

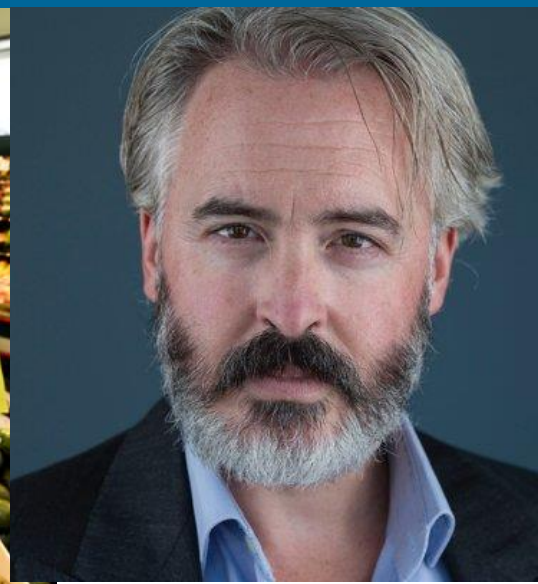
# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »



Slow and Steady Wins  
the Race: How This  
Entrepreneur Built His  
Empire



**DIGITAL MARKETING IN THE AGE OF  
DISRUPTION – INTERVIEW DAVID SAYCE**



Doris Grant

**THE METEORIC RISE  
OF MARKETING IN  
SOCIAL MEDIA**

Learn How People Are Making Web Money Online Today!

# YouTube Ads Made Easy!

Still burning your midnight lamps to get targeted traffic to your offer?

Would you be surprised to know that YouTube Ads are the magic stick to tap into a goldmine of targeted traffic and increase profits without making a hole in your pocket?

Now, let me prove that advertising on YouTube is the ULTIMATE need of the hour...

## Training Guide

**This is an all-in-one guide to generate massive traffic and conversions with YouTube ads that you've ever seen before.**

**It will take you by the hand and show you how to generate as much targeted traffic as you could ever want with YouTube advertising.**





**You Asked and We Listened. HELP is HERE**



## **How Would You Like To Get Your Hands On My Proven Marketing Strategies That Have Created A Multiple Six Figure Online Business?**

**Now You Too Can Explode Your Business Income With Monthly Internet Marketing Training And Coaching!**

If You Are Serious About Changing From A Failing Online Business To An Uber Profitable Online Business I Can Help You!

Listen, I know what it's like to have a strong desire to have a successful online business but have no real idea of HOW to market it...

I'm not making empty promises. One thing you will not find on this site is a promise of "easy riches". I make no claims of how much you can make. I make no claims that you'll make any money at all. I don't know you. I don't know if you're a thinker or a doer. How can I promise you'll make X dollars? I can't. And I don't. That SHOULD be a sign of trust to you.

There are many others out there making crazy income claims. I won't promise riches. I won't promise any results. I'll simply tell you that I will show you things you can do to get your online business rocking and rolling!

There is absolutely no risk. I'm even going to take away ALL RISK for you. It's pretty simple: if you don't like the Training, you don't pay. Period. You have nothing to risk and everything to gain.

Let me say it a different way...

**You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!**

# MWM contents

[ JULY 2017 ]

## Regular Columns

- 6 Editor's Letter**  
Welcome to the July edition.
- 7 MWM Inbox**  
Got something to say?  
Tell us what you think.
- 8 What's On**  
Seminars, Expos and more.
- 11 MWM News**  
Stuff you should know about.
- 15 MWM Success Story**  
The Entrepreneur: Doug Monro,  
Adzuna
- 18 Subscribe**  
Subscribe for free
- 19 MWM Ask the Expert**  
Digital Marketing in the Age of  
Disruption – Interview with David  
Sayce
- 30 MWM Gadgets and Toys**  
You know you want them.
- 34 Advertise in MWM**  
Be seen by potential customers.
- 35 MWM Tools**  
Books, Courses, Software etc.
- 38 MWM Videos**  
Watch useful videos on internet  
marketing etc



**19 David Sayce**



**42 Michael Martinez**

- 42 MWM Q&A**  
Advanced SEO Questions Answered: Interview of  
SEO Expert Michael Martinez
- 45 MWM Useful Links**  
All the links in one handy place.
- 47 MWM Marketplace**  
Buy & Sell domains and websites.
- 50 Contributors**  
The people and products that helped make this  
edition.
- 56 MWM Back Story**  
Slow and Steady Wins the Race: How This  
Entrepreneur Built His Empire



# MWM contents

[ JULY 2017 ]

## 13 E-Commerce Provides Us with a Shopping Mall in Our Pockets

By: Marvin Thomas

## 26 Golden Rules for Internet Marketing

By: Meredith Reid

## 27 In Tune with the Potential Market Base

By: Darrell Greene

## 31 Search Engine Marketing Growing Big

By: Meredith Reid

## 40 SMB's Looking to Expand All Over the World through Internet Marketing

By: Doris Grant

## 45 The Assured Way of Reaching Out to the Global Market

By: Darrell Greene

## 50 Contributors

## 52 The Meteoric Rise of Marketing in Social Media

By: Doris Grant



## 27 In Tune with the Potential Market Base



## 52 The Meteoric Rise of Marketing in Social Media

## 54 The Mobile and Its Role in Internet Marketing

By: Marvin Thomas

## 55 Utilization of Visual Impact In Online Marketing

By: Darrell Greene



Welcome to the **JULY 2017 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,*

**E-Commerce Provides Us with a Shopping Mall in Our Pockets** By: Marvin Thomas - **Golden Rules for Internet Marketing** By: Meredith Reid - **In Tune with the Potential Market Base** By: Darrell Greene - **Search Engine Marketing Growing Big** By: Meredith Reid - **SMB's Looking to Expand All Over the World through Internet Marketing** By: Doris Grant - **The Assured Way of Reaching Out to the Global Market** By: Darrell Greene - **The Meteoric Rise of Marketing in Social Media** By: Doris Grant - **The Mobile and Its Role in Internet Marketing** By: Marvin Thomas - **Utilization of Visual Impact In Online Marketing** By: Darrell Greene

- **MWM Success Story – The Entrepreneur: Doug Monro, Adzuna**

- **MWM Ask the Expert - Digital Marketing in the Age of Disruption – Interview with David Sayce**

- **MWM Q&A - Advanced SEO Questions Answered: Interview of SEO Expert Michael Martinez**

- **MWM Back Story – How Slow and Steady Wins the Race: How This Entrepreneur Built His Empire**

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



**Talk to me**  
**Facebook.com/harrycrowder**

**Twitter.com/harrycrowder**

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.  
Email me at: **harry@harrycrowder.com**

facebook

Follow me on Facebook: <http://www.facebook.com/harrycrowder/>



Both the paper and our printer meet the international standard ISO 14001 for environmental management. The paper comes from sources certified under the Program for Endorsement of Forest Certification scheme (PEFC). Please recycle this magazine – or give it to a mate.

## MakingWebMoney.com

**Subscription enquires:**  
[www.MakingWebMoney.com](http://www.MakingWebMoney.com)

**Order the printed edition:**  
[www.issuu.com](http://www.issuu.com)

**Advertising enquires:**  
[www.MakingWebMoney.com](http://www.MakingWebMoney.com)

**Contribute articles:**  
<http://MakingWebMoney.com>

**Making Web Money Magazine**  
**Published**  
**12 times per year.**  
Copyright ♥  
All rights reserved.

Reprinted with permission. No part of this publication may be reproduced, translated or converted into machine-readable form or language without the written consent of the publisher. Articles express the opinions of the authors and are not necessarily those of the publisher

## 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.

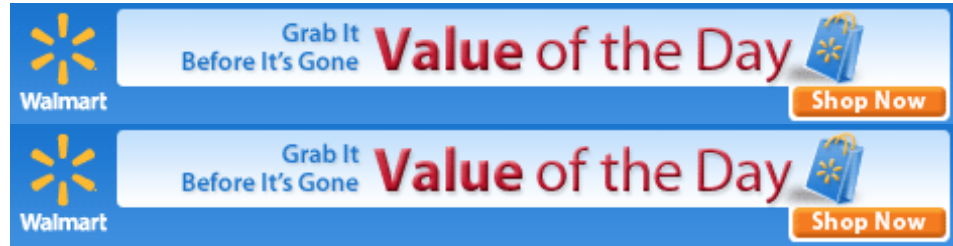
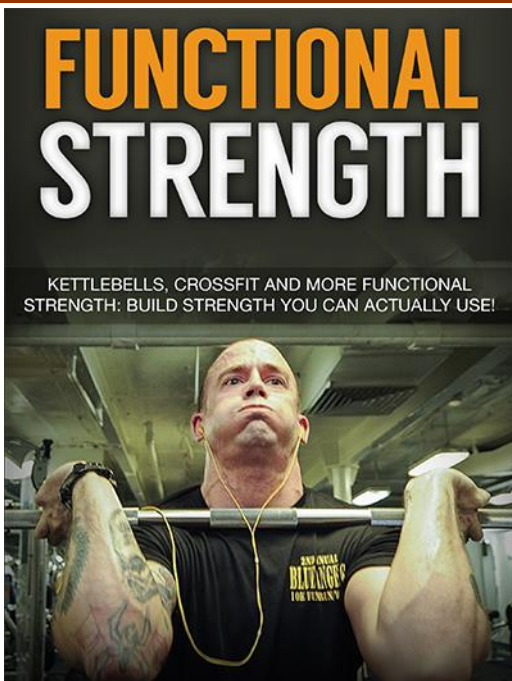
The creators, producers, contributors and distributors or Making Web Money Marketing Magazine disclaim any liability for loss or lack of results from following the advice expressed herein.



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](mailto:harry@harrycrowder.com)



## How Handy is This?

You can NOW **Shop Walmart Online**,  
**save** a lot of **time, money** and **hassles**.

**Pick from everything at Walmart and**

**Then *choose* to have your order  
Delivered to you by mail / freight**

OR

**YOU can *Pick Your Order Up*  
at **YOUR NEAREST  
WALMART****

**Shop at home. Drive to the  
store. Pick Up Your Order!**





# MWM what's on

## An Event Apart

**Set yourself apart.**

An Event Apart Washington DC is three days of intense focus on digital design, UX, and more. If you care about creating the best possible experiences for the people who use your work, and crave concentrated time to level up your skills in the company of your peers, An Event Apart is the conference you've been waiting for.

10-12

JUL  
17-18

**DIGITAL PUBLISHING  
INNOVATION SUMMIT**

### Why Attend

40+ industry speakers & 250+ delegates

This summit invites you and your industry leading peers to come together in candid conversation to discuss common challenges and establish real strategic solutions to build on your success.

## what's on

**LEARN INBOUND**



**IRELAND'S ACTIONABLE  
MARKETING EVENT**

JUL

19

**INBOUND**

Network with some of the brightest minds in the Inbound Marketing industry and learn about the latest tools, tactics and strategies in content marketing, SEO and more...



**Exceptional speakers. Actionable tactics. Lots of snacks.**

July 17-19 2017. Seattle, WA

## MozCon Is Coming!

Three days, one track of forward-thinking, actionable sessions in SEO, brand development, CRO, the mobile landscape, analytics, customer experience, social and content marketing, and more.

MozCon speakers share next-level tactics on everything from ranking higher in today's evolving search results to making data-driven decisions in your marketing.

Connect with our amazing community of industry leaders, chat with the speakers and Moz staff, pick up some cool swag, and even get a hug from our friendly robot, Roger. No boring networking events here!



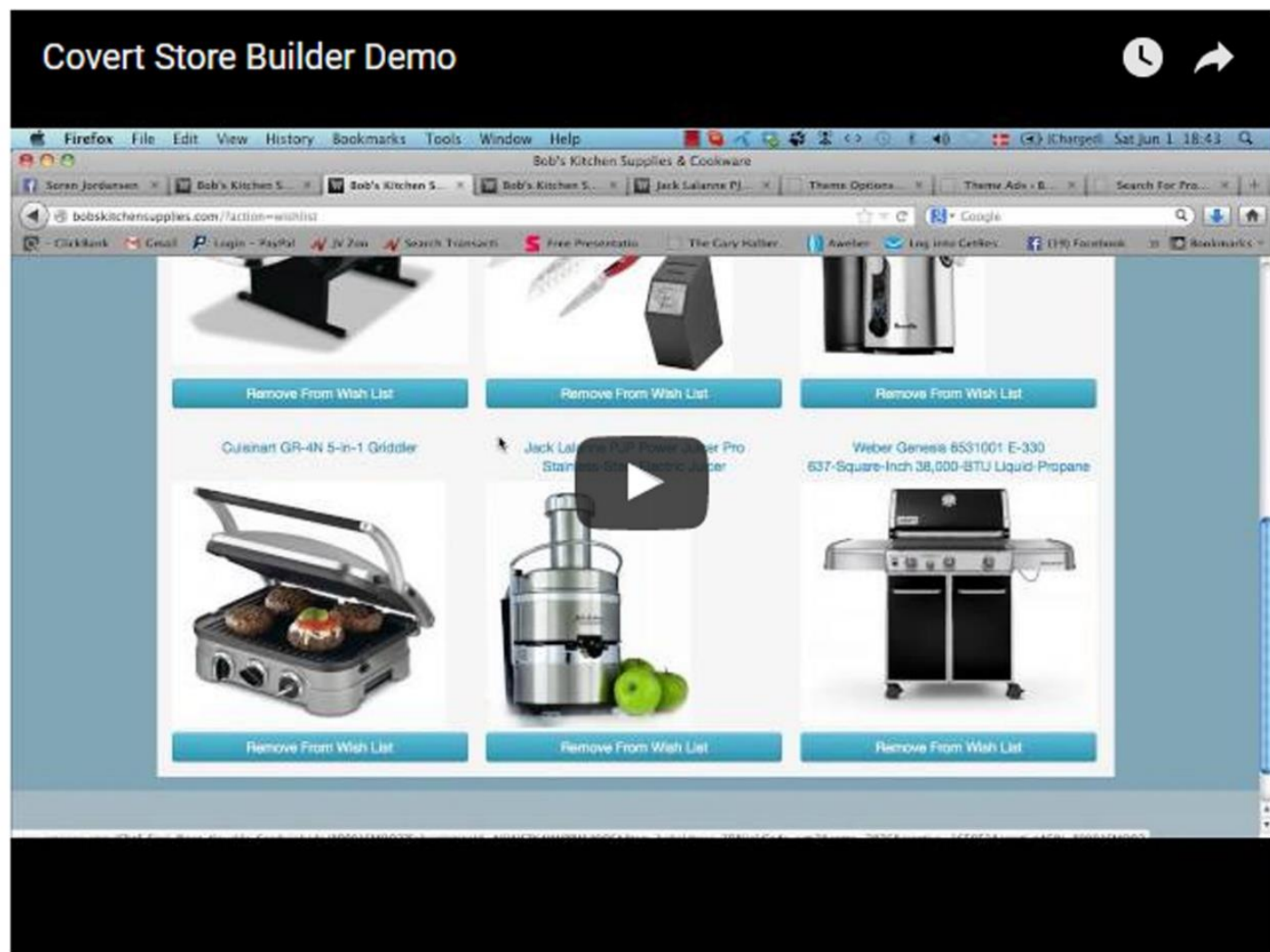
“

### Quotable:

“I am thankful the most important key in history was invented. It's not the key to your house, your car, your boat, your safety deposit box, your bike lock or your private community. It's the key to order, sanity, and peace of mind. The key is 'Delete.'” ~Elayne Boosler

Easily Point & Click Your Way To  
**Profit Pulling** Viral Affiliate Stores  
With The **World's First Intelligent,**  
**Self Optimizing WordPress Affiliate Theme**

SUCKS FREE TRAFFIC & SALES FROM FACEBOOK,  
TWITTER & PINTEREST ON COMPLETE AUTOPILOT



You Are Just One Click Away From Raking In  
HUGE Affiliate Paychecks From Your New Affiliate Stores



**WARNING: STOP BUYING MORE PLR CONTENT!**

**“You Don't Need More PLR Articles, Reports, And Ebooks That Are Going To Take Up Hard Drive Space On Your Computer... Instead You Do Need To Take What You Already Have And Turn It Into Spendable Cash!”**

**LET ME SHOW YOU HOW YOU CAN TURN YOUR EXISTING PLR CONTENT INTO CASH MONEY IN DOZENS OF DIFFERENT WAYS!**

## **INTRODUCING THE PLR PROFITS CLUB...**

Starting today you can enroll in my new monthly coaching program where I will teach you how to turn PLR content into spendable cash using several underground methods.

**Each and every month you'll get a new lesson** showing you a different way to *profit with the PLR products you already have*. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

**THIS IS YOUR OPPORTUNITY TO MAKE EVERY  
PLR PURCHASE YOU'VE EVER MADE WORTH  
SOMETHING TO YOU!**



## YOUNG CONSUMERS EXPECT 'PERKS' IN EXCHANGE FOR LOYALTY

Brand loyalty is the holy grail of marketing in today's crowded marketplace. In an environment where consumers can find a multitude of willing providers for any product, getting people coming back to you regularly is the key to long-term success.

But what is the price of loyalty and should consumers who keep coming back be actively rewarded for doing so?

Young consumers in the UK certainly seem to think so.

A survey of 1,500 British consumers by Banking Refunds found that 35% appreciate brands that go the extra mile (even if the extras are included in the cost of purchase) and 23% claim this leads to long term loyalty.

29% expect brands to offer them perks for repeated custom.

36% said that receiving tailored perks, such as discounts on commonly purchased items or benefits on birthdays, made them feel 'special'.

30% of consumers asked said they would most like exclusive discounts, while Amazon Prime (37%) and Netflix (31%) subscriptions were the most sought after.

"Everybody loves a perk, and there is no better feeling than getting a freebie. Our research suggests that they are a great way for brands to cultivate brand loyalty especially with young consumers, which in turn could drive more revenue," Carl Millar, Managing Director at Banking Refunds, said.

Older consumers more cynical

It seems to be younger consumers that are the most swayed by perks.

35% of respondents aged over 65 claimed that freebies and perks were not an effective strategy for building brand loyalty.

In fact, only 12% of that age bracket thought it was an effective way of getting repeat custom. This compares to 37% of 18-30 year olds who thought that perks did inspire brand loyalty.

"Our findings highlight the importance of any benefits needing to be tailored to the wants and needs of consumers," continued Millar.

"Millennials believe perks are effective in establishing a connection with a brand, and it can be strongly suggested that brands with a younger core demographic are likely to gain the most from investing in perks to drive revenue or acquisition."

## YEXT LAUNCHES APP DIRECTORY WITH 26 PARTNERS FOR TWO-WAY DATA EXCHANGE

*Data integrations span a range of categories and partners.*

Post IPO, Yext is evolving from a business listings management company into an enterprise data platform. Evidence of that comes in the form of the company's just-announced "App Directory," featuring 26 launch partners including Hubspot, Zendesk and others.

The new partnerships expand the use cases for listings and review data. The integrations push data back and forth and enable some interesting applications. Data from the app partners enhances or improves Yext's content, which is then syndicated across its network.

I spoke with Yext's head of strategy, Marc Ferrentino, who provided examples of how some of the integrations work. A number of Hubspot users, for example, offer Yext's location scan (SEO) product. The integration enables those scans to be automatically entered as leads in Hubspot. In addition, Hubspot pushes email addresses into Yext's review generation tool on behalf of its customers.

Similarly, Zendesk uses Yext's review monitoring to more efficiently address customer feedback. When Zendesk-designated review thresholds are triggered (either positive or negative), Zendesk personnel can reach out accordingly. Happy and dissatisfied customers' reviews can be routed appropriately to different teams.

Another example Ferrentino provided was retail workforce management platform Storeforce. Apparently, Storeforce is the most accurate source of store hours information for many retailers — more up-to-date than their own internal data. That information is collected by Yext on behalf of the retailers and syndicated accordingly.

Ferrentino said that the App Directory was in development for about six months. Other launch partners include Acquisio, Burbio, DialogTech, Domo, OpenMenu, Radius8, TapClicks and Zapier.

Now that the company is public, it will need to continue to evolve and generate customer and revenue growth. This third-party network helps bolster the company's position in the market and improve the overall quality of data being captured and disseminated.

The **Most Expensive** Domain In The World Did This...  
& It **INSTANTLY** Increased Their Traffic By **1173%**

With This **Point & Click Simple** Wordpress Theme

**YOU Can Do The Same!**

Tapping Into The **Most Buzzing Trend**  
On The Internet And Sucking *Free Traffic*  
From *Pinterest & Facebook* On

**COMPLETE AUTOPILOT!**



Covert PinPress 2.0 Is The  
**Easiest Theme**  
You Have EVER Used!

# E-COMMERCE PROVIDES US WITH A SHOPPING MALL IN OUR POCKETS

**By: Marvin Thomas**

Businesses all over the world have started exploring the abundant prospects of marketing over the internet. One such field which has made perhaps the largest impact is e-commerce. The idea of shopping has been transformed to a whole new experience. Buying and selling as we used to know, might not exist in the future.

## **The comfort of online shopping**

The idea of conducting business online is not a new idea but to conduct direct purchase of varied range of products from daily utilities to fantasies could not be thought of in the past. But with the rise of information technology, the internet is turning out to be perhaps the largest shopping mall in the world. The comfort given to the buyer and the wide variety of choices displayed has made us more active shoppers

## **Smartphone apps gives us shopping malls in our pockets**

The advent of smartphones and the development of various 'apps' mean we can carry around a virtual shopping mall in our pockets. Mobile marketing with spamming via text messages, emails and online ads has taken ecommerce a step forward. The idea of shopping out of your cell phone has been driving us more and more towards ecommerce.



## **The start-up giants of online shopping**

E-commerce has given platform to various start-ups as well as established businesses to gain access to previously unknown and unexplored aspects of marketing.

- Companies like Amazon and e-bay is now among the top revenue earning companies in the internet. These American start-ups are now operating worldwide with huge global turnovers.
- Chinese giant Alibaba is steadily taking their venture worldwide. The ease of modern day banking has been a very essential aspect in taking this trade forward.
- Cloud computing has been creating these huge markets with the entire world becoming the customers and the huge chance of businesses to grow.

This enormous space is still waiting to be explored. The modern day genius is that person who knows how to explore this enormous web of the internet.



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

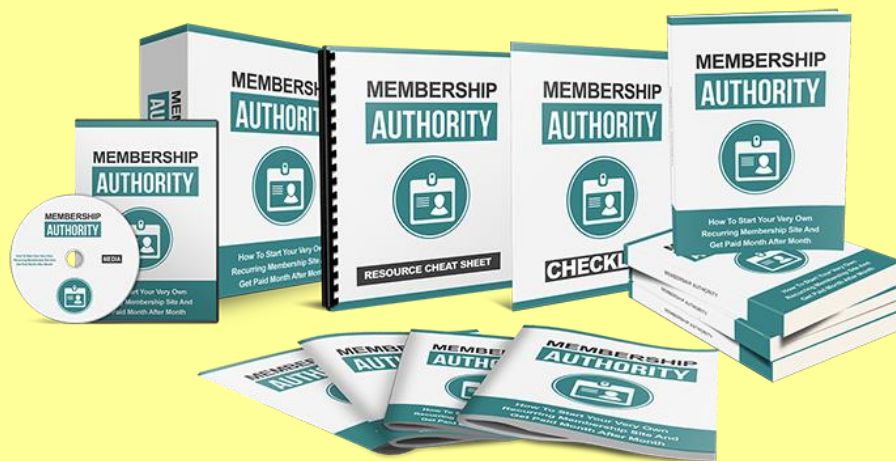
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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.**



## Membership Authority includes the following:

- The main eBook
- FAST-ACTION BONUS #1: Checklist
- FAST-ACTION BONUS #2: Resource Cheat Sheet
- FAST-ACTION BONUS #3: Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

# MWM success story

## THE ENTREPRENEUR: DOUG MONRO, ADZUNA

By: Megan Dunsby



**Co-founder:** Doug Monro

**Company:** Adzuna

**Website:** [www.adzuna.co.uk](http://www.adzuna.co.uk)

**Description in one line:** Adzuna is a search engine for job ads used by over 10 million visitors per month that aims to list every job, everywhere.

### Quotable:

**"To err is human, but to really foul things up you need a computer." ~Paul R. Ehrlich**

## **Business growth**

### **Describe your business model and what makes your business unique:**

Adzuna is a search engine for jobs created in 2011, by myself and Andrew Hunter, with the aim to list every job, everywhere and provide smarter search tools and powerful data about the job market to help job hunters take control of their careers.

### **What is your greatest business achievement to date?**

There have been so many highlights in the last five years of the Adzuna journey, it's hard to pick out just one. I think for me though, seeing our first international sites go live was one of the most memorable. After years of working in fast-growth, disruptive international businesses, finally taking my own venture international was a massive buzz. And that's still the case today, 11 countries and five years later!

A close second place must go to Adzuna's successful crowdfunding round in 2015, when we raised an additional £2.3m of finance and gained a wealth of new shareholders of all shapes and sizes – including a bunch of founders and CEOs of some incredible companies and even a celebrity DJ.

Opting to go to the crowd after previous VC rounds was a carefully thought out decision for us. Our users are of the utmost importance to us, and this move allowed them to become shareholders – we love the fact that crowdfunding brings a bigger community of people together to appreciate, and support, Adzuna's business model and become a real part of 'Team Adzuna'.

### **What numbers do you look at every day in your business?**

As well as revenue and traffic numbers, I like to look at how our users are engaging with the different elements of our site.

Stats on how many registered users we are gaining and how many potential job-seekers are reviewing their CV with our fantastic ValueMyCV tool are always interesting for me too

## **To what extent does your business trade internationally and what are your plans?**

Adzuna has grown at a pretty amazing rate – five years ago, the company was just myself, Andrew and a great idea. Today, we are in 11 countries, with millions of monthly users, and over 50 superstar employees. We manage all of these markets from our London office where we have a diverse, multi-national team, which creates a really special environment.

As for future expansion we are always looking at new countries ... watch this space!

### **Describe your growth funding path:**

We are unusual in having benefitted from almost the full range of different funding options – friends and family, business angels, government grants, seed funds like Passion Capital, top tier tech VCs like Index Ventures, and crowdfunding.

In our early days of seeking seed funding it would have been hard to believe that a few years down the line we would have multiple successful VC and crowdfunding rounds behind us and a business that now largely funds its own growth – but that is the reality.

### **What technology has made the biggest difference to your business?**

Adzuna is founded on the idea that technology can solve problems, and we pride ourselves on using smart search to help people find more fulfilling jobs and take control of their career. To do that, we have developed all of our own proprietary technology to ensure the user experience is as good as it can possibly be. Dealing with thousands of unstructured data sources and hundreds of thousands of new and expiring ads each day is a big data challenge. It has all been built by our team in Perl, on top of open source technologies like Linux, Apache, MySQL and the fast freetext search engine SOLR.

Looking forward though, the tech that is changing our business the most is undoubtedly artificial intelligence and machine learning. These power the algorithms behind Jobsworth and ValueMyCV, and increasingly our search and matching of jobs to jobseekers.

Adzuna is already observing declines in certain key occupations as automation kicks in (examples include: typists, translators, data entry staff, supermarket cashiers etc). We've also seen the beginnings of the impact within our business itself. The future is definitely coming – and, I for one, am pretty excited about what that will look like.

### **Where would you like your business to be in three years?**

Adzuna has big plans for the next three years, and will be continuing to build its core team, create more innovations to help jobseekers seize control of their job journey and our clients to fill their jobs, expand our global operations and shout even more about our brand.

We want to be a household name, used by tens of millions of job seekers a month and with tens of millions in revenue.



## **Growth challenges**

### **What is the hardest thing you have ever done in business?**

Four years into our journey at Adzuna, I found that that my co-founder and friend Andrew had a serious illness. Not only did I have to deal with my own shock, but I also had to tell the team – as well as all our investors, colleagues and friends of his – and then reorganise the way we do almost everything within the company to deal with his absence.

Taking on the unexpected and sometimes lonely role of founder/CEO without that daily sparring partner has been a huge change and a big learning experience, and has given me huge respect for those sole founders out there. We are looking forward to having him back and well soon.

### **What was your biggest business mistake?**

I have made many:

- Waiting too long building my CV and collecting qualifications when I should have struck out on my own sooner.
- Not always delegating enough.
- Hiring people we weren't convinced about because we had a skills gap – or waiting too long to address it if that person wasn't working out. Unwinding people issues is always the most painful.

### **Piece of Red Tape that hampers growth most:**

A simple one, but it's meetings. I'm sure it's a pain point in almost every fast-paced business and every start-up begrudges lengthy and directionless meetings, but this is a particular bugbear of mine!

I once proposed that all meetings be capped at 25 minutes and be exclusively held standing up ... but strangely, there wasn't a lot of enthusiasm for this.

### **What is the most common serious mistake you see entrepreneurs make?**

Without a doubt, underestimating how much time small everyday concerns can absorb, leaving alarmingly little opportunity to think strategically. It takes foresight, discipline and a great plan to avoid slipping into that trap.

### **How will your market look in three years?**

The job market is changing before our eyes, and in just a few short years will look very different to the world we are used to. The advent of online and mobile job searching mean users expect instantaneous results, relevant jobs and excellent access wherever they are in the world.

Smart search, machine learning and automation of processes will continue to play an ever more important role in the coming few years. There are many administrative or manual steps currently done by people in the recruitment process that can be solved with technology.

### **What is the single most important piece of advice you would offer to a less experienced entrepreneur?**

Don't do it! Starting and running a business is stressful and overwhelming and not for everyone – it's not the glamorous lifestyle choice that some make out.

If you must do it, be prepared for a tough journey, find a way to stay sane and don't get distracted from the big picture.

## **Personal growth**

### **Biggest luxury:**

Time. Time is tragically undervalued, and always in short supply!

### **Executive education or learn it on the job?**

Learn it on the job. I think executive education can be extremely valuable but, for me, with a background in fast-growth technology companies, there is nothing that quite compares with the real-world experience of being a part of an exciting, disruptive organisation.

Five years in, with an MBA and decades of business experience under my belt, I can honestly say that I still learn something new every single day.

### **What would make you a better leader?**

A crystal ball would be really handy and possibly a time machine too! In all seriousness, I am a great believer in investing time and trust in my team, and enabling them to make great decisions and believe in what we are building together.

Every employee at Adzuna, regardless of role, experience or length of tenure, is treated like an owner – and expected to act like one. It's one thing about our business that I am extremely proud of.

### **What one thing do you wish you'd known when you started?**

That sometimes there is no silver bullet.

### **One business app and one personal app you can't do without:**

I like Workflowy, a work list app that helps me keep on top of upcoming tasks – it is super-simple, and works well for both personal and professional projects, and that's good enough for me. After all, what more can I ask of an app that is designed to make life easier?

### **Business book:**

I'm quite a fan of Contagious: Why Things Catch On by Jonah Berger but I'm always looking to expand the library so am open to suggestions!



**SUBSCRIBE  
TODAY!**

**Do it now!  
It's Free**

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

**S u b s c r i b e  
t o d a y f o r  
F R E E !**

To subscribe for free, go to:  
[MakingWebMoney.com](http://MakingWebMoney.com)

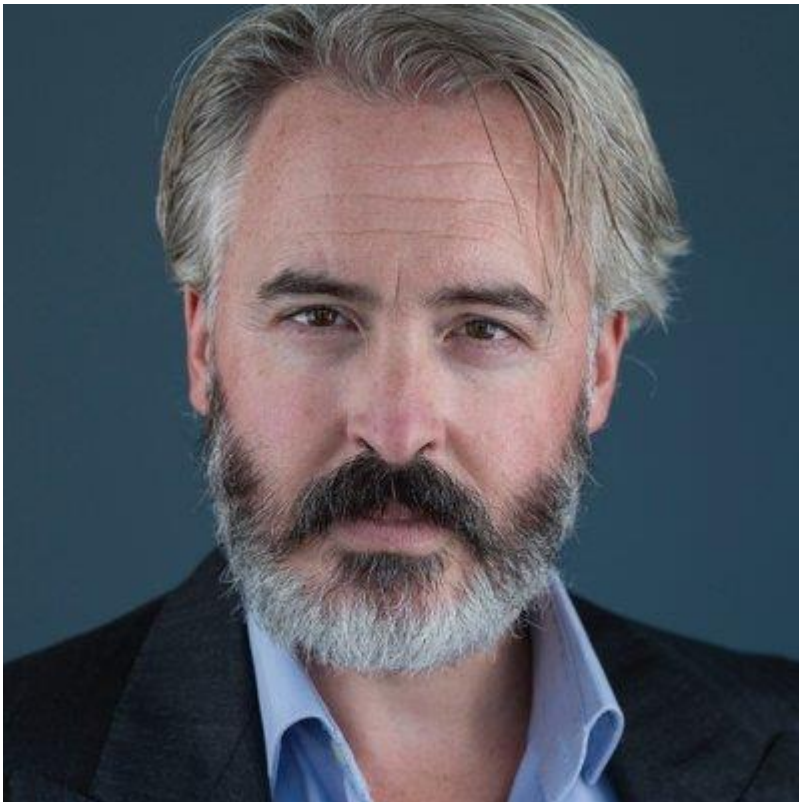
The digital edition of our magazine is FREE !!  
You can upgrade to receive the printed edition,  
Or cancel your subscription at any time.



# MWM ask the expert

## DIGITAL MARKETING IN THE AGE OF DISRUPTION – INTERVIEW WITH DAVID SAYCE

By: Simon Swan



“Find what works for you, there are so many different elements within digital marketing, do what you love!”

One thing remains consistent for the role of the digital marketer, whether client side, agency or as a consultant – disruption. The need to embrace change, continuous learning and help mentor and coach colleagues and businesses to digital best practice are the skills needed to help develop your career. There are a number of factors why pursuing a career in digital is a good choice, take a look at this article in The Drum which highlighted the UK is facing a major digital skills gap.

I caught up with digital marketing consultant, David Sayce to question him on some real life questions as to the role of the digital marketer and how this has changed. We discuss a number of areas including the key challenges for businesses and what they need to be doing to retain digital marketing staff, the advice David would offer brands in digital marketing planning (rather than jumping straight into the tactical element!), and advice for people considering a digital marketing career.

Did you  
know:

?

Approximately £1.7 trillion worth of funds is spent online. If you ever counted the hours you were online, you would definitely freak out.



# New Point & Click Simple WordPress Theme Transforms Your Blogs Into Your Own Profitable Viral Video Empire

Allowing You To Cash In On The Lucrative Video Trend  
Without Ever Having To Record A Single Video

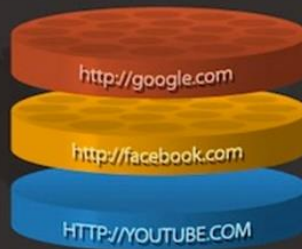
And It Sucks In Free Traffic From Facebook, Twitter,  
Pinterest & More - On Complete Auto Pilot!

**INSANE AMOUNTS OF**  
*Click Throughs, Leads & Sales*

From Your Blog Are Just  
One Click Away From You

**You Tube**

3rd Most Visited Website  
according to alexa.com



**33 seconds**  
(time that the average  
YouTube user spends  
every day on the site)



**Over TWO BILLION  
Views Per Day**

That's 2,000,000,000 every day



**10%**  226,723M   
of internet traffic

**24** hours worth of  
video is uploaded  
EVERY MINUTE

Done For You...

# MASTER RESELL RIGHTS MEMBERSHIP SITE

**Warning:** If You Want To Continue Beating Your Head Against The Wall With Totally Oversold And Dated Resale Rights Products, Then This Just May Not Be For You...But If You're Finally Ready To Grab Brand New Smoking Hot Products With Real Exclusive Rights, Then...



**"Prepare To Rake In *\*\*Enormous\*\** Profits While Ravenous Customers With Cash In Hand Stampede To Your Site, Hungry To Buy Your Brand New, In-Demand, Sizzling Hot Products...All Without You Having To Lift So Much As A Finger!"**

**5 Brand New MRR Products Every Month !**

## Resale Rights Monthly

GET READY TO GO DIGITAL PRODUCTS EACH MONTH!





# MWM ask the expert

## Q. TELL US A LITTLE ABOUT DAVID

Digital Marketing Consultant, 42 year olds, dual national (UK/US) living in South East London since 2008, grew up mostly in the Midlands, miss San Diego! I love all things technology, design and sci-fi. (Will work for IMAX Star Wars tickets!)

One year on I'm still uncertain about the beard!

## Q. WHEN DID YOUR DIGITAL CAREER START?

That's a little fuzzy, from an early age we had a computer in the house, this was back in the day you had to load up a blank computer with 60+ disks of software and the instruction manual was two inches thick. I was online by the early nineties when CompuServe and AOL were popular and the main browser was Mosaic. During this time I was running a wholesale sporting goods business with clients across Europe and the US, by 1996 I could see the opportunities available from the internet and began working on setting up an e-commerce platform and taking part of the business online as retail.

In 1997 DirectDarts was born. Search engines like Altavista and Lycos were popular and getting those first page rankings was as simple as a little keyword stuffing, Google came along the following year. I still believe my background in business, traditional marketing and huge curiosity are the drive factors that helped most.

## Q. SERVICES PROMOTED FROM YOUR BLOG INCLUDE TRAINING AND MENTORING. WHAT DO YOU SEE AS THE BIGGEST CHALLENGES OR OPPORTUNITIES IN TEACHING DIGITAL MARKETERS?

The training & mentoring (and speaking) has always been a big part of what I do, whenever I am working with a company or individual I am keen there is an element of learning and understanding. More recently I am working with both The Prince's Trust and Virgin Startup running both workshops and 1 to 1 training along side mentoring a number of business owners.

From a totally selfish point of view I love to see people keen to embrace marketing within their business and seeing real business changes as a result. I always follow up with businesses I work with and seeing how digital channels impact bottom line sales, it is very rewarding all round.

Probably one of the biggest challenges is the rate of change within the digital environment, what I teach or talk about today might be very different in a few months, let alone a year. However, good strategic advice is the framework the tactics follow. Continual learning or at least awareness is vital.

If anyone is interested in mentoring with The Prince's Trust or Virgin Startup. check out their website or drop me an email

## Q. I AM QUITE ALARMED BY HOW DIGITAL MARKETING IS SOMEWHAT APPROACHED AT THE TACTICAL LEVEL (THE NEED TO IMPLEMENT A SEARCH, AFFILIATE SOCIAL STRATEGY) RATHER THAN WORKING FROM THE GROUND UP AND CREATING A DIGITAL MARKETING FRAMEWORK E.G. SOSTAC, RACE – DO YOU THINK THERE IS A LACK OF UNDERSTANDING IN THE PLANNING ELEMENT?

Absolutely! I will always advocate a wider understanding and frameworks such as SOSTAC and RACE help to understand the integration within the business, rather than a tactical approach of 'I'm going to tweet this'. I also have an issue with vanity metrics and the chasing of likes and followers. I worked with a company recently who had achieved their goal of 3,000 followers, I think 98% of them were spam or simply irrelevant. With a fear of a rather long and passionate rant, I'll end there!

## Q. ONE OF THE KEY CHALLENGES FOR ORGANISATIONS IS THE RETENTION OF DIGITAL MARKETERS TO STAY WITHIN THEIR JOBS – WHAT CAN ORGANISATIONS BE DOING BETTER TO NOT ONLY RETAIN SKILLED DIGITAL MARKETERS BUT ALSO ATTRACT NEW STAFF?

Think about what you, as an organization, are offering, flexibility with working arrangements is a must, don't measure 'bums on seats'. Ultimately, employees should be valued and engaged with the organization from the very beginning and then be given support to grow and to learn, give them the chance to be experts in their field. Toxicity and poor morale within a department can have detrimental and long lasting effect on the business.

I was recently speaking to Eamon Tuhami, Founder of Motivii about this, there are more and smarter ways to gauge what is happening within an organization, simply put many of the old ways are no longer effective, real-time communications and understanding how decisions impact teams are important now, not after the end of year review.

And after all that you then need to be prepared to reward successes!



***"Greater integration and the removal of silos within organisations will be a much larger cultural shift for some firms, it is only with this marketing can continue to evolve."***

MWM 23

**Q. WHAT WAS YOUR MOTIVATION TO SET YOUR OWN BUSINESS UP AND STEP AWAY FROM WORKING IN AN IN-HOUSE JOB?**

I appear to move between the two quite a lot, or run them side by side, for me being a digital marketing consultant gives me the freedom to work with a number of businesses and individuals on a varied range of projects, further away from any of the internal politics that can be an issue with an in-house role. I also get to choose who I work with, I'm dedicated to every project I work on so need to know there is the dedication from both sides.

I have a passion for Digital Marketing and SMEs. Currently over 80% of my work is within the SME sector, this brings me back to my own beginnings and it is a wonderful area to work with, being freelance it allows me to go in and make changes that deliver quick results in a short amount of time.

Another reason was also the demand for high-level digital skills, which continues to grow. Businesses are now realizing the importance of an integrated digital approach and hiring a digital marketing consultant will often be the most cost-effective solution. Most of my projects have some formal element of training that runs along side up-skilling their business & marketing skills, which gives on-going value.

**Q. WHAT ARE YOUR THOUGHTS ON THE NEXT FRONTIER/CHALLENGE FOR DIGITAL MARKETING?**

Ahh, crystal ball time... So much going on right now, here are three I picked at random

Data. Data will see the biggest challenge and opportunity, we have had the buzzword of 'big data' for a while, now is the time to put this into action at all levels. We will see a much greater integration of data into business, leading to more data led marketing decisions that not only fit with business goals, but also show clear business results.

Greater integration and the removal of silos within organisations will be a much larger cultural shift for some firms, it is only with this marketing can continue to evolve.

One of the areas I have been spending a lot of time with recently has been the AI side. IBM Watson and more specifically companies like ROSS, artificial intelligence will be making major changes in the next few years. And this will be big for SEO with Google BrainRank.

**Q. WE'RE COMING TO THE END OF THE YEAR AND IT USUALLY MEANS EVALUATING AND REPORTING ON END OF YEAR REPORTING – WHAT RECOMMENDATIONS WOULD YOU GIVE TO BRANDS LOOKING TO START THEIR DIGITAL PLANNING FOR 2016 IN TERMS OF CHANNEL APPRAISAL AND SETTING BENCHMARKS?**

Make sure you fully understand what you are doing today. With all the changes across digital marketing in the last few years it is easy to fall behind. It is painful and time-consuming (which is why many don't do it), but now is the time to run a full audit across your digital channels, make sure you are still working towards the overall business goals.

Once you finished reviewing it's time to plan ahead, get a framework in place and plan, over the last few years I have been working with the 70:20:10 model, which has proved to be very successful:

- 70% of content should be proven content that supports building your brand or attracting visitors to your site
- 20% of content should be premier content which may be more costly or risky but has a bigger potential new audience, for example 'viral videos' or infographics
- 10% of content should be more experimental

As for benchmarks, be very clear about what you are measuring and how vanity metrics have their place, but make sure you are measuring against those key business goals.

**Q. WHAT PEOPLE WOULD YOU RECOMMEND PEOPLE FOLLOW/SUBSCRIBE TO IN ORDER TO LEARN MORE ON THE DIGITAL MARKETING SECTOR?**

This is what I have always loved about the digital marketing community, fantastic people

- Rand Fiskin and the Moz Team
- Will Critchlow and the Distilled Team
- Alyeda Solis – International SEO
- Ian Lurie – Portent
- Dave Chaffey – The first 'digital' book I bought was Dave's
- Nathalie Nahai -The Web Psychologist
- Anyone who has spoken at Distilled's SearchLove events over the years!

**Q. ANY ADVICE TO SOMEONE LOOKING TO FOCUS THEIR CAREER IN DIGITAL MARKETING?**

Do it! Jump in. start reading (and writing) blogs, listen to the podcasts and ask lots of questions, so many people in the area are happy to give their time. Cover the wider areas too, get a feel for code and the technologies, understand the basics of marketing and advertising and think about the science side too, psychology plays a big role too. Of course, feel free to drop me an email, I'm always happy to offer my advice.

**Q. HOW WOULD YOU SUGGEST A DIGITAL MARKETER DEVELOPS THEIR CAREER? E.G. SPECIALISE ON A SPECIFIC TACTIC OR LOOK TO TAKE A BROAD APPROACH AND LEARN A NUMBER OF DIFFERENT TACTICS?**

Find what works for you, there are so many different elements within digital marketing, do what you love! If you find a niche you love dive in and make it yours. My advice would be to think about the T-shaped marketer, or probably better as an M-shaped marketer, a wide general knowledge with a much deeper knowledge in a few key areas.

e-Commerce is growing like never before!

You would be amazed to know a proven and tested system to easily and quickly create a profitable online store, and boost your profits in a hassle-free manner

## Dear Online or Offline Business Owner,

I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?

- Have you spent a lot of money and time, but never achieved your objective?

Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

**Look at astonishing stats:**

- U.S. Online sales will be **\$523 Billion** by 2020

- E-Retail spending to go up by **62% this year**

- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



**With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted**

<http://ecommercemadeeasytraining.com/>

**Get Your copy of your “eCommerce Made Easy” Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!**

[Click Here to Start Today](#)

# "Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



## What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- Know how to **quickly and cost effectively** create the type of digital product you want

## How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • ...and much, much more!

This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

**[Get your copy today!](#)**



# GOLDEN RULES FOR INTERNET MARKETING

By: Meredith Reid

Internet marketing is a relatively new strategy that is being employed by businessmen all over the world however clichés have already been developed in this regard. There can never be any substitute for variety, creativity and improvisation as far as marketing is concerned.

## The way forward for internet marketing

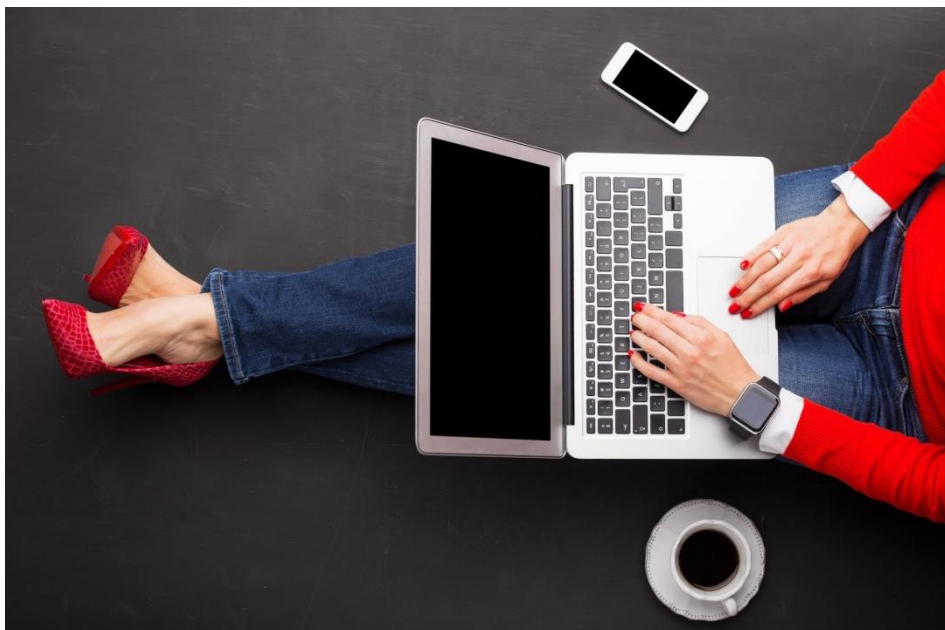
The mind-set of the customer must be taken into account before planning strategies to expand one's market. It is no longer necessary for the brands to highlight the fact about their commitment to customers as it is an imperative measure and provides nothing new. In fact it is not engagement with the brand that the customers are looking for. They would rather go for a balanced relationship and like the base of every relationship it is the truth about one's brand that matters to the potential customers. The newer strategies as identified by a research in the Harvard Business School would rather be the aesthetic and moral values of a brand or product. For example, eco-friendly products have a huge market in the present context of the world.

## Colour codes

Psychology is playing another important part as far as marketing is concerned. The colours used for specific products and highlighting the viability of product are absolutely essential. For example, yellow has proved to be the happiest and most attractive colour, but black, silver and grey are most popular among the brands because it helps in highlighting the important points, especially on the screen.

## The importance of analysis

To understand the pulse of the market is an absolute essential nowadays. The viability of the product, customer satisfaction, after-sales services and price determination plays an important role in determining the same. Polls and yes or no questions are much easier ways to survey the market rather than some elaborate questionnaire that few people have the time to go through. Thus, honesty, sincerity and integrity are still the golden rules of marketing only in a smarter form.





# IN TUNE WITH THE POTENTIAL MARKET BASE

**By: Darrell Greene**

The sensational application in the world of music, Spotify is ready to take the market by storm with the help of its path-breaking features and catering to the needs of individuals and companies alike.

## **The brand of success**

The brand started by keeping in mind the target audience and trying to expand the same. It was the first of its kind and went on to become much more than a radio. It catered to the needs of millions by identifying their age group, area of interest and passion in order to create personalised playlists for each and every customer. Mr Jeff Levick had said that the aim of the company was to ensure that their app came across as something much more than simple radio and his company has lived up to the expectations..

## **Feathers in the cap**

- The greatest success of the company lies in the fact that Youtube, one of the most popular sites for music has also taken notice and is trying to introduce a similar app for them.
- Companies like Twitter and Facebook have greatly influenced the campaigns of Spotify but it has been able to carve out a niche for itself
- Spotify has entered into collaboration for some of the biggest companies including Nike and Madewell.
- The latest feather in their cap is however long term deals with Starbucks.

## **The story to become bigger**

Internet marketing has been taken to a new height altogether by this specific app. Companies are able to decide their market opportunities and customer requirements through the playlist of the individuals – their gender, age, geographical location, area of interest, free time of the day – and almost every other detail is easily available to the companies who have collaborated with Spotify. Shampoo companies are creating playlists for the shower whereas Nike is creating playlists for the jogger or the body-builder. Most importantly music is forming the market base and determining the target customer.

# Finally, A Bunch of Great FREE Help!

No more Paying For Products That Don't Deliver Results!

Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

- Search Engine Optimization
- Affiliate Marketing
- Viral Marketing
- Joint Ventures
- Blogging For Cash
- Social Networking
- And More!
- Get The Facts - What It Takes To Make Money Online Today!



**click here**



# MWM gadgets & toys

## Beeline Smart Bike Compass

- ✓ The smart compass for your bike
- ✓ Attach to your handlebars, set your destination and go
- ✓ Map out your ideal route using the Beeline smartphone app
- ✓ Ready for anything - Shock resistant and waterproof
- ✓ A Kickstarter sensation! Over £150k raised



<https://www.firebox.com/>



You might not know it from the fabric exterior of the Ultimate Ears Wonderboom, but a watertight chamber underneath this Bluetooth speaker's skin lets it survive under 3.3 feet of water for up to 30 minutes. Inside, a pair of 40-millimeter drivers sends crisp, bassy sound to every corner of the pool party. Its onboard battery has enough juice for up to 10 hours of singalongs. \$99

## You want it

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

## CNCT REVEALS THE INTELLIPLUG

The intelliPLUG's claim to fame is being the smallest and most affordable smart plug in the world. Yes, you read that right. It looks like the whole world is moving towards having a smart home and a smart office, so it would also make perfect sense if a smart plug is part of the corresponding setup as well. Enter the intelliPLUG from cnct — where it will help your house become a smart home for the fraction of the cost, all the while offering one the ability to enjoy control of any plugged-in device directly from a phone or tablet.



<http://www.coollest->

## THE SELFIE DRONE CAPTURES YOUR BEST LOOK ON ITS OWN



Hammacher Schlemmer has been well known to produce some rather stunning devices and put them up for sale, and this particular model is something which not everyone would have thought of. Since drones ended up being all the rage some time ago, and the selfie phenomena continues to grow as many smartphones now feature a front-facing camera that have an equal or higher megapixel count compared to the back camera. Why not merge the two together and you would end up with what is known as the \$299.95 Selfie Drone?

The Selfie Drone is deemed to be an easy-to-fly camera which will enable one to share "dronies" instantly to a social network of your choice. Just how large is it? Well, it is roughly the size of a Belgian waffle, where the novice flyer will be able to enjoy a 12MP shooter with an accompanying flash just in case there are some low light conditions that need to be looked into. This Selfie Drone is more than capable of capturing Full HD video (1080p resolution) without missing a beat, and it delivers smooth operation with mechanical stabilization. The best part is, all of its intricate parts can be controlled from a smartphone.

You are now able to take a group photo with family or friends in an easier manner than ever before, and the best part is this: no longer do you need to learn how to master the selfie stick — as you have now upgraded to that of the selfie drone. The Selfie Drone is capable of taking off or landing from your hand, in addition to having a working range of 98' which should be far enough to capture even the largest group selfies ever. IT even comes with obstacle avoidance to create a stable flight path for this flying tripod.

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

Did you know

About 1.8 billion people connect to the Internet, only 450 million of them speak English.

# SEARCH ENGINE MARKETING GROWING BIG

By: Meredith Reid



Internet marketing has already showed us its huge potential.

The prospect of being able to reach the world with the help of the internet has attracted huge number of businesses. One of the major uses of the internet is to get information and this very important process is aided by search engines. Thus marketing via these search engines has become a very important avenue of online marketing.

Search engine marketing or SEM has become a booming business.

## The American way

- In the year 2015 American advertisers spend almost 25 billion dollars on search engine marketing.
- Google being the primary player in the field has a market share of almost three-fourth.
- Along with yahoo and Bing they cover almost the entire market.

This shows the enormous opportunity for new players in this field but also it will take a huge innovation to compete with the likes of Google.

Search engine marketing primarily requires the search engine to be paid by the company so that **their name comes at the top of the list during a search for specific keywords by the user.**

## The ways of SEM

Search engine marketing primarily requires the search engine to be paid by the company so that their name comes at the top of the list during a search for specific keywords by the user.

There is also the concept of 'pay per click' or PPC. This is used to direct a user or user traffic towards particular websites. Here the advertiser has to pay the publisher or in this case the search engine whenever a click is made.

## The profit maker

This concept of 'pay per click' is very well utilised by Google AdWords in the field of search engine marketing. It uses various keywords as may be specified by the advertiser to advertise their website and attaches a link to their websites.

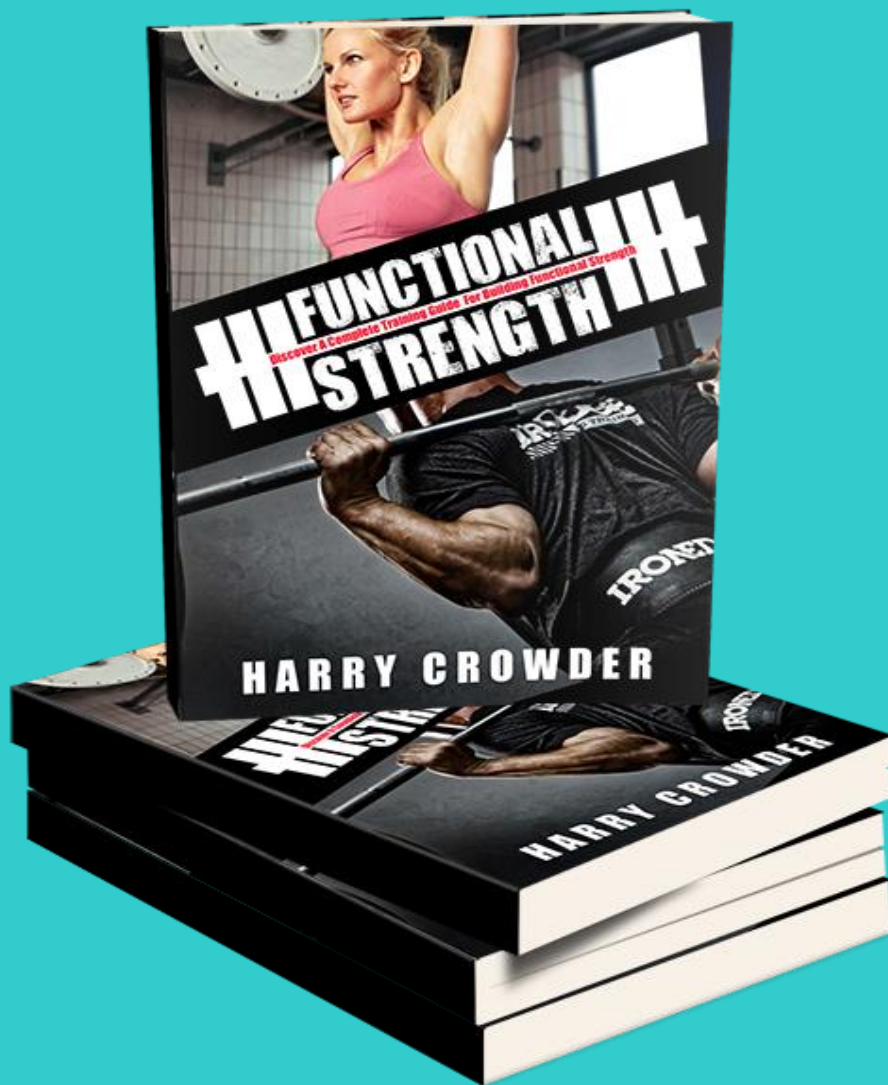
It has turned out to be a revolutionary idea for Google giving the company enormous revenue. It is said that as much as 97% of Google's revenue comes from AdWords. To give us a glimpse of which industry utilises this the most, a study has shown that the top most expensive AdWords are 'insurance', 'loan' and 'mortgage'.

**Tired Of Fad Diets And Exercise Plans That Are  
Expensive And Just Don't Seem To Work?**

**Pay Attention... Because You're About To Discover  
A Complete Training Guide**

**Introducing:**

**The Functional Strength Guide...**



For the Whole Story [go here:](http://www.functionalstrengthnow.com)

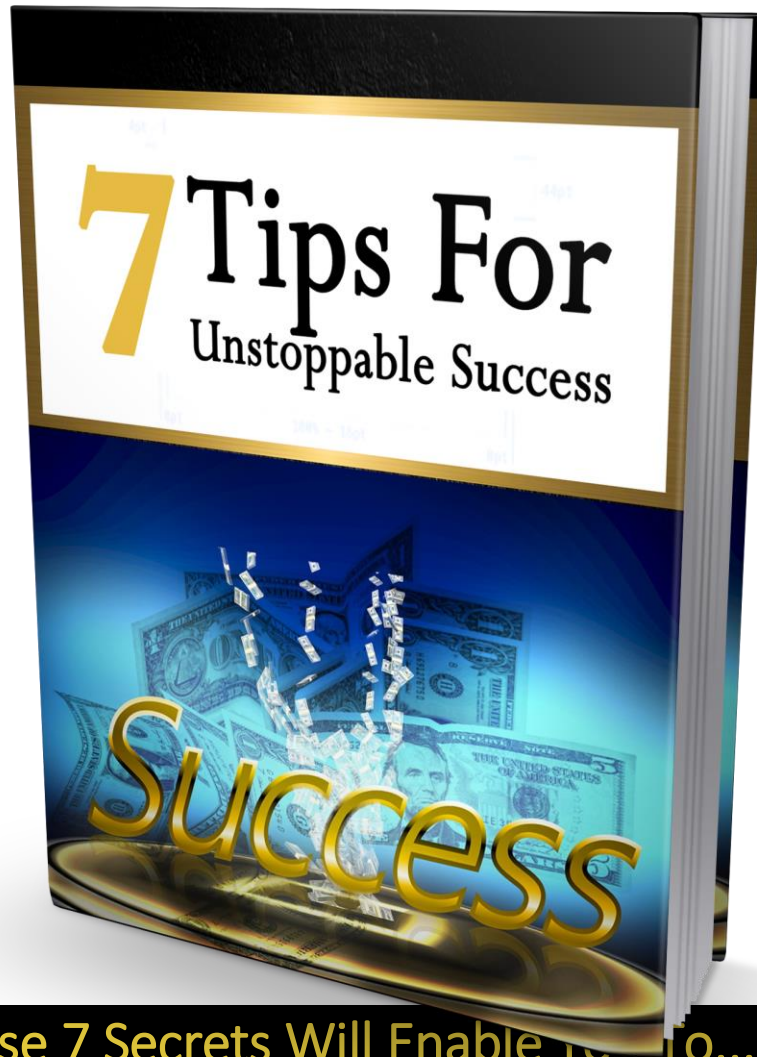
<http://www.functionalstrengthnow.com>



# BONUS!

## Discover The 7 Secrets To Achieve Anything You Want In Life...

\*\*\*Limited Time Only: Grab This FREE Gift Now!\*\*\*



These 7 Secrets Will Enable You To...

- Discover the Foundational Meaning of **SUCCESS**
- Demonstrate **PASSION** and **PERSEVERANCE** for long-term goals
- Learn the untold secrets on how to create the life you **TRULY DESIRE**

IT'S **FREE** ... [CLICK HERE](#) to get yours!

# advertise in MWM

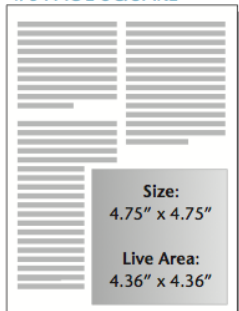


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

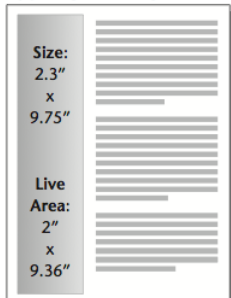
Please contact us at <http://makingwebmoney.com> to book your advertising slot,  
We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: [support@makingwebmoney.com](mailto:support@makingwebmoney.com)

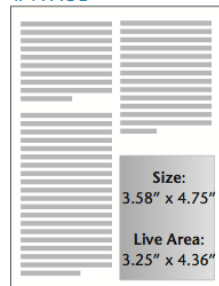
1/3 PAGE SQUARE



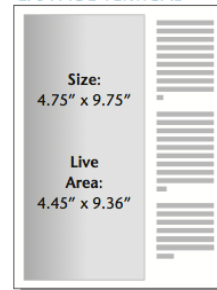
1/3 PAGE VERTICAL



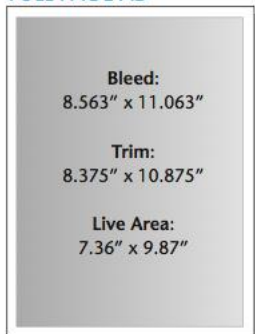
1/4 PAGE



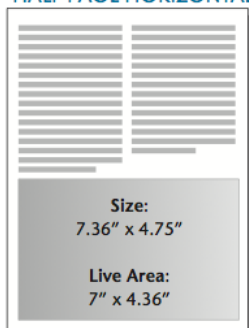
2/3 PAGE VERTICAL



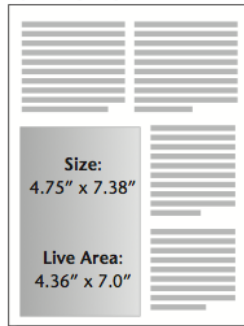
FULL PAGE AD



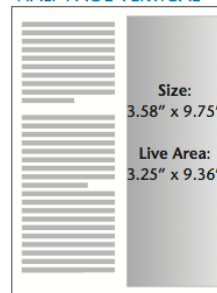
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



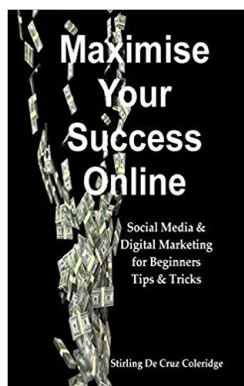
**\*Your ad will remain in the FREE digital back issue available from our website for perpetuity**



<http://makingwebmoney.com>

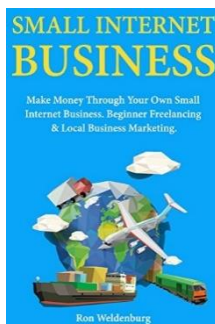
## > Books, Courses, Software, Tools and other Resources to help you succeed online.

**Maximise Your Success Online: Social Media & Digital Marketing for Beginners Tips & Tricks**  
by Stirling De Cruz Coleridge



**MAXIMISE YOUR SUCCESS ONLINE: Social Media & Digital Marketing for Beginners Tips & Tricks** About this book: There is a certain amount of agony, floundering and a feeling of helplessness when trying to find out where to begin finding your niche with Social Media Marketing. You feel almost paralyzed with the amount of information coming at you and simply want to give up and surrender to be paralyzed about it. This book has been written to provide an outline, a starting point with gentle guidance for newbies. I hope it energizes you to take action... providing you with the boost that you need. In **MAXIMISE YOUR SUCCESS ONLINE: Social Media & Digital Marketing for Beginners Tips & Tricks**, you will want to know how to make money online without too much of a headache right? You want to enjoy working from home, making money easily? There are 9 types of digital marketing, which is right for you? Where do you start? You know how much you want to get into this game but how? Read on in this book.. **MAXIMISE YOUR SUCCESS ONLINE: Social Media & Digital Marketing for Beginners Tips & Tricks**

**Small Internet Business: Make Money Through Your Own Small Internet Business. Beginner Freelancing & Local Business Marketing**  
by Ron Weldenburg



Making money online isn't as easy as most gurus would tell you, but that doesn't mean that it's hard either.

As long as you're willing to do the work, then you can make money online.

Inside this bundle, you'll discover some simple ways of making money while working at home.

Here's a preview of what you'll learn:

### FREELANCING WITHOUT EXPERTISE

- How to make money as a newbie freelancer even if you have no skills whatsoever
- The top 7 services that I recommend every newbie starts selling
- How to confirm market profitability
- How to create a Fiverr listing from start to finish
- A simple process of writing a gig description that converts "onlookers" into buyers and clients
- How to create a long term relationship with your customers
- How to upsell your customers in a step by step manner

### PINTEREST FOR SMALL BUSINESS

- The rise of social media and how you can take advantage of it
- 39 Best Businesses to Start Today!
- Why traffic is the lifeblood of your business
- How to get invites online
- How to properly set up your profile
- The best monetization practices to get more customers on Pinterest
- The # 1 mistake business owners make when trying to use Pinterest for marketing
- Why you should have a \_\_\_\_ first before creating your own Pinterest account



### Spin-a-Sale - Interactive Email Popup

Developed by Spin-a-Sale

- ✓ Unique email popup that's interactive and highly enticing for visitors.
- ✓ Dramatically grow your email list and boost sales.
- ✓ Increase your signup conversion rates to levels you've never seen



### Shoppable Instagram by Evocative

Developed by Nextopia

- ✓ Increase conversions with shoppable Instagram galleries on your Shopify store
- ✓ Enhance visual merchandising on product detail pages with user-generated content
- ✓ Leverage influencer reach and engagement to supercharge social campaigns

**? Did you know:**

**70% of virus writers work under contract for organized crime syndicates.**



# COVERT VIDEO PRESS

The Average Internet User  
Spends *15 Minutes On Youtube Every Single Day...*  
For A Total Of **OVER 2 BILLION DAILY VIEWS!**

And With This **Game Changing WordPress Theme**  
You Can Cash In On This Lucrative Video Trend,  
**Without Ever Having To Create** A Single Video



How **The Covert VideoPress Theme**  
*Siphons Hordes Of Traffic*

From **facebook** **twitter** **Google+**  
**To Your Blog!**





**Protect Your Digital Properties & Manage Members In Just A Few Clicks**

**"Membership Builder & User Management Software Stops Your Password-Trading Thieves Dead in Their Tracks!"**

PLUS This Amazing Solution Makes it EXTREMELY Easy for YOU to Run a Password-Protected Membership Site... Even if You Don't Know PHP from a Bar of Soap!

# **Turbo Instant Membership Builder**

**A simple way to lock up your member's area and let your members - and only your members - access the password-protected part of your site...**

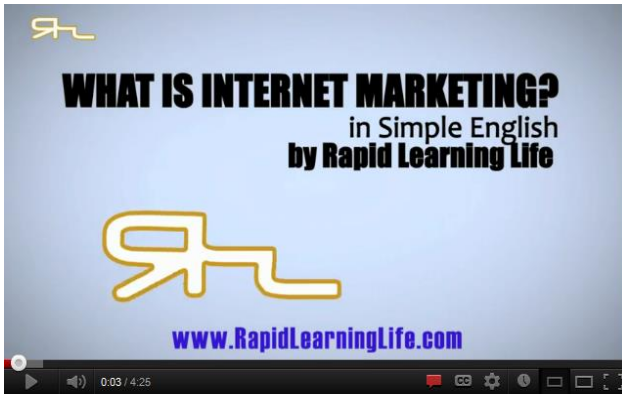
**It's So Easy, You'll Have Your Site Up and Running In LESS Than FIVE Minutes!**



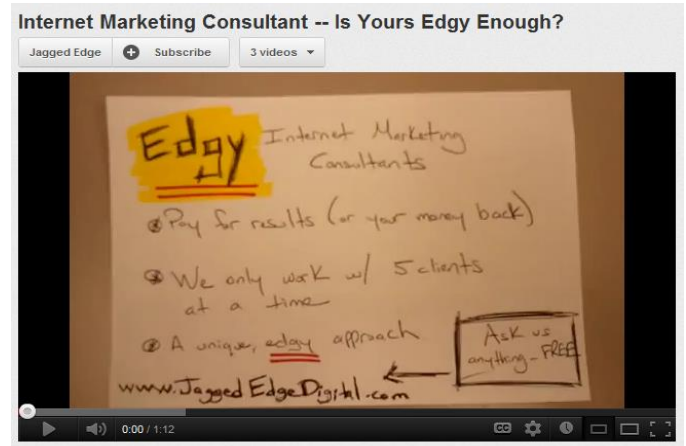
**Get this simple yet powerful, secure and affordable software for running your password-protected membership sites!**

**[CLICK HERE NOW](#)**

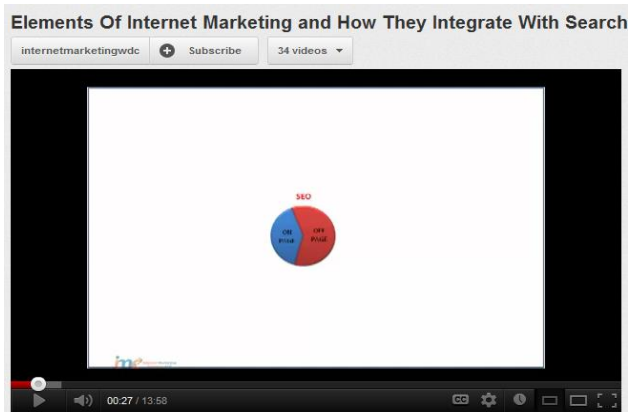
# MWM videos



<http://www.youtube.com/watch?v=RSkWqI7M3Ts>



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



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



<http://www.youtube.com/watch?v=h5GQm55cTkcTk&feature=related>



<http://www.youtube.com/watch?v=0CaUcIwPsH8>



<http://www.youtube.com/watch?v=EYN1BjtZ6nc>



# SMB'S LOOKING TO EXPAND ALL OVER THE WORLD THROUGH INTERNET MARKETING



**Online local directories, SEO's and e-mail marketing have taken the business world by storm this year and the trend is here to stay for some time to come in the future.**

The small and medium sized business houses (SMB) all over the world have been concentrating on Internet Marketing throughout the year 2015. This is one of the fastest and easiest ways to reach out to the mass.

## Growth of internet marketing

With the internet bringing the world together at the click of a mouse, this is proving to be quite an effective strategy especially for the companies that cannot afford to spend too much on other forms of advertisement. In such cases where revenue and service capacity cut down on the resources at hand for marketing the internet is proving to be a very effective strategy. Throughout the last two years major companies have considerably increased the allocated funds for internet and mobile banking. This is true for most of the economies of the world as it severely cuts down on the expenses and increases the revenue generation.

## A deviation from the traditional

An extensive market research suggests that over the years the traditional forms of marketing like posters, word of mouth, television or radio broadcasting advertisements are losing out on their capacity to attract customers. In the fast paced modern world these strategies have lost out on their viability. Whereas these strategies are one-way traffic as it rarely takes into account the customer feedback, internet marketing is doing justice to the demands of the customer and thereby ensuring better service.

## Growth and impact

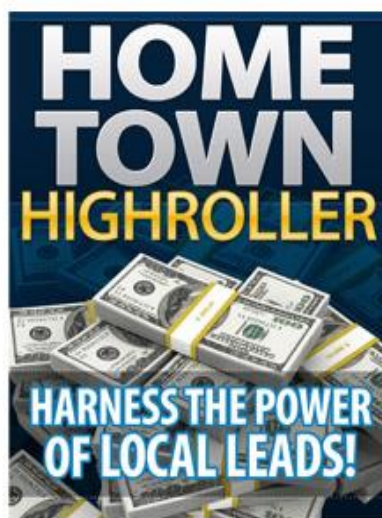
The positive effect of internet marketing can be seen in the European countries, America and even developing countries like India.

This has helped majorly in expansion of a number of business houses through Reputation Management is one of the most important aspects of the hugely competitive world.

Online local directories, SEO's and e-mail marketing have taken the business world by storm this year and the trend is here to stay for some time to come in the future.

# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



**Get Instant  
Access To The  
Complete  
Back Catalogue  
Currently That's  
50 PLR Report  
Packages...**

**+ 2 Brand New Reports Each Month!**

# 74 PACKAGES

**IN THE FIRST YEAR AND NO RENEWAL FEES**

**[You Get Lifetime Access With Nothing More To Pay]**

**Don't miss this INCREDIBLE opportunity**  
**Because every smart business builder needs great content!**

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the elite in **marketing** who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.



# SOCI MATTIC

IMAGINE... SIGNIFICANT TRAFFIC LIKE THIS  
ON AUTOPILOT FOR FREE.





## ADVANCED SEO QUESTIONS ANSWERED: INTERVIEW OF SEO EXPERT MICHAEL MARTINEZ

By: Jitendra Vaswani

This time I am interviewing one of the top SEO expert Micheal Martinez. He is currently running his blog: SEOTheory I am very much glad that he answered all my difficult questions related to SEO, Social media and many more. I appreciate his time and efforts he had put in this interview. So I hope my readers gonna enjoy it.

**First of all thanks a lot for accepting my interview proposal. I and my readers are very pretty glad to have you . Please tell us about yourself and your educational background.**

I was born and raised in the southern United States before there were many educational programs for gifted students. I dropped out of high school in the 9th grade because I was frustrated with the education system holding me back. Eventually I went to college and earned two degrees in Data Processing and Computer Science. I have always been a science fiction and fantasy fan, which may have influenced my decision to work with computers. I got my first programming job when I was 15; it was part of a Summer Jobs program for teens. That was in 1975. I became involved in the online world in the early 1990s through a job that required me to join a software support community on CompuServe. From there I gradually migrated to the Internet and I built my first Website in 1996. By the end of 1998 I had become involved with search engine optimization. After practicing SEO for myself and occasionally as a contractor for many years, I changed careers in 2006 and took a position as Director of Search Strategies for a company in Seattle. In 2012 I went back to freelancing and formed an SEO consulting partnership with my friend Randy Ray. We had collaborated on some projects for a few years and finally decided to work together full-time.



*"I find that search engine optimization works just as well today as it did 12 years ago. What is not working so well are all the bad ideas people have been sharing on their blogs, at conferences, and in their books."*

## **Which blog do you open daily and what are your favorite blogs ?**

*I read several SEO blogs daily, mostly because they cover newsworthy topics: Search Engine Roundtable, Search Engine Land, and Marketing Land. I also check some of the official Google blogs on a regular basis. I like Jeff Bullas and Dan Zarella's blogs, although they don't write as much as I would like them to. Bill Slawski's "SEO By the Sea" is a must-read for anyone who is interested in search algorithm mechanics. Eric Enge's interviews on Stone Temple's Website are simply amazing. And I watch the Google Webmaster videos even though they seldom provide much insight for advanced SEOs. Sometimes you come across a real gem.*

## **What are your favorite social media tools ? Which tools do you prefer to use to increase user engagement?**

*At the present time I am using Twitterfeed and Twuffer more than any other tools. I try to respond to most people who say something to me, either on my blogs or on Twitter. I ignore Facebook as much as possible but once in a while I respond to someone there, too.*

*Two things improve engagement in my experience: treating people with respect and publishing something where they feel compelled to discuss it with you. Writing from the heart rather than from keyword research works better if you're trying to get people to stop lurking and say something.*

## **These days I can see that many well established blogs and websites losing their rankings? Why this is happening. Is SEO dead ?**

*Search engine optimization should never have been tied to rankings. 12 years ago we didn't know any better. Five years ago we DID know better but people continued to talk about rankings. We should always have been measuring SEO value in terms of search referral traffic.*

*I find that search engine optimization works just as well today as it did 12 years ago. What is not working so well are all the bad ideas people have been sharing on their blogs, at conferences, and in their books. SEO should not be treated as a production process that can be followed according to a formula. You have to treat each Website differently.*

*The Websites that run into trouble with the search engines are following formulas for success. Ultimately that leads to failure.*

## **How does Google know if one blog is a sponsored blog vs guest blog?**

*We only do guest blogs, because we don't want to buy links, but many blogs these days ask for money.*

*Paid posting creates tell-tale signs, the so-called "statistical footprint". They have developed sophisticated learning algorithms but their spam teams have collected a large number of examples of "good sites" and "bad sites" for the algorithms to learn from.*

## **What are some strategies for brainstorming and creating linkbait in SEO?**

*I like to scan news feeds and social media to see which conversations the media and their audiences keep going for several weeks. If a topic has that long a lifetime in news and social media then it will probably have a long lifetime on the Web.*

*After choosing a topic I do some research to see which questions have been satisfactorily answered and which questions have not. Of the answered questions, I look to see which ones whose answers are easy to find in search.*

*I usually come up with a short list of topics I can write about. At that point I pick the topic that is most interesting to me. If I as the writer am interested in the topic I will probably write something pretty good for it.*

*This approach works well for all kinds of topics but if you only concentrate on upcoming events you have a better chance of "being there" when people go looking for answers. That is, some well-promoted events stimulate increases in search traffic around related topics. If you anticipate that growth in traffic then you can prepare the best, most useful content for people to find when the time is right.*

## **What kind of competitor analysis tools you are using? Can you suggest best tools to track competitor backlinks?**

*When we look at backlinks my partner and I tend to use Majestic SEO and AHREFS. But we don't really recommend looking at competitor backlinks. That's usually a good way to find links that will get you penalized.*

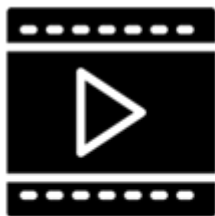
## **One of the directories I am in is being reviewed by Google. Should I be concerned that my website will be penalized?**

*One bad directory link won't hurt you. Five bad directory links should not hurt you. Ten bad directory links probably won't hurt you. But if you're getting a lot of directory links you should ask yourself, "Who uses these directories to find Websites?"*

*If a directory link is not sending you traffic you probably don't need it. Search engines don't mind small niche directories that people actually use. They do object to directories that were "made for SEO (link building)".*



For The Next **12 Months**, I Will Show You Step-By-Step How To Implement **12 Channels** To Draw Targeted Visitors To Your Site.



In Each Module You Get The Training Video, Presentation Slides, Transcript, And Your Action Checklist

[See It All Here](#)



# MWM useful links

## ATTENTION OFFLINE MARKETERS

Gone are the days when YOUR business would grow by you JUST reading books!



*If you are an*  
**OFFLINE MARKETER**

In order to **BEAT** your competitors today, you need to be Online and use Internet Marketing effectively for success in all facets of your business.

Let me take you by the hand and prove to you that Internet Marketing can grow your business to new heights!

[Internet Marketing Made Easy Training Guide](#)

## Gift Ideas Super Site

*for all your gift giving needs... coming soon*

# THE ASSURED WAY OF REACHING OUT TO THE GLOBAL MARKET



In the present context of the global business market, internet marketing is the easiest way to reach out to the world. However with increasing competition and every company putting in some major efforts to promote their brand it is not easy for anyone to carve out a niche for oneself. The marketing and creative group responsible for the expansion of the business must keep a few factors in mind before bringing forth their newest campaigns or ideas.

## The process

- The first and foremost requirement is to create videos explaining the details about the product they are trying to promote because a major portion of the customers are visual learners.
- These videos can be more effective if they address the everyday need or some burning social issue if possible.
- The videos must be put up on various sites but most importantly the company must have a webpage of its own that must be updated from time to time.
- One must ensure that the videos and the design of the page is lucrative to the potential customer at any given moment of the day even if he is not in the best of his mood.
- Regular updates and links for downloading some important features or sign up forms in order to access some intricate information about the particular product or the company in general is very much essential.
- The about page of the company which will provide the details must cut to the chase and yet be attractive.

Although variety is the call of the day but too many options is likely to create confusion in the minds of the customer and hence must be dealt with.

## The success stories

Twitter cards and LinkedIn platform are proving to be two of the most effective areas along with the Google+ communities. Events and television programs have always been important but mobile apps are making a huge breakthrough nowadays.

# MWM marketplace



## Your Ad here

### Contact

ads@makingwebmoney.com

### ContactUs

>Contact us to list your  
Domain name or website  
For sale in this section



## Domain for sale

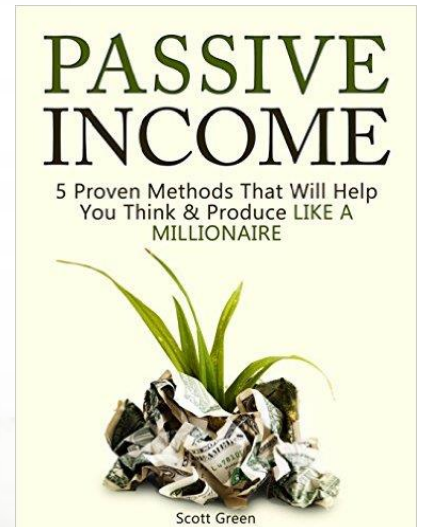
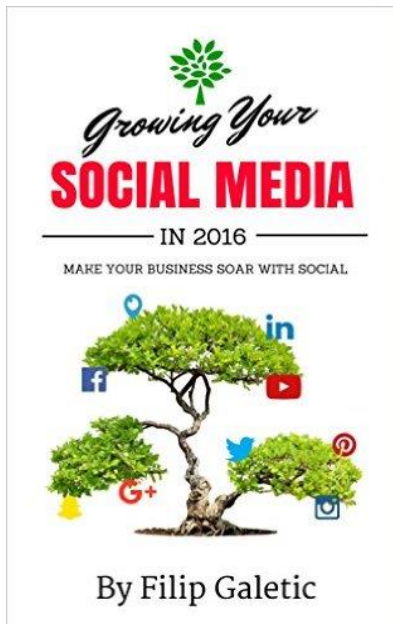
### Contact:

ads@makingwebmoney.com

### Make an offer

A great brand name for an  
internet marketing  
Product or service

**ViralInternetMarketing.com.**



## Quotable:



“One of the most feared expressions in modern times is 'The computer is down.'” ~Norman Ralph Augustine



# MY BLOG PROFITS COACHING

Your ONE Source For Learning To Blog Profitably!



Warning: The Doors Will Be Closing SOON On This Amazing Offer!

**Congratulations! You Just Found The One And Only Resource You'll Ever Need To Become A High Profiting Blogger!**

If you're tired of beating your head against a wall and continually failing on your journey to making a ton of money and living the lifestyle of your dreams as a blogger then this is the last site you'll ever need to visit to find your success!

**Introducing My Blog Profits Monthly Coaching Program...**

MY BLOG PROFITS  
COACHING

Your ONE Source For Learning  
To Blog Profitably!

Make Money With Your Blogs



**FAST**  
AFFORDABLE, DEPENDABLE  
**WEB HOSTING**

**WITH JVZOOHOST!**

JVZooHost is dedicated to providing safe, fast, and affordable web hosting with superior support. You can [concentrate](#) on running your business and rest assured your website will be up and running. Get your site noticed on the web today with JVZooHost!



**JVZooHost.com**

**USE COUPON FREEMOONTH**  
**FOR 1 MONTH**  
**OF TOTALLY FREE**  
**WEB HOSTING**  
**FROM JVZOOHOST**





# GraphicsBlackBox 3.0: Flat Design Edition

ATTENTION: Internet Marketers and Web Entrepreneurs...

Would You Like To Ethically **Steal And Download** A Graphics Package That Will **Transform Your Websites** Into Efficient And Effective Money Machines?

This Under-The-Radar Style of Graphics Has Been Used To

## Over One Billion Devices

All Around The World... And You Can **Grab For One Low Price**

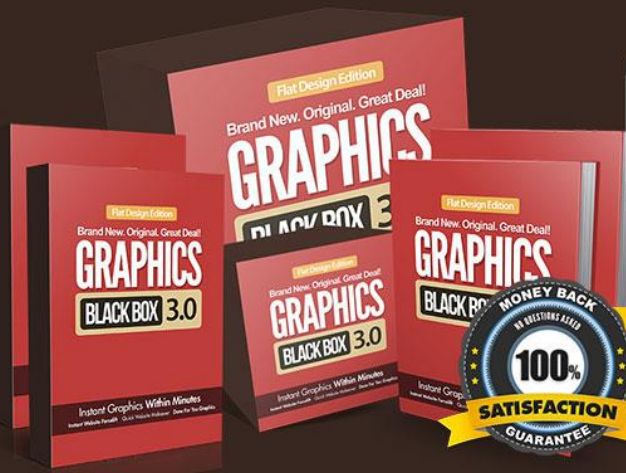
## INTRODUCING... GRAPHICS BLACKBOX 3.0

Flat Design Edition

## 17 MODULES, 287 GRAPHICS



*Brand New FLAT Graphics For Your Websites*



## Get Flat Design Graphics Edition

Just \$17 Instead of \$97 regular.

### ORDER GBB 3.0

[Click Here To Get Instant Access](#)





# MWM contributors

---

## **Megan Dunsby**

Megan Dunsby is a highly motivated, hard-working and dedicated individual with a passion for journalism and digital media. She is the Features & News Editor at Startups.co.uk



## **Doris Grant**

Doris Grant has been an Internet marketer for over 5 years. She specializes in helping small to medium businesses get into the online world for better chances of succeeding.



## **Darrell Greene**

Darrell Greene is a PPC expert who works for a digital marketing company based in New Jersey. When he's not working, you can find him in the gym or comic book store.



## **Meredith Reid**

Meredith Reid works as a freelance writer and her favorite topics include internet marketing, social media and marketing tips.



# MWM contributors

---

## Jennifer Spencer

Jennifer Spencer is a serial entrepreneur and founder of Energent Media, a digital branding agency focused on helping entrepreneurs share their stories on top podcasts. She is a passionate storyteller, online marketer and social media specialist.



## Simon Swan

Simon Swan works in digital marketing & business development with a focus on developing business and leading commercial marketing strategies for start-ups and large organisations. He has worked for a number of leading brands across a range of different sectors within retail and journalism working within entrepreneurial and corporate environments.



## Marvin Thomas

Marvin Thomas is an accountant by profession, but he left the company he was working for to start his own Internet marketing company. He now caters to hundreds of clients around Australia.



## Jitendra Vaswani

Jitendra Vaswani is a passionate blogger, entrepreneur & digital marketer from India. He is founder of BloggersIdeas, WordPress Plugin SchemaNinja, & Digital Marketing Agency Digiexe.



# THE METEORIC RISE OF MARKETING IN SOCIAL MEDIA

By: Doris Grant

***Various small companies throughout the world have grown using social media as a very important base for customer relations.***



The art of marketing has been exposed to numerous new avenues with the advent of the internet. With the advent of social media, the internet has presented yet another platform for online marketing. The success of Facebook, twitter and YouTube and the astronomical rate at which their popularity is increasing has made it evident that at this day and age nothing perhaps can be ignored.

## The enormous exposure

Social media perhaps gives us the largest number of people to reach out to and thus automatically becomes a very important platform for marketing. A good marketing strategy can gain momentum in itself through likes, shares, comments, reposts, retweets and ofcourse subscriptions. The job to a huge extent is actually done by the people themselves via the modern day 'word of mouth'. But this advantage is also accompanied by the risk of leaving your idea at the mercy of the people. People who promote various things online which they like also ruthlessly pursue criticism of things they don't. So, marketing online in social media comes with the huge risk of negative publicity but as they say, any publicity is good publicity. As long as there are more views, there's no harm done.

## Public relations

The objective of maintaining customer relations is perhaps best achieved via social media.

- Companies are using social networks extensively to enhance their relationship with their customers.
- It also provides a very wide base for user reviews and suggestions.
- Various small companies throughout the world have grown using social media as a very important base for customer relations.
- Even politicians and Rock stars use social media extensively to stay connected to their voters and fans.

The voice of the people has become more powerful than ever and the most powerful of world leaders is forced to look into the most trending posts. The rise of social media marketing is thus going to be perhaps the biggest impact in the marketing sector.





## Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

VenusFactor.com



## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

Lose a bit of your belly everyday by following this weird little tip

venusfactor.com





✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS

# THE MOBILE AND ITS ROLE IN INTERNET MARKETING

By: Marvin Thomas

Mobile phones with 3g and 4g internet services have become forerunners in creating market base for leading companies all over the world. With the world of business at a swipe away on the smart phones the companies are trying to ensure that they are well equipped with the latest trends as far as marketing strategy is concerned.

## The domination of mobiles

A survey shows that 70% of the world population depends on the mobile phones for day to day activities including business and leisure. With the world hooked to their mobile phones it has become imperative for the companies to have customized apps that are easily accessible, useful and attractive. This helps in increasing the brand value as well as generating a lot of revenue.

*A survey shows that 70% of the world population depends on the mobile phones for day to day activities including business and leisure.*

## The plight of m-commerce

Spamming and frauds are frequent in this regard with a demonic increase in the number of hackers. Thus the companies are trying to ensure that they are secured as much as possible. The greatest advantage of m-commerce is that the customers as well as the entrepreneurs can access the mobile on the go and do not need anything more than their phones for transaction and business.

- The trajectory of the entire market has changed to a great extent since the last few years due to this effective strategy.
- The small and medium business houses as well as the MNC s are adopting this strategy to increase the market base. It provides easier way to handle customer requirements and meet their needs or address their complaints.
- Word of mouth which is one of the primitive ways of marketing has gained a huge momentum from this as well because people are likely to share their experiences with each other much easily by suggesting apps or sending in links of various sites.

## In the near future

In the coming years this is going to take over a major portion of the market as suggested by analysts. Businesses have already started to act accordingly





# UTILIZATION OF VISUAL IMPACT IN ONLINE MARKETING

**By: Darrell Greene**

**An average person sees hundreds of ads while browsing, checking e-mails and while social networking and to catch the attention of that person, to stand out among other ads, the ad needs a visual appeal.**

The art of creating a brand and preserving the brand value has been very essential in the development of brand based businesses. The advertising sector for these businesses have an immense amount of importance in the development process of a brand. The importance of visual appeal and the use of images to advertise and establish a brand was realised long before but with the advent of online advertising and internet marketing the importance of visual branding has gained immense momentum.

## **The visual appeal**

Internet marketing has provided huge opportunities for businesses to advertise their brands. But to get noticed, only information is not enough. An average person sees hundreds of ads while browsing, checking e-mails and while social networking and to catch the attention of that person, to stand out among other ads, the ad needs a visual appeal. A user hardly has any time to read what an ad has to say. The information or slogan becomes secondary. The image becomes the primary point of attraction and it is here that the importance of a logo or font used by a brand becomes so important. The visual impact created by a logo or an image goes a long way in establishing a brand.

## **The photo path**

The fast urban life gives us lesser and lesser amount of time to spend. The importance of images and visuals thus become very important. Social networks thrive on picture posts and other visual aspects. So advertisements as well are bound to take the path of pictures. Slogans are now a thing of the past. A message might not be best described with a picture but it is certainly best seen in the form of an image. Modern day advertisements rely on the impact created in the viewer's mind, the product is often secondary. Under such circumstances visual influence becomes a very important tool in online marketing. A beautiful picture is bound to attract our attention more than a few words. The modern day advertiser uses this aspect carefully to get the attention of the viewer.





Instagram has 600 Million monthly active users and highest browsers to buyer ratio  
Instagram advertising - A huge platform to showcase your offerings to millions of website visitors.

**90% of information transmitted to the brain is visual, and  
visuals are processed 60,000X faster in the brain than text.**

**With Instagram ads - Visual content becomes king and marketing is queen.**

**"A picture is worth a thousand words and  
a video is worth a Million"**

## Training Guide

This unique and easy to understand training guide will supply you with the most accurate information needed to easily reach out to widely scattered customers and boost your profits like crazy.

This method is tried and tested and...

It works today...

It will work tomorrow...

It will work for months and years to come...

**CLICK HERE**



# MWM back story



## Slow and Steady Wins the Race: How This Entrepreneur Built His Empire

By: Jennifer Spencer

*You aren't going to be an overnight success. Focus on what matters to you and take a methodical approach.*

Open your internet browser, and you'll be flooded with stories of overnight success: "I made a million dollars in my first year" or "I run my seven-figure business from the coast of Fiji."

That sounds great, but is it really true? While a few business owners were born into fame and fortune, they're the exception and not the rule. Good old hard work and dedication still are what make someone truly successful as an entrepreneur. These are the people who overcame obstacles and failures along the way but chose not to give up.

Scott Nash, founder of MOM's Organic, is proof that slow and steady wins the race when it comes to successfully growing a business.

## The young entrepreneurial spirit.

Scott started his journey at age 22 and with only \$100 in his pocket. He had no idea where his life would end up, but he knew he ultimately would be successful. How? He had the right mindset, and he fixed his focus on growing his business.

The gig that started with a catering business run out of his mother's garage steadily has grown into a multi-location organic food market that brings in \$200 million in revenue each year. It took him more than a decade to get there. Nash's steady growth might not sound as enticing as someone who claims to be an overnight millionaire, but his strategy was deliberate. If you're thinking of dropping out of the game, pay attention.

Nash knew what he wanted, but he also had a lot to learn on the way from a garage to where he is now. Nash realized every time he opened one door and figured out what was behind it, another door opened that took his business to the next level.

"One thing led to another," he said. "First, it was home delivery and then mail order. Then, I opened retail. It has been a pretty wild ride." He took it one step at a time, and his methodical approach has led to some pretty amazing results.



## A focus on what's really important.

It's easy to get caught up in the daily overwhelm, especially when money starts rolling in. As Nash watched his store grow, he also learned how to focus on the important things. He's always been an environmentalist, but in 2005 he made protecting and restoring the environment an integral component of his company's purpose. He chose to focus on something extremely important to him and grow his brand around it.

"I was always a progressive environmentalist. It was the way I was raised," he said. "So, it was no surprise that I was selling something very environmentally friendly ... organic foods. We realized that we wanted to be a company that is socially responsible and socially activist. We built it right into our values and culture."

---

**"We realized that we wanted to be a company that is socially responsible and socially activist. We built it right into our values and culture."**

---





Nash also focuses on his customers. He wants to ensure they keep coming back, so he puts systems in place to make certain each customer walks away with a fantastic shopping experience.

"I think most companies fear maintaining their values as they grow. It is lost when people just blow the doors out," Nash said. He was determined that wouldn't happen to MOM's. "We ebb and flow. We put the pedal to the metal and do a lot of growth, but we make sure to pause often to make sure the wheels aren't coming off."

Nash remains very disciplined to this focus principle. It's part of his deliberate and steady growth strategy, and he credits it with his success.

## Some advice for the new entrepreneur.

Nash is self-assured now, but that wasn't always the case. He struggled with doubt and confidence, just as most entrepreneurs do at some point in their careers. What does he wish he knew before starting his business?

"I got down on myself too much. I fought with insecurity," Nash said. "For the first 20 years of being in business, I had an underlying feeling that other people knew more than me. I was hesitant to follow my inner voice. I should have. I now know that although I have many things to learn from other people, I know what I'm doing."

If you're an entrepreneur just starting out, don't fall victim to the mentality that you have to be successful overnight. Growth can be a long (and sometimes painful) process, but as long as you focus on what's important and stay true to yourself, you can find success. Stay the course to follow your vision, even when the going gets tough. You're in this for the long game. After all, you know who won the fabled race between the tortoise and the hare.

# \$ AFFILIATE TITAN 2.0



## **Super affiliate profits**

Generate MONSTER affiliate commissions with free traffic



## **JVZoo is HUGE**

#1 affiliate network has paid over \$200 million



## **Explosive Results**

Earn affiliate commissions faster than any other method.



## **ClickBank Affiliate**

I made thousands as a CB affiliate. Discover how..



## **YouTube Traffic**

Take your FREE share of the 2.6 billion daily video views



## **Google Traffic**

Discover how Affiliate Titan gets you free traffic



## **1 Click Videos**

The fastest way to create videos for any affiliate program.. ever!



## **6,000 Affiliate Programs**

Rinse & repeat with 6,000 new affiliate programs per month.



## **SIX Softwares**

Target 6,000 buyer keywords. In 1/100th of the time.