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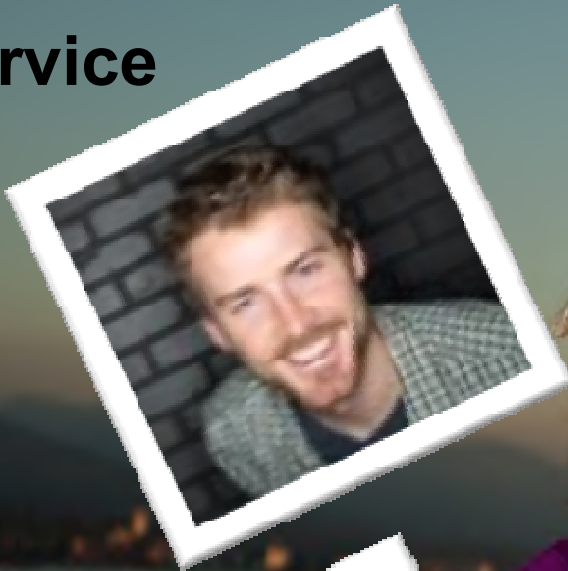
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DECEMBER 2016

MEET
REBECCA
BOLLWITT,
MISS604.COM
AND
SIXTY4MEDIA

BILL ENGLISH
XANATOS
MARINE

Paul Parker



Laverne Alvarez



How Effective Is
Online Marketing for
Small Business?

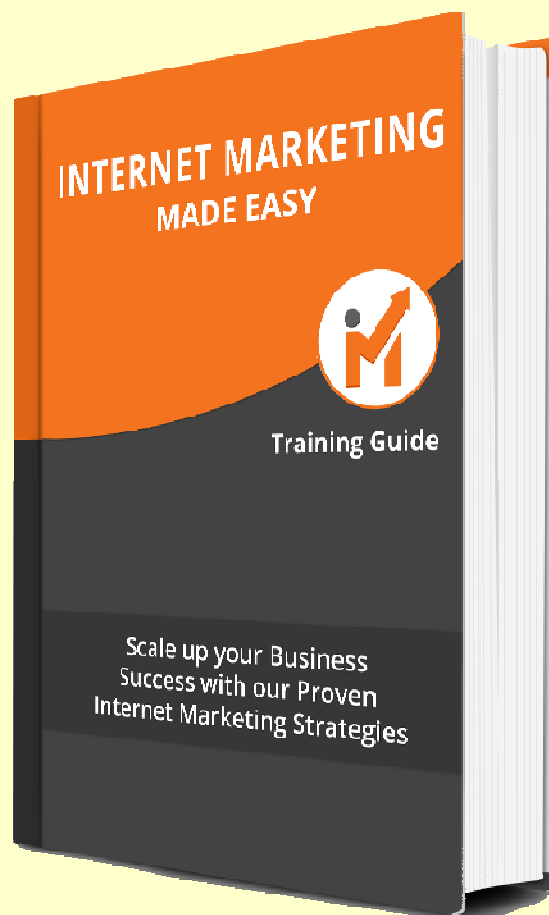
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MWM contents [DECEMBER 2016]

Regular Columns

- 6 Editor's Letter**
Welcome to the December edition.
- 7 MWM Inbox**
Tell us what you think.
- 8 What's On**
Seminars, Expos and Summits, oh my!
- 10 MWM News**
Stuff you should know about.
- 13 MWM Success Story**
Meet Bill English, Xanatos Marine Ltd
- 16 Subscribe**
Subscribe for free to win an iPad.
- 17 MWM Ask the Expert**
Interview with Ian Lurie of Portent Inc.
- 25 MWM Gadgets and Toys**
You know you want them.
- 28 Advertise in MWM**
Be seen by 150,000+ potential customers.
- 29 MWM Tools**
Books, Courses, Software etc.
- 31 MWM Videos**
Watch useful videos .



13 Bill English



34 Sujan Patel

- 34 MWM Q &A**
Interview with Sujan Patel @sujanpatel from Content Marketer @contentmrktrapp
- 39 MWM Marketplace**
Buy & Sell domains and websites.
- 41 Featured Products & Contributors**
The people and products that helped make this edition.
- 49 Back Story**
Meet Rebecca Bollwitt, Miss604.com and Sixty4media

MWM contents [DECEMBER 2016]

Features

- 12 Benefits of a Functionally Efficient Customer Care Service**
By: Paul Parker
- 22 Why You Need to Have Kickass Content for a Successful Online Marketing Campaign**
By: Luther Ball
- 23 Inbound Online Marketing Essentials- Elements That Matter**
By: Gertrude Curtis
- 26 How Effective Is Online Marketing for Small Businesses**
By: Laverne Alvarez
- 32 How Not to Screw up Your Online Marketing Attempts**
By: Dexter Bowers
- 38 Online Marketing- Just how Good & Bad It Is**
By: Luther Ball
- 42 Contributors**
- 44 SEO Mistakes That an Online Marketing Campaign Must Avoid**
By: Laverne Alvarez



- 26 How Effective Is Online Marketing for Small Businesses**



- 46 Six Online Marketing Quickies for Your Business**

- 46 Six Online Marketing Quickies for Your Business**
By: Dexter Bowers
- 47 Understanding Online Marketing- Quick Tips for Beginners**
By: Gertrude Curtis



Welcome to the **DECEMBER 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.*

Benefits of a Functionally Efficient Customer Care Service By: Paul Parker - **Why You Need to Have Kickass Content for a Successful Online Marketing Campaign** By: Luther Ball - **Inbound Online Marketing Essentials- Elements That Matter** By: Gertrude Curtis - **How Effective Is Online Marketing for Small Businesses** By: Laverne Alvarez - **How Not to Screw up Your Online Marketing Attempts** By: Dexter Bowers - **Online Marketing- Just how Good & Bad It Is** By: Luther Ball - **SEO Mistakes That an Online Marketing Campaign Must Avoid** By: Laverne Alvarez - **Six Online Marketing Quickies for Your Business** By: Dexter Bowers - **Understanding Online Marketing- Quick Tips for Beginners** By: Gertrude Curtis

- **MWM Success Story - Meet Bill English, Xanatos Marine Ltd**
- **MWM Ask the Expert - Interview with Ian Lurie of Portent Inc**
- **MWM Q&A - Interview with Sujan Patel @sujanpatel from Content Marketer @contentmrkrtrapp**
- **MWM Back Story – Meet Rebecca Bollwitt, Miss604.com and Sixty4media**

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

We now have 57 Great Back Issues of MWM!



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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

The instructions and advice in the magazine are for entertainment purposes only.

Merry Christmas

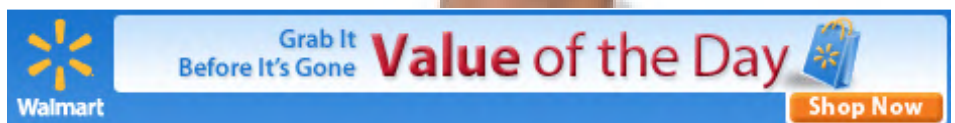


Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

So, send me an email with your feedback and let me know.

harry@harrycrowder.com

Press Release Software



? Did you know: 92% of the world's currency exists on computers. The remaining 8% is in physical money.

MWM what's on



The Rise of Customer Experience & Customer Journey: Optimising Engagement Levels for Greater Customer Acquisition & Loyalty



DEC

1

In collaboration with IBM Watson Marketing, this Customer Experience (CX) India Roundtable Series is brought to you by Econsultancy.

A carefully designed buyer journey can lead to an excellent customer experience and help you drive value, reduce cost, and build competitive advantage.

DEC

6-7



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what's on



Chief Marketing
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7-9

Summit Focus:

Digital Disruption – Harnessing the Power of Digital in a Culture of Change

Taking place in December 2016 the CMO: Digital Marketing Leaders Summit will bring together 60 senior marketing decision makers and business leaders from across America.

Across the marketing sector sophisticated analytics tools are enabling organisations to cut through reams of customer data to deliver valuable insight. Attending executives will be debating the impact these new technologies are having, and what effect they will have on the future of their industry.

iMEDIA
COMMUNICATIONS, INC.

Forging Partnerships that Matter December 4 - 7, 2016

Agencies continue to refine and redefine their value proposition in order to remain relevant. Brands are slowly moving programmatic technology in-house and developing automated, always-on programs for almost every marketing channel. Meanwhile, publishers -- with their ever-growing sponsored content opportunities -- are increasingly partnering directly with brands. Where does the modern agency fit in?

Topics covered may include:

- How and when it makes sense to produce a "one-size-fits-all" vs. a personal
- Tips on direct messaging to your consumers across all channels and devices
- Marketing attribution
- The fundamentals of a better collaboration model
- Machine learning & AI for unstructured data
- What Brands, Agencies and Sellers think of each other
- The tools and strategies we can all employ to move from problem paralysis to solution focused
- Evolving the role of agencies
- How Brands views partnerships

iMedia Agency Awards

Celebrate this year's top agencies with us as we reveal the winners of the 2016 iMedia Agency Awards! Categories include Agency of the Year, Agency Marketer of the Year, and Campaign of the Year.

The Aspen Group

Plus, qualified agency executives will be invited to join "The Aspen Group" - a private, peer-to-peer town hall designed by agency leaders for agency leaders dedicated to industry progression. It's a "no BS" forum that's not only a one-of-a-kind networking experience, but provides unprecedented access to industry leaders.



Quotable:

"I think computer viruses should count as life ... I think it says something about human nature that the only form of life we have created so far is purely destructive. We've created life in our own image." — Stephen Hawking

An OPEN LETTER to Anyone Serious About Increasing Their Web Traffic,
Exploding Their Online Sales, And Getting More Targeted Buyers...

Who Else Wants To Generate Huge Spikes Of Traffic & Skyrocket Your Sales & Leads!

This Is As Close to Personal Training As It Gets...

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And Grow a Loyal Following of Your Own!



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What A Difference 12 Months Can Make [Click Here](#)

E-COMMERCE TOPS \$5 BILLION OVER WEEKEND, MOBILE BEATS \$1 BILLION ON BLACK FRIDAY

Distinct online shopping days are now blurring into a longer Cyber Week.

According to Adobe, Thanksgiving and Black Friday online retail sales exceed \$5 billion. More noteworthy in some ways is that mobile devices contributed a record \$1.2 billion to that total on Black Friday alone.

There was mixed data on in-store traffic and sales, with some sources reporting an initial decline vs. last year and others reporting small in-store gains. However, on a percentage basis, online shopping growth far outpaced store traffic.

While retail analysts and the media focus on the distinctions between online and offline shopping and the particulars and trends associated with specific shopping days — Thanksgiving vs. Black Friday vs. the horribly named Cyber Monday — consumers just focus on bargains and convenience. Individual shopping days have given way to “Cyberweek” deals, some of which started before Thanksgiving and continue this week. Many “Cyber Monday” promotions began yesterday.

Consumers are becoming much more agnostic about where they buy. Yet a huge percentage of online shopping is generated from the sites and apps of traditional retailers. This is one of the underreported stories of e-commerce today. As one example, Macy’s website was overloaded with traffic and unavailable multiple times on Black Friday.

Holiday shopping discounts are now typically the same offline and online, creating less urgency to come into stores. Accordingly, consumers are buying online from stores with physical locations so they can return products if they don’t work. Physical stores take the inconvenience and risk out of online shopping (with returns). These familiar retail brands also instill greater consumer confidence vs. many online pure plays.

Cyber Monday will exceed \$2.5 billion in PC-based e-commerce and more than \$1 billion on mobile devices, predicts comScore. According to estimates from the National Retail Federation, total retail sales this holiday will grow roughly 3.6, percent to nearly \$656 billion. Much of that growth will come online.

ODEON 'FIRST CINEMA IN EUROPE' TO LAUNCH CONSUMER CHATBOT

We all know by now the scope of how consumers can interact with brands via chatbots is growing by the day, with more platform integration as well as smarter apps on the rise.

Consumers can have their complaints handled, find out opening times, order a pizza and book an appointment via chatbot so far - but what about booking cinema tickets?

This is the goal Odeon is trying to reach with its new Facebook Messenger chatbot, developed by social technology company Gruvi.

According to Odeon, this is the “first major entertainment company to use such innovative technology in this way”.

Odeon customers can simply pop onto the brand’s Facebook page and click ‘Message’ to start the chatbot. They’re then asked for their location or what film they are interested in seeing and the chatbots finds out times and dates, allowing people to also book films through the chatbot.

Queues may well become a thing of the past in cinemas, which get quite crowded around major blockbuster releases such as the upcoming Rogue One: A Star Wars Story.

Online bookings will become much more simplified via chatbots, which generally are more user friendly than, for example, booking via a website as people are used to using chat interfaces on a daily basis.

In 2015 Gruvi started collaborating with the ODEON cinema chain in the UK to promote the films screening in their cinemas through a series of social media-centric tools. The two companies are working together to further improve the customers’ experiences and engagement by creating solutions such as chatbots.

According to Peter Waugh, head of digital and CRM at ODEON Cinemas: “We’re very excited to be the first cinema chain in Europe to offer our guests this type of innovative service.

“With one billion users worldwide, Messenger is the perfect place to offer ODEON assistance. We’re always looking for new ways to give our guests a better service – and the chatbot will help us to answer a wide variety of questions and give a lot of information, while also allowing our guest service teams to concentrate on providing more bespoke assistance to other guests,” he said.



Quotable:

“I know there's a proverb which that says 'To err is human,' but a human error is nothing to what a computer can do if it tries.”

— Agatha Christie, Hallowe'en Party

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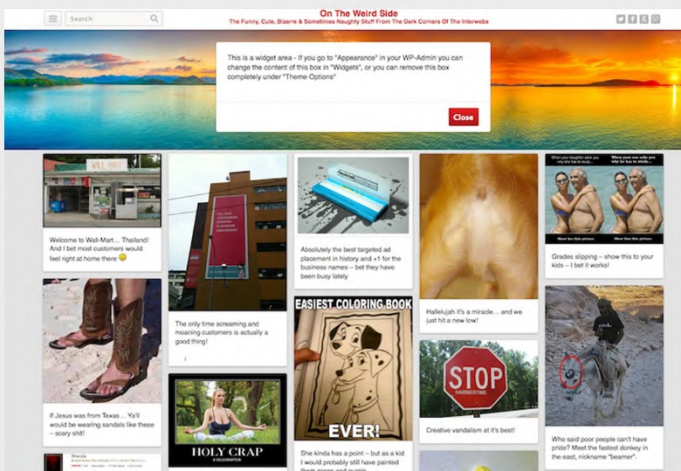
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BENEFITS OF A FUNCTIONALLY EFFICIENT CUSTOMER CARE SERVICE

By: Paul Parker



When you are a business and are using modern means to promote yourself online, many factors ensure your success. An efficient customer care system is one of those factors. And it's a significant one.

Bad Service Has Never Achieved Anything Good

Out of a hundred people, 75 have walked away from a deal they wanted because of the poor service experience.

Naturally, if someone desires to give you their hard-earned money, they will expect a certain level of quality, performance, and ease. As a service provider, you have to oblige.

Feedback Is Unobtainium

Forgive the *Avatar* reference, but gaining customer feedback is no shorter feat than invading an alien planet and stealing the mineral that sits beneath the native population's life force.

Only one out of 27 people bother to complain about a bad service to the source. However, they have no problems tweeting about the same. Result- negative social image.

Fashion ways to build a convenient feedback system. Then, take the time to go through the problems and fix them.

Add the Human Touch

Automation is cold. Customers hate having to deal with machine voices, getting nowhere. A human-centric system makes them feel welcome. And it gets problems solved quickly.

Match this with some sharp technology and have a fast, but humane care service system. Good reviews and a positive image will be your reward.

And a Few Quickies

- Customer query responses should be accurate and quick.
- Loyal customers are of immense worth. Keep them satisfied.
- Live service (chat or call) means a response from you within two minutes. Don't say live and answer after ten minutes.
- Analyze data to measure your service. Improve. Repeat.
- A satisfied customer can turn into a frequent one. So keep them happy.

A brilliant customer service helps differentiate you from your competitors. Aim for that.

Only one out of 27 people bother to complain about a bad service to the source. However, they have no problems tweeting about the same. Result- negative social image.

MWM success story

MEET BILL ENGLISH, XANATOS MARINE LTD

Everything changed for Bill English in the mid-'90s after a close call between two vessels off the West Coast, caused by a lack of technology.

Having created various software applications since the early 80's, the Western Marine Community, Transport Canada and the Canadian Coast Guard turned to Xanatos Marine to make their seas safer and determine how the Automatic Identification System (AIS), a device that autonomously broadcasts vessel information to surrounding vessels and shore stations, could work on the west coast. This was the start of many technology firsts for Xanatos Marine as Bill grew his company.

Now, Xanatos Marine provides unique solutions for clients as diverse as the IMO (International Maritime Organization) to the Thailand Port Authority, from Port of Kaohsiung to The World Bank Group, and the governments of Indonesia, Malaysia, Singapore and Nigeria.



Entrepreneurship was a simple decision for Bill. He had always known he was going to own his own business.

Quotable:

““

“Computers are like Old Testament gods; lots of rules and no mercy.” — Joseph Campbell, The Power of Myth

Entrepreneurship Isn't a Lonely Journey

Entrepreneurship was a simple decision for Bill. He had always known he was going to own his own business. He liked the autonomy and being able to call the shots. But it's not a journey that he took on his own. When first starting Xanatos Marine, he worked with his local Community Futures office and participated in several mentoring programs offered by his local college. When looking to grow the business, Bill turned to the Business Development Bank of Canada (BDC), as a resource to advance the business.

A Recognized Leader

In 2014, Xanatos Marine took to the stage and won the very first Small Business BC Award for Best International Trade, recognizing that although they may be small, they have a huge impact on the international market. After deliberating the candidates, the judges expressed how impressed they were with Xanatos and were proud to have them representing Canada on the world stage. They also recognized the personal passion and pride that Bill takes in his company, which has pushed it to become the company it is today.



XANATOS
MARINE



Making a Difference: Internationally

Thirty years after starting Xanatos Marine, Bill is most proud of the impact his business has on the regions that he works with. That what they do makes a difference.

One example of this is with the Indonesian Marine Police. Indonesia is made up of over 18,000 islands, some inhabited and some not, and the marine police are responsible for the entire coastline. With a small budget and a vast nation, they turned to Xanatos Marine to help boost the technology of their vessels.

Their solution changed their lives, allowing 16 of their vessels to transmit their AIS and ARPA (radar) from 60 km to over 2,000 km via radio waves, so they could send their patrols into the more remote areas and headquarters could visualize what's happening around them.

Understanding His Clients and Reaping Rewards

Bill learned early on about the importance of understanding his clients when working in these international regions. He works closely with the Canadian Trade Commission to find information about the local business climate and common business practices, to help him understand the economy and help find and vet local agents and dealers, as well as closing sales.



Have an honest discussion with yourself, then seek out people that are successful in the areas of your weaknesses and learn from them, or hire them.

It is a relationship that has paid dividends. He gives the example of a project where Bill and his partner were required to present to the client, alongside an extremely large competitor. Having spoken to the Trade Commissioner the week before the presentation, Bill knew that he was to go round the table and introduce himself to everyone. When at the meeting, he took his time and made sure he got each of the clients names correct, much to the disdain of his competitor. When it came to their time, the competitor simply gave his card to the person next to him and asked them to pass his card around the table. Before they were even given an opportunity to present, the client thanked the competitor for coming, but said that they would be contracting Xanatos Marine, as they had taken the time to learn their way of business. Bill says, "The Canadian Trade Commissioners provide an invaluable service which has had a significant impact on our business internationally."

Inspiring Success

Bill's want and ability to understand every individual client is what he attributes to his success. And it's the success of his clients that propels and inspires him. "When you look at the selfless acts organizations like the Coast Guard take on, it's quite inspiring," he says. "Heading into a 10 meter swells and heavy winds to rescue a vessel, or jumping into freezing waters to rescue boaters from a capsized vessel boat and in doing so, risking their own well-being really inspires me to develop the technologies to help them."



Strengths, Weaknesses and Strategy

Bill believes it's only by understanding your strengths and weaknesses can you become a successful entrepreneur. "Have an honest discussion with yourself, then seek out people that are successful in the areas of your weaknesses and learn from them, or hire them," he advises. Yet his biggest piece of advice, "You're going to make mistakes. Learn from them. Adjust your strategy and move on. Don't give up".

The Future of Xanatos Marine

For Bill the future of Xanatos Marine is simple: to remain the leader in maritime surveillance and continue to develop unique applications that help tackle industry challenges. "There is no technology that can replace the service that these organizations provide, but we're dedicated to developing solutions to make their job safer and more efficient," he explains.



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INTERVIEW WITH IAN LURIE OF PORTENT INC.



Ian Lurie of Portent, Inc. talks about his career and building one of the premier digital marketing agencies around. You can find Ian at Portent, Inc and on his Twitter feed in the sidebar of this interview.

What do you do for a living?

I'm CEO and founder of the digital marketing agency Portent. I started the company in 1995.

How would you describe what you do?

I spend a lot of time curled up in a ball under my desk. We all call that "Ian's thinking time"...

OK, I'm kidding. Mostly.

I have 3 jobs:

Clarity: Making sure everyone at Portent knows why we're all here. I believe great marketing can change the world – I really do – and that what we do here therefore matters a lot. I want people working with me who can believe it, too. I also work to get that out beyond Portent's walls – I blog, speak and teach as much as I can. Every novice we can make into a good marketer becomes a better potential partner for us.

Teaching: I now do 3+ training sessions/week with the various teams at Portent, record training, etc. I also do consulting with clients.

Did you
know:

?

Around 40-55% Wikipedia vandalism is caught by a single computer program. It has a remarkable efficiency of 90% accuracy

What does your work entail?

My company does search engine optimization, pay per click management, social media, analytics and digital strategy.

...no one succeeds in building an agency alone. From your spouse/partner to the people you hire to the folks who advise you, you'll get lots of little boosts along the way. Don't be afraid to reach out for those boosts, and don't hesitate to give credit where credit is due.

For my part, I do lot of writing and communications of various kinds: Recording videos, sitting down with staff and clients, etc. I also spend almost as much time researching everything from machine learning to what made David Ogilvy's advertising so great. I'm a perpetual student. I love it!!!

What's a typical work week like?

I don't know that I have a 'typical' work week. But Mondays and Fridays are usually research and geek-out days – I put a lot of time those days into prepping training and/or noodling with Python, coming up with potential tools for Portent. I also wireframe stuff to hand off to team members.

Tuesday-Thursday I spend a lot of time on client work, either working with Portent folks or doing a really deep dive into strategy for the clients who hire us specifically to work with me. I also do a lot of training with the team those days. I do all the random social media stuff we all talk about, plus I write blog posts and such. I don't get to do that nearly as often as I'd like – I used to blog 3-4 times a week. But now I'm at 1-2 times if I'm lucky. Sigh.

How did you get started?

It's a bit complicated, but here goes: I grew up around computers – both my parents are scientists – so I was very comfortable with them. When I was 8 we had a Heathkit at home. I remember being blown away that this computer could guess what I was going to type from the first 2 letters of a word, and then finish the word for me. That got me hooked on computers, but I never studied them in school. I was a history major in college. I loved writing, too.

I went to law school, hated it, graduated and was looking for something to do with my life. In 1993 I went to work for an engineering company in Seattle, doing their technical writing, marketing writing and such. In 1995 I struck out on my own, and Portent was born. I started out with a credit card and a spare room in my house, doing any writing I could find. By mid-1995 I was helping clients do marketing using the internet, AOL and CompuServe (I know, ancient). In 1997 a client asked me how I could help them rank higher on Alta Vista. I was hooked.

What do you like about what you do?

I love the teaching. I love the writing and the nerdy math-and-programming-games of it all. And I really get a charge out of helping other companies win – I'm a ridiculously competitive person and everything about this business appeals to that side of me.

I also like the idea that I'm helping connect people to stuff they'll value. To me marketing isn't about driving raw numbers – it's about making the right connection with the right customer, one customer at a time, at a massive scale.

What do you dislike?

I don't like dealing with the aftermath of ripoff artists and people who claim to be 'experts' but aren't. We get so many potential clients at Portent who have zero trust, few remaining resources and real business issues because of that. It drives me completely berserk.

I also don't like dealing with people who refuse to see the value in what I do. I don't mind that they don't see it. If you don't think what Portent does is valuable, that's OK – don't hire us. But I fail to understand why so many people think they'll somehow get a better deal by calling and telling me "I can get what you do for 1/10th the cost!" If you can, go for it!

How do you make money/or how are you compensated?

Most of our work is retainer-based: Ongoing SEO, PPC management and such. We also do some one-off projects, and very large advertising buys where we get paid a percentage of the overall spend.



How much do you make?

I now make \$275,000/year. That sounds grand, doesn't it? Well, keep a few things in mind: The first 5 years of the company, I made less than \$30,000/year.

The second 5 years, I made less than \$100,000/year.

I could pay myself more, but end up re-investing a lot of money into Portent. I absolutely have no reservations about it, but if you want a business where you can take most of the company's earnings for yourself, marketing ain't the way to go.

So the potential is great, but you need to be willing to reinvest a lot of money in the company, in your people, etc. If you just strip out all the cash to pay yourself, you'll end up killing the organization.

How much money did/do you make starting out?

See above. Not a heck of a lot. The first year running Portent I made less than I now pay in monthly rent.

What education, schooling, or skills are needed to do this?

Well, I can verify that a history degree works :)

Seriously, any type of education can work. It's the skills that matter:

You must be both a left- and right-brained thinker. If you can't think creatively and analytically, you'll have a tough time running a digital marketing shop.

You must be a top 1% writer. I don't mean you can write best selling novels – to me that's top 1% of the top 1% – but you need to be able to easily write in a clear, succinct manner.

Integrity. If you can't deal honestly with people, don't even try going into this business. It's a small world.

I won't say you need 'people skills,' because I don't have any. But you must be an empathetic person, while still being able to sometimes lay down the law. The work we do can be pretty stressful on a day-to-day level. It took me years to learn how to deal with the little and big speed bumps without freaking out.

A good example of #4: In 2004 or so I screwed up a project. It cost us \$15,000. I screamed. I cursed. I punched things and cracked the hell out of my hand. I thought, "Hey, I'm mad at myself, so this doesn't affect anyone else." But of course the rest of the company sits there thinking, "My god, I work for an insane person." You have to understand that your actions affect those around you far more than you think they can or should. Getting mad is OK. Acting like Mr or Ms Hyde is not.

What is most challenging about what you do?

See above. Doing personal work with personal impact without taking it personally is nearly impossible. Everything we do – yes, even SEO – has some aspect of creativity to it, which means it's a very personal investment of effort. But almost nothing we do gains unconditional acceptance. Taking criticism that isn't always carefully delivered can really be a challenge. But you learn a lot, and the result is usually a huge win.

What is most rewarding?

Getting the big, long-term wins for clients. Seeing a company, or a political campaign, or a non-profit really, actually change because of stuff you've done. It's more addictive than chocolate.

What advice would you offer someone considering this career?

I'm stealing from David Ogilvy, but: Do NOT start an agency until you're 35 or 40. I scoffed at that when I read Confessions of an Advertising Man. I started mine when I was 28. We limped along until, surprise surprise, I turned 35. Suddenly, I had some semblance of patience and maturity (I won't say an age appropriate level of maturity – I still don't have that) and the company took off. When I turned 40 in 2008, that began the huge growth period we're in now.

Of course, you're going to go start your agency when you're 28 anyway. When you do, find a mentor, and listen to them. When you're sitting there thinking you've just bolluxed things up worse than anyone in history, realize that I or someone else you know has done things at least as dunderheaded, and survived, and grew because of it. Learn from them.

Be honest. It's always easier. White lies to spare a client's feelings may lead to financial losses for them. Showing integrity after a mistake may win you a long-term client. Dealing with employees in a forthright manner will always pay off.

In 1998 we had what I call The Great Philosophy Massacre. I misspelled 'Philosophy' on a client's print materials (one of the last print pieces we ever did). We printed a ton of them. Then we found the mistake. I could have forced the client to pay – they had to review the proofs and sign off – but I didn't, because I felt ridiculous. They worked with us for over 10 years. Was that worth the \$2500 printing job? Damn right.

Finally, business is personal. Don't think you can run any business of your own and just put it away when you go home each night. It's going to impact you and your family, hopefully for the better in the long run, but starting a business is a decision you need to consider carefully if you have a family.

How much time off do you get/take?

I take 1-2 real weeks off per year. "Real" means I'm only checking e-mail maybe once a day. I do get little mental health breaks – a day here, a day there – but most of those I'm still very connected to the office.

It's improved a lot in the last 4 years. Before then, I don't think I had more than a few days truly off per year.

What is a common misconception people have about what you do?

That I spam Google. I could write 17 pages about this, but I won't.

What are your goals/dreams for the future?

I'd like Portent to reach a point where it'll outlive my career, for one thing. Pay for my kids' education (I know, pretty mundane). Work on a Presidential campaign (less mundane). Speak at TED (riiiight). Get to the point where I can pedal my bicycle over some of Seattle's hills without my tongue flapping in my front spokes.

Any two of those, really. I'm easy to please.

What else would you like people to know about your job/career?

Just that no one succeeds in building an agency alone. From your spouse/partner to the people you hire to the folks who advise you, you'll get lots of little boosts along the way. Don't be afraid to reach out for those boosts, and don't hesitate to give credit where credit is due.

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Why You Need to Have Kickass Content for a Successful Online Marketing Campaign

By: Luther Ball

When you decide to promote yourself, or your business, or anybody else's business, online, the idea is to make a mark, not just a presence that nobody recognizes. Content is one of the many elements that give value to an online marketing campaign.

It Is the Medium That Carries Your Voice

Placing content is a strategic process. Online marketing is about being at the right place, at the right time, in front of the right audience. You can't post just about anything and expect to get right or any response.

Online marketing is about setting a goal. Content is the facilitator that helps you take the journey to that goal. It needs to be on point, or it can easily deviate you from the achievements you desire.

It's Time for Value

When you post a piece or send a newsletter to your subscribers, you expect them to take out time from their schedule and give it 5 minutes. In return, they expect you to give them something that is valuable; that makes giving you 5 minutes worth it.

When people learn something from your blogs, vlogs, social media updates or videos, they come back for more.

When people learn something from your blogs, vlogs, social media updates or videos, they come back for more.

People Demand Relevance

You can't hard sell your business or product anymore. The consumer has grown smarter. What you can do is find out what appeals to them, what confuses them, or what answers related to your domain are they looking for.

Then, you can establish your legitimacy by giving them answers. Over time, with meaningful content, your audience will begin to seek you instead of the other way around.

And When You Are Consistent, It's Hard to Ignore You

Of course, you have to be effective as well. But being predictive with your timing is a very helpful tactic when you are trying to grab eyes.

Over a given period, with regular posts and material that speaks well, in a tone that is interesting, and in a manner that imparts knowledge, your audience will recognize you with less and fewer efforts needed along.

There Is No Better Promoter Than an Audience Who Appreciates You

So make sure your content leaves just the right kind of impression, and pretty soon, it'll sell itself.



INBOUND ONLINE MARKETING ESSENTIALS- ELEMENTS THAT MATTER

By: Gertrude Curtis

Marketing any business, small or big, is a headache-inducing task. With so many features to take care of, so many facets to think about, it gets quite daunting. Inbound marketing, even though it is very effective, requires involvement, research and more work than usual.

Keeping this in mind, here are four elements that you must never ignore.

Content Is the King

We have established that hard selling doesn't work anymore. Content is the only way you can make people notice you.

Now, if your blogs, vlogs, videos or podcasts have something relevant and valuable to offer, and they are engaging, you will earn recognition. Soon, you'll have a reputation that'll ultimately benefit your business.

Optimize Your Content for SEO

Putting your content in front of people's eyes is important. It improves your reach. Indexing does this for you, although you have to be good enough.

SEO makes sure that your content fulfills all the constraints. It makes sure you are visible on almost every platform out there that matters.

Use the Social Media Weapon

People are online. There is no point in you missing out on it. Promote your content on social media platforms. Optimize it according to your audience. Make sure you are consistent and engaging and informative.

The funny thing about promoting your content on social media is that it gets pushed almost effortlessly. If you have put the time and effort to make a piece that is worth reading and enjoyable, people will share it out of sheer interest. There you go- free promotion.

Oh, And Measure Your Performance

Analytics is a huge advantage of turning to social media for advertising. You get data- what makes up your audience, what interests them more, how often do they visit.

These numbers can tell you plenty. Just analyze that hidden info and improve on that. Develop your content, marketing strategy and promotional tactics, using this information.

With these four tips in hand, marketing your business online is going to be equally beneficial and fun experience for you.

ATTENTION: Want to start your own high-ticket business?

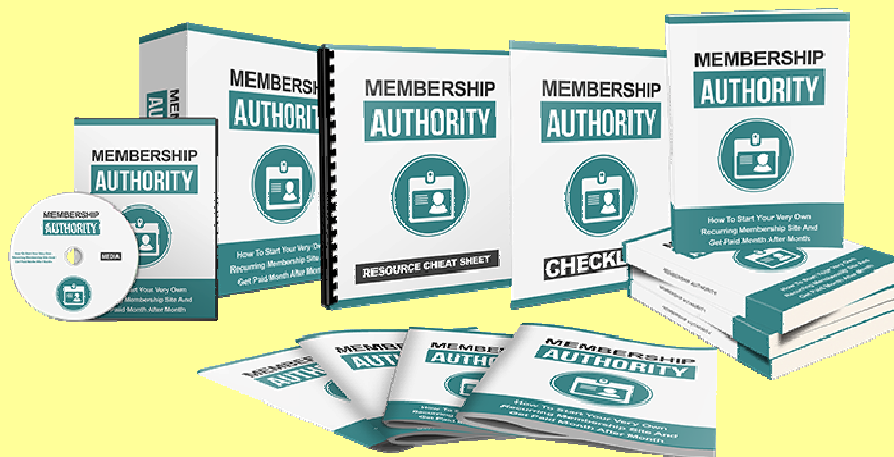
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In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



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MWM gadgets & toys

HUAWEI FIT IS A BRAND NEW SMARTWATCH

Sporting a stylish design as well as standard band sizes which allow you to easily swap them out for a customized look depending on the situation, the Huawei Fit will be equipped with a rugged, always-on LCD touch screen display that ensures you will be able to check out important information at a glance. Some of these information include time, steps, and heart rate, and you can also switch between preset dial styles. The time shown on the Huawei Fit will always remain visible even in the presence of strong light, courtesy of the reflective and backlit display that is controlled by an ambient light sensor.



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CYNDR SENTRY – INTRUDER



Cyndr Sentry is the first infrared motion-sensing device for your personal work or game space. The software that comes with Cyndr Sentry lets you set an audio or visual alert on your computer, or even pull up a predetermined application when motion is detected.

There are many challenges when it comes to designing and manufacturing a product like Cyndr Sentry. Supply issues and manufacturing delays are not uncommon, and technical and design challenges can and do arise. In order to keep these risks from impacting our delivery date and product, we've forged strong relationships with suppliers and manufacturers so we can confidently mitigate most concerns. We've also vetted the design and production process to ensure an accurate and smooth estimated development and delivery timeline.

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ADATA SD700 3D NAND

Rugged External SSD

ADATA Technology a leading manufacturer and supplier of high performance DRAM, NAND Flash products, and mobile accessories has today unveiled a new addition to their range of external SSD solid state drives, with the launch of the ADATA SD700 Durable External 3D NAND SSD.

ADATA has created the SD700 to provide a rugged enclosure that has been tested to IEC IP68 standards allowing it to be dust-tight and operate normally even submerged in 1.5m of water for 60 minutes.

The SD700 uses a USB 3.1 Generation 1 connect and is plug and play compatible with Windows, Mac OS, Android devices providing up to 440MB/s read/write speeds and is available in either 256GB, 512GB, and 1TB storage capacities.



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THESE VIBRATING ALARM EARPHONES MAKE SURE YOU WON'T RUN LATE



Listening to music as you're falling asleep can be a great way to relax your mind and body. The only problem is that when we're tired and on public transit, listening to music can lull us to sleep and make us miss our stop. This can set you back 10 minutes or several hours depending on how long you're asleep, which is obviously going to add a level of difficulty to how the rest of the day will play out.

If you need a little help coming to attention with earphones in, these Vibrating Alarm Earphones will help you out a great deal. They work like regular earphones in that you can listen to your music or podcasts like normal, but you can set a timer so that the buds will vibrate in your ears to bring you back to reality. There are even three different vibration settings so that you can find a level strong enough to wake you up.

There is the timer mode, as well as an alarm mode for those who want to use these for sleeping or in the office. They have a 10.5mm driver, TN monochrome LCD display, and use 4 AAA batteries. You should be able to hook in your smartphone or music player, as not being able to would make these awfully expensive at \$127 a pop. Even then, this is a pretty pricey gizmo when you could just set an alarm on your phone with regular earphones in.

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Did you know



Many of the Tandy TRS-80 Model I computer games were designed so that an AM radio next to the computer could be used to provide sounds because it radiated so much interference.

HOW EFFECTIVE IS ONLINE MARKETING FOR SMALL BUSINESSES

By: Laverne Alvarez

Small businesses, especially the ones backed up by traditional ideology can often be heard saying no to online marketing. And they have their reasons for it. The question, however, is if they can prosper without putting up an online presence?

Allow me to answer that.

Why Small Businesses Say No to Online Marketing

- They think that online marketing will fade.
- Or, it doesn't bring any benefits.
- Maybe they've tried and failed and now, don't trust the system.
- Maybe they don't need any more customers.
- Or they think it is a waste of money.
- Or they just don't get the idea of online marketing.

Every small business owner will give you one of their reasons. If you are one, you must have a whole list of reasons explaining why you don't trust or don't like marketing online.

How Many of These Reasons are Accurate

Well, not many.

If someone is content with their current number of customers, perfect for them. But you can't dismiss an idea just because you don't get it at present.

An Online Presence Establishes Your Legitimacy

Let's suppose I suggest your business to a friend called Rainbow. I can guarantee you that Rainbow will look you up online. Having a website seems like a not-so-important thing. But trust me, not having one makes people question your credibility or disregard you as a potential choice for their business.



Online Marketing Expenses are an Investment

It'll bring back results. And if it didn't the last time, assuming you've tried and failed at some point, just refine your technique. Find a better agency, change the design, improve your quality. It isn't the idea that failed. It was the method you chose. So fix that.

Also, This Doesn't Look Like A Trend That'll Fade

Strategies fade. New techniques replace old ones. Disciplines stay. So will online marketing. Sure, transformations will occur at some point. But with the technological high this world is on, online marketing isn't going anywhere.

So look again. Maybe now you won't brush aside the benefits of online marketing.

Find a better agency, change the design, improve your quality. It isn't the idea that failed. It was the method you chose.



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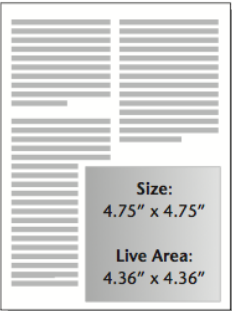


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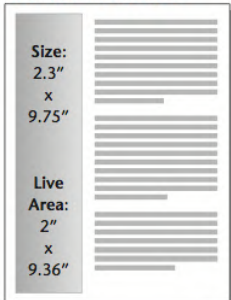
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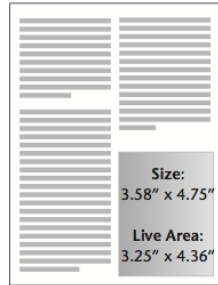
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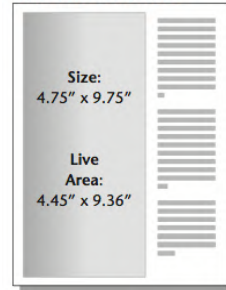
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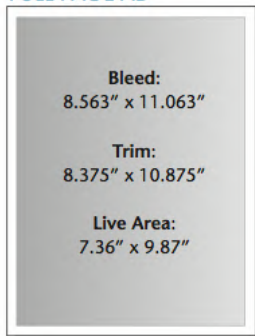
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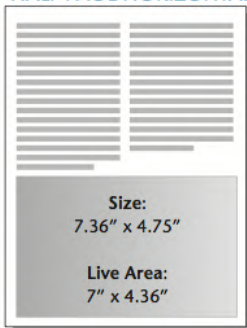
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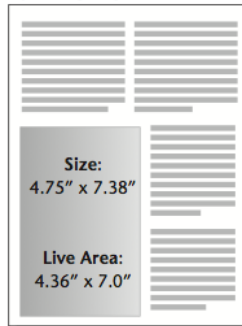
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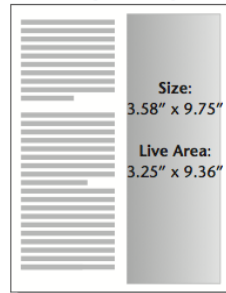
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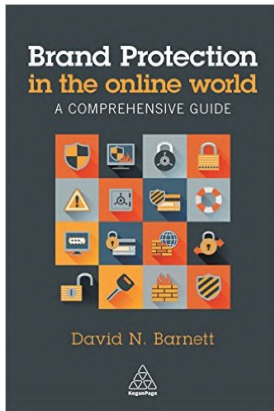
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Brand Protection in the Online World: A Comprehensive Guide 1st Edition

By: David N. Barnett

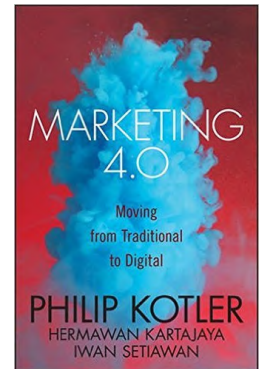
The growth of the Internet has had a profound effect on the way business is carried out, and has provided an unprecedented opportunity for third-party individuals and organisations to attack brands with relative ease. These changes have resulted in the birth of a significant and rapidly-growing new industry: that of online brand protection, consisting of specialist service providers which can be employed by brand owners to monitor and prevent potential attacks on their brand.

Brand Protection in the Online World explains the full scope of Internet infringement, and associated monitoring and enforcement options that are most relevant to brand owners and managers. Covering crucial topics such as brand abuse, counterfeiting, fraud, digital piracy and more, Brand Protection in the Online World provides a clear and in-depth exploration of the importance of, and ideas behind, the brand-protection industry.



Marketing 4.0: Moving from Traditional to Digital

By: Philip Kotler, Hermawan Kartajaya, Iwan Setiawan



Marketing has changed forever—this is what comes next

Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to your brand—and they are surrounded by alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today.

Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. This book gives you the world-class insight you need to make it happen.

- Discover the new rules of marketing
- Stand out and create WOW moments
- Build a loyal and vocal customer base
- Learn who will shape the future of customer choice

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1 Tip for a Tiny Belly

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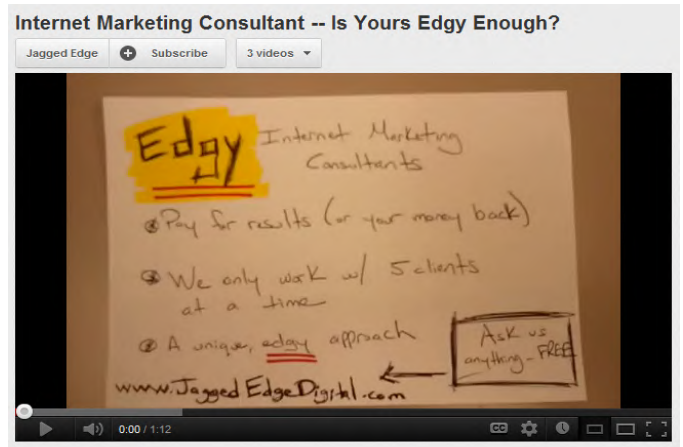
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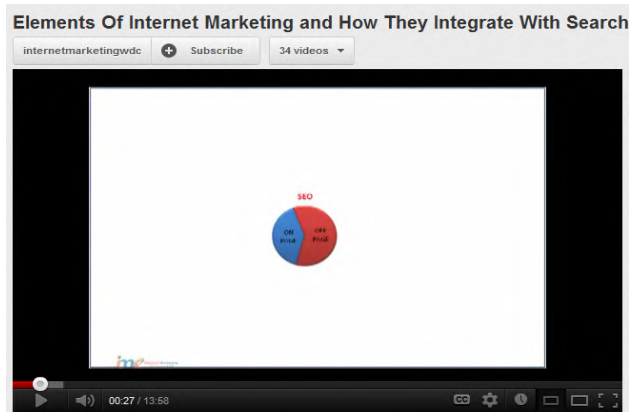
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HOW NOT TO SCREW UP YOUR ONLINE MARKETING ATTEMPTS

By: Dexter Bowers



So you are about to step into the world of online marketing. You have a new website in the making, full of all details about you and about doing business with you. You have read and heard stories about the numerous benefits of online marketing. And you are more than ready to try it.

Here, allow me to state some of the numerous things that can go wrong.

Your Website Can Get Too Complex

Yes. That is a thing.

Visitors to your website can be in a bad network area, or with a slow connection, or on a small screen device. If your site seems cluttered to them or takes too much time to load, it can become painful to navigate through it.

In Case You Are Selling Online, Your Processes Can Get Too Difficult to Follow

As an online buyer, I would like things to be simplified for me. Consumers love quick sites, simplified carting and buying options, and of course, simple payment options. They'd rather spend their time looking for products than figuring out how your system works.

You Can Mess Up Your Content

Content is promotion's best friend. It is always about the audience. So publish content that makes people stop, think and connect to your message. Don't humble brag all the time. Don't go overboard. Don't use hyperbole that your content doesn't justify.

You Can Annoy Your Subscribers

The Internet empowers you. Social media allows you to bombard your consumer with every piece of information that according to you, they need to know. And that lands you in the spam box.

So try not to interrupt and invade people's moments for just about anything. Use their time only when you are giving something of value in return.

Respect and Be Respected

Because that is the best way to connect with your audience, build up consumer strength and retain them for longer stretches.

Content is promotion's best friend. It is always about the audience. So publish content that makes people stop, think and connect to your message.

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MWM Q&A

Interview with Sujan Patel @sujanpatel from Content Marketer @contentmrktrapp

By: Cherry Kwan



Sujan Patel is not a stranger to anyone in the Internet Marketing world. With over 12 years of experience, he's become one of the most influential marketers in the industry. He started the digital marketing agency, Single Grain, and is now the VP of marketing at "When I Work".

He's intelligent, knowledgeable, and a great entrepreneur. You can find Sujan sharing his strategies all around the web, including Forbes, Entrepreneur.com, Search Engine Journal, and more!

Today, I get to pick at this amazing entrepreneurs mind and have him share his experience with us on SEO, content marketing, social media, and more!

Q. You entered the SEO industry in 2003, what do you like most about it?

A. I liked the fact that It was an emerging industry and that it was constantly evolving. Which means I'd never get bored because I'd constantly be on my toes and doing different things.

Q. The SEO world has changed a lot since you started. What are some of the most interesting changes you've seen? So, do you have any good stories to share about how SEO tactics have changed?

Q. You've consulted and helped many big companies on their digital marketing strategies. What were some of the biggest challenges you encountered?

A. Speed is always the biggest challenge. Big or small, most companies don't move fast enough to capitalize on their full marketing potential. The second biggest problem is that companies think just because they hire a marketing person or agency they're set. Which is the wrong mentality. That is just the beginning and the minimum requirement.

Q. You're currently the VP of Marketing for When I Work, a scheduling and communication solutions for employees. Before this, you were the CEO of Single Grain. They are two very different companies. How would you describe the differences between the two work environments?

A. Both are high energy and fun environments, as that's the kind person I am and my teams generally reflect my personality. At Single Grain, we were setup to spread our efforts across many clients, so we had a few of each role. We had a few SEOs, content marketers, and PPC analysts. We also had account managers and sales people, who were non marketing staff, but equally important as they brought in revenue and made sure clients were happy.

At When I Work, we only have 1 of each role, but much senior. The growth team consist of a Content Marketing Manager, Community Manager, Designer, Full stack Developer, Email Marketer and a few entry level marketers.

A. The Florida update back in 2003 was pretty fun. The old school tactics of keyword stuffing got wiped up. I started in the space 6 months before the update hit, so it was pretty scary for Google to nullify everything I just learned and started to master.

The next big update for me was the Google suggest in 2008. This opened my eyes to long tail keywords and was where I truly started content marketing. Back then, it was called long tail SEO strategy, blogging, or content creation.

Q. Social media continues to be a powerful strategy for businesses. What do you think of the recent launch of apps like MeerKat and Periscope? How can agencies or businesses leverage these tools?

A. Honestly, I have no clue about how to leverage either. Both look like companies that won't get past the early adopter crowd (startups and tech people).

Q. As a great entrepreneur, what's the most challenging part of starting a business? What are some of the qualities found in a successful entrepreneur?

A. Endurance, patience, and the ability to keep your emotions in check are 3 of the most important qualities to me. The most challenging part of starting a business is taking action or enough of it. Most people plan a lot or talk more than they actually "do". My take on entrepreneurship is STFU and start doing until there is something to talk about.

Q. What prompted you to create ContentMarketer.io? What benefits does it give to content marketers?

A. I've been sending cold emails and hunting down email addresses for years. Lately, I've been sending cold emails to promote my blog posts and after sending 6000 emails, I perfected a process that could be repeated by others. That's why I created Content Marketer. Originally, I created the tool for myself to automate what I was doing manually.

Q. You do a lot of blogging for sites like Forbes, Entrepreneur, and SEJ. What are your strategies for creating powerful blogs? What is one of the biggest mistakes people make when trying to pitch big blogs/sites?

A. I do research and do my homework to find out what's a good topic to write about, how I'm going to promote it, keywords it can rank for (keyword research), who my audience is, expected ROI, etc. before I write a single word.

I hate pitches and mostly ignore them, but every once in a while I get a good one. A good pitch is short and to the point with a bit of personality. A touch of humor helps as well. Usually 2 sentences and a link is enough.

Q. What advice can you give to new marketers like myself? How can we be more influential?

A. Read, practice, and participate in the community. Everything on blogs you should be testing or trying to repeat to see if you can get the same success as what you read. Comment on blogs, join communities like Inbound.org, join slack groups, and get involved. Everyone in marketing is super helpful you just have to get to know us.

Q. If you could be CEO of any company, which would you choose and why?

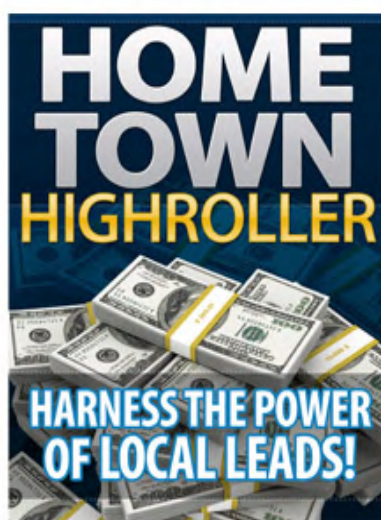
A. Movoto.com. They're in crowded real estate space. They're the under dog competing with giants, like Zillow and Trulia. Plus, they built a blog with 2 million visitors a month using Buzz Feed style content and actually got an ROI from it. Seems really interesting from an outside perspective.

Alright, that's a wrap for this interview. Sujan has been a great teacher for me in the marketing community and it was awesome getting to know him more! Thanks for sharing all your experience and insights with us, Sujan!

Lastly, don't forget to follow him on Twitter @sujanpatel! His twitter is filled with great articles and resources with a pinch of humour.

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Feature Article .

Online Marketing- Just how Good & Bad It Is

By: Luther Ball



Online marketing and internet-dependable techniques for promoting businesses have turned out to be a trend that refuses to fade. However, whatever makes the news isn't always full of charms and jewels. Two sides of a coin and stuff- you know how that works out.

So here is a lovely list of the good things and the bad things about online marketing.

The Good Stuff

It's budget friendly. You can launch an online campaign with as little as access to the internet, a laptop and something to sell.

There is practically no risk when you are working with a small budget. With a large budget, while the risks exist, their number is low.

Globe is the limit. Your service, product, business, whatever it is that you are promoting, gets the chance to reach millions of people, almost all of the world.

In case you decide to automate the process, electronic media, and automation techniques come in pretty economical bundles.

Your audience can get in touch with you quickly and easily.

You get to assess your performance and understand how well or not your campaign is doing.

The market of one- that is what you can achieve with online marketing techniques.

Your business/product/service receives enhanced exposure.

Using social media for promotion makes it easier to get word to a huge audience block.

The Not So Good Stuff

All your transactions happen from behind a computer screen. There is no personal contact unless you are an established business trying to expand online. This kind of kills the personalization touch a bit.

There is just too much in the field of online marketing techniques. Choosing the one that suits you best can become a complicated task at times.

You depend on the Internet and your devices. They screw up ever; you'll be the one paying the price.

Then there is the cyber security issue. You have to make sure your content isn't being ripped off. You also have to be sure you consumer/audience is not the one being harassed, annoyed or invaded.

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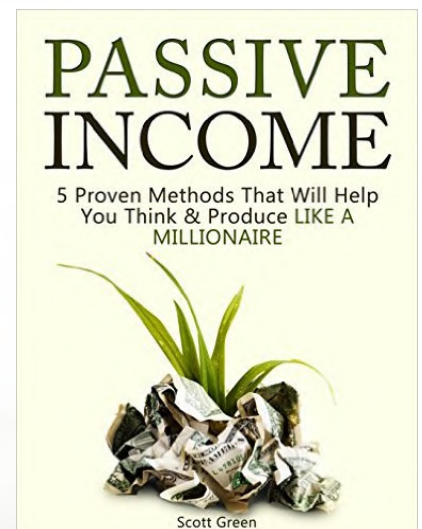
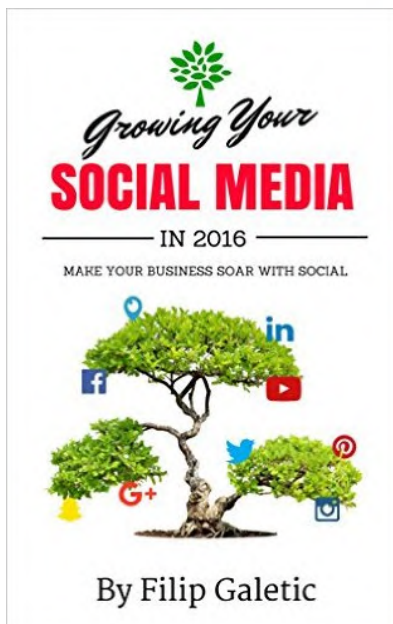
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“

“Doing research on the Web is like using a library assembled piecemeal by pack rats and vandalized nightly.” — Roger Ebert



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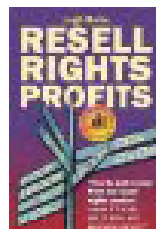


MWM featured products

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

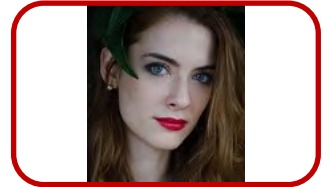
Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably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



MWM contributors

Laverne Alvarez

Laverne Alvarez is not new in the marketing field, but Internet marketing was a challenge for her the first time. She now manages a team of Internet marketers and they serve clients all over Australia.



Luther Ball

Luther Ball is the Director of a digital marketing company based in Melbourne. His clients are from different fields, including real estate, medical, advertising and food and beverage.



Dexter Bowers

Dexter Bowers runs his own company based in Melbourne, Australia. After finishing his degree in Information Technology, he worked as a web developer for a US company and improved his skills. He now caters to different businesses, including advertising, property investment and medical fields.



MWM contributors

Gertrude Curtis

Gertrude Curtis has been a digital marketer since 2006. She knows the ins and outs of Google and she has helped so many clients gain more clients through online visibility.



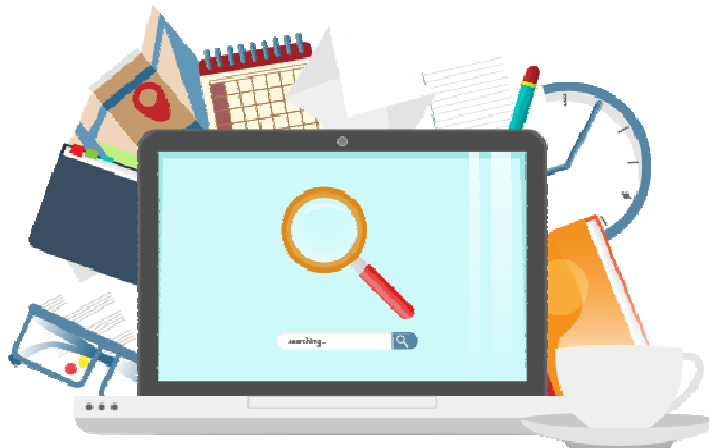
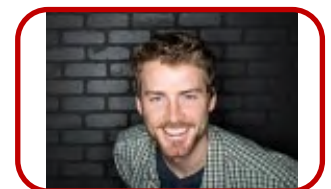
Cherry Kwan

Cherry is the Community Manager at TechWyse. She is a video-game enthusiast with a passion in social media, content marketing, and all things digital. Feel free to connect with her on social!



Paul Parker

Paul Parker is a popular name in the field of content marketing. This has been his specialization since 2003. When he's not working, he goes back to his first love—music.



SEO MISTAKES THAT AN ONLINE MARKETING CAMPAIGN MUST AVOID

SEO is the strategy that revolves around ways to drive consumers to you. It is a tool that brings various platforms together and focusses their audience on you, marketing your business. With SEO, the point is to attract more traffic. But there are certain proverbial landmines in the way that can blow up your entire SEO plan.

Not Updating Your Strategy Is a Horrible Thing

You see, Google keeps updating its constraints for ranking. With the latest Panda update, keyword stuffing has taken a big hit. The quality of the content is what determines the rankings now. Factors like the length, subheads, outbound links, grammar, text formatting and spelling matter.

Infographics, data, statistics and personalized views are a few pointers that'll make your content valuable, giving it real significance at the time of indexing.

Not Giving Enough Time to Your Content and Strategy

Content marketing demands time and attention. It isn't a short-term deal. You must know that website rankings are very volatile in nature.

Without attention, your posts which are full of potential can quickly wither away from the online landscape.

By: Laverne Alvarez

There Is No Cheap Skating Here

In case you are outsourcing your SEO management, it is not difficult to fall for a service that promises jewels at the rate of bread. However, this can backfire and land you with a website full of articles written in broken grammar, wrong length, and valueless data, and stuffed with keywords.

You need to build your personal brand and if outsourcing, a little budget extension can do that for you in a convincing manner.

Quick Tips

- Have a decent number of inbound links.
- Get reputed websites to link to your posts.
- Regularly interact with social media to enhance your brand presence.
- Distribute the load. Hire writers, editors, marketers.

Keep these mistakes in mind and have a fabulous time marketing your business online.

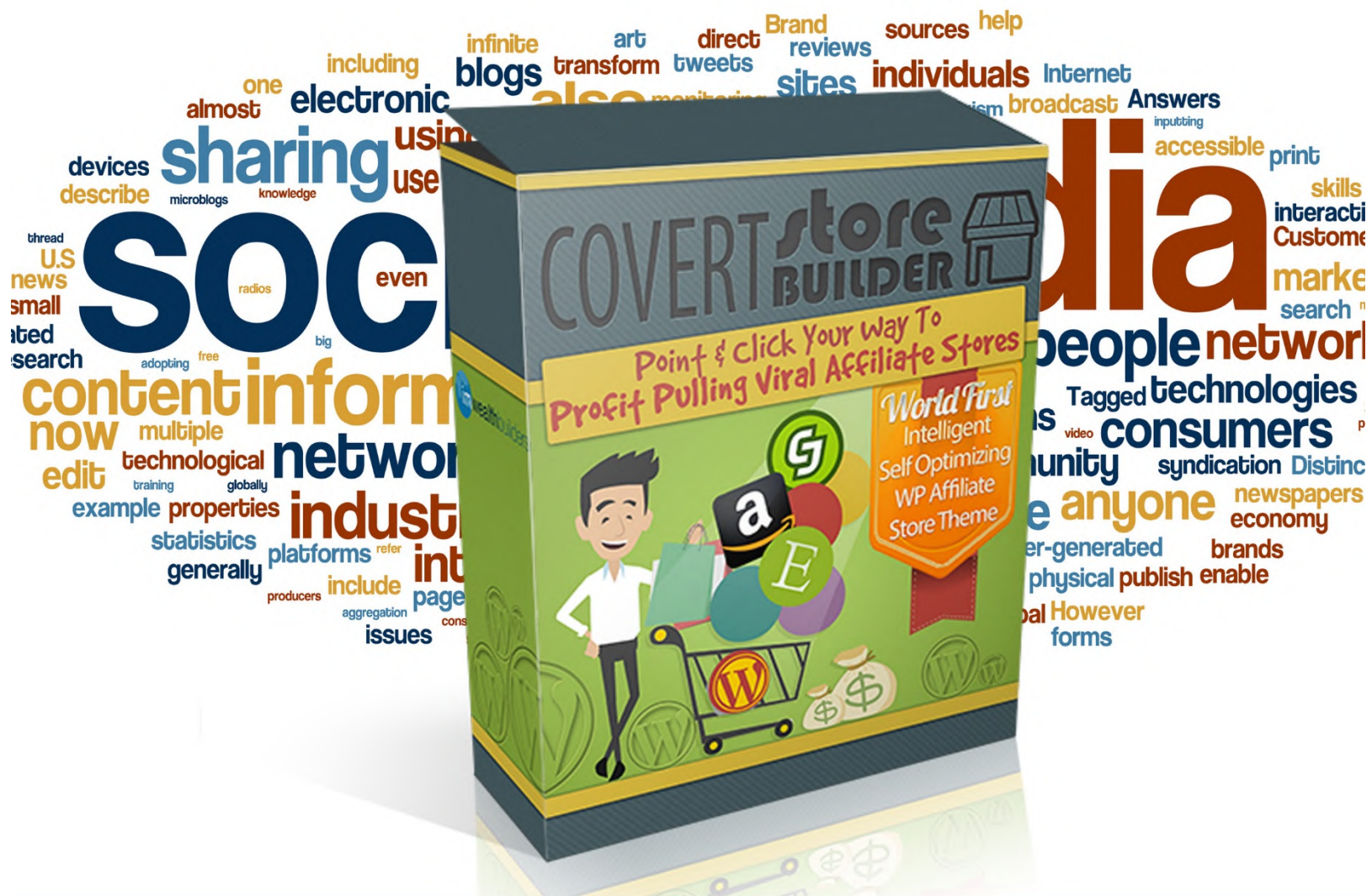
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SIX ONLINE MARKETING QUICKIES FOR YOUR BUSINESS

By: Dexter Bowers

The Internet has changed the market. So, in case you have a business that you wish to take to incredibly new heights, and in case you are considering promoting it online to achieve your dream, I have just the right thing for you.

Six quick tips that you can keep in mind and avoid making common marketing mistakes of the online world are:

Set a Frequency & Follow It

Sometimes, being predictable has significant advantages. So fix the number of posts per day. Check your community/target audience stats and understand what fits them best. Your engagement count can diminish with too many posts per day. So choose a number and stick with it.

Mind the Email Subjects

Better yet, target them. Don't feed everyone the same supper. Make sure to model your marketing emails as per the receivers. Triggered emails' click through rate is 152% higher than the general ones as per Epsilon.

Respond to People

Or hire someone to do that. When you care enough to make sure an existing or a potential customer has an easy time with you, it feeds positive replies about your business to the network.

Social Media Is a Weapon- Use It

Ask your Facebook members or Twitter members about your flaws. Or ask them about the content they'd like to see. Use this information to prepare a campaign that connects with your consumer base.



Don't Take the Loyal Customers for Granted

A loyal customer is more likely to spend more with you, depending on your service apparently. So while you spend and work towards acquiring new members, pay equal or more attention to those who are already with you.

Banner Ads Bad- Native Ads Good

Keep this mantra in your head. 54% of users distrust banner ads and hence, don't click them. People use ad-blockers, and that has caused the advertising industry a loss of \$22 billion in 2015.

Use ads that are less annoying and more useful. Native ads, for instance, are viewed 53% more than the banner ones.

Follow and Prosper

Clearly, there is much to learn. So keep up the research.

UNDERSTANDING ONLINE MARKETING- QUICK TIPS

By: Gertrude Curtis



Inbound marketing is about impressing your audience by giving them something of value. Blogs, vlogs, videos, podcasts, newsletters, e-books- these and many other similar mediums are used to establish a transactional relationship between you and your target audience.

So you are considering marketing your business online. But you aren't sure how to start. Let me tell you then that online marketing is vast. There are many facets to consider, many things to know. But in the beginning, all you require is a rough connection between all these elements so that you can see a picture and understand what you are about to do.

What Is An Online Marketing Campaign

A campaign is when you decide on an objective, say gather 100 subscribers, and work toward achieving it with the help of resources in a predetermined frame of time. One business can have many campaigns running parallelly.

A campaign has a target audience, tasks, budget and strategies to get from A to B. It can be led by a team or an individual, depending on the size.

Inbound Marketing- Why It Works

Inbound marketing is about impressing your audience by giving them something of value. Blogs, vlogs, videos, podcasts, newsletters, e-books- these and many other similar mediums are used to establish a transactional relationship between you and your target audience.

You offer them valuable, engaging or enjoyable information. Your audience, in return, gives you their time, attention and possibly business.

What Makes an Online Marketing Campaign A Good Choice

Many things, to be real. Marketing with the help of online means provides you with options to reach people across the globe with a few well-timed clicks.

It Fits Your Budget

It is also a viable option for people with differing natures of a budget. You can have a \$8 campaign, a \$20 campaign or a \$50 million campaign. The success of the campaign depends on an idea and how you can fit that idea into your budget.

It's Optimizable and It Yield Fast Results

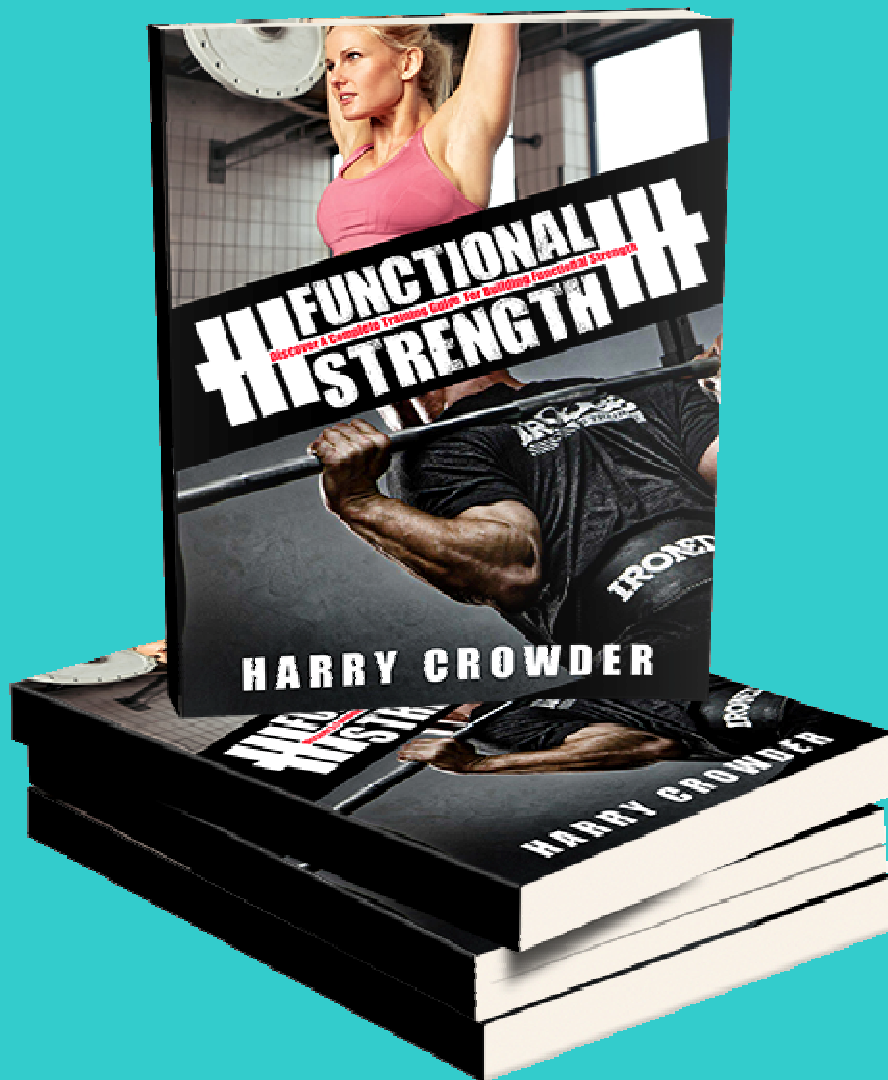
With online marketing, you get quick results. You get to observe how your campaign is performing. You get tons of data, and you can analyze it to improve your procedure, making it easier to spot flaws and correct them.

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MWM back story



"I have been able to grow beyond the stigma that a blog is run by someone in pajamas, surrounded by cats, living in their parents' basement, and prove that it can be a professional outlet and online publication."

In today's plugged-in world, blogs have become accepted as some of the most current and reliable sources for news, opinions and industry-specific expertise. From the Government of Canada to The Globe and Mail, it appears that everyone knows that the future of communication is online.

But achieving credibility was a long and difficult battle. Just a few years ago, bloggers were often considered to lack the discipline, training and skills of journalists and traditional writers.

Online veterans like Rebecca Bollwitt, the Founder of Miss604.com and Co-Founder of sixty4media, remembers this time well. She began Miss604.com, a blog covering local events and news, travel, history and contests, in 2004 and has been its Publisher, Editor and Content Creator ever since.

Rebecca has been widely recognized for her accomplishments, and was named one of The Vancouver Sun's "BC Top 100 Women of Influence," among other honours. Miss604.com is also Vancouver's most award-winning blog, and has partnered with some of the most prominent organizations and events in the world, including Starbucks, Pepsico, the Vancouver 2010 Winter Olympics and the FIFA Women's World Cup.

Passion is a central theme of many entrepreneurial stories, but Rebecca credits her heart and soul more than most for fueling her business. She points out, "When you have a terrible day, are swamped with work, and can barely see the end of your "to do" list, that love and passion still drives you forward."



Never Compromise Your Voice

It isn't hard to see why Rebecca calls Miss604.com a passion project. She decided early on that she would stay true to herself and not compromise to the pressure of others. As she says, "I wanted to keep my own voice and maintain its narrative as my own personal outlet."

Being genuine builds trust with customers and clients, which is a fundamental part of growing a business. And while creating a reputation for authenticity can be difficult to achieve, the results speak for themselves.

Outshine Adversity

Rebecca is a frontrunner in Western Canada's blogging community, but the community itself didn't truly exist when she launched Miss604.com over a decade ago. Helping carve out a niche in an unestablished business space was one of the hardest obstacles she faced in proving her blog was a legitimate media outlet.

"I have been able to grow beyond the stigma that a blog is run by someone in pajamas, surrounded by cats, living in their parents' basement, and prove that it can be a professional outlet and online publication," she says about helping build credibility in her space.

Sometimes, real success is about overcoming adversity and supporting your peers' growth, just as much as revenue and KPIs.

Being genuine builds trust with customers and clients, which is a fundamental part of growing a business.



Take Advantage of Your Resources

The Founder of Miss604.com attributes Small Business BC as an established resource for information that she “needed to actually make [her] dream into [her] dream business,” as well as events like conferences and Meetups.

Rebecca also recommends sourcing outside professionals when you need to. As she good-humoredly says, if you’re not great at taxes, “make sure you get yourself a good accountant! I manage all of our finances using an online, cloud-based system but come tax time, I am very thankful that I can hire a professional.”

Keep Adapting and Evolving

Innovative business people often stress that while staying focused is important, so is evolution. This necessity is especially clear online. Rebecca admits that, “Online media itself is a constant learning environment, and keeping up with the latest social networks and tools can be a challenge.”

She emphasizes that education and self-learning were and continue to be essential to her business. She even taught herself to build websites and learn code, which was definitely not included in 1990s school curriculums.

In this fast-paced world, it’s key to innovate, adapt and keep up with the online tools and social media that are necessary to run a modern business.

Maintain a Work-Life Balance

But Rebecca still advises to maintain a work-life balance because it “will keep you pumped and rejuvenated so that you can give your business all you’ve got and keep coming back with fresh ideas.”

Entrepreneurs and business owners think outside the box, so fuel your creativity by taking healthy breaks from your business. Make time to leave the office, network in person, take advantage of tools like Hootsuite and don’t forget the power of a walk in the park.

Remember to Give Back

But while Rebecca is an entrepreneurial inspiration, she always gives back to the city she’s so passionate about by regularly leading charitable work and sponsoring events through Miss604.com.

The small business community in BC has a well-deserved reputation for being helpful, energetic and positive. Staying involved and giving back to the community and the people who support you is one of the best ways to stay committed to your customers, your clients and your work.



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