organisation and what you're trying to achieve.



Email Marketing Training Workshop (Advanced)

DATE: 23 May 2012
VENUE: ETC Venues
LOCATION: ETC Venues, London
DURATION: 9:00 - 17:00

This email marketing training workshop will look at your own email marketing campaigns and give you ideas on how you can increase your response rates and ultimately your return on investment (ROI). The training is full of practical advice and real life examples of how simple changes can have a big impact.

The course will look at your own email marketing strategies and discuss the challenges you are having with campaigns in your business.

what's on



MAY
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←Email Marketing Roundtable

To share knowledge, experiences and best practice on the topic in question, also covers issues, trends and developments. Network with like-minded industry peers.

Typical agenda covers - Market watch, best practice 'Clinic', research and measurement, budget allocation and resource allocation, other key resources.



The Internet is just a world passing around notes in a classroom. ~Jon Stewart

"FORMERLY HOMELESS MILLIONAIRE ASKS THAT YOU
PAY CLOSE ATTENTION
AS HE PUTS HIS TEAM,
MONEY, AND INFLUENCE
TO WORK
FOR YOUR
SUCCESS!!"

**auto
power
blogs
.com**



[!\[\]\(5ebcf382a6ee952d6c5b8b948415801e_img.jpg\) **click here**](#)

Google makes improvements to travel-related searches

Google made improvements to triggering for a variety of flight-related search queries. These changes improve the user experience for Google's Flight Search feature with users getting more accurate flight results.

Google rolled out an algorithm update last February, with no less than 40 changes reported, including improvements to travel-related searches [launch codename "nesehorn"]. According to an official release on Inside Search, Google made improvements to triggering for a variety of flight-related search queries. These changes improve the user experience for Google's Flight Search feature with users getting more accurate flight results. The Flight Search feature was developed in September 2011, to give Google users faster, more flexible, and more useful results for online travel searches.

Another important update for travel operator is the improved local results. Google launched a new system to find results from a user's city more reliably. The new update detects when both queries and documents are local to the user.

There are also a number of country specific updates, including better triggering for Turkish weather search feature; improvements to ranking for local search results; improvements to freshness to surface fresh content in Google results even more quickly than before; international launch of shopping rich snippets; improvements to Korean spelling; more organized search results for Google Korea; refreshed per-URL country information; and more accurate detection of official pages. The complete list of updates, with detailed descriptions, can be found on Google's Inside Search blog.

Most businesses not responding on

A report from A.T. Kearney found that more than 90 percent of businesses using social media marketing do not actively respond to communicate with their customers, despite evidence that active engagement helps businesses improve sales.

While brands are reaching more and more consumers via their Facebook pages, companies are not realizing the full potential of engaging and interacting with these brand fans.

In December 2011, consulting firm A.T. Kearney analyzed the conversations happening on Facebook between 50 of the world's top brands and their fans, comparing their interactions to those in December 2010.

The study found that in 2011, 94% of the 50 top brands' Facebook pages directed users to a one-way communication page, such as a tab or a closed Facebook wall that didn't allow consumers to initiate a conversation. This was up from 91% of the top 50 brands' pages in 2010. Additionally, 56% of those brands did not respond to a single customer comment on their Facebook page in 2011; the same percentage of nonresponses as in 2010.



Quotable:

"A journey of a thousand sites begins with a single click."

~Author Unknown

A Practical Method To Selling Customers What They Want

By Abe Cherian



Almost all of the marketing and referrals we see is based on a numbers list of what you think prospective customers should care about. This is probably why no one responds. Just in case you can't figure out why the numbers game creates no curiosity, and therefore no response in most cases, is due to poor ads and not targeting your market.

Thinking about how you promote your business is the first and foremost objective you should be doing. You must get rid of the illusion that your products, services, or company, or self, are so good that people will be compelled to read about them. The fact of the matter is that no one cares.

It is still a mystery to why we are all trained to believe that, because we think we have such wonderful ideas, and the "best company," and so forth, that everyone is concerned. Anyone who has tried to impress someone with bragging knows that is one of the fastest ways to turn people off.

Try walking up to a complete total stranger and start the conversation with, "Hi. I just wanted you to know that my company has the best track record over the last three centuries, and that we offer more services than anyone else. As a matter of fact, I have been in the business for three decades, and have won every award my company has. How about pulling your checkbook out, and writing me a check for this product".

After the person brushed you off, you might have wondered what went wrong. Is that the kind of phrase that gets people to buy? Could it really be that no one wants your company's products or services? Is it possible that your interrupting someone with your pitch was unwelcomed? Can't this person see how important it is to have a proper representative? What other company could possibly help people as much as I

Not hardly. It might just be your fault. You see, there isn't any law that states that people must think about you, and they won't until they are ready to. So why does everyone send mail, or make calls, or send emails, or run ads that assume prospective customers have been waiting for your pitch? Because that's what you have been taught to believe. For example, have you ever sent out postcards for your product or service that said something like this exterminator said:

(Dear Resident, Owning a home is a mixed blessing. It's probably your greatest asset... and your greatest expense. As an experienced exterminator, I can help protect your home's valuable wood and foundations with professional exterminator treatments. With my services, you'll feel more comfortable living in the house you own...)

These types of marketing pieces are not affective. Here's why. Because you are assuming that your prospective customers care. Because you are assuming they think like you. Because you are saying nothing different. Because you are bragging about yourself without displaying any empathy. Because you are not attracting attention. Because you are stimulating zero curiosity or interest. Because you are trying to convince people of something they don't believe.

If you are interested in getting responses, you might want to try to understand what it is that your prospective customers do think about. Try to get a real handle on what they feel and what they want.

mwm success story

Dan Yang: Creator of Tablet for Kids

By: Isabel Isidro

“

**Work hard,
pay
attention to
detail, and
when you
have an
idea, make
it happen,
fast!**

”

Children are naturally curious, and love to touch and play with everything, including their parents' electronic gadgets. From the time they can grasp an object in their hands, they like to get their hands on their parents' smart phones and iPads.

Dan Yang, a woman telecom professional, had one mission after becoming a mom — how to keep her baby's hands off her smart phone!

But her baby just can't resist her smart phone, and reaches for it when she can. So Yang wants to make sure that her smart phone is child-friendly in terms of functionality, size and ease of use. Most of all, she wants it to be educational. She looked for a technology toy that would help her baby learn, enhance her play, and satisfy her curious fingers but she couldn't find one. She saw this as an opportunity and created her own child-friendly gadget herself.

Dan Yang is now CEO of Rullingnet and the inventor of their flagship product, VINCI Genius Tablet. www.vincigenius.com

Her innovative product won the 2012 National Parenting Council Award and has rave reviews from Moms & Dads alike. The VINCI Genius is styled to look like an adult Tablet but it has a red rosey ring for easy portability and little finger carry. It has a touchscreen (shatterproof and FDA safety compliant), with content that teaches and advances as the child grows. By not having web access there is no worry that children will get hit with Internet ads or inappropriate contact.

Dan Yang has grown this idea into a product and now a small business with a team that is designing additional products for along with the entire process of manufacturing, distribution, retail relationships and 3rd app developers.



Quotable:

“

“The Internet is the first thing that humanity has built that humanity doesn't understand, the largest experiment in anarchy that we have ever had.”~Eric Schmidt

Read our interview with Yang and learn how she developed her product VINCI Genius Tablet

What is Vinci Tablet? Can you briefly describe the product?

VINCI is a new category of touch screen-based early learning systems designed exclusively for toddlers and preschoolers.

VINCI first product VINCI Tab is a mobile touch screen tablet computer created with safety in mind and for the purpose of learning. It features a protective soft-cornered handle made of non-toxic food-grade material and a tempered glass screen.

Besides, most advanced technology – capacitive touch screen, Cortex A8 processor, and Android 2.3, VINCI provides hours of interactive learning through engaging Games, Story Books and Music Videos. These apps are designed according to VINCI Early Learning Objectives, which include three cognitive learning levels.

How did you come up with the idea for Vinci? What inspired you to start your business?

Having found traditional toys for infants generally uninspiring, I noticed my youngest daughter's profound fascination with my smart phone. While I was eager to encourage her newfound interest, I was extremely concerned for her safety, mobility and real learning when she played with technology-based devices. I was worried that she would develop the bad habit of mindlessly and aimlessly flipping through programs without a purpose.

Why did you think that there is need for an early learning system in a tablet format?

Tablets with touch screens do a wonderful job of engaging children—especially young children. Yet, few thoughts have been put into apps developed for learning purposes. Most so-called educational apps may teach some knowledge through rote learning, but few help to build capabilities. For young children, the most important thing is to learn how to learn. That's why with VINCI, I want to not just engage children, but also empower and educate them, all in a fun and inspiring context.

How did you transform your idea into a tangible product? How long did it take and what processes did you do?

As a serial entrepreneur and inventor of 20 some patents, getting new ideas and developing products accordingly is already a habit. It took us merely 10 months to put VINCI's first product in the market. Now we are already pushing out generation II.

What challenges did you face when you were just starting the business?

When I was doing my first startup, I was mainly focused on the technical aspect of the company and didn't have too much practical business experience. In turn, when the market demand came, I was not able to effectively scale the company. By the time I started Rullingnet, 15 years after my first startup, I had a lot of business experience, but scaling the company and making people understand what VINCI is about still presented the challenges.

How are you marketing your products and the business?

We are marketing our products and business through a fully integrated approach including social media, word-of-mouth, community engagement, industry events and conferences, media relations, contests, strategic partnerships and building our online and in-store retail presence.

How do you balance motherhood and your business?

My motherhood is my business in the case of VINCI. Every day, I cook dinner with and play with my young daughter. Ideas for VINCI come from all these moments. I write blogs and post learning tips to help other parents enjoy time with and support their children. It's actually a lot more fun than the time I spent doing networking products, which were unrelated to my family life.

What inspired you to become an entrepreneur?

Entrepreneurship is in my blood. My parents and grandparents were entrepreneurs. They taught me to think differently, to always try to find ways to improve. They showed me how they couldn't settle on mediocrity and that kind of unsettling nature is part of my personality.

I started on my own company when an old boss of mine was ignoring my ideas. Instead of complaining, I quit and tried my own luck. I encourage everybody, men and women to follow their hearts and be empowered to make things happen.

How do you see your business in the next five years?

Over the next five years, we hope to revolutionize early education for toddlers and preschoolers. Often people think education starts from Kindergarten, i.e. once kids are in school. However recent research has shown there is a strong correlation between a three-year-old's capabilities if they start learning prior to school vs. when in grade school. Kids who know how to learn with enjoyment will simply do better and parents are playing critical role without many people realizing it.

With VINCI, we want to help parents by presenting to them a complete ecosystem for early education that they can rely on, saving their time searching for bits and pieces, so they can spend their valuable time playing with their kids.

What lessons can you share to other entrepreneurs?

Work hard, pay attention to detail, and when you have an idea, make it happen, fast!



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MARCH 2012

Is Affiliate Marketing Dead as we know it?

20 Questions Answered by Penny Sansevieri

plus

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mwm ask the expert

Interview with Alan Bleiweiss, Search Marketing Expert and King Of Rant

By Laura Crest

Alan is a widely-recognized leader in search marketing and industry speaker at various SMX, Pubcon and Blueglass conferences when his schedule permits. And earlier this year, he wrote the wildly popular "Site Owners Guide to SEO for Content Writing" which just this week became available in a Kindle edition...



“If that’s your path, go for it. Enjoy it. Just have the courage and willingness to admit it.”

Today we’re honored to share our interview with **Alan Bleiweiss**, the outspoken search marketing industry leader widely known for his unabashed views (and rants). A recognized author, speaker, and character, Alan is now the Director of Search Services at *Click2Rank Consulting* based in Lacey, Washington.

So what led you to the involvement you’ve had over the years with SEO copywriting?

It’s the core principle of my path in the work world. Each aspect of whatever job I’ve done over the years that fits ideally with my passions in life has now built on each previous aspect of previous jobs long enough that it led me to SEO Copywriting as a core area of expertise in my life.

I was writing content (newspaper articles, radio spots, how-to guides, statistical reports...) 30 years ago as head of Crime Prevention at two different bases in the Army, then again managing a real estate company in the early 90s (house ads, agent bios, newspaper articles, company instruction manuals...).

When I got into web work, in 95, building sites, then later managing their development for companies big and small, I found it was faster for me to write the first version of content than it was to wait around for clients to provide it.



Did you know: **97% of Internet users in the US use the Internet to shop**

mwm ask the expert

So from early on in my work life, I've been honing my own marketing communication skills. Especially when, months after a site would go live, it would inevitably still have my writing. Sometimes that was due to clients "never getting around to it", and just as often, they actually liked my content!

Then around late 2000, early 2001, when clients started asking for SEO and I dove in with both feet, it was natural to integrate that into my own content work.

You've described yourself as an "On-Site Forensic" SEO consultant. What does that involve?

When I first came up with that catch-phrase, I understood what it meant in my own mind, yet I hadn't taken the time to put actual words to it. So I've had a lot of time to sit with it and each time I've been asked, I've gotten clearer at describing it.

Forensic SEO is the process of looking all the way into the bone structure of a site (the body) – evaluating all of the components, the environment within which that exists (the competitive landscape), everything that goes into it, and even the relationship each has to the others.

It's then understanding what's working as it's supposed to, and where there's disease or unnatural patterns that shouldn't be there.

You recently joined [Click2Rank](#) as the Director of Search Services: What are your greatest challenges there? In what direction are you heading?

Having come from being a consultant to working in an agency that also has in-house client needs (for our parent company), and also having a team that reports to me has been challenging in many ways.

It literally calls on all my years of experience – not just in SEO, but in project and team management, business leadership, crisis management, finance and budgeting... So many things that come up on a day to day basis that I hadn't ever had combined all in one package this way...

Just one example of the challenges I face is how much I appreciate, more than ever, the responsibility I hold in my hands when it comes to people's lives. My team are humans, with families, and kids, and emotional/psychological/spiritual needs.

That needs to be weighed against the needs of the business – the mission, the budgetary reality, the team cohesiveness, all the tasking and deliverables...

That's dramatically different than when I just had a part-time assistant, and I could take on work or not whenever I pleased, come and go whenever I wanted, work from home as often as the wind changed, and spend the money that came in any way I felt like in the moment...

And we're growing as well. We can't hire fast enough. Which is a good thing, and yet a monumental challenge given our goals. So I'm excited about our future.

To be crystal clear, I feel like this new leg of my journey is the most rewarding I've ever known. And as radically different as my life was just six months ago, I still wake up and routinely thank God and at the same time, can't believe I get paid to do this stuff. I truly am blessed...

Have you any Search Marketing Wisdom to share with SEO copywriters as to what they should be paying attention to?

Always remember that no matter what other signals search engines use to determine ranking or relevance, or topical focus confirmation, it always comes back to the content.

And always remember that no matter how well you've molded the sites' SEO factors, if the content is not first and foremost written for the ideal site visitor(s) and their unique persona(s), you're not following best practices. And you're doing yourself and the company behind the site a disservice if that's going on.

So ask yourself – do I truly care about the site visitor and the site owner? Or am I just trampling and disrespecting them so I can make a buck? Or worse, am I colluding with the site owner to take SEO shortcuts and thus justifying my trampling of search quality just because we only care about money?

If that's your path, go for it. Enjoy it. Just have the courage and willingness to admit it.

Have you any advice for search and SEO folks, in general?

As much as it truly needs to always come back to and factor in the content and the site visitor persona(s), realize that you'll always need outside confirmation that “this page, on this site, really is about this topic”.

Links from other pages on the site, how content is organized within the site, inbound links, social signals, whatever “it” is, the days of having less than ten sites related to any given topic are long gone. So there's got to be a way for ten otherwise identical sites or even ten pages within a site, to be sorted as most relevant.

That's where search engines are continually looking for “outside signals”. And those ways are always evolving because the web is always evolving as an information sharing medium.

So pay attention to those ways. Because when you do, you can stay ahead of the search algorithm curve.

What's your take on all the Google Panda changes?

I love them. Not just because so many site owners have come to me to perform an SEO audit on their site that got hammered by Panda. And not just because I've now helped a number of sites to rebound after performing those audits.

No – I love the Panda changes because myopic SEO is now in Google's cross-hairs more significantly and more consistently than ever.

And Panda, as good as it was, clearly wasn't perfect. So Schema.org had to come out. They (the search engines) had to finally admit, publicly, and loudly, that they suck at figuring out the mess that is the web on their own. That they really do need our help, and that we shouldn't leave it to them to figure it all out. Which some of us knew all along but which the search engines denied before this year.

And Schema is going to be the next iteration of on-site optimization. Which means myopic SEO is going to become even more of a target. That in turn will clean up the SEO cesspool even more. And that tickles me pink.

I Made Up To

\$500, \$600, &

Even \$1,000 Per Day...

**Steve Iser's Commission Crusher
Top #1 Converter On CB**

Earn Up To 100% Commissions And Make up to \$541 a sale. Net EPCs upwards of \$6.10. Promote Commission Crusher Today Learn more by grabbing your affiliate links right now at www.commission-crusher.com/affiliates



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It's Time.

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STEP 1 



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STEP 2 



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STEP 3 



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How to Make Money in Affiliate Marketing

By Merv Stevens

Do you want to know how to make money in affiliate marketing? It seems to be the craze these days, and it's easy to learn.

Not only is affiliate marketing easy to learn, but it can be profitable as well. I am going to share with you some simple methods that you can implement in order to get your venture in this lucrative way of marketing off the ground and moving towards a profitable existence in just a matter of days.



Affiliate Marketing with the Right Retailer

You are probably curious how to make money by marketing as an affiliate, but with the right retailer it's easy. So, how do you know who is best to team up with?

The best way to start off your marketing venture is by choosing a retailer that you enjoy with a product that you love. This makes it easy for you to promote them, and that makes it easier to sell their product. The end result? If it's easy for you to sell the product then you are going to make money much faster and you will find that you want to share it with others.

Affiliate Marketing with the Right Tools

You can learn how to make money by marketing as an affiliate by using the right tools too, and the tools are something that anyone can access. You will find that this is why so many people are flocking to this way of marketing. The tools used for affiliate marketing include the internet, simple HTML code from the retailer, and your blog.

Almost everyone has the internet and it gives you access to a global market which makes it the best tool that you could use for anything. The HTML code is given to you by the retailer so that you can copy and paste it into your blog as a clickable banner ad. When your visitors click this ad, this is what takes them to the retailer's site to shop. Once they shop through your unique link you get paid commissions on those sales. Sound good?

Affiliate Marketing with Your Blog

I want to share with you how to make money by marketing as an affiliate with your blog, because your blog is the platform by which you promote the product.

The best blogging platform available to do this is through WordPress, simply because it's SEO friendly. This is why so many use it to blog for business, and use it to drive traffic to their authority site. Not only this, but it's important that you understand that SEO with your blog is what helps you get greater visibility in the search engines.

This in turn not only helps you to get readers to your blog, but it also helps you promote the products that you are offering through your marketing.

How to SEO - Do It Yourself or Hire an SEO Company?

By Sia Shamsai

A website's visibility on the internet highly depends on how it ranks in search engine pages brought about by search results.

What is SEO?

The Process. SEO means "Search Engine Optimization" or "Search Engine Optimizer". SEO is a method that makes a web page more invisible in search results. This works by ranking the web page and making it appear more frequently on top of the list. The higher the web page appears in the search results, the more visitors will visit that page. Considering this, SEO can be construed as an internet marketing strategy. It makes research on the psychology of what visitors look for, the keywords used and the like.

The People. SEO can also be understood to be an industry. When taken into this context, it is a group of consultants, companies or individuals, that take on the responsibility of doing the aforementioned process in behalf of the web page owner, i.e., their client. These consultants use all internet marketing strategies such as management systems, HTML, web analysis, videos, and all other elements that can increase exposure of the client's website.

The Industry of SEO

Most will agree that hiring a company or person that will take care of SEO can save a lot of time and every. However careful consideration must be made into the advantages and disadvantages of this course of action. Not all web pages will need SEO and sometimes, especially when not done properly, the use of SEO can make or break the web page's reputation.

Considering all these, deciding whether to hire an SEO company or go with the DIY SEO approach, will often come down to the following questions.



Factors to Consider

1. There is no number 1 ranking guarantee. No matter how good your SEO is, there is no guarantee that your web page will receive the topmost spot in search results. It is important to note that Google does not acknowledge any priority submissions. Neither does it have any special relationship with SEO companies. Submitting a site to Google is made only through the "Submit Your Content" option or through a site map.
2. There should be full disclosure of content. Do remember that Google can remove your site from its index should it contain the so-called "throwaway domains".
3. A good and reliable SEO company will clearly and specifically explain each process. As a web owner, you have the right to know how they can help you.
4. There is no such thing as a "free for all" or popularity links. These schemes do not, in any way, affect search engine results.
5. The money-making process. "Better ranking" payments are nonexistent. Search engines, however, make use of "Pay Per Click" or "Pay For Inclusion" options. There are also advertising sections that is well-labeled in order to distinguish it from the search results.

mwm gadgets & toys



Muramasa VIII \$8,000 Headphones Unveiled

Final Audio has this week launched a new pair of \$8,000 Muramasa VIII headphones to their range. Not only do the new Muramasa VIII headphones carry a hefty price tag, but they also weigh in at 850g which is more than double that of standard headphones.

The Muramasa VIII headphones has been cut from stainless steel and are fitted with a low impedance of only 16 ohms, equipped with a 40mm speaker and 8mm tweeter. A 40mm driverunit has also been fitted without the need to go through the tweeter, and all this is in clear coaxial configuration.

<http://www.geeky-gadgets.com/>

If you have the budget and think the Muramasa VIII will suit your gadget pad and audio devices, they will be arriving in April for a bank busting \$8,000. Enjoy!

LEVEL 10 M MOUSE

BMW's cars are generally pretty elegant, so we'll forgive you if you fail to see the car maker's influence on the Level 10 M Mouse (\$TBA). The latest result of the collaboration between Thermaltake and BMW's Designworks USA, the M Mouse is designed to go great with the Level 10 PC Case, and sports a highly breathable design, a wired connection to eliminate lag, side A, B and trigger buttons, and an overall look that should be far more attractive to hardcore gamers than owners of 5-series sedans.

<http://uncrate.com/>



You want it

Can't Say No to these Gadgets



Spiral

<http://www.geeky-gadgets.com/>

Spiral Watch Design

TokyoFlash has another weird and wonderful concept watch design on show, looking to make the jump from concept to production over on its website, called the Spiral.

The Spiral watch, as you would think has a spiral design on its face which shows the current hours of minutes. Its been designed by Ignacio from Spain, and is an analogue watch rather the more popular LED or electronic watches normally showcased by TokyoFlash.

Reading the time from the watch isn't apparent at first glance, but as with most of the watches from TokyoFlash, once you know where to look it becomes considerably easier. The hands are actually small white dashes within the spiral and the broad marks the hours, and double fine minutes.

DrawBraille Phone For Visually Impaired People

Have your smartphone handy because your participation is needed on this one. Dial your home phone number then text your best friend about the movie you are seeing tonight. Easy peasy, right? Your fingers are quicksilver fast!

Okay, now close your eyes. Try it out! How well did you do?

The muscle memory our fingers have is amazing, however as readers of this post, we don't spend our every waking life walking around with our eyes closed. We need to remember this fact: according to WHO (World Health Organization) in October 2011 "285 million people are visually impaired worldwide: 39 million are blind and 246 have low vision." A simple phone call (especially on a touch screen phone) turns into a challenge. There are great solutions out there and the design solution proposed by designer Shikun Sun is a particularly cool one.



<http://www.originofcool.com/>



Did you know

Who was Leonard Kleinrock?

Kleinrock came up with the theory of packet switching, the basic form of Internet connections. With a group of UCLA graduate students on Oct. 29, 1969, Kleinrock connected with the Stanford Research Institute but as they typed in the G in LOGIN -- the system crashed!

2 Reasons To Do Niche Marketing

By Randall A Magwood

If you want people to view you as an expert, you will want to do some things that will allow you to appear as someone who is a credible figure in your niche. What you will want to do is strive to become the "obvious expert" in your niche, so that you can take over and get people to flock to your website on a daily basis.

If you want all of these things to happen for you, then you will want to use niche marketing in your business. With niche marketing, you can enter into a niche, start making money from it immediately, and start to build a brand for yourself in the niche that you're looking to conquer.

Niche marketing is a very smart thing to do. There are many perks of niche marketing that you will want to consider, and in today's lesson, I want to share with you some of the benefits that niche marketing has to offer. In fact, let's take a look at the first benefit that niche marketing has to offer.

1) Your conversion rates will be higher

This is something that you should be looking forward to. With higher conversion rates, you can drive more traffic to your site and get more sales without working any harder. This means that you will see more sales more frequently. So if you were selling in a large niche where you had 1 person buy after 300 visits... you can easily change this scenario to get 1 sale after every 75 visits.

This is the power of niche marketing. You can do it for free, your response rates will boost, and you can enjoy sales sooner rather than later. With all of this being done, all that's left is you getting more traffic to your website so that you can enjoy this boost in response rate.



Here's another advantage of niche marketing:

2) You can raise your prices

You can definitely make more money when operating inside of a niche. With niche marketing, you can charge more to your prospects because they are very willing to pay for a solution to their problem. So if in your former large market you were offering a \$20 product... in a niche, you could probably offer around \$50 for the same product.

This is because the smaller niche is rabid, and are looking for anything to help them out in their situation. Niche marketing is a smart thing to do, because you can improve your sales without lifting a finger, and you can profit more due to the increase in price.

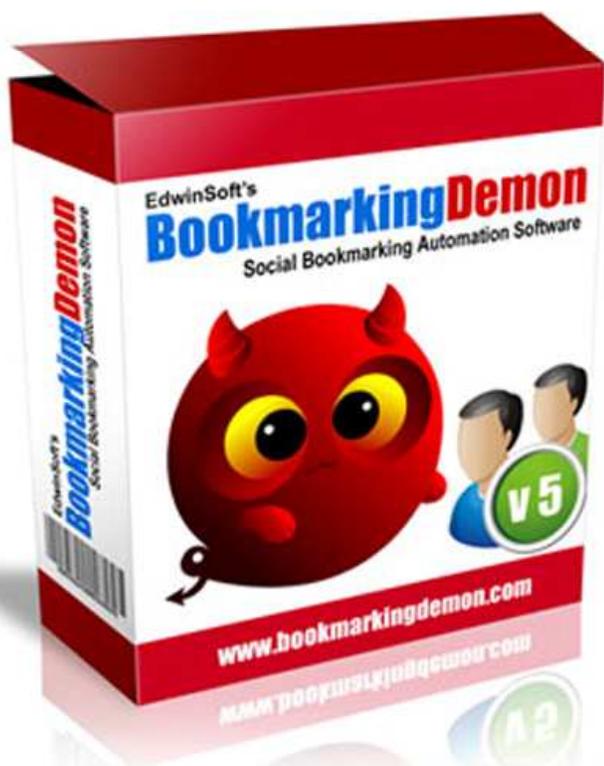
I highly suggest that you consider using niche marketing in your business today, because it can take your business to another level in terms of profitability. Entering into a smaller niche has a lot of benefits, and hopefully you can see the benefits that it can have for your online business.

Don't procrastinate when it comes to entering into a niche. It can do nothing but good, and you will find yourself earning more money than you possibly could if you didn't use niche marketing at all. So keep this in mind.

Take these tips and use them to start having the success in your online business that you desire.

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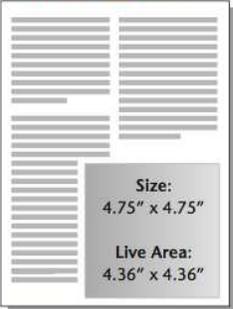
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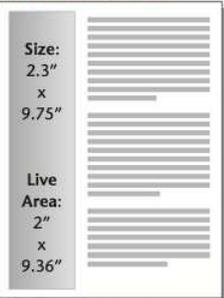
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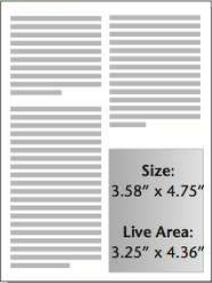
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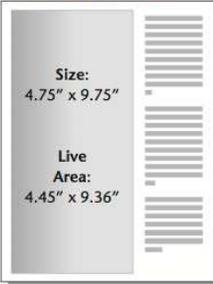
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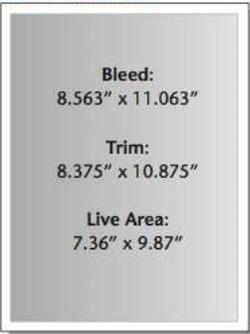
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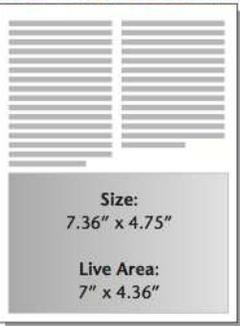
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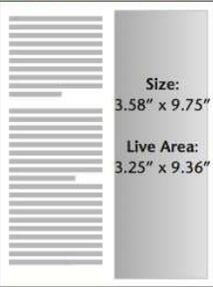
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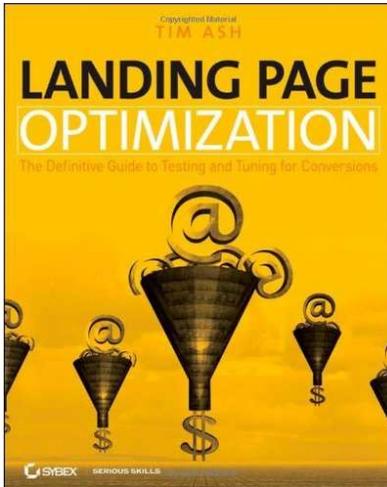
mwm tools

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Landing Page Optimization

By Tim Ash

How much money are you losing because of poor landing page design? In this comprehensive, step-by-step guide, you'll learn all the skills necessary to dramatically improve your bottom line, including identifying mission critical parts of your website and their true economic value, defining important visitor classes and key conversion tasks, gaining insight on customer decision-making, uncovering problems with your page and deciding which elements to test, developing an action plan, and avoiding common pitfalls. Includes a companion website and a detailed review of the Google Website Optimizer tool.



The E-Myth Revisited

by Michael Gerber

In this first new and totally revised edition of the 150,000-copy underground bestseller, *The E-Myth*, Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. He walks you through the steps in the life of a business from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed. He then shows how to apply the lessons of franchising to any business whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business. After you have read *The E-Myth Revisited*, you will truly be able to grow your business in a predictable and productive way.

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—Success Magazine

The **E** Myth Revisited

Why Most Small Businesses Don't Work and What to Do About It

MICHAEL E. GERBER
Author of the Bestselling Classic THE E-MYTH

How did Google get its name?

Did you know: Google derived its name from the word "googol", a term coined by then nine-year-old Milton Sirota, nephew of the American mathematician Edward Kasner.

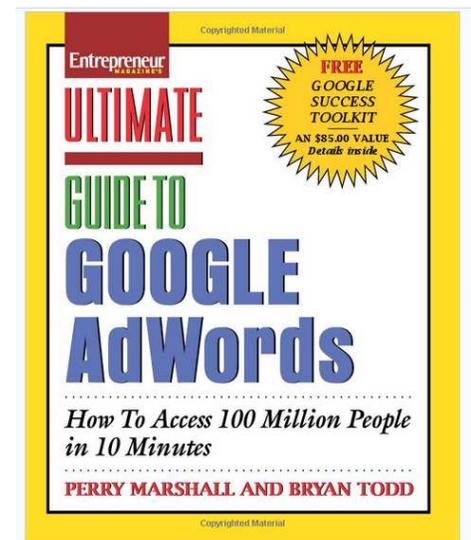
Ultimate Guide to Google AdWords

By Perry Marshall and Bryan Todd

Never before in the history of advertising has it been possible to spend five bucks, write a couple of ads and get instant access to more than 100 million people in 10 minutes. But that's exactly what Google AdWords does. It's an awesome concept-but you can lose a bundle if you don't know how it works.

Learn how to:

- Build an AdWords campaign from scratch
- Identify keywords that entice people to click on your ads
- Get the lowest bid prices on your keywords
- Defeat click fraud and other scams
- Use search engine optimization techniques
- Turn clicks into customers





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Key Strategies for the Newbie in Internet Marketing

Are you new to Internet Marketing, but you haven't got a clue where to begin? Perhaps you have an idea or niche that you've been thinking of converting into an online business. In case you don't know what a niche is, often pronounced "neeche;" a niche is nothing more than a specific market. When you think of a niche, think of it as being a subset of a larger market. One example of a niche is dog training. Another example of an Internet Marketing niche is "losing weight."

Being new to Internet Marketing, you've probably come across terms like SEO, Affiliate marketing, PLR, JV etc... This list goes on and on and is quite extensive.

In case you're wondering, SEO stands for Search Engine Optimization. It's a technique that's used to drive traffic that allows you to rank your site. The higher your site is ranked, the more traffic you will get and that eventually leads to sales. In turn, those sales lead you to your main goal of making money.

An affiliate marketer is a person that drives traffic to a Product Marketer's website and gets a commission in return if the person buys his or her product.

PLR stands for Private Label Rights. It's basically content that can be sold to others. The content can be edited and modified to the purchaser's desires. In addition, these rights allow you to edit the material, including all sentences and paragraphs as you see fit. PLR is perfect for the Internet Marketing newbie, because it allows you to make a quick profit... if done properly.

JV is a term that is thrown around quite a bit. It means Joint Venture and it's a way to build your business by enlisting the help of a more seasoned Internet Marketer. You might offer them a portion of your profits. They in turn will let you market your product to their list. Just in case you're not sure what

"a list" is, it's basically names of potential buyers interested in the products you're trying to promote. These are targeted buyers that have "opted-in" to your list; meaning they have agreed to receive email from you.

In order to be an effective Internet Marketer, you have to learn the basics first.

The best way to learn the basics is to research online marketing strategies. Another way to gain knowledge in the online marketing niche is to join forums in the market or niche you are interested in; you'll be surprised how much you can learn by taking part in forums.

You can definitely get knowledge on SEO strategies, affiliate marketing profits, making money using social media like facebook or twitter, as well as other areas related to Internet marketing.

Internet Marketing for the newbie might seem like a daunting task, but with the right tools it can be quite rewarding. Rome wasn't built in a day; and neither will your business. However, taking a step by step approach, being patient and putting in the time and effort will bring you the success that you're seeking.

I hope you enjoyed my article and I hope you find the online success that you desire.

Jeff Hayzlett Interview

Social Media/Marketing Expert and Kodak's former Chief Marketing Officer

This interview is part of our Expert Advice series, where CEO's, CMO's and best selling authors share their expertise.

Jeff Hayzlett is recognized as one of the most influential marketers of our generation. As Chief Marketing Officer of Kodak, the company saw record growth and established themselves as a global leader in research and new product development. Jeff left Kodak in 2010 and is currently an author and speaker. Jeff recently took some time to speak with me.



1. During your time at Kodak, from 2006 to 2010, social media went mainstream. How did you integrate social media marketing with traditional marketing to generate sales?

For the most part, you shouldn't look at it as a different type of destination, but an overall program. That's part of everything you do. It should be natural to everything you do. Spent a great time doing activities to step and repeat (an old printing term) but had great applications in the digital world. Had content, but found different channels to implement the message. Social media is now one of those channels.

2. How important was social media to your overall marketing plan? Was there a tool/network (i.e. Twitter, Facebook, etc) that stood out above the others?

At Kodak we were using about every tool there was and is, in order to listen and talk to customers. One of the most effective ones for Kodak has been Twitter. When you think of the essence of the Kodak brand, it's around Kodak moments and memories. These happen when you share them. Twitter is about sharing moments of your life so there is a natural affinity between the two.

3. Since Dell announced their Twitter sales success (\$6.5 million in 2009), companies have begun to take social media seriously as a sales generation tool, not just a passive marketing tool. Have you see this happening with Kodak? Were actual sales being generated through social media? Or did it function primarily as a communication channel?

Kodak's campaign to name the "Kodak PlaySport" has become a legend in the social media community. The subsequent sales that have been generated for Kodak's HD pocket videos has been carried out almost completely by promotions on twitter and word of mouth via that channel.

4. What role did blogging play in your marketing plan at Kodak?

Kodak had one of the very first corporate blogs in the country. But when I say corporate blog, it is the most uncorporate blog it could be, which probably makes it one of the most successful. It is with personality and flair, and at the same time we were one of the first people to implement a chief blogger. It operates much like a chief editor in the newspaper. They blog about areas of interest where other talented people get to write and share. Everyone in the world knows a picture is worth 1000 words, and at Kodak the blog is titled "1000 Words"; appropriately so.

5. Since leaving Kodak in May 2010 how have you changed your marketing approach, now that you are marketing your personal brand, instead of the huge and storied Eastman Kodak?

Jokingly, I will tell you that I have less conversations with attorneys and HR :) But nothing at this time. At Kodak, I was very successful in getting the message across using the tools at hand. I will say that I'll be spending a great deal more time in mobile and in the use of video because I think these are two huge growth areas by consumers and media, and will be an extremely effective tool.

6. What role is online marketing playing in the promotion of your new book, The Mirror Test?

A great deal. It's been spread almost exclusively online, and word of mouth. We purchased some ads, but a great deal of it is in the area of SEO and driving good content that is searchable.

7. What motivated you to write The Mirror Test?

To let other business owners know they are not at it alone and there are other people like them that have similar dreams hope and aspirations and they are looking for answers.

8. How much of what you write in The Mirror Test is based on your experience with Eastman Kodak? Can these principles be applied to small business as well?

They are all intertwined. There is no difference between a small business on Main Street, and a big business on Wall Street. Same principles, same energy, same success metrics, marketing campaigns all apply. The only difference is in the scale. There are more zeros on Wall Street businesses than main street business in the numbers being generated. What is good on Main Street, is good on Wall Street. That is one of the big lessons I have learned.

9. What do you hope your readers will take away, and put into practice?

The key message is that every business leader, big or small needs to look into the mirror and ask themselves those big questions and know for the most part the person in the mirror is responsible for answering those questions.

10. What are you reading now? And what's next for you?

Elizabeth I. The story on the life of Queen Elizabeth, and her reign. The next book is "The Last Stand". I am reading another book on Custer's defeat at Little Big Horn by Crazy Horse and my Lakota friends. It most certainly will not be a book containing any vampires or werewolves. I'm a voracious reader. Although I do a few eBooks I am more traditional in my reading. I like paper, and hard cover.



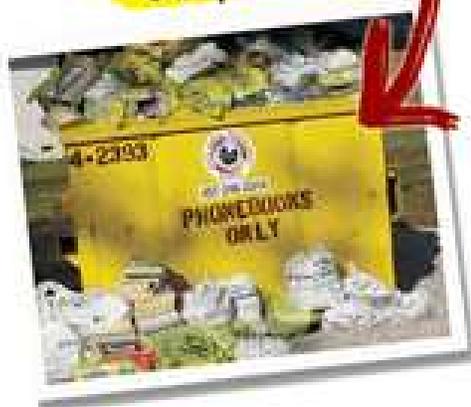
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Website Marketing Done Right

By Nguyen Kinh Luan

If you wish to have success on the Internet, then website marketing is needed. You first need to think about how much time you have to devote to your work. Your marketing strategy will depend on the amount of money you not only wish to make, but the amount of money you have in your pocket to spend. Below, we are going to give you some tips on website marketing.

To start with, you should always try marketing in your local market. Do you know what we mean by this? For example, if you have a website that is based in Florida, you should start by targeting those in Florida by doing Florida website marketing.



Search engine optimization, or SEO for short, is a great way to market your website. SEO should be done if you would like to rank good in search engines, such as Google. If you are not sure how to do SEO and do not have time to learn about it, there are many companies online that can optimize your website for a fee. The fee you will be charged all depends on the company you choose.

Using forums in order to market your site is another good idea. Before you join a forum, you need to read the terms of service and make sure you do not violate them. Many forums will label you as spam if you jump on there and start advertising your site. You need to post for a couple of weeks or months, then insert your signature with your website. You will be surprised at just how much traffic you will get through the forum.

Another effective method of advertising will involve online yellow pages. Online yellow pages is the home to many online businesses.

Article marketing is one of the best ways for you to promote your site on the Internet. Article marketing is free (if you choose to write your own articles) and very effective. This is a great way to boost traffic to your site, which is why many people have started to use it. You can easily create an informative, high quality article and publish it to an online directory of your choice. There are many article directories to choose from. One thing to remember - when you are writing your article, focus on targeted keywords.

Social Media is another strategy to use as there is a large volume of people doing social media. Besides, social media advertising is free to do. You can make your own Twitter profile page or your own FaceBook fan page. Social Media is powerful as it is a great way for you to connect with thousands of people throughout the world.

You may also be interested in email marketing. This is a step by step process because you will need to build your own list of email subscribers. Once you have built your list, you can start marketing to them over and over. You can build the list by offering your subscribers something free, such as an eBook. You can offer them discounts in your newsletter.

Website marketing is important in more than one way. If you wish to make money from your blog, you definitely need to learn about website marketing.

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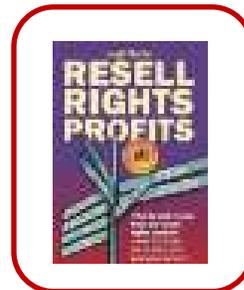
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iPad2

Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably notice the changes.



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A forward-thinking copywriter, Laura earned her place as the writing assistant for Heather Lloyd-Martin over a year ago, after completing the Success Works SEO Copywriting Certification program. Now, as blog editor of the SEO Copywriting site, Laura thrives on the fresh insights she gleans from her ongoing engagement with other SEO copywriting and



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Merv Stevens is an internet marketer and also works in local government. He's based in London, England and in his spare time enjoys watching sports and absorbing all the culture and diversity an historical capital city has to offer. He is of the opinion that marketing online provides the potential for ordinary people to create a substantial income for themselves and live a life filled with freedom and flexibility



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Randall Magwood is an internet marketing pioneer who has been practicing online marketing for the past 10 years. He has helped thousands of entrepreneurs to successfully market their business on the internet.



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Graham Jones

Graham Jones is a professional speaker and psychologist. He has specialised in the psychology of communications and has a particular interest in how we use the Internet. He speaks professionally about the need for businesses to think differently about the Internet. When he is not speaking about the psychology of the Internet, Graham is helping people overcome their fear of public speaking.



He is an award winning writer having written 29 books since he started his business 27 years ago. His books are on a variety of business subjects, but 15 of them are about the Internet. Indeed, back in 1994 he wrote one of the first books about the use of the Internet in business which has since been translated into five languages.

HOW TO USE CONTENT TO UPSELL CUSTOMERS

By Darren Olander



The expression "Content is king" exists for good reason. Good quality content can lead to a higher ranking for your website on the major search engines. Once visitors land on your site, the content you provide can provide relevant information and spur them to take action, which includes open up their wallets to make a purchase. If you have mainly focused on finding and nurturing qualified leads for your marketing business, make sure you don't ignore the importance of using content to upsell customers.

Use Content as an Add-on to Your E-mail Messaging

Part of your marketing efforts with your list of e-mail subscribers is to communicate with them regularly. Along with your usual short message that you are sending out at regular intervals, consider providing your subscribers with some relevant content that is not available on your website or elsewhere. An easy way to do this is to prepare a short report focused on a specific topic that your subscribers would be interested in or a problem they are trying to solve. You could also consider providing them with a case study or a solutions manual, if this type of content is relevant to your business efforts.

On the face of it, it may not make much sense to provide free information to your e-mail list subscribers, but this is an investment that is well worth your while. The content you provide can help your customers get to know your company, and make them feel that they can trust you. When the time comes that they are ready to make a buying decision, they are more likely to think of you since they have already received something of value at no cost to them.

Blog Content Helps You Share Product Information

Another effective way to use content to upsell customers is through your business blog. The tone is more conversational than on your website, and you can use this platform as an opportunity to interact with visitors to your site. Use it to post information about new products, and to address specific problems or concerns your buyers may have.

Keep in mind if you're going to mention a problem or an issue on your blog, you should also offer solutions to them. It's a very simple matter to discuss problem X and recommend product Y and Z to solve it.

Another helpful strategy is to keep track of types of items which your customer base is buying together. It may make sense to offer these as a package to buyers, but to also add something else to round out the package to encourage your customers to buy more.

Using content is an add-on to your e-mail messaging and developing blog content that can help to share information and promote your products are two effective ways that you can use content to upsell customers. Keep in mind that people that go online are hungry for good quality information, and these strategies will pay off for you.

Internet Marketing: A Possible Solution If Considering Starting Your

By Michael A Mehrer

With my busy schedule it is very difficult to find time to read books. I hate to admit that since reading is such a great mental exercise. When I do find time to read, however, I enjoy reading financial advice/improvement books by various authors including David Bach, Dave Ramsey, and Robert Kiyosaki. Although these authors have many different theories on debt management and obtaining financial freedom, they have many similar ideas. One concept that is a recurring theme is the idea of starting your own small business.



While the idea of starting a business may be scary, it really makes sense and is not as complicated as it may seem. A small business can provide many advantages. The one advantage that keeps coming up in my reading is that owning your own business provides what is referred to as "cash flow comfort." A business that is well planned and run properly can generate recurring monthly cash flow. I'm not talking about generating \$100,000 in a month, but a modest amount, even \$2,000-3,000 a month can provide much needed peace of mind in our current unstable economic environment.

In one of his recent books, Dave Ramsey tells a story from one of his readers, Sara, who was living comfortably on her \$45,000 annual salary when she was unexpectedly released from her job. She was crushed and had no other source of income. Bills kept coming in while she depleted her savings account. It wasn't long before she and her husband didn't have enough money to pay those bills. Sara was living in denial, believing everything would be okay. Sadly, it takes something like this to wake people up from the denial and cause them to realize they may not be as financially secure as they once thought. Just ask Sara; she learned the hard way.

You see, no matter how secure you may feel in your current job situation, no job is guaranteed. You could be out of work tomorrow. Have you ever thought about how scary that would be? Trying to find a new job is no easy task these days, and even if you were lucky to find something, it most likely would not compare to the salary you were earning in your prior position. My point is that having and owning your own business puts you in control of your income and provides monthly cash flow that would supplement your income and give you peace of mind if you suddenly lost your job. I am a huge proponent of hoping for the best but planning for the worst--especially in these times.

Thankfully, we live in the greatest country on earth that allows us the opportunity to start our own business. All we have to do is take action. Yes, that's right... we have to get off of our rumps and do something. Sorry to break it to you, but there is no such thing as getting paid to do nothing. If you know of such an opportunity, please contact me. Yet so many people are unwilling to take action. The two most common excuses I hear are time and money. I answer this by telling people that there are many businesses out there with minimal start up costs, less than \$5,000 with practically zero overhead costs. And as far as the time factor I tell people this: If something is worth having, it's worth finding the time to get it done.

What Are the Three **MOST** PROFITABLE WORDS in Marketing?

By Graham Jones

Go on, have a guess... what do you think the three most profitable words in the history of marketing are? These words allow companies to sell TWICE as much product as we actually want. And the words are used to sell product we don't even need in the first place. What a fantastic trick that is...! The companies are selling us unnecessary stuff - twice over...! Worldwide we buy \$40bn of these products. That is a nice income for something that's not even vital!

Most of the time people do as they are told!

The three words you are looking for are "rinse and repeat". They are printed on the back of every shampoo bottle under the title "Directions" or "Instructions". And when we are provided with such authoritative words we behave; we do as we are told. So, we dutifully wash our hair...and then wash it again...! We end up using *two lots of shampoo* when one will do. Fantastic for the likes of Unilever and Proctor & Gamble who sell oceans of shampoo each year. In fact, we don't need shampoo at all. The natural oils in your scalp will clean your hair - washing your bonce actually removes much of the naturally occurring cleaning capability. Stop washing your hair and around six weeks later your head will be back to normal and your hair will become naturally cleansed. Of course for six weeks you'd have to hang around rather smelly and dirty - but hey, it will save you money.

The shampoo manufacturers are playing on a psychological phenomenon whereby we act in accordance with instructions if we perceive the person giving those directions to be in authority. We reckon the shampoo manufacturers must know what they are talking about and if they say we need to "rinse and repeat" there "must be a reason", so we do it - using up our bottles of shampoo twice as quickly. Ker-ching...goes the cash till over at Unilever or P&G again...and again. "Rinse and repeat" - probably worth more extra income than any other words in marketing.

But what lesson does it teach us online? After all, you can hardly force your web-based customers to buy twice as much of your products or services as they need. It's not as easy to do the "rinse and repeat" trick if you are, say, an accountant, or a restaurant. "You've eaten one meal, now eat another..." - it's not going to be that attractive to customers is it? Or, "I've checked your VAT, now you must ask me to do it again"...is not quite going to have the impact you want as an accountant is it?



However, by positioning yourself as being the authority figure you can get more business out of your customers by providing them with "directions" or "instructions". For example, if you are perceived by your customers to know what you are talking about, to have done research in your sector and to be an expert in the field they will then be amenable to being instructed what to do. So, imagine you are a lawyer who has helped draw up a standard contract and terms of business for a company. Job done. But if you are the lawyer and you say to the client "Now, having produced that contract you need to get it certified by the Institute of Contracts", guess what, the client will say "Ah, that will be helpful, thank you". Hey presto, another £250 for the lawyer for something that is a "nice to have" not a "need to have".

Notice that the lawyer in this example does not ask if the person would like it done. Nor do they say that they have another service for "contract certification" on offer. No, the lawyer merely instructs the client that this is the next thing to be done. In essence, our legal brain is no better than a bottle of shampoo. However, they can only do this if the client perceives the lawyer to be authoritative.

So, if you want to make more money from the Internet, you can do so if you instruct or direct your clients. But they will only accept the "rinse and repeat" offer if you have established yourself as an authority in your field. And that requires time and effort. True, you can make money fast online - but a more sustainable income comes from being an authority who can then get people to buy even more from you. Set out to be an authority on your topic, to be an expert, to be the "go to person" on your subject. Then when people are your clients they will do as you say, without being asked. And that's how you can become even more profitable.

HOLLI HARRIS: CREATING TAILORED CLOTHING FOR NURSING MOMS

By Isabel Isidro

Breastfeeding is a very special time for a mom and her baby. However, the whole process and logistics of breastfeeding can be challenging for new moms when they have to go out of the house. More so when they return to work and pump in the office.

Holli Harris, designer and founder of HadleyStilwell (www.hadleystilwell.com), understands this challenge. Through her mom-focused clothing line, she makes elegant, classic clothing for breastfeeding, pumping, and beyond that are designed to give women an easy, coordinating, effortless wardrobe appropriate for the boardroom or the playground.

Can you describe your business?

HadleyStilwell is about clothes for breastfeeding and pumping women that help them look and feel beautiful at a time in their life when they are going through immense change. It can make all the difference in confidence and therefore continuing to breastfeed. While our clothes are geared to working moms, they are clothes that anyone would want to wear and are designed to be appropriate for the boardroom or the playground with a quick change of accessories.

What inspired you to start your business? What need did you see in the marketplace?

Like many mothers before me, I returned to work after maternity leave shouldering new time constraints, competing priorities, and a large dose of sleep deprivation. I ducked out of meetings to pump; pumped in parking garages; and arrived at business dinners carrying the telltale black bag. I quickly understood why a joint study by the National Women's Health Resource Center and Medela breast pump company found that 32 percent of mothers in the U.S. stop breastfeeding 7 weeks after returning to work.





Caught in a constant quest for increased efficiency during work hours, I hit on the fact that in addition to the logistical challenge of pumping in cars and planes while in business attire, I was wasting precious minutes several times each day by having to undress just to use my pump.

What I needed was pump-friendly, work appropriate attire. I envisioned clothes that women want to wear, whether they are nursing or not; classic clothes that provide luxury, comfort and durability, but also have that hidden twist that gives women quick access for pumping or nursing with very low skin exposure.

HadleyStilwell gives women that wardrobe.

What was your biggest challenge in starting the business?

I came into this with no experience in the fashion industry. I had to seek outside expertise quickly, and was acutely aware that I didn't even know what I didn't know. I had to learn and incredible amount in an incredibly short time, even without the network of resources, manufacturers, and support that I've worked to build over the last few years.

The other huge challenge is that I completely underestimated how much continuous effort it takes to get word out about HadleyStilwell to drive steady business. I had no idea, and it's absolutely critical to keep it up.

How did you finance your business?

HadleyStilwell has been self-financed with my personal savings.

What is the biggest lesson you've learned so far in terms of entrepreneurship?

You can't do it all yourself. At the very least, you have to have an excellent virtual team. Without that, it's nearly impossible to move your business forward. I just don't have enough hours in the day to keep all the balls in the air by myself. I have to seek support, but a very limited budget means that I have to make careful decisions about where to spend the money. There's no room for mistakes – I have to spend my money on just the right support.

What do you find most exciting about being an entrepreneur?

It's an uncharted adventure! Being open to amazing opportunities and the way they unfold is so exciting and energizing.

How are you balancing your family life with your business?

Most of the time, sleep is what gets sacrificed! I prioritize carving out time to be a mom to my young daughter and most days I will go back to work after our bedtime routine.

Do you work at an office or from home? What are the positives and negatives of this arrangement?

I work from home. Some of the positives are reduced overhead costs; I can fluidly jump back and forth between mom-mode and work-mode; and my inventory is easily accessible for convenient packing and shipping. Some of the negatives are limited space; and I have no technical help desk for me to rely on.

Where do you see your business 5 years from now?

I see HadleyStilwell continuing to evolve into a valuable international brand with multiple partnerships around the specific needs of breastfeeding women. I want to empower women at every level, not only through the HadleyStilwell designs but also by the choices I make about running my business as a social enterprise that actively supports working women through our business practices.

What advice can you give other entrepreneurs?

Being a small business owner is a true test of believing in yourself and in your product or service on a daily basis. I go through this every time I make a large fabric purchase or put a new design out there. A lot of mothers start businesses for the flexibility. But that doesn't mean fewer hours – on the contrary. So I'd say that if you aren't 100% passionate about your idea, wait for another idea to surface. It's the passion (and really the fun) that will keep you going in the wee hours of the night when everyone else has been tucked into bed for hours!

I can't resist one more piece of advice: If you support other entrepreneurs, it will come back to you in spades. I have met such wonderful people along the way and we all help each other get the word out about our businesses.

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