

# Making WEB MONEY

ONLINE MARKETING MAGAZINE

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DECEMBER 2012

**Work From Home Tips – How To Earn A Residual Income From Home**

**P.20**

Adam S. Harding



**Rebecca Kousky: Empowering Women Around**

the World

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Rebecca Kousky



- Gadgets
- Interviews
- Products

Q and A



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George Hutton



**MWM Success Story**

Erin McKenna: Finding Success with a Vegan Bakery Business

Guy Kawasaki



**Accepting Negative Feedback Is Essential For Online Success**

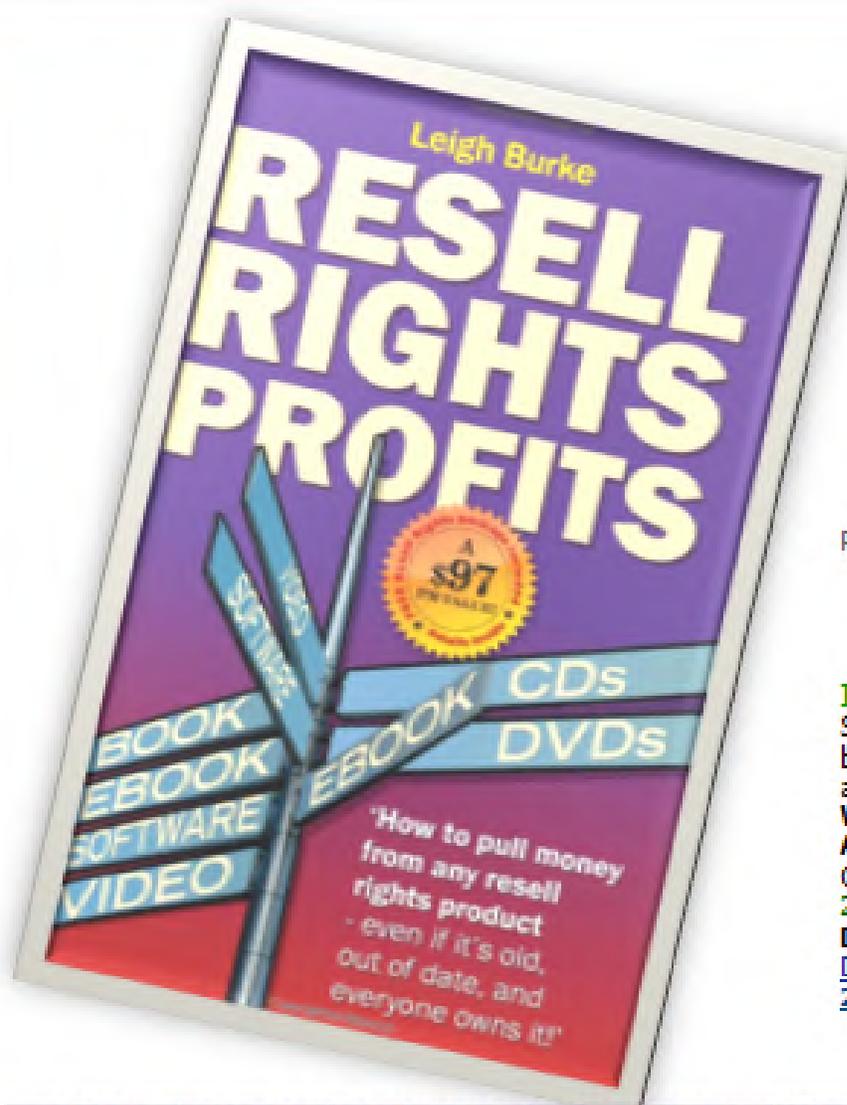
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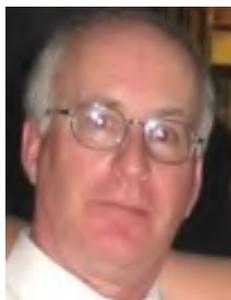
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# mwm editors letter



Welcome to the 2012  
**DECEMBER** issue of  
"Making Web Money"  
Online Digital Marketing  
magazine

Again this month we have great articles and personal insights like how our **Accepting Negative Feedback Is Essential For Online Success** - By George Hutton, & **Is It Possible To Get Rich Quick On The Internet?** - By James C Patterson and **Rebecca Kousky on Empowering Women Around the World**. Online Marketers contributing useful information like our **MWM Success Story - Erin McKenna: Finding Success with a Vegan Bakery Business**, PLUS "Ask the Expert" a NEW interview with **Alex Osterwalder about "Business Model Innovation"**

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading more convenient there are now **Free available PDF downloads**. 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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Making Web Money Magazine  
Published 12 times per year.  
Printed by MagCloud.

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Editor Harry Crowder

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Various experts in their fields

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## Press Release Software



TOP EMAIL

### What is the easiest way to create an iPhone app?

I have a windows computer, and I want to know how to design, create, and program my own iPhone app. Is there a software that can do this on windows. I know that Xcode is confusing and is only for macs. I want to create an app as easy as possible. I don't want to put it in the actual AppStore, but I just want it on my iPod touch.- Jenny.

*Generally speaking you are going to require the use of a MacBook or iMac to create your App. You'll need to learn Objective C, or use one of the App creation services like AppMakr.com. -Ed.*

### What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie.

*Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.*

### What is the best way to design a website so that someone with no html skills can update and edit it?

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.

*For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. -Ed.*

Did you know:

Google handles about 1 billion search queries per day, releasing some 200 tons of CO2 per day.



# mwm what's on



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< iStrategy  
Auckland



New Zealand as a whole – is home to an abundance of early adopters. A whopping 96% of New Zealand's internet population are active

on social media, while a rapidly growing 27% of internet users in NZ access social media from smart phones. Woot! It's why we've chosen New Zealand's largest urban centre for our first foray south of the Tasman. Social and digital media tools are a perfect fit for Kiwi companies, enabling businesses to quickly and easily communicate and engage with both local and global audiences. In a recent study, an enormous 97% of businesses surveyed cite that they expect investment in digital channels to directly contribute to an increase in sales.

# what's on



The Essential  
YouTube Video >  
Marketing Guide



5 Reasons to Attend:

- Discover why video is the ideal storytelling medium
- Learn how to optimize and measure your online video campaigns
- Understand the various advertising options on YouTube
- Learn how to create a compelling and effective YouTube channel
- Understand how to integrate video into your online content strategy

## Media App Summit – New York City

DATE: December 3, 2012

VENUE: The New Yorker Hotel, 481 Eighth Avenue, New York, NY 10001



The Media App Summit is a one day event that will teach you how to build apps within budget, maximize discoverability, and monetize content across all media platforms, reaching this growing readership.

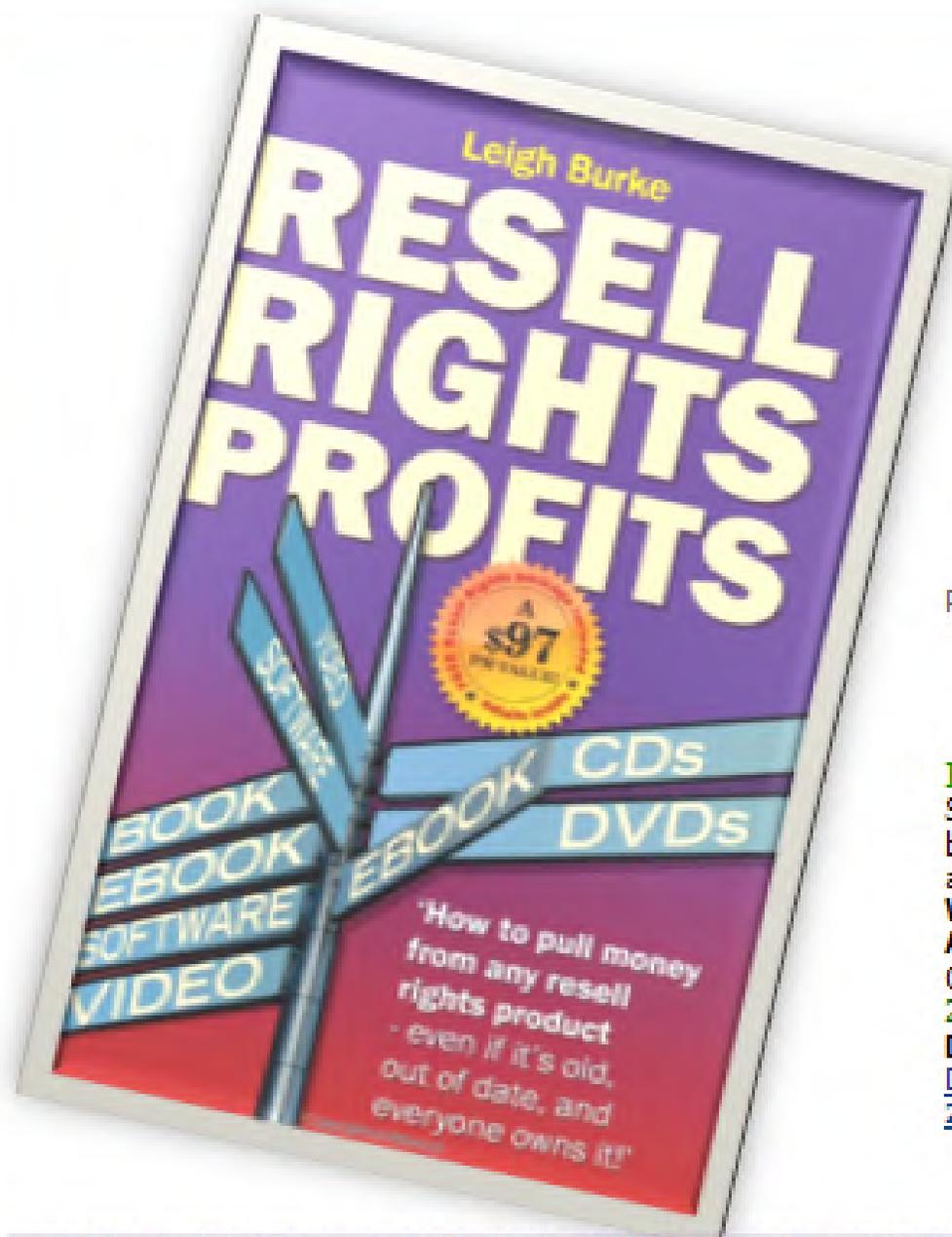
The conference unites publishers, developers, digital content strategists, editors, authors, and entrepreneurs for an extensive look into the cutting-edge world of media app design, demographics, and distribution. You'll hear from publishers, self-published authors, and app development experts and leaders who will draw a comprehensive roadmap of the media app world. Session topics include:

- App Building 101: How can you make sure readers can read your work on mobile devices? Hear app developers offer a step-by-step tutorial for building an iOS, Android or web-based app from scratch.
- Self-Publishing Survival Tips: Experts and bestselling self-published authors share tips for navigating the top reading apps: Kindle Store, Apple iBookstore, Barnes & Noble, Kobo & Smashwords.
- Navigating Storytelling Community Apps: Find out the techniques needed to find readers in sites like WattPad, Figment, Fictionaut and Book Country.
- Maximizing Discoverability & Profitability in Book App Marketplaces: Don't let your work get lost in mobile marketplaces. Discover how to create eye-catching content, rise up the Top App lists, and promote your app in the right places.



Quotable:

AOL is like the cockroach left after the nuclear bomb hits. They know how to survive. -- Jan Horsfall, VP of Marketing for Lycos



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## Adding the Wow Factor

Does your user experience have a wow factor? I don't care if you have a website, a mobile app, a mall kiosk, or a catalogue. In any of these channels you can have a wow factor. If you do, it will immediately make your brand stand out more and give you the extra push over your competitors you need to be remembered.

For example, I was in LA last week and my friends told me we should use "Uber" to get a car to drive us at night. I didn't know what Uber was, so they told me it was a car service app that made it easy to hire sedans (and other fancier cars) to pick you up. The service includes tips; you never exchange anything with the driver. He just picks you up and drops you off.

I honestly didn't think twice about this service after they mentioned it. After all, while harnessing the power of livery drivers in a major city is a great idea, it isn't one that really speaks to me as being innovative. Even after they told me they like the app because it told you how close the nearest driver was, I wasn't that impressed. Taxi dispatchers text you the same information. Sure, an app is sexier than a text, but it's the same technology at work, and it's been done before.

I signed up casually for the service in preparation of our night out. It needs a credit card for payment. That's when I was hit with a "wow" I wasn't expecting. Every app and every website eventually needs a credit card (or other form of payment). Uber, however, makes this really simple. It has an option that lets you hold your phone in front of your credit card. The app senses the credit card, automatically takes a photo of it, and then performs OCR on the card to get the numbers into the app without requiring you to type them.

As this is not a core function of the app (accepting payment is a means to an end, not the point), it was surprising that such time and money went into developing (or buying from a third party) the ability to OCR credit cards. In the case of Uber, it looks to me like it's using Card.io to do this credit card magic.

I have told a lot of my friends and colleagues about this part of the Uber application. It's funny because it's not technically something Uber built itself. But, it shows the company cared about user experience and is willing to pay the fees Card.io charges to add an ease-of-use to its app, and increase its app's wow factor. This makes Uber stand out in my mind far beyond the parts of the app that are actually custom-built.

It doesn't have to be a mobile app. You can add a wow factor to any channel. You just need to be willing to sit down and reimagine even the most basic parts of your user experience (such as entering a credit card).

Does your user experience have a wow factor? If not, how do you expect to compete in a marketplace dominated by companies striving for something better than just the status quo?

## Publishing's Holiday Secrets for Success: The Ulterior Motive

With the holidays looming, everyone is aflutter making plans to work on initiatives that meet year-end goals and drive phenomenal holiday results. For many publishers, gifting of subscriptions has been a long-standing tradition, not to mention a key source of revenue. But gifting isn't the only driver of holiday sales for publishers.

Publishing has an ulterior motive. And that ulterior motive helps drive big money. Interested in knowing what a few of the secrets to success are? Keep reading.

**Secret No. 1: Getting out gets people in.** Publishing offers the reader a chance to escape and get away from it all. Despite all of the holiday buzz, there are still people who, for various reasons, just wish the holidays would end. For those people, having the opportunity to purchase a publication that allows them to escape into a world of gorgeous images and articles is a great route of escape. Many publication sales are sold to the intended reader.

**Secret No. 2: Gift guides work overtime.** If a publisher doesn't produce a standalone gift guide, in most cases they are producing gift recommendations inside current issues. Gift guides sell! For those people who love to look at a trusted expert (aka the editor of their favorite magazine), they will buy, and with digital magazines, they will buy right from the URL. The smartest publishers are doing affiliate sales through gift guide links, in addition to leveraging gift guides as an intro sell into a full subscription post holiday.

**Secret No. 3: Impulse.** People travel during the holidays and stand in a lot of lines. People need publications at their fingers while they are waiting and traveling. A secret to publishing success is offering people the ability to buy single issues immediately. It's an impulse buy. Digital makes this very easy- but this strategy is still effective even in print. Putting a single issue in front of where a customer is walking or standing can bring big bucks during the holidays.

If your holiday strategy doesn't include this variation on your thinking, and gets to the ulterior motive, you might just have unlocked a few ways to drive extra money to the bottom line and delight customers. Make sure you have a view of how your plans will play into people's hearts and minds this holiday season.



**Quotable: The network is the computer. -- Scott McNealy, Co-founder and President of Sun Microsystems**



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# HOME BASED BUSINESS: 17 QUESTIONS WORTH ASKING IF IT IS RIGHT FOR ME

By Jake Oliver

Home based business is great for those who want to have freedom. However, it is not a perfect fit for everyone. It takes a particular kind of personality to have a successful home based business.

The good thing is that you can learn to become the right person to have success in your business. It will take effort and hard work but you can get there. This why I love this industry. The average person that has no education can dig deep within themselves and have massive success.

The questions I have for you is:

Do you have what it takes to have a massive organization in the home based business world? Let's see if you do!!

Ask yourself the following questions:

1. Do I assume responsibility?
2. Do I like the feeling of being in charge?
3. Am I able to cope up with failure without admitting defeat?
4. Do I get along with people when initiating on something?
5. Do I try to see good things in bad situations?
6. Am I able to use past mistakes as learning procedure?
7. Do I persevere when others tell me it can't be done?

Do you have the discipline and initiative? Ask yourself the following questions:

8. Am I a self-starter?
9. Do I organize my tasks before getting started?
10. Am I likely to work hours to accomplish a goal?
11. Am I able to come up with many solutions to problems?
12. Can I concentrate on one subject for extended periods of time?
13. Do I find myself continually thinking up new ideas?
14. Do I set clear goals and objectives for myself in beginning a task?

Are you a risk taker?

Ask yourself the following questions:

15. Do I take risk for the thrill of it?
16. Do I enjoy doing something just to prove that I can?
17. Am I ready to make sacrifices to have a successful home based business?

For starters, you are your own boss. You are the one who will decide on how things should be done. The work days start when you want it to start. But it takes the "it" in order to be successful. It is important to have the qualities necessary in order to succeed in any industry especially in home based business, because it will offer you many benefits. It takes hard work, commitment, dedication, focus, bravery, passion and time in creating a successful and profitable business.

By answering these questions, you are analyzing yourself if you have the capacity to build a successful home based business. If you have answered "Yes" to almost all the questions above, then WELCOME ABOARD!



***The work days start when you want it to start. But it takes the "it" in order to be successful.***

## mwm success story

# ERIN MCKENNA: FINDING SUCCESS WITH A VEGAN BAKERY BUSINESS

By Isabel Isidro



*My brand is different from other bakeries out there because I have infused it with myself. I've poured every bit of my personality into it, rather than making it another cookie-cutter cutesy bakery.*

Sometimes, good things can come from bad news. While working in the fashion business, Erin McKenna was diagnosed as allergic to wheat and dairies. Not wanting to totally give up on sugar and sweets, she then tried baking and trying recipes for mouthwatering deserts that she can tolerate. Knowing that she has a winning lineup of goodies convinced her to open her vegan bakery, BabyCakes NYC.

Today, Erin has a successful niche bakery business. She has appeared several times on various cooking shows such as Martha Stewart and the Food Network channel. She has also written a book containing her vegan dessert recipes.

### 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

We interviewed Erin and what makes BabyCakes NYC special:

### **What inspired you to start a vegan bakery?**

I was inspired to open a bakery that would be a safe haven for vegans as well as those with wheat allergies and sugar sensitivities because I had multiple food limitations and could never find a decent tasting dessert that covered all my restrictions. I thought it would be great to open a place where others with similar issues could come and choose freely from bakery cases packed with delicious baked goods. BabyCakes was my dream bakery, so I built it.

### **You previously worked as a fashion assistant at Budget Living. Why did you decide to open a bakery instead? What was the most challenging part of the transition?**

I thought I was destined to be in fashion because I had a knack for it but my heart wasn't happy in it—I was actually pretty depressed for the first time in my life. I used to go home and bake myself to happiness. The transition wasn't hard at all—I was so happy when I left to do what I love. I was broke, but very happy.



### **What makes BabyCakes NYC different from other bakeries out there? What makes your brand different?**

My brand is different from other bakeries out there because I have infused it with myself. I've poured every bit of my personality into it, rather than making it another cookie-cutter cutesy bakery. I think that a lot of people want to go into a bakery and have fun. I don't really drink very often and before the bakery was a twinkle in my eye, I'd always want to go to a bakery to party on the weekends. Other people wanted to go to clubs, I wanted to go party with cupcakes.

### **What was the toughest part of starting the business?**

Money and maintaining confidence. Money because it's very hard to raise capital but if you want it bad enough you will find a way to raise it. There is so much money in this world floating around, you just have to find a way to grab it. Confidence because even though you like what you're selling it doesn't mean everyone else will too. You just have to hang on to the belief that you have a good product and that people will love it as much as you do.



**You've appeared in the Martha Stewart and Food Network shows and have been featured in a number of magazines such as Gourmet and Vanity Fair. What do you think has been the most effective marketing strategy for the business?**

Word of mouth by far. People love to introduce others to their favorite spot for food and you listen to raves from friends more than you would pay attention to an article. Every time I want to go out to dinner somewhere new I ask a friend what their favorite spot is and what to order. The internet with all its blogs and review sites is the most powerful resource above and beyond anything else.

**You will be opening a store in Los Angeles. What are your strategies for growing the business?**

I am opening a store in Los Angeles in Fall. Can't give away my growth strategies—but I can say I am using every part of my brain to do it.

**How is your web site complementing your bakeries? How do you market online?**

The website is essential to the bakery. All our information and personality lives there and it gives people who haven't been here a good feeling for the bakery. I don't market online...I think the blogs take care of that efficiently.

**What is the most challenging part of growing the business?**

Knowing what the next move should be to grow safely and successfully.



*The website is essential to the bakery. All our information and personality lives there and it gives people who haven't been here a good feeling for the bakery.*

**How likely are you to consider franchising as a step to grow the business? What advice can you give startup foodies and bakers thinking of starting their own businesses?**

At this point, franchising is out of the question. My advice is to stay strong and don't lose sight of what inspired you in the first place. Don't go to others for ideas—let it be from you. It has to be authentic.

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MWM 16

## mwm ask the expert

# Expert interview with Alex Osterwalder about "Business Model Innovation"

By Nina Uhl

Alexander Osterwalder is an entrepreneur, speaker and business model innovator. Together with Professor Yves Pigneur he co-authored Business Model Generation, a global bestseller on the topic of business model innovation. His Business Model Canvas, a tool to visualize, challenge and (re-)invent business models is used by leading organizations around the world. Alexander is a frequent keynote speaker and has held guest lectures in top universities around the world, including Stanford, Berkeley, IESE and IMD. The Business Model Foundry, his current start-up, is building strategic tools for innovators. The Business Model Toolbox for iPad is the Foundry's first application. Alexander holds a PhD from HEC Lausanne, Switzerland, and is a founding member of The Constellation, a global not-for-profit organization aiming to make HIV/AIDS and Malaria history.



MWM 17

**Did you know: About 20% of the videos on YouTube are music related.**

**Nina: Please introduce yourself.**

My name is Alex Osterwalder from Switzerland and I work on business models and "Business Model Innovation".

**Nina: Would you please describe what you understand by "Business Model Innovation" and "Business Model Canvas"?**

Business Model Innovation is basically the process of creating value in new ways for customers and companies. The Business Model Canvas is a practical tool that we invented to help companies describe, design, challenge and ultimately invent new business models. It is a very visual

**Nina: What's the difference to existing business model theories?**

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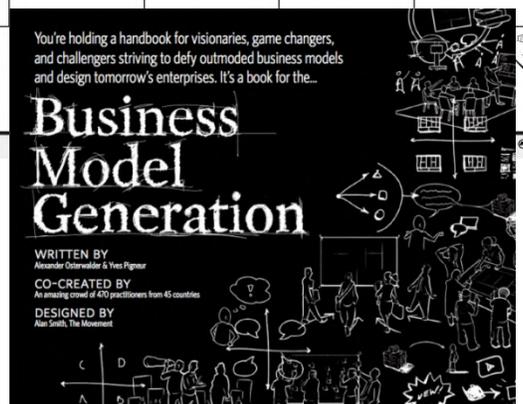
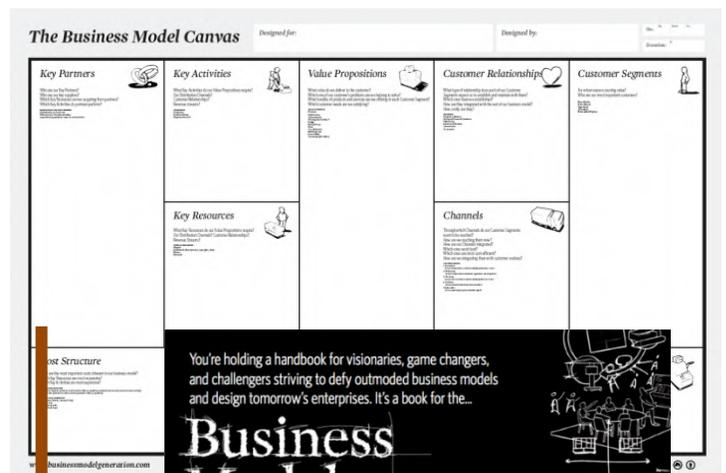
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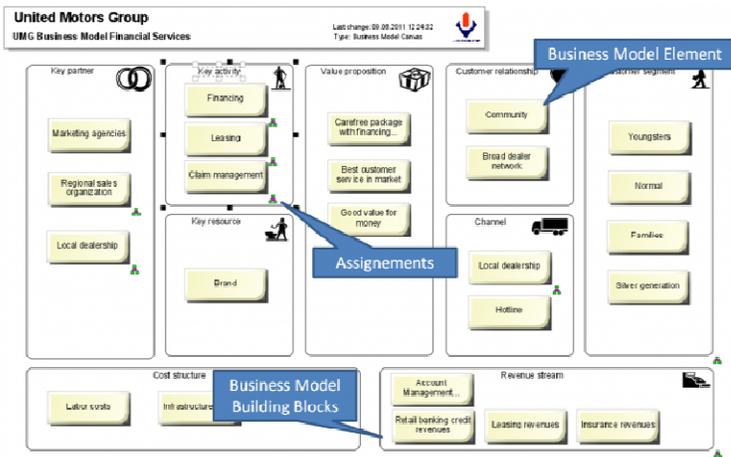
Well, when we started out eleven years ago I was working on my dissertation on business models and there were a lot of people talking about business models. There were lots of conceptual models out there. The key difference is that we took all those concepts, made a synthesis, tried to simplify them and then designed a model which we rigorously tested in the market with companies, with entrepreneurs, and with senior executives. It was a scientific approach. We called the output "Business Model Ontology" before it became "Business Model Canvas" later on. Once the dissertation was published, the method was increasingly used throughout the world. So the model was "stress tested" by the market. Today a lot of companies around the world use the "Business Model Canvas" to describe their business

**Nina: In which industry do you see the biggest challenges for business model innovation?**

I wouldn't want to single out a single industry. In the mobile phone industry business model innovation has happened continuously over the last decades. This industry is familiar with the business model innovation challenge. Even so, they still don't know how to deal with the topic, as the recent challenges to the business models of "Nokia", "Microsoft" and "RIM" with the "BlackBerry" show. All of them have been – at least temporarily - sidelined by "Apple" and "Google".

However, these kind of disruptions to established business models is not only happening in the IT or telecom industry. It is happening across the board and a lot of companies in vary different sectors are facing the challenge of business model innovation. There are some I am looking at a little bit closer. For example, the banking industry has a strong need for new business models. Another very interesting area facing enormous business model challenges is the pharmaceutical industry. The old based on the development of blockbuster drugs doesn't work anymore and it's not quite clear how pharmaceutical companies are going to replace their revenues coming from existing patents. Generic drugs are





**Nina: Can you give us some examples for successful (business model) innovations?**

There are several interesting examples. One example that I find intriguing is how “Nestlé”, the big Swiss nutrition company, is building a portfolio of business models in their coffee business. When they set up Nespresso, they started selling single portioned espresso for their innovative Nespresso machine directly to the end customer. It was the first time “Nestlé” sold to the end customer, which is a very different business model and it was extremely successful. Yet, they didn’t stop there. They continued with business model innovation in the coffee business by creating “Dolce Gusto” which is another machine that operates with a slightly different business model. They are developing a portfolio of business models in their coffee business. That is exciting, because I think that is the future: from product portfolios to business model portfolios.

An exciting area where a lot of new business models are emerging is the entrepreneurial sphere. One of the examples I find particularly fascinating is how a company called “SunEdison” boosted the adoption of solar panels in the US. They did that not through a new technology, but through a business model innovation. Jigar Shah, the founder of “SunEdison”, solved what was broken in the solar panel manufacturing industry. For years, solar panel manufacturers were asked to spend substantial upfront investments for solar panel installations. Through a business model innovation SunEdison was able to provide solar panels for free. This innovation transformed the entire industry. We often first think of technology innovation as the solution, but in this case it was the business model that made the difference. What is exciting with the SunEdison example is that business model innovation sometimes allows you to solve customer problems or customer jobs-to-be-done that were simply not possible with the traditional business model.

**Nina: As we have many students in our community – do you have a good piece of advice for founders of a new business/ the new entrepreneurs?**

I would give two pieces of advice. The first one is: realize that every product or technology and every business idea can have multiple business models. You have to really go through a design process where you think through five, ten, twenty different business models for the same starting point. One where you give away the product for free, one where you have only variable costs and no fix costs; one where you work with a very strong partner or even a competitor. Creating business model prototypes and thinking them through before selecting one is important. It helps you not fall in love with your first ideas and strive for better alternatives. That’s the one piece of advice.

The second piece of advice is that even if you have the smartest team and you figured out your business model, don’t forget that it is still just a series of hypothesis, a series of guesses. You don’t know yet if it is really going to work. So before starting to build your business model what you really want to do is test the pieces of it with customers and partners. When you learn that something doesn’t work you can pivot your business model until you find workable options. You only start building it when you are sure it will succeed. That approach to testing business models is a very powerful method described by Silicon Valley guru Steve Blank in his book *The Four Steps to the Epiphany*. That is very different from the past when we used to write and invest in business plans. But business plans do not survive the first contact with customers to quote Steve blank. So don’t even take the time to write a business plan. Focus on the design of and search for the right a business model.

**Realize that every product or technology and every business idea can have multiple business models. You have to really go through a design process where you think through five, ten, twenty different business models for the same starting point.**

# Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:

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*Make Your Computer Error-Free and Run Faster In Under 3 Minutes*

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because few users end up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors. Eventually, PCs will become slower, and more prone to problems like conflicts, freezing, crashing, and other issues.

<http://regeditcleaners.com/>

# Work From Home Tips - How To Earn A Residual Income From Home

By Adam S. Harding



It is the dream of many people to work from home and quit their 9 to 5 job. But it can be overwhelming to decide on which online business opportunities to go for.

So in this article we will go over a number of tips to help you make money from home by leveraging the power of modern day internet marketing methods:

**Affiliate Product To Sell** - I think to make money online in affiliate marketing is one of the best ways to start off as a newbie. Because with affiliate marketing you just need to focus on the most important part of marketing online: driving traffic. When you have mastered the art of driving traffic then you can make money online quickly and easily. Some people recommend creating your own products and recruiting affiliates to market for you. This will work well if that is your skill set, but for most newbies affiliate marketing is probably the easiest way to start internet marketing.

**Residual Income** - The whole point of online business opportunities is to build up a monthly residual income. This is where you have a base income arriving to your account whether you do any more work that week or not. Network marketing is one way of building a residual income because you leverage the power of a team to earn money from the sales of others. Also, look to promote products that have a recurring nature to them. Online membership sites that bill the customer monthly is a good way to get a recurring from home income arriving for your business.

**Go Where The Traffic Is** - Many beginners are told to find an untapped niche to market in. But I think that is bad advice as in an untapped niche there is probably not much of an audience and you will have to totally dominate that niche to see success. Instead, go after a large marketing where there are millions and millions of potential customers. Markets like business & wealth, relationships, and health & fitness. Market something that will be easy to find people to send to the offer.

**Work From Home Jobs** - In many internet business listings you will often see lots of work from home jobs. These are not so much opportunities that entrepreneurs will want to get involved in because they are for people with more of an employee mindset. For example, you will often see biz ops listed for paid surveys, writing articles, data entry, and stuffing envelopes etc. But these are more like jobs and are not automated ways to build your income by leverage the power of internet marketing. I would focus on the residual income opportunities instead.

*The whole point of online business opportunities is to build up a monthly residual income. This is where you have a base income arriving to your account whether you do any more work that week or not.*

# Accepting Negative Feedback Is Essential

By: George Hutton



Many people are afraid of feedback. You try something, you get a result. Whether the result is good, or bad, it lets you know how you are doing. Most people love good results. They strive for them. They are the only reason, after all, that they take action. Similarly, people hate bad results. Ask out a girl, she says no. This fear is what keeps men paralyzed with fear.

It's also the same fear that keeps millions of people with great ideas from starting a business. What if I fail? What if nobody buys my product? What if somebody else has a better product?

The truth is that bad results, or negative feedback from your actions, are just as valuable as good results, or positive feedback. Strangely, most of us have a hard time accepting bad results. We blame others, hide our heads in the sand, and refuse to acknowledge that a course of action that we've taken has given us other than what we expected.

Do you remember when you were a baby? Probably not. But if you did, you'd remember that all natural learning, all natural acquisition of skills and development of abilities is based on trial and error. Babies know this instinctively. They try something, it works, they do more. They try something else, it doesn't work, they do less.

Why is this? Because all the adults around them give them positive reinforcement both ways. We get an "A" for effort whether we succeed or fail.

Why does this change when we get older? Maybe because we put too much emphasis in what others think about us. Maybe because we are afraid that any failure in business is an indication of a deeper, horrible truth. One that we dare not face.

But the honest truth is that if you are going to succeed in business, I mean really succeed, you have to accept failure just as openly as you accept success. Failure can teach you much more than success. Sure, you may try something and make money. But do you know exactly how? Do you know exactly why?

Without an open acceptance of failure as well as success, you won't really know what you're doing. By accepting both as a normal part of business, you'll be continually fine tuning your skills and building more and more successful strategies.

Imagine if you could measure your skill when it comes to making money in a business. What if you were certain that you could double your skills every year, for the next ten years. How much better would you be? How many more products could you produce? How much more money and wealth could you generate, not only for yourself, but for society as a whole?

All it takes is accepting the feedback that you get. And just like a child, unaware of the negative labels put on "failure," just do more of what works, and less of what doesn't.

In a few years time, you'll be one of the top business people in the world.

***Without an open acceptance of failure as well as success, you won't really know what you're doing.***

# mwm gadgets & toys

## Pocket Bluetooth iPhone And iPad Mouse And Keyboard Combo

If you prefer a physical keyboard rather than using the touchscreen one on your iPhone, you might be interested in this, new compact pocket Bluetooth keyboard has hit the market this week, and has been designed for use with Apple's iPhone and iPad tablet devices, although it can be used with other Bluetooth devices as well.

The pocket Bluetooth keyboard is fitted with dedicated keys for iOS shortcuts and is equipped with a mouse in the form of a touchpad in the upper right corner of the keyboard.

The keyboard offers a full QWERTY layout with support of iOS 4.0 and later, it weighs just 70 grams and measures 60 x 110 x 20 mm. The tiny Bluetooth keyboard is powered by 2 x AAA batteries and is now available to purchase for around \$37.



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

## Belkin Unveils New Apple Lightning Connector

Belkin has this week unveiled the first third-party Apple Lightning Connector accessories, which have been designed for Apple's new range of devices launched over the last couple of months, including the new Mini iPad and iPhone 5.

Belkin has created an in-car charger cable and a charge and sync dock for the new Apple Lightning connector, which are both priced at \$29.99, and are now available to pre-order on the Belkin website with shipping expected to start in the middle of this month.



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

# You want it

Go on splurge – you deserve it. It's time to spend your hard earned cash.

## Raspberry Pi Used To Create One Button Audiobook Player

Developer Michael Clemens has used a \$35 Raspberry Pi to create a one button, audiobook player for his wife's visually impaired 90-year-old grandmother, enabling her to listen to audio book with ease.

The compact device uses the Raspberry Pi to read audio books from a USB flash drive that is connected to the device.

Once the Raspberry Pi device has booted a script runs that supports a range of formats including FLAC, MP3, and OGG Vorbis and pauses the audiobook, a simple press of the button and the audiobook starts playing.



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

## Memoto's Lifelogging Camera



Since the announcement of Google's Project Glass, wearable technology has become a hot topic as other companies have delved into the possibilities that wearable technology provides. One of those companies is 'Memoto'. Memoto's "Lifelogging" Camera is a wearable camera smaller than a pack of cards (36mm x 36mm x 9mm) with a 5-megapixel camera and GPS tagging. My immediate thoughts after hearing about this were the issues that would occur from a camera constantly taking photos, Memoto address each thusly:

**Battery Life** – The side of the casing shows a battery indicator to keep you up to date, but after 2 days the camera will need to be plugged in to a computer.

**Storage** – The camera can store up to the 2 days worth of photos (4,000 pictures) After being plugged in the camera then uploads all of your photos to Memoto's cloud service (for a fee).

**Organisation** – Each of the photos that the Memoto Camera takes are time-stamped and organised into "moments" on a timeline in Memoto's app. Each "moment" is searchable by date, time and place.

**Privacy** – There are moments in life when none of us want there to be any photographic evidence, as far as the Memoto Camera is concerned, if you don't want to be taking photos, simply take the camera off. However if you do leave it on, feel safe in the knowledge that all of your Memoto photos will be set default to private viewing only. There is the issue of others privacy too. Legally you are allowed to take photos of what you want, as long as you are not violating any laws. However Memoto advises users to remove the camera immediately if asked and to not take any photos anywhere you feel they shouldn't.

What do you think about Memoto's camera? Is this a step into the future of wearable technology or an invasion of privacy?

<http://www.originofcool.com>

Did you know



People spend over 500 billion minutes per month on Facebook.

# SIMPLE PROBLEM SOLVING STEPS

By Mikka Socha

Solving problems is not always easy. You need to be patient and inventive.

But your ability to find solutions to problems will determine your success.

This is the same when working online. If you have your own Digital Business or if you want to build one, you will face a lot of technical problems.

Use the following problems solving steps to overcome this obstacles and to grow your business even faster.

The first reflex you should adopt is to Google for a solution. Of course it's evident. Yet still very few people actually do it. They give up without asking the world-wide web for help.

Don't think that on the whole wide world somebody already faced the same problem as you? And don't you think that this person went online, asking others to help him or even posting the solution himself?

The probabilities are quite high that you'll find the solution by surfing...

However if you cannot find the solution online, then you should maybe simply forget your problem. Forget it, do something else, and come back later.

Most of the times the solution is there, in front of you but you don't see it. Go through your problem again and be sure you didn't just overlooked something in the process.

But maybe not? Maybe you did everything the like you should?

Don't worry. Your next problem solving step will be to ask for help. You can use forums talking about your problem. Forums are an excellent way to get the opinion of more experienced people in your field. Just describe your problem and wait for feedback.

In most cases you will now have the solution to your problem. If not, think also about people you already know and who could help you. Isn't there someone you know who is an expert and who could help you with your problem?

Maybe you don't know that person personally. Just send an email, stay polite and courteous and ask for help. There is no guarantee that the expert will respond to your email. But do you have something to lose? Just give it a try.

Let's assume you didn't get any answers so far. Then you still have a final problem solving step left.

Pay for the solution.

Until now you spent a lot of time looking for a solution without finding one. You should now consider to spend some money to get your problem fixed.

With all the affordable outsource solutions out there today you will find someone to solve your problem quite quickly.

Sooner or later you will face problems when working online. If you give up without finding a solution, you'll probably never become successful.

You must fight to find the solution. Implement the simple problem solving steps we've gone through above and every problem will turn out to become an opportunity.

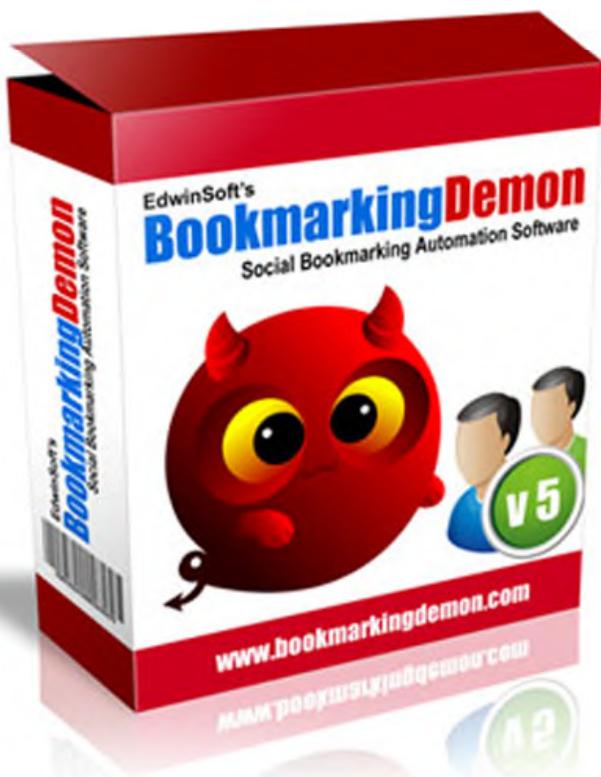
Want to make an additional income from home or leave the rat race and better your life? Mikka Socha can show you how to create your dreams online by becoming a Digital Entrepreneur. No previous knowledge or training is required to take advantage of the profitable and fast growing digital economy.

***You must fight  
to find the  
solution.***



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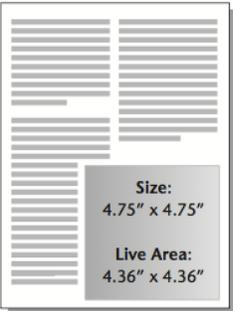
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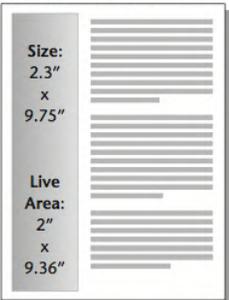
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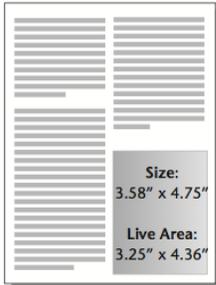
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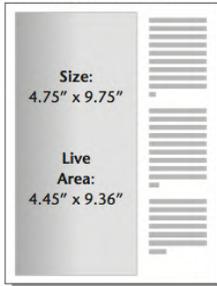
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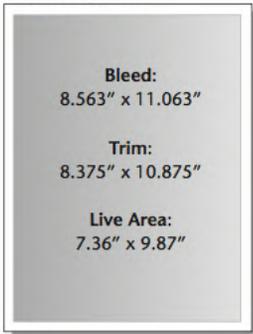
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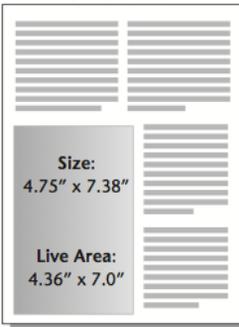
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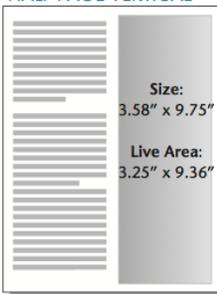
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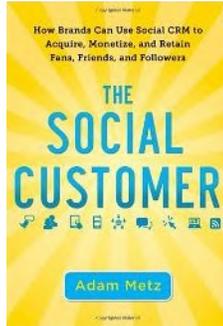
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# mwm tools

## > Books, Courses, Software, Tools and other Resources to help you succeed online.

### The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers

By: Adam Metz



IF you look at the people who follow your company via social media simply as "social media users," you're missing a much bigger picture. They are, above all, your customers—and as such, they have a multitude of needs. But without the right social media strategy, they might not remain your customers for long.

Adam Metz is prized by clients and online fans for his understanding of what makes both companies and their customers click—and how social media can get them in sync and drive revenue. In *The Social Customer*, he teaches you all you'll need to know to transform your business—not just on the Web but across the board. Even if Facebook and Twitter were to disappear tomorrow, these are the fundamentals that will always apply—whatever the technology and whatever the social media. You'll learn:

- How to transform your brand into a coveted "Social Object"
- Where your brand currently stands with your social customers—and how to mobilize your customers to get the word out
- The "The Ten Commandments of Social Customer Relationship Management"
- How to harness the power of collaboration
- How to delight your customers and win loyalty through individualized Treatment
- What terms like "Social Marketing" and "Social Sales Insights" really mean—and why they can be vital to business success

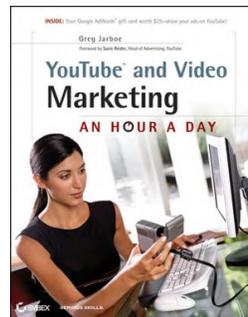
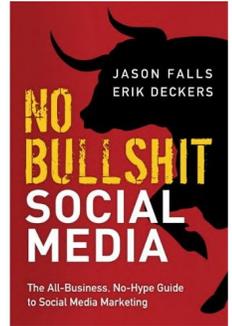
### No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing

By: Jason Falls & Erik Deckers

The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business!

- Detailed techniques for increasing sales, profits, market share, and efficiency
- Specific solutions for brand-building, customer service, R&D, and reputation management
- Facts, statistics, real-world case studies, and rock-solid metrics

Stop hiding from social media—or treating it as if it's a playground. Start using it strategically. Identify specific, actionable goals. Apply business discipline and proven best practices. Stop fearing risks. Start mitigating them. Measure performance. Get results. You can. This book shows you how.



### YouTube and Video Marketing: An Hour a Day

By:  
Greg Jarboe &  
Suzie Reider

A complete, task-based guide to developing, implementing, and tracking a video marketing strategy

Online video marketing is crucial in today's marketplace. This guide teaches you proven, practical guidelines for developing and implementing video marketing for your organization.

If you're a marketer, advertising professional, consultant, or small business owner, here's a relevant guide to understanding video marketing tactics, developing a strategy, implementing the campaign, and then measuring results. You'll find extensive coverage of keyword strategies and video optimization, distribution and promotion strategies to other sites and blogs, YouTube advertising opportunities, and crucial metrics and analysis.

### The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web

By: Mari Smith and Guy Kawasaki

One of the top social media thought leaders shares her secrets to expanding your business through relationships. People have always done business with people they know, like, and trust. That's the essence of "relationship marketing." Today, the popularity of online social networking has caused a paradigm shift in relationship marketing. This book helps businesspeople and marketers master this crucial new skill set. Relationship marketing specialist Mari Smith outlines a step-by-step plan for building a sizable, loyal network comprised of quality relationships that garner leads, publicity, sales, and more.

If you're a businessman or businesswoman feeling the pressure to shift your approach to using social media marketing, to better understand the new soft skills required for success on the social web, and to improve your own leadership and relationship skills through emotional and social intelligence, this book is for you.



### Did you know:

**90% of Internet users know at least one social network.**



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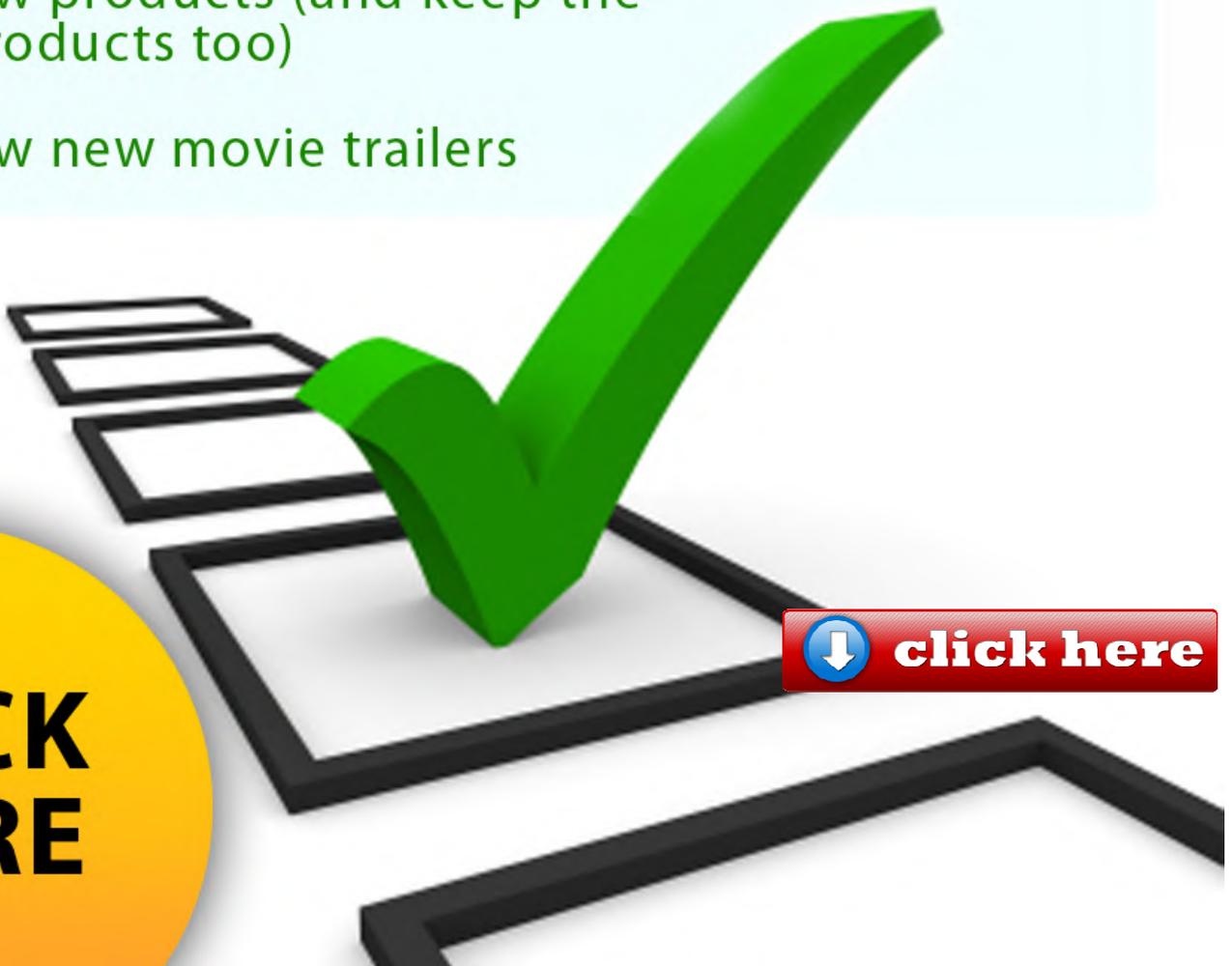
Take online surveys (I made \$20 for a 20 minute survey!)

Participate in focus groups

Take phone surveys

Try new products (and keep the free products too)

Preview new movie trailers



 **click here**

**CLICK  
HERE**

# mwm videos

Online Marketing vs Traditional Marketing



<http://www.youtube.com/watch?v=d4aijRjFOq4&feature=related>

How To Start A Internet Business From Scratch Online For Beginner



<http://www.youtube.com/watch?v=6t6ba6Cj690>

Day in the Life of an Internet Multi-Millionaire Tom Antion Part 1



<http://www.youtube.com/watch?v=o61n7TI1i0Y&feature=related>

Internet Millionaire Jeff Usner - Shares How You Can Make You \$7,000



[http://www.youtube.com/watch?v=zwOs\\_dPlhvs](http://www.youtube.com/watch?v=zwOs_dPlhvs)

Alibaba.com Customer Success Story - Eatwhatever



<http://www.youtube.com/watch?v=ZCWRIzdFMSM&feature=related>

Top 5 Online Marketing Trends 2012!



[http://www.youtube.com/watch?v=39\\_iOVMJU1o&feature=related](http://www.youtube.com/watch?v=39_iOVMJU1o&feature=related)

# ARTICLE MARKETING TO BENEFIT YOUR PAGE RANKING

By Chris Alen Paulus

So what is all the buzz about article marketing and how can it benefit you?

Article marketing is using content from your site and promoting it on the web to promote yourself first and then to promote your site. I say to promote yourself first and then your site because great content makes you the expert. then you will be the person people look to for guidance.

Article marketing could be the most important tool in promoting your affiliate links or your primary business since it is very effective and free. Write anything that is on topic and that interests you.

Google loves great original website content and pays you back you with high rankings for your keywords. So when you post a great article on your site or blog it becomes valuable to Google searchers. Article marketing will be the most effective if you are actually helping your readers. Do not try to sell them something right away. Searchers do not want to be sold they want solutions. They want highly useful information that solves the problem they have.

Of course your purpose in writing great content is to increase your website or blog traffic which will ultimately lead to sales, but your first priority should be helping people. Help solve a problem or issue they have and you will reap the rewards.

*Article marketing could be the most important tool in promoting your affiliate links or your primary business since it is very effective and free.*



To help rank higher on Google use the Google keyword tool. Even you do not have an ad-words account you can use this tool to find great keywords. A great strategy is to find keyword with low competition but with a decent amount of searches a month. Then write your article around that keyword. I would suggest over 5,000 searches a month. Keep in mind that the top listing in a Google search get about 30% of the traffic so if a keyword gets 20,000 searches a month, then if you are in the number 1 spot you will get about 6000 visitors to your article. Of that you will probably get about 10% that will actually visit your website or blog and become leads.

A great keyword density goal would be 1-3%. This means that your keyword or keyword phrase should be written once for every 40 to 60 words. Don't try to make this exact just use it as a guide. Now I don't mean just write useless information and load up the keyword in your text. This will not work will probably get your content banned or even worselow rankings. If your site is not on the first page of Google for your keyword you might as well be invisible.

Now let's say you have written a great article the next step is to get page views, get readers. You can use an article marketing service. These will save you a lot of time since you will not have to submit to each article directory individually.

Serious online marketers use article marketing as a serious tool for promotion.

# **EXPERT INTERVIEW ON TWITTER FOR BUSINESS WITH GUY KAWASAKI**

**By Elise Redlin-Cook**



*“I truly believe there is not right and wrong with Twitter. There’s only what works and what doesn’t work for a person or a company.”*

In this installment of expert interviews, we had the chance to discuss the impact Twitter has had on marketing and branding with Guy Kawasaki, the co-founder of Alltop.com, an “online magazine rack” that aggregates significant stories on all sorts of topics. He is also a founding partner at Garage Technology Ventures, which makes direct investments in early-stage technology companies. Additionally, Kawasaki is the author of multiple books. His latest *Enchantment: The Art of Changing Hearts, Minds, and Actions* explores how to transform situations and relationships into enduring, powerful relationships.

**Elise Redlin-Cook: Hi Guy! You are very active in the Twitter world, how has the way you tweet changed since you started?**

Guy Kawasaki: I've come to view Twitter as a marketing platform and not just a social network. I push the edge of using Twitter for marketing purposes—and not everyone agrees with my practices.

I truly believe there is not right and wrong with Twitter. There's only what works and what doesn't work for a person or a company. My Twitter use is confusing for many people. I have ghosts and contributors for @guykawasaki. They produce tweets that are closer to news updates than personal updates. In this sense, my tweets are like @Mashable.

On the other hand, no one ever responds to @ messages, mentions, or direct messages as me. These responses are always by me, and I try to answer each and every one of these.

No one tries to do both. Some Twitter accounts may have more news links. Some may have more personal tweets. But none have both like I do.

**Elise: What kind of impact does Twitter have on your brand or business?**

Guy: Twitter will go down in history as one of the most powerful branding tools. Right now, it's second to only Facebook—and many people may consider it better than Facebook.

**Elise: What advice would you give to a company just starting to use Twitter?**

Guy: The three best kinds of tweets provide information, analysis, or assistance. If a company would focus on these three types, it will do just fine. Here are examples. Information: "Verizon announced an iPhone." Analysis: This means that AT&T has competition, so it has to improve its network. Assistance: "This is where you figure out how much your old iPhone is worth."

**Elise: What goal do you hope to achieve with Twitter?**

Guy: I don't have a goal for Twitter as much as goals for my new book, *Enchantment*, and my website, Alltop.com. Twitter—and Facebook—are a means to make them successful.

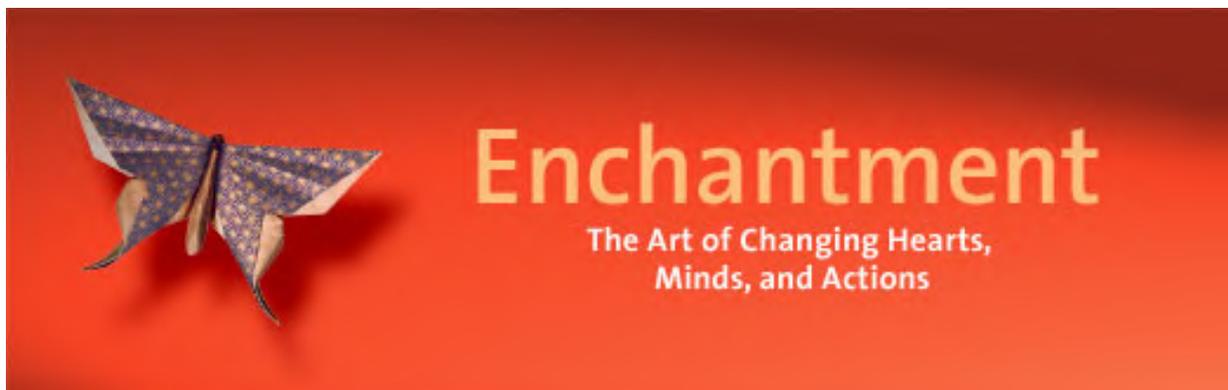
**Elise: I read your book "Enchantment: The Art of Changing Hearts, Minds, and Actions" over the weekend. (Thanks by the way for sending me a pre-released copy- I loved it!) and really enjoyed the section on Twitter. You said "Twitter is the most powerful enchantment tool I've used in my career." which needless to say is a glowing recommendation for the service. Can you elaborate on why you feel this tool is so enchanting?**

Guy: Twitter is so enchanting because it's fast, free, and ubiquitous. It's also totally what you make it. It's clay in the hands of a potter. There is no other way to reach so many people so fast and so cheaply. It's marketing nirvana. As Dave Winer told me when I first started on Twitter, "I was born to tweet."

**Elise: We are also about to release a new guide entitled "Twitter for Business: A How-To Guide" written by our Content Strategist Abby Gilmore that echoes a number of your suggestions throughout your book on how to engage people manually while making it personal. Can you share an example or two of how this tactic has worked for you on twitter?**

Guy: First, I was once in San Diego to fly out to a U. S Navy aircraft carrier. At 10:00 pm I discovered that I didn't have my MacBook charger, so I tweeted out a request to borrow one from anyone in the area. By 10:30 someone delivered it to my hotel.

Second, I was looking for a hotel during the Winter Olympics in Vancouver. I posted a tweet asking people what they thought of a particular hotel. The owner of another hotel tweeted back that my books have changed his life, so he wanted to offer my family a free room for the Olympics. Can anyone top this?





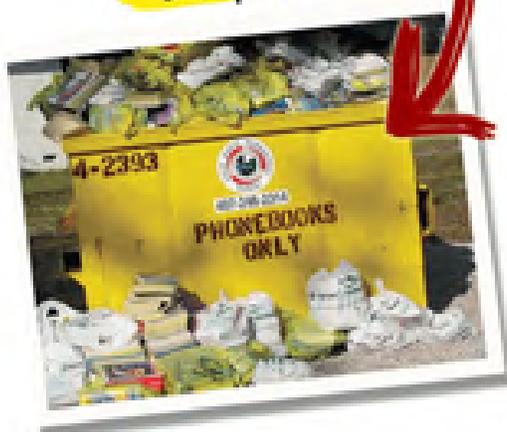
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# **mwm useful links**

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- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
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- ✓ <http://bigbookofhomeremedies1.com>
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- ✓ <http://harrycrowder.com/>

**Has your WordPress BLOG Has Been HACKED?**  
**You Need WP Security Plugins Security Suite...**  
**I just got it myself** <http://bit.ly/WPSecureSuite>



# What Is Retargeting and Does It Work?

By Kevin S. Collins

As we travel the country exhibiting at Internet based trade shows, people constantly come up to our booth and ask us about retargeting. "How does it work", "is it effective", "what's the best method", are just some of the common questions.

Retargeting seems to be a hot topic and discussion point these days on the show floor. There are always a couple of retargeting companies at these shows and there are a couple of different types: email, display media and text messaging are the most popular.

How does retargeting actually work?

Let's take display retargeting first: When a consumer visits a website using display retargeting technology a special cookie is placed on their computer. This cookie identifies the user and what website they were on. The cookie relays that information to other websites they visit. If the consumer lands on another website using retargeting it reads the cookie information and shows the consumer an ad based on the cookie. So, for example, if you were looking at shoes at shoes.com and abandoned the site without making a purchase, you could end up seeing a banner from shoes.com at the next website you visited. At that moment you have been "retargeted".

As an advertiser there are some cool things you can do with display retargeting. If you have multiple websites or a multiple step process you can adjust the cookie settings to move the consumer from one site to another depending on their actions. You can also set specific information in the cookie that will show the consumer an ad based on the type of shoes they were looking at. If you want to wet your feet in display retargeting Google Display Network is a good place to start. They have all the tools you will need from beginner to advanced and they also have a vast network. However, they are really big and you could spend a lot of money quickly so make sure you cap your daily spend and analyze your ROI.

Email retargeting can be a little trickier and requires more complicated management and strategy. You also need to collect the user's email so this method is more popular for ecommerce sites and used to retarget someone who has abandoned a shopping cart. However, this method can be very effective if you employ one-to-one marketing principles. For example, a user has a pair of Nike LeBron XiD, size 14 in your shopping cart. They fill out your registration form but abandon your cart when he gets to the credit card page. Since you collected his email address on the reg form you can "retarget" him with emails offering a discount on the Nike sneaks he was looking at. A couple of things to remember here:

1. Keep the email clean and simple. Include a discount or incentive and a picture of the product they were interested in.
2. Timing on the first email should be within the first 24 hours.

3. You should then follow up with 2 or 3 more emails spaced out approx 6 days, then 10 days from the users visit.
4. You will have to remove the user from receiving subsequent emails if they purchase. Otherwise you could piss off a lot of customers who purchased the product and then got an email with a discount for the same product.
5. You now know a lot about this user: gender, is probably active and likes basketball, he is a large person, etc. So, this data will be valuable and help you market this user one-to-one on future promotions.

We've covered two of the most common methods of retargeting. Regarding the text message retargeting I can't say I have much experience to relay. I think the biggest hurdle here is collecting the mobile number and delivery costs.

But when we are exhibiting at trade shows one of our banners boasts "instant retargeting" and this message evokes most of the retargeting questions. What is instant retargeting? Well, it's a method of retargeting a consumer the split "second" they abandon a shopping cart, website or lead gen form. Both email and display retargeting are not capable of grabbing the consumer this quickly. Email has challenges touching the consumers and overcoming low open rates and junk mail filters. Display retargeting has to rely on the user visiting another website that can interpret their cookie and display their banner. Sometimes a user can wait several days or weeks before visiting such a website.

Our method of instant retargeting involves using an automated chat agent to engage a user the second they leave your website. This is done by using javascript code that evokes a virtual chat agent when the user closes a browser or tab, types in another URL or uses the back button. The virtual chat looks and feels like a live operator and answer questions and offers incentives and discounts in an effort to driving the user back to your website. More than likely a user is headed to your competition when they abandon so this is the most effective time and method of retargeting them. A good automated agent campaign takes a little time setting up and getting off the ground but the majority of the heavy lifting including creating the agent scripts is done by us. Once the campaign launches valuable feedback is collected from the chat and passed back to the consumer.

# mwm marketplace

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“

Quotable: With the development of the Internet...we are in the middle of the most transforming technological event since the capture of fire. I used to think that it was just the biggest thing since Gutenberg, but now I think you have to go back farther. -- John Perry Barlow

# Press Release Software

A man in a dark suit, light blue shirt, and grey tie is holding a silver laptop. He is looking towards the camera with a slight smile. The background is a blurred office environment with other people in business attire.

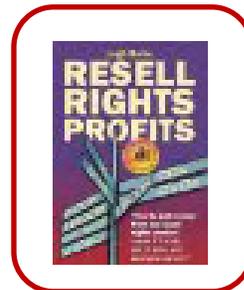
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# wwm featured products

## [Resell Rights Profits](#)

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



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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.](#)



# mwm contributors

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## A S Clarke

A S Clarke is an Online Marketing Expert, who has trained hundreds of people to achieve extraordinary success in the online home business industry to financial freedom.



## Kevin S. Collins

Kevin Collins saw the opportunity to get into the Internet space in 1999. He had the pleasure of riding the wave, carving out a memorable path that has been rewarding and satisfying. With a passion for eCommerce and customer acquisition most of his work has been around data-driven web application environments and the affiliate marketing space. Living in and around Boca Raton, FL he has seen a good share of the digital economy.



## Adam S. Harding

Adam S. Harding is passionate about Social Commerce and Internet Marketing related to Social Media, Local Business, Mobile Advertising and Search Engine Marketing



## George Hutton

George Hutton is a well-known and very effective copywriter who has helped many businesses turn a tidy profit. Trained in hypnosis, NLP, covert communication, and sales, George leverages all these skills to create the highest converting sales pages possible. George is also the author of the gripping crime fiction, "Zapotec."



## Isabel Isidro

Isabel Isidro is the co-founder of PowerHomeBiz.com. A mom of three boys, avid vintage postcard collector, and frustrated scrapbooker. She also manages *Women Home Business*, *Starting Up Tips* and *Learning From Big Boys*.



# **mwm contributors**

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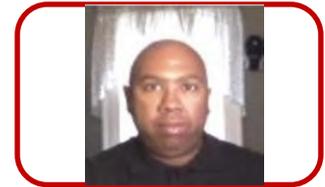
## **Jake Oliver**

Jake Oliver started online with no previous internet marketing experience and in less than 60 days, he was able to start earning a full-time income. I am an online marketing coach and trainer. I specialize in teaching social media strategies and business systems.



## **James C Patterson**

James Patterson has been marketing online now for over 10 years. I'm 53 years old, and live in Montclair, NJ. I've been happily employed full time in sales support at Macy's Furniture Gallery in Wayne, NJ for 9 years.



## **Chris Alen Paulus**

Chris Alen Paulus is a veteran internet marketing expert and trains others in what has helped him succeed in online marketing.



# 4 Top Tips for Being Your Own Boss Via Internet Marketing

By A S Clarke

It's fantastic but...

If the idea of being self employed excites you then this could be the career option you want to take. Of course, this means that you are completely on your own. You can holiday when you want, take as long off for lunch as you want and indeed go to work when you please. The rewards with patience and work are considerable. Many of those involved in online marketing are earning in a month what they would have previously earned in a year. The downsides however are not to be sniffed at! You are responsible for paying your own tax. You have to be disciplined too! Daytime TV is rubbish as you know but do not be tempted to watch it to the detriment of your business. There is a lot of time wasting stuff on the internet as well so guard your self against that too.

There is no one to talk to immediately if you have a problem; no regular Friday night s at the bar enjoying the bonhomie of your work colleagues. However, you are around for your children if you have a family. You are not sent away from home overnight by your boss to be in a meeting in some far flung corner of the earth at 9.00am the next day. So, the pros and the cons need weighing up.

No rent, no employees.

Why on earth would you want to pay rent? This is a 'work from home' business. Paying rent eats into your profit and whittles away any money you have saved up at the beginning. Don't do it. It is a no brainer. Similarly, if you take on employees the same rules, if not more apply. If you are raking in hundreds of thousands of dollars per month and you have some huge project going on that you can't handle yourself, then maybe. However, generally speaking, swerve away from that idea. It might sound grand but employing somebody comes with legislation and paperwork that needs to abide by - as well as giving them money weekly or monthly!

No commuting.

Well you are not stuck on a local car park - which is actually in reality a main road each day like everybody else. No Beltway, no M25 motorway and of course less stress. If you travel an hour each way to work, you are talking about 10 hours a week and in many cases that time isn't paid for. Working at home means commuting from your bedroom to the 'office' or whatever designated area you have in your home which purports to be the same. Of course, you can wear or not wear what you want because there are no annoying office rules you have to stick to regarding clothing. There is much less stress too and you don't have to be concerned with flexi time, being in work at 9.00am, or shift work.

Follow someone!

If you are a newbie regarding online marketing you need to see your business bringing in regular amounts first before you decide to throw in the towel. Indeed, you might even be in a fortunate position to pay your mortgage off - now that would be an incentive to leave work! However, you need to do this at the right time, emotionally as well as financially. Are you ready for the leap? That's why you need to have a mentor/coach that you can least bounce off so that you can get advice.

*Working at home means commuting from your bedroom to the 'office' or whatever designated area you have in your home which purports to be the same.*



# Is It Possible To Get Rich Quick On The Internet?

By James C Patterson

A number of people might be wondering if it's possible to get rich quick on the internet by those who put in the time and effort. If you're asking yourself this question, there's no easy answer to it because while some people have become wealthy rather quickly, others haven't. Even though some fortunate individuals have become financially independent in short order, this isn't commonplace. In this article, you're going to learn about programs making very bold claims concerning getting rich quickly.

I've been marketing on the internet for 6 years now, and while I'm doing okay financially, I'm by no means rich. When I first got started, I invested 2 years and over \$10k in programs that promised me the moon. While there was some valuable information in each program, none of them delivered on the tremendous profits statements they made. As a result of the information I received from these programs, I was able to realize how one can earn money online.

With regards to those who've discovered success quickly, people like that are few and far between. Most of them had their own product or service to sell, and this is an important point here. If you have your own product, you can earn an excellent income. While having your own can be effective for earning revenue, other individuals have found success in affiliate marketing.



*If you want to get involved with a program for earning cash online, stay away from those that make outrageous claims of overnight success.*

If you want to get involved with a program for earning cash online, stay away from those that make outrageous claims of overnight success. People create these programs in order to make money for themselves - not you. What you need is information, and that's everywhere online today. If you're looking to obtain accurate and timely information for your particular situation, consider joining forums having to do with internet marketing, affiliate marketing and working from home. These forums can assist you in making money online - without getting scammed in the process.

There are a few attributes you'll need to have to be successful. They have to do with having the appropriate mindset and the proper determination. It's highly unlikely that most people will become wealthy online overnight, but it's possible. Heck, anything is possible for that matter. It's possible that I could become the next President of the United States. But the chances of that happening are highly unlikely. Besides, I wouldn't want the job anyway - too stressful.

I could talk about possibilities for days, but I think you get my point. Many individuals have realized success online by having a mentor to aid and assist them in their endeavors. You can also take an internet marketing training course, that'll provide you with a great deal of information to help get you started.

# Affiliate Marketing - Can It Help You Survive?

By Lidushan Gunaseelan

## Affiliate marketing!

What's it & *Where to Start?*

It's a process where you sell/promote someone else's service or product and make a commission in turn. But the percentage of commission differs from each company/ product. But as an average you get 50% for digital goods.

Affiliate marketing can be used to make a decent income several ways.

You can use a Website, Blog, Newsletter, Email, Ads etc. The list goes on and on revealing that you have more chances to get involved in Affiliate Marketing!

However, the **Most Popular form of Affiliate Marketing is done with a Website.**

1) First You Select Your Niche in which you are familiar.(A Niche is a Market or Field in which you will be promoting products)

Some examples of Niche are:*How to create your own movie, Cake decorating, How to become a Web Designer, etc.* This way you'll be able to become an expert in the field one day.

2) Now you have to select a Domain Name.

(A Domain name is simply the address of a Website - for example "Facebook.com" is a domain name. To be more simple it's like buying a Store in the Internet for Rent from a Registrar like Godaddy.com or Namecheap.com)

But how do you choose a domain name? Just try out something relevant to your niche. For example if your niche is about cake decorating - you can try "cakedecoratingforyou.com". This is just an example. Try using other related keywords and be really creative. Once you know that a domain name is available you can purchase it within a minute or so.

Now that you have your Market and your Domain Name chosen, you need Hosting.



***You can use a Website, Blog, Newsletter, Email, Ads etc. The list goes on and on revealing that you have more chances to get involved in Affiliate Marketing!***

**What is Hosting?** Hosting works as follows.

You will send a file from your computer (The files which you want to be shown on your website) to another computer in your Hosting Company.

This computer will be power on all the time (24 hours a day).

Each time someone enters your domain name in the address bar of Web Browser they will be connected to the computer in the Hosting Company. (Example of a hosting company is Hostgator.com)

I Hope it's clear by now.

So what's next? You're almost done with a little more work to be done. Though it does take a little bit of work for the newcomer, it pays off well for the rest of your Life. But Remember, having a Website on Your Own is the Key to your Success in the Affiliate Marketing World among other Webmasters!

## mwm back story

# REBECCA KOUSKY: EMPOWERING WOMEN AROUND THE WORLD

By Lyve Alexis Pleshette

Rebecca Kousky is deeply committed to helping the plight of the poor women and children. While doing development and social work in various Third World countries, she saw first hand the difficult lives of these people. Upon graduation, she embarked on combining her passion for social activism with design, fashion and art. Nest <http://www.buildanest.com> was born.

Nest works with international non-profit organizations to provide micro-credit loans to women in developing nations to help them start art or craft-based businesses. The goal of Nest is to help these women become self-sufficient, and help improve their lives. These women pay back their loans by selling their goods on the Nest web site.



*"I love the idea of the "nesting instinct:" that, universally, women have a compelling desire to create a sanctuary for themselves and their families, filled with objects of comfort and joy."*

Learn the amazing story of Rebecca, and how she is striving to empower women around the world:

**You came from a family of entrepreneurs. How did this early exposure shape your mindset and your decision to start a business two weeks after graduating from grad school?**

Fully! My parents taught me both what it is to love your work and also that it is okay to take risks for things that you are passionate about. Their advice and support has been endless + without it, nest would not be what it is!

**How did the available startup resources affected your decisions when you were just starting? Did you apply for a bank loan?**

I never actually made it applying for a loan – I just knew that at 24, just out of graduate school, with no formal employment and no collateral, it would have been. My original idea was to have a bricks and mortar shop. Knowing how difficult it would have been to raise money for that, I turned Nest online and am thrilled I made that choice. An online space gives us the flexibility and broader reach that has contributed to our success.

**What inspired you to start Nest? Why the name Nest?**

Nest was born of my desire to combine my passions: social activism, entrepreneurship and the female artistic tradition. I've always had an artistic sensibility and a love of fashion and design, but during development work in rural Mexico and India, I became interested in the lives of the women there. Upon returning, I received my Master's Degree in Social Work, where I concentrated on women's issues, international social work and the use of microcredit to encourage female entrepreneurship.

I love the idea of the "nesting instinct:" that, universally, women have a compelling desire to create a sanctuary for themselves and their families, filled with objects of comfort and joy. Our eclectic line of merchandise reflects this: beautiful, affordable, one-of-a-kind specialty items for women and their homes. But more importantly, our loan program brings this promise to women worldwide.

**How does Nest work? How do you identify the women that will be included in the program? Do you work with local non governmental and grassroots organizations?**

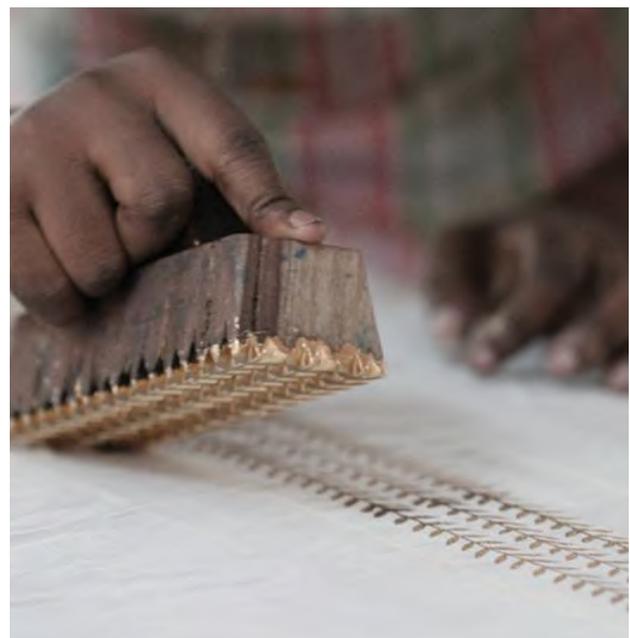
We provide microfinance loans to women artisans in developing countries to start or expand art- or craft- based businesses. Each loan is provided for a specific purpose; for example, loan recipients can use the money for sewing machines, pottery kilns, rent for studio space, artistic materials, etc. Recipients are given the option to pay back the loan either by wiring money, or in-kind, by providing merchandise they have created, which we then sell on our website. This latter option allows these women artisans to access the western market and gives them flexibility in how the loans are repaid. Additionally, when we purchase an order, only a percentage of the order is used as repayment, so they have continual orders coming in.

Once loan recipients have been approved, we wire the money, but ask for accountability of its use. We want to make sure the funds are being used appropriately, but we also want to keep track of how the money has changed the lives of loan recipients and their families. Through their facilitators, we do follow-up evaluations for five years post-loan.

We find the women through NGOs and organizations like the Peace Corps. Right now, we are touching more than 500 women in 8 countries.

**How do you select the products you sell in your store? Do you set standards of quality that the women beneficiaries need to follow?**

We work hand in hand with our loan recipients to create items that both celebrate their artistic traditions and that we believe we can sell in the United States. We love this because it is a cultural exchange and brings both awareness of other countries to our customers and knowledge about the United States and western market to our women. It is the ultimate give and take that all philanthropy should be.



**What was the biggest mistake you've done so far and what lessons did you learn from them?**

Being too strict with myself. As any entrepreneur can attest, starting a business is an emotional roller coaster. I try to learn from my mistakes, but I also try to keep things in perspective, and above all, to see and appreciate each new learning experience. I am dedicated to my work to the point of obsession, but I also try to enjoy the journey. I think the bumps get easier because you gain confidence over time. Knowing that you have faced previous challenges – and survived – helps when new obstacles appear.

**What is the best advice you have received?**

Don't spend too much time looking at the distant mountains; you have to look directly in front of you as well. I tend to get caught up in the big picture; for example, where I want to be in ten years, but what is most important is the first step you take toward getting there. Details and baby steps.

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***Nest provides the three most important things that craftswomen need: the startup capital needed to get started, a market to sell their wares, and the business and design training necessary to be successful.***

---

**What are your biggest accomplishments thus far with regards to Nest? How has your business affected the lives of these women?**

I know from my studies, training and travel the women in developing countries face hardships complicated by lower levels of education, lower social status and talents and abilities that do not always translate into productive employment. And when women are poor, families are also deprived, resulting in cycle of poverty that is difficult to break.

Since the inception of microcredit, loans of this type made to women have had remarkable success. Women are more likely to both repay their loans and devote their earnings to assisting the family. Furthermore, when women are given the opportunity to earn an income, their life improves, resulting in more stable families and communities.

Women have also been artists through the centuries, creating utilitarian household objects, clothes for the family or decorative objects for themselves. Therefore, by providing entrepreneurial loans to craftswomen and artisans, their life can become their livelihood and Nest's contributing designers can act as mentors, creating a female artistic community worldwide.

Nest provides the three most important things that craftswomen need: the startup capital needed to get started, a market to sell their wares, and the business and design training necessary to be successful.



**What lessons can you share to other women entrepreneurs?**

Pay attention to serendipity. In ways too numerous to delineate, Nest has been defined and refined by a series of remarkable coincidences that seem anything but: chance meetings that turn into valuable business relationships, hidden talents and interests of friends and acquaintances that turn out to be a perfect fit for Nest, e-mails on one topic that reveal other contacts and networks. I'm convinced that what seems to be accidental, coincidental or unplanned, really isn't.

**How are you balancing your personal life with the demands of the business?**

It is hard. I am a certified yoga instructor. In college, I taught yoga at an inner-city after school program for teenage girls to gain self-confidence and improved body image; I used yoga as a rehabilitation tool for disabled children when I worked in India and I taught yoga to elderly men and women, to help them retain both mobility and mindfulness. I still maintain a yoga practice; it helps me to stay calm, centered and focused.

My ultimate personal and professional goal is to maintain both a passionate and a compassionate life. I want to be continually grateful for all that I have, enjoying each day for what it brings, but also to never forget the millions who struggle each day just to get by.

**How do you see Nest 5 years from now?**

Helping more women. We want to work ourselves out of a job. The more women we can bring to self-sufficiency, the better!

To donate to Nest, volunteer, or simply check out what's for sale, visit [buildanest.com](http://buildanest.com).



# **Paid Surveys at Home**

*Let your opinions earn you a paycheck.*

## **GET PAID TO:**

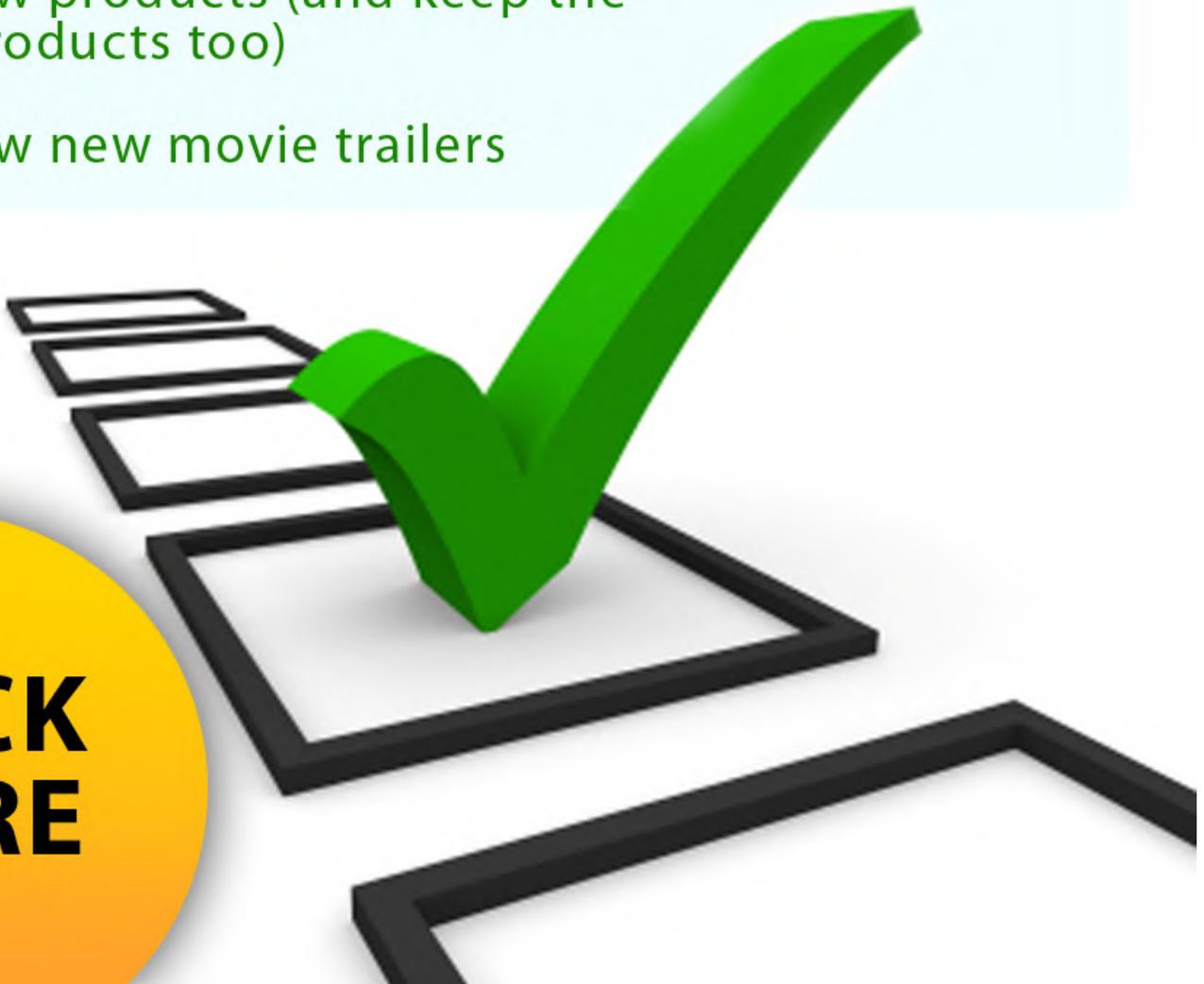
Take online surveys (I made \$20 for a 20 minute survey!)

Participate in focus groups

Take phone surveys

Try new products (and keep the free products too)

Preview new movie trailers



**CLICK  
HERE**