

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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## **BUSINESS BRANDING** **USING INTERNET** **MARKETING**

**P.11**

**Fred Doyle**

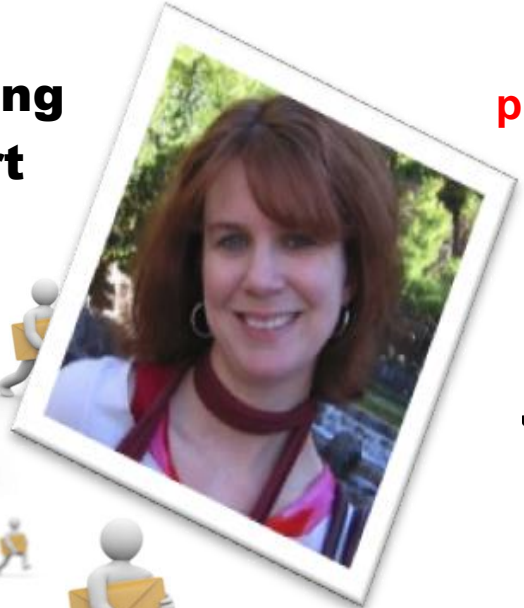


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**MAY 2014**

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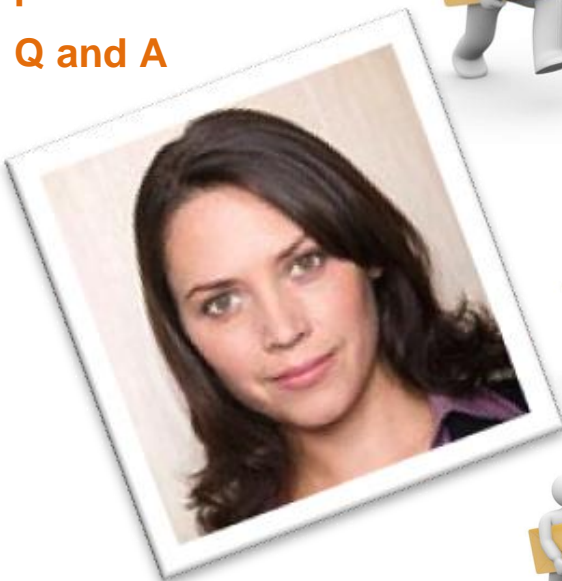
**Julie Joyce**



**Gadgets**  
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Welcome to our **MAY 2014 Issue** of this month's "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 insights and opportunities for you.***

u **Business Branding Using Internet Marketing** By: Fred Doyle - **Internet Marketing for B2B Business** By: Jeffrey Gibson - **Internet Marketing** By: Mindy Sanders - **Social Media Marketing (Internet Marketing)** By: Kerry Craig - **8 Points to Remember to Create the Ultimate Internet Marketing Strategy** By: Larry Yates - **7 Internet Marketing Benefits You Surely Want to Know** By: Edna Cunningham - **How Does Affiliate Marketing Influence and Benefit Internet Marketing?** By: Jeffrey Gibson - **10 Terrific Types of Internet Marketing** By: Chelsea Mcguire - **6 Undeniable Advantages of Email Marketing In Internet Marketing** By: Erika Hicks and so much more.

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading more convenient there are now **Free available PDF downloads**. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

Thanks for reading. Remember to Read, Learn and Enjoy!

Harry Crowder



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Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps us make **MWM** the Best Online Marketing magazine possible. Drop me an email, at [harry@harrycrowder.com](mailto:harry@harrycrowder.com)



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**Making Web Money**

**Online Marketing Magazine**

Editor Harry Crowder

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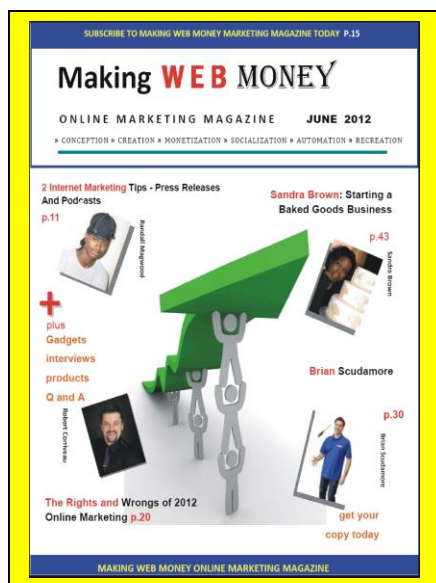
Various experts in their fields

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## Press Release Software

"Using my press release software, in a short while from now, your product, service or website could be announced to hundreds of news and media outlets around the entire world - giving your product unprecedented press exposure, boosting traffic to your website, and adding bucketloads of cash to your bottom line."

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

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

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

### What is Offline Marketing?

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

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

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

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.  
*For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. -Ed.*

>>Email Me:

**harry@MakingWebMoney.com**



iPharma 2014 — industry's leading marketing innovation summit — is the most compelling life sciences meeting, uniting key stakeholders in the world of digital marketing, strategy, branding, innovation, sales, and IT to share the latest trends and real-world approaches to developing effective and innovative multi-channel campaigns.



SIM Engage (Social +Internet Marketing Engage) is a one-day event that will inspire, energize and educate marketers in the latest and most important topics in Social Media and Internet Marketing.

Brought to you by Boot Camp Digital, SIMEngage brings industry leaders to Cincinnati, Ohio where they'll share the latest and greatest in social media and Internet marketing.

## what's on



SMX Sydney is a conference where both marketers and SEO-gurus can grow and learn from each other and global search engine marketing experts.

Whether you are just getting started, planning your search strategy, managing the team, or you are deep into implementation, tactics and campaigns, you'll get the knowledge, ideas and contacts needed to help boost your search marketing results and take your skills to the next level.

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**Where: Miami Beach, United States**



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Intensive and illuminating, this workshop equips participants with the insight, tools and techniques required to release the full potential of their brands in a new era where consumers / customers now drive and own the conversation about brands.

“

**“If you hear an expert talking about the Internet and saying it [does] this, or it will do that, you should treat it with the same skepticism that you might treat the comments of an economist about the economy or a weatherman about the weather.” — Danny Hillis**



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## TWITTER STRENGTHENS AD REACH THROUGH APP-INSTALL ADS

The ad product, which mimics a Facebook strategy, gives advertisers the ability to run on-Twitter app promotion via Promoted Tweets while running off-Twitter advertising via the MoPub Marketplace.

Twitter is strengthening its advertising business by offering mobile ads that ask people to install apps on its social platform as well as through MoPub, the mobile-advertising network it acquired last year.

ClickZ recently reported that Twitter was planning to roll out 15 new types of ads over the next six months - including this ad product, which mimics Facebook's strategy of encouraging users to download apps through the platform, to boost revenue and attract new advertisers.

According to Twitter, the offering gives marketers "unparalleled scale across the mobile ecosystem." That's because the MoPub Marketplace reaches more than 1 billion unique devices and handles more than 130 billion ad requests on Android and iOS applications every 30 days.

Twitter acquired MoPub in September 2013 to expand its reach in native advertising and real-time bidding for mobile ads.

Thanks to its new mobile app promotion suite, advertisers can set up campaigns directly on ads.twitter.com to run across the Twitter Publisher Network, which are then translated into programmatic bids on the MoPub exchange on a level playing field with MoPub's existing DSP partners, Twitter says.

Combined with the targeting and measurement features in the suite, this gives advertisers the ability to run on-Twitter app promotion via Promoted Tweets, while simultaneously running off-Twitter advertising via the MoPub Marketplace, the platform says.

Twitter also says this means marketers can benefit from a rich, native ad unit that combines the best of Twitter Cards and Promoted Tweets and that allows Twitter users to easily install apps from their timelines.

The social network says it has developed a suite of targeting, creative, and measurement tools - which are in private beta tests in the U.S. - to allow advertisers to promote their mobile apps.

Beta partners include digital music service Spotify, last-minute hotel deal app Hotel Tonight, multiplayer social game company Kabam, on-demand music site Deezer, ticket search engine SeatGeek, mobile game developer Gree, and consumer taxi app GetTaxi.

"We are excited to offer new ways for marketers and developers to drive mobile app installs and app engagements, using Twitter Cards and Promoted Tweets on Twitter, and leveraging the scale of MoPub and the Twitter Publisher Network across the rest of the mobile ecosystem," writes Kelton Lynn, Twitter's product manager of revenue, in a blog post.

"This is the first of many opportunities to join Twitter and MoPub to create a large-scale, rich, and well-targeted advertising platform - one that provides high ROI for marketers, and a great experience for users."

## FACEBOOK CONFIRMS THAT IT WILL USE LOCATION DATA FOR AD TARGETING — SOMEDAY

It should come as no surprise that Facebook plans to use location data from its mobile apps to customize the ads it serves consumers. The combination of an advertising-driven business plan and access to data about where users have visited and most importantly where they are at a given moment requires it.

So when Facebook said yesterday that its new Nearby Friends feature isn't being used to target location-based advertising begged the question of when it would flip the switch.

Today, we're no closer to the answer, but Josh Constine of **TechCrunch** got explicit confirmation that it is on the roadmap, quoting a Facebook spokesperson saying "at this time it's not being used for advertising or marketing, but in the future it will be."

More from Constine's post:

It wouldn't confirm exactly how, but I foresee it targeting you with ads for businesses that could actually be in sight or just a few hundred feet away. An ad for a brick-and-mortar clothing shop would surely be more relevant if shown when you're on the same block. The ability to generate foot traffic that leads to sales could let Location History-powered Facebook ads generate big returns on investment for meatspace business advertisers. That means they'd be willing to pay more for these hyper-local ads than for ones pointed to users who are far away and much less likely to visit their store.

### A Gateway Drug?

Of course, to gather salable data, Facebook has to get a significant number of its users to opt-in and allow location tracking. And that's not going to be easy. Many will have to be convinced that such tracking isn't creepy ... or dangerous. Others will have to be persuaded that opting in will improve their moving-around-town experience.

Perhaps that's where the Nearby Friends feature comes in. You can't use it without leaving on your Location History, so it's plausible that Facebook is hoping to use it to show its utility.

But will the possibility of serendipitous meetings with friends be enough of a draw? What do you think?

# BUSINESS BRANDING USING INTERNET MARKETING

By: Fred Doyle



Running an online business is booming all over the world. Having a successful business and running it smoothly is important. With the use of internet marketing tools like SEO (search engine optimization) and the most effective way of spreading the business with the help of social media is the best way to promote business. Having a website with a catchy name and a logo are one of the factors that bring in consumers. Branding your company is the most effective way to develop your business and keeping the consumers coming back to you. Branding is easier and effective in the 21st century because of the Internet.

*Branding your company is the most effective way to develop your business and keeping the consumers coming back to you. Branding is easier and effective in the 21st century because of the Internet.*

Many business owners have started using major networking sites like Facebook and twitter, by making company profiles. After making profiles it is necessary to be an active member and engaging with the followers is a must to ensure making the company or product a brand. Using one's own product is the simplest method to make it a success. Planning an online marketing strategy is important. Including videos, images and more information about the products attracts consumers. Uploading videos showing how to use products is the best way to capture consumer's attention. Using twitter to keeps the consumer responding to the positive uses of the products and replying them keeps the consumer in touch all the time round the clock. Once you are in contact with consumers it is easy to get access to their email address and name lists. Keeping in touch with them via emails by sending them more information about products and new items keeps the consumer in place. It also helps to understand the needs of the consumer and make more products available for them to use. Listening to the audience for the feedback makes the entrepreneur feel important. So be real in your suggestions so that you and your business is a success. Enjoy branding your business

# MWM success story

# BACK ON THE

# RIGHT TRACK

Interview with Ann-Maree Morrison

In 1998, Ann-Maree Morrison was fighting for her life after being hit by a train while on holiday in Australia – but that didn't stop her from starting a successful company turning over £300,000. SmallBusiness.co.uk talks to her about her journey.



*It was touch and go yet Ann-Maree finally pulled through – but only after she'd re-evaluated her life from her hospital bed and made a solemn vow to change it forever.*



Quotable:

“A search engine can determine who shall live and who shall die.” — Marc Goodman



Mum of three Ann-Maree Morrison was struck by a heavy load while on holiday in Australia and ended up in intensive care with a smashed sternum, fighting for her life and separated from her family, including her newborn son, who had to return to Scotland.

It was touch and go yet Ann-Maree finally pulled through – but only after she'd re-evaluated her life from her hospital bed and made a solemn vow to change it forever.

As soon as she was strong enough to walk again, she decided to give up her stressful accountancy job and faxed her boss from the hospital to hand in her resignation.

As she struggled to regain her health, Ann-Maree started researching potential home business opportunities and soon saw a gap in the UK market for labels and personalised products when her son returned home one day with a missing shoe. She launched Labels4Kids in 2004 with £20,000 in savings.

## How did you get started?

It had been a long road back to health after my accident and I was frustrated, wondering what could I do from home. I noticed that my son would come home from school with one shoe on, lunchboxes would get mixed up. At the time there weren't any really interesting options for labels on the market so I decided to go for it. I did some research and invested £15,000 in high-tech printing equipment small enough to go on a desktop.

I didn't know anything about trading online, so decided to investigate. I got a web developer to help me out and sorted out a website. I thought naively that everyone would just be able to find me, but of course that didn't happen; we were low on the search engines and needed to do something to be more visible.

## So how did you market it?

I decided to initially approach schools to try and spread the word of mouth. However, it turned out to be a hard sell. People at schools are too busy and want to leave such concerns to the PTA. Eventually though, and after a lot of hard work, we got schools in the South interested. We also did a lot of print advertising and after that the word of mouth got going. I also did a lot of courses about web optimisation and online procedures.



***"I thought naively that everyone would just be able to find me, but of course that didn't happen; we were low on the search engines and needed to do something to be more visible."***



## What were your big challenges?

Doing it all by myself was so hard. I was in charge of everything, the marketing, accounting, packaging, printing, it's a big job. While I was on my own for the first couple of years I did manage to get temps from a university to help me through the summer. Every year I would have to train someone new which was a pain, but with some help we've managed to grow to a position of having three permanent staff members plus myself, with my husband as a silent director.

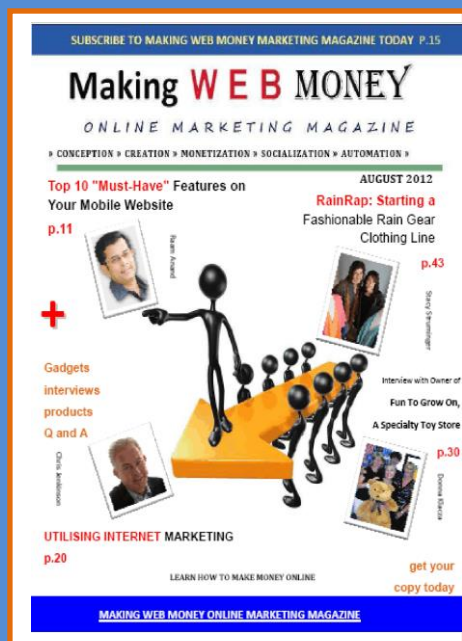
## What's next for you?

We're planning a new website which should be live by February. I felt like we'd hit a plateau and needed to invest to get to the next stage; we've done well but we're trying to grow now. We've also got franchise consultants working with us and we're trying to franchise internationally. We're aiming for two franchises a year in the next two years. I'm conscious of the importance of getting the right franchisee but if you do a lot more people will in turn get interested in it.

*“Doing it all by myself was so hard. I was in charge of everything, the marketing, accounting, packaging, printing, it's a big job.”*



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## INTERVIEW WITH JULIE JOYCE, LINK BUILDING EXPERT

By: Kumail Hemani



I don't interview much, but when I do I do it for the passion. That sounded just like "The Most Interesting Man In The World" meme. \*Laughs\*. Anyway, I choose my interview person because they deserve it. They are real, transparent and they help the community by sharing their experiences, experiments and expertise. They help newbie SEOs with their projects, answer their questions and guide them towards better marketing. Such successful persons who selflessly want others to succeed as well, are the persons I love to interview.

Did you know:

19% of married couples meet online, making it the most successful method for meeting the "one." Following an online introduction the most successful methods for meeting a future wife or husband continues to be through work or friends, with each of these methods getting 17% of married couples together.



So, today I'm interviewing Julie Joyce who is Director and Co-founder of 'Link Fish Media' a link building firm, speaker at several SEO conferences, founding member of SEO Chicks blog, contributor at famous Search Engine Land, and several other Internet Marketing blogs. In this interview, we will be talking more about link building and content creation topics.

\*Clears throat\*

**Kumail: Hi Julie! Please excuse my sore throat. Thank you for being here with us. I hope to give you a good mind exercise with my questions today \*wink\* – by the way, my sister's nick name is also Julie.**

Julie: She must be a fantastic human being then! Please tell her hello from me.

**Q: Let's take this first question as a formality. I tried to introduce you above but I consider it is not enough and you don't get to say otherwise. Please tell us more about your past career, current position and some future plans.**

A: I was briefly a social worker but it was too emotionally draining, so I decided to go back to school and learn how to program so that I could program assistive technology. I got a programming job and just got sidetracked but I really loved it so I stayed for a bit until they recruited me to join the tiny SEO team. Both the other SEOs left the company within weeks of my being brought in (was it me??) so I had to learn everything immediately, and it was the best way it could have happened. I can't imagine coming into the field today with so much information. I ended up leaving to work alongside my husband as a consultant for a gaming company based in London, and then my husband started our company and now I'm the Director of Operations there.

My future plans mainly include staying in the game. I love link development but my background is in more old school SEO so I'd love to do more with that. I have a few consulting gigs so I'd like to do more where I work one on one with clients to help them learn how to do more for themselves rather than just manage people who do the work.

**Q: Google outranked so many websites for having bad link profile but I still see "English language" websites are holding top ranking on Google for their targeted keywords which are involved in the link schemes, they either have links from blog comments, forums or links from footer of the websites on number of pages (irrelevant businesses). According to Cyrus Shepard's tweet, "Statistically speaking, if this trend plays out Google will ban all websites by 2017."**

**What would you like to say about that?**

A: I'd like to laugh but I totally see where he's coming from. Nothing is really safe these days. It doesn't matter if you do anything wrong anymore either. You can spam the crap out of Google still and not caught. You can do nothing wrong and get penalized. It's an incredibly ridiculous reality.

**Q: Do you think we should report Google, when we find bad link profile websites ranking higher? (This is not our job, but...)**

A: I would never do that, so no. I'd just try and beat them. It's only a matter of time before we all get turned into Google anyway, for who knows what.

***My future plans mainly include staying in the game. I love link development but my background is in more old school SEO so I'd love to do more with that.***

**Q: What are expected results if I've most of the links from USA and UK based websites when I'm actually optimizing website for UAE market?**

A: That's a great question and it's the kind of thing that I look at when I'm doing analysis but a lot of the clients who have an issue like that don't really seem to take my point that it looks very odd. When you mostly have links from countries where you don't operate, it definitely looks manipulative. You might rank very well though, but I'd think you would eventually get hit for something like that. Maybe that will be the next thing Google decides to go after.

**Q: It is nearly impossible to get all the links removed for a website that was heavily involved in link scheme in 2008, 2009, 2010, and when we contact such websites they either have changed their contact details or simply don't reply. Now, what do you suggest if we don't get expected return by Disavow tool. Should we make a new domain and rebrand?**

A: Well considering what's been said about penalties potentially following you to your new site, I am not sure that's the best answer. If you do a new domain and you rebrand, hopefully you would take care of whatever problems got you penalized. If you keep doing the same "bad" things though, I wouldn't expect it to work well. I'm sure it's something that should be decided on an individual basis though, as some sites may need to start over but usually from the audits I've done, things are fixable. It just takes a LOT of time.

**Q: What percentage of link profile should be natural for Google so a website looks trust worthy?**

A: Since I know that Google can't tell what's actually natural, I can't really answer that. I think they're also trying to figure that one out.

**Q: What are the 3 most important things that make a quality link?**

A: Does the link add something to the content? Is it relevant to the content? Does it look natural?

**Q: Links are becoming suspicious – every tactic that is or becomes a reason of Google spamming like low-quality guest blogging diminished the value and some got hit on the SERPs. What things, according to you, will lose value and what will remain the same in 2014?**

A: I think some local spam will start to get hit, and I'm seeing more and more of it. If you don't operate in Greensboro NC, you shouldn't have a page about operating in Greensboro NC. In terms of what will stay the same, I think that social signals will probably stay the same or increase in importance.

**Q: Let's dig your success mantra. What actions do you perform on client's websites to bring high quality links?**

A: There's a big difference in what we want to do and what we're allowed to many times, which is unfortunate. If the content needs to be rewritten we'll try and do that but much of the time we're dealing with several layers of either management or other teams so it's tough. If I had my way, I'd make sure the content is linkworthy though, and it's not always. I like to think "why would I link here? What would make me want to link here?" and go from there. We sometimes make suggestions about where to place an internal link to improve what we're doing, too, and there are occasionally some tech issues that we find and try to fix.

**Q: Having a new website or less audience – every piece of content requires reasonable amount of time for promotion, without promotion it is just dead. What are your comments on successful tactics for content promotion?**

A: I think you have to figure out how to be promotional without being a loudmouth (unless that's your thing) and that's tough. First of all, the content has to be worth promoting. People can love you to bits but if you try and get them to promote something that sucks, they are going to be reluctant to do it. Start the conversation yourself and ask people what they think. Moosa Hemani is truly fantastic at doing this in my opinion. I've told him that I miss a lot of great posts because I'm too busy to keep up so he knows to ping me and tell me when he's written something.

I have a few people who will email or direct message me and say "did you catch this?" and give me a URL and I am appreciative of that as I love to socialize good content and it's helpful to have something specifically pointed out to me. If you know someone usually likes your work, approach them directly when you have something new so you know they've seen it. I wouldn't advise bugging them to death certainly but when you have something really great, let your core people know. If no one is commenting, start commenting yourself. Ask questions, ask for feedback, ask for opinions on what you could have done better.

**Q: Let's finish the interview with the most discussed topic in the SEO community.**

The famous My Blog Guest is one of the biggest portals, it holds really high quality links, they built a loyal active community, they organized blogging contests, and had everything that a business dreams for. Would it be right to say, "clean link profile and high-quality links doesn't always work if your BUSINESS is not supporting Google Guidelines?" Or what do you think about this penalty?

A: To put it mildly, it disgusts me. I feel like Google alter those guidelines and use very vague language simply to be able to say "well you violated our guidelines!" whenever they feel like it. Of course I do recognize that it's their right and their index so they can do whatever they like, but I think they're at the point where they can't control their own results so they have to just start trying to scare people. I'm really sick of seeing people get penalized for ridiculous things.

Julie Joyce, **Link Fish Media**



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

<http://regeditcleaners.com/>

# INTERNET MARKETING FOR B2B BUSINESS

By: Jeffrey Gibson

Business-to-business (B2B) takes place between a manufacturer and a wholesaler, or between a wholesaler and a retailer. It is different than the business-to-consumer (B2C). B2B business with the wholesale market means gaining business on a large scale. B2B is a branding term used in marketing language. Now days many B2B business use the internet to reach out to wholesale dealers and manufactures in other parts of the world.

*With the use of SEO as the marketing tool, a B2B marketing company can stand out from the others, taking business on a higher level of success.*

B2B uses SEO (search engine optimization) a marketing tool for its business. Web sites like amazon, yahoo shopping, etc. use SEO as a successful tool for business.

Many e-commerce sites have hundreds and thousands of individual product pages. SEO content included classification of products (titles, headers, text, and Meta tags) is entered into the database. Once all the elements are added into the database, then each of the pages are linked together so with the use of search engine spider it is easy to get the required data on one page.

Using B2B as an internet marketing tool makes business traction easy and simple. Many of the e-commerce sites sell the products that are highly commoditized. When the visitor visits sites like Amazon or other shopping sites it offers personalization and single click shopping experience. No matter how beautiful the web site is or, how secure the checkout process is the important factor that is different is it's done online. With the use of SEO as the marketing tool, a B2B marketing company can stand out from the others, taking business on a higher level of success.

E-commerce shopping sites are on a rise because people have become internet and technologically savvy. Their business depends on the internet to survive. In today's life, very few B2B industries use internet for business and its SEO the key internet marketing tool that reaps the highest rewards.







# INTERNET MARKETING

**By: Mindy Sanders**

Whenever we open a web page we come across advertisements. Advertisement which is attracts the web users. What do we see in the advertisement? We see a product sale advertisement or some commodities that are sold in at a cheaper rate. Sometimes we also see movie promos in the advertisement. Apart from the traditional methods of advertising like radio, television, newspapers, leaflets, etc. internet marketing has created a storm among the advertising methodology.

**What is internet marketing?**

Advertising using web interface is the new trend in marketing. Internet marketing or online marketing is a type of advertising that uses marketing strategy with help of the web and email to sale the product. Internet marketing is also known as i-marketing or e-marketing.

It is the internet that has attracted a global audience.

Internet marketing is one of the fastest and easiest modes of promoting a company.

Internet marketing includes different aspects that come together making it a success. Aspects like design, development, advertising and sales.

For building a successful online marketing business a firm foundation is important. Building a firm foundation online has three major aspects. These three important factors are using Search engine optimization (SEO), content marketing and social media marketing.

Having these three aspects is only the first step in business and using it as making it a success is the other part.

**Search engine optimization (SEO)**

See is the first thing that comes to the minds where online businesses are concerned. Building a good SEO strategy begins by choosing important the right keywords with good content. Having these two necessary SEO pointers it is also necessary to have good images and a simple web page.

**Content marketing**

Valuable content regarding the product is necessary. It has to be simple as short so that the readers do not ignore it.

**Social Media Marketing**

Once the business is in link with social media it is necessary to interact with the consumer. Answering to consumer complaints, getting positive feedback, answering to questions etc. makes the business more social and personal rather than keeping it all business.

Thus Internet marketing will be a success if actions are followed and used in the correct manner.

# MWM gadgets & toys

## The Lytro Illum Camera Unveiled For \$1,599

Lytro has unveiled their latest camera in the form of the new Lytro Illum that will be launching in July of this year for around \$1,599 or at a pre-order price of \$1,499.

The Lytro Illum camera is fitted with a 40 Megaray light sensor and comes with a zoom range of 30mm to 250mm with a super wide f/2.0 aperture across the complete range



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

## The Virtual Reality Headset You've Never Heard Of

Currently part of a UK based Kickstarter campaign, Altergaze is mobile Virtual Reality for your iOS based or Samsung smartphone. Almost entirely 3D printed and offering a highly customizable design, the lightweight device simply requires one to slide their smartphone inside to get going. Offering a 90 to 110 degree field of view, as well as 6 degrees of head tracking, the device is set to be convenient yet powerful.

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

# You want it

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

## NEW SHUTTLE DS437T FANLESS BAREBONES

Shuttle has added a new addition to their range of barebones mini PC systems, in the form of the newly launched Shuttle DS437T.

The Shuttle DS437T is equipped with a Intel Celeron 1037U dual-core processor and is available to purchase from around \$220.

Other features of the new Shuttle DS437T include 2 x dual-channel DDR 1333 MHz memory slots, capable of supporting up to 16GB of RAM, 2.5" SATA III storage connector, Half-size mini-PCIE socket for WLAN, Realtek ALC662 channel audio and DVI-I + HDMI dual display support.



## THIS PRINTER THAT FITS IN YOUR POCKET IS A DREAM COME TRUE



Mobile printing has taken some step forwards in recent times thanks to wireless technology, but it's still not truly mobile. Who wants to carry around a hefty printer, after all? That's where an idea from Israel based firm ZUTA Labs helps a lot. Simply called The Printer, it's a device that can go anywhere that you go and be easily set up.

Focusing on portability, the gadget is small enough to easily carry, offering a printhead on a set of small wheels that allow it to easily run across a piece of paper. With a rechargeable battery, there's no need to worry about power cables either with the printer charging via USB.

Made out of Polycarbonate and available in two colors: Mars black and Titanium white, it's stylish too. It should suit all your needs while out and about, and in need of printing something at once. The Printer works via its battery for around an hour with each page of black and white print taking around 40 seconds to complete. The device currently supports all major OSes, including OSX, Windows, Linux, Android, and iOS. Sadly, there isn't any support for color printing just yet.

The Printer is currently available via a Kickstarter campaign with the project running until May 10. While the most inexpensive Early Bird specials are all gone, there's still time to chip in \$200 to receive a printer of either color type, with \$300 snagging you a special Kickstarter edition version. For those in need of maximum mobility, it should be quite the convenient tool.



Did you know

As a continent Asia has the largest number of internet users at 42% and this looks set for massive growth as infiltration of the net is still at 20%, meaning 80% is still not using it.

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# SOCIAL MEDIA MARKETING (INTERNET MARKETING)

Each and every one is connected with each other via social media. What do social media mean? People connecting with each other, sharing or exchanging information and idea via networks and online communities is social media. Social Media is simply the many individuals connecting with each other by using one or more of the many interactive web platforms being used.

Today social media is a large network. Today social media technologies like blogs, micro blogs (Twitter), social news networking sites (Digg), social networking sites (Facebook), etc. are popular among all age groups. Social networking web sites not only allows you to interact and build relationships but also business. Firstly making a company page for the consumer or a blog where everyone can view and making it interactive is important. This will thus ensure that consumers will directly feel like interacting with you or reading all about your company and business, and spreading it among their circles. When companies start using the social networking sites it makes it easier for the company to interact with the consumer. Consumers find it easy to communicate with the company which makes the interaction more personal.

The main advantage of social media is that it is extremely fast and which attract the audience. If the consumer like your brand and if it's appreciated then more and more consumers are attracted, this is possible because of re-posts and re-tweets and reviews on the products.

**By: Kerry Craig**



***"Slow and steady, wins the race".***

Once you are hit in the market then it is very difficult for the consumer to go to your competitor. To ensure that it is done in the right way you should follow the latest trends and keep consumers coming back to do business with you. Patience is an important factor when it comes to building a successful business online and using social media to market it. Social media does not make business boom in a day, but it takes time. For that to take place patience is required for a good business to run effectively. So another saying comes true **"slow and steady, wins the race"**.



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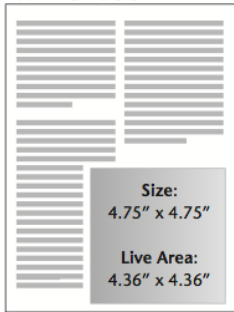
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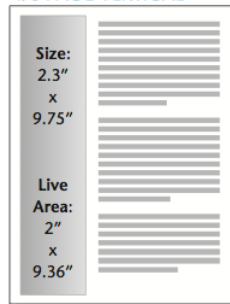
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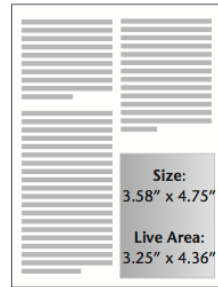
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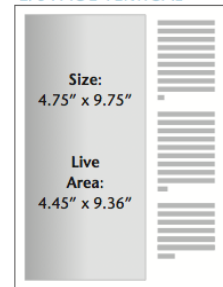
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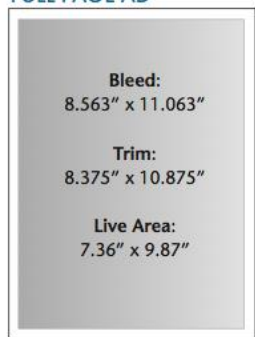
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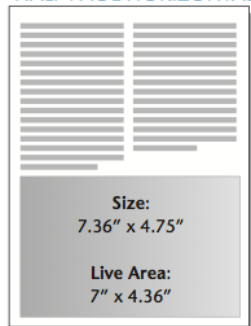
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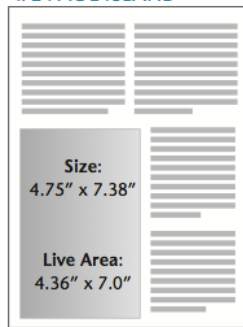
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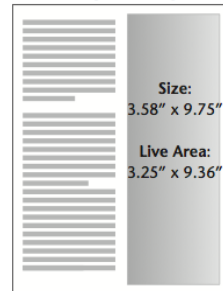
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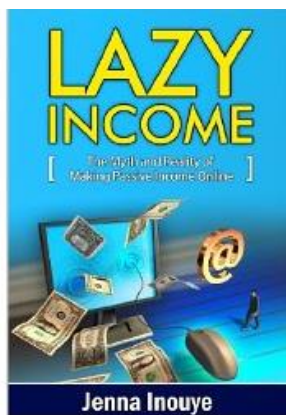


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## > Books, Courses, Software, Tools and other Resources to help you succeed online.

### Lazy Income: The Myth and Reality of Making Passive Income Online

By: Jenna Inouye



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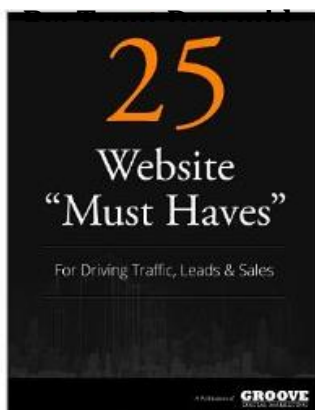
Lazy Income describes all of the major methods of making passive income on the Internet.

Within this book, you'll learn about

- Affiliate Marketing
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Free yourself from work and discover the best methods of making lazy income from home.

### 25 Website Must Haves For Driving Traffic, Leads, and Sales

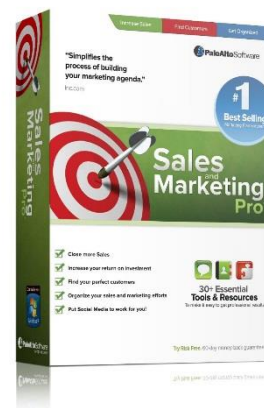


PROFIT100 Award winning entrepreneur, Trent Dyrsmid shares hard-won advice on how to attract more customers and beat the competition; all starting with just your website.

Trent turned his personal blog into a six figure business in it's very first year, and 25 Website Must Haves For Driving Traffic, Leads, and Sales is a virtual blueprint for how he did it.

When companies outline the online marketing strategies, they so often overlook details that are critical to their success. In this book, you will discover how to ensure your site gets found, how to design it so that it makes a killer first impression, how to develop content that positions you as an authority in your niche, and most importantly, how to convert this visitors into leads using 5 key strategies.

### Sales and Marketing ProBy: Palo Alto Software, Inc.



#### Product Features

- Find and close new leads
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#### System Requirements

- Platform: Windows 7 / Vista
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### Get Facebook Ads Approved Everytime!: Learn How To Dominate Online Marketing With Facebook AdvertisingBy Dubl B Marketing

Get Facebook Ads Approved Everytime!: Learn how to dominate online marketing with Facebook advertising  
This is a must read for anyone that is looking to do Facebook advertising. The information

taught will show one how to get all their ads approved by using the Facebook platform. The techniques that are taught are ones that everyone does not know about, so one can have a competitive advantage over their competition. In addition, one will be given resources that can optimize the ads and ways to increase ones income. So the marketers that read this book, can expect to have their ads approved and also have a leg-up on their competitors!

### Did you know:

? People who use social networking sites such as Facebook and Twitter will use 10% of their entire life time on these sites.

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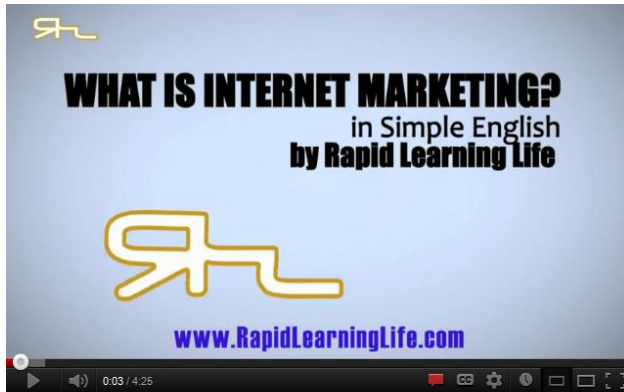
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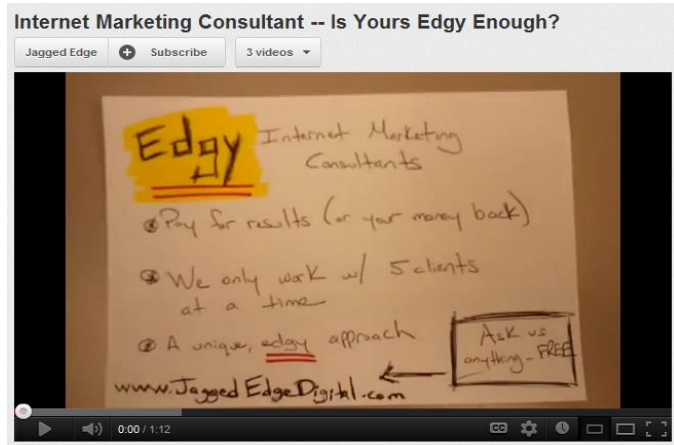
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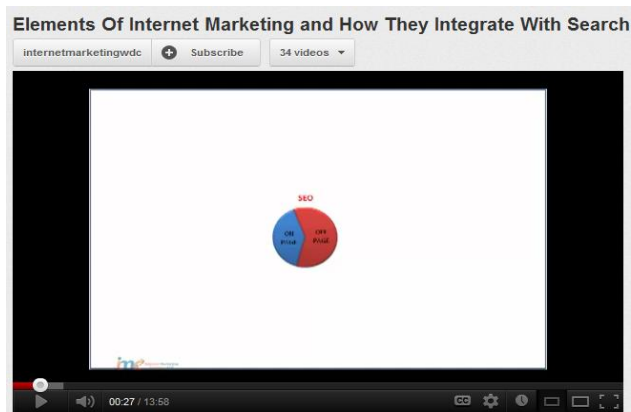
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# 8 POINTS TO REMEMBER TO CREATE THE ULTIMATE INTERNET MARKETING STRATEGY

By: Larry Yates

Internet marketing can attract more customers and enhance a business. An interesting Internet marketing strategy helps in launching or enhancing the business. Listed are 6 steps to land you to the best online marketing strategy you want for your business.

## 1. Branding and Image

A proper construction of a business plan is a prerequisite prior to launching the business. Branding and image making in internet marketing demands an extra care as it represents the business to the larger crowd.

Think well before finalising on the name, web design, trademark, letterhead, etc. It will lay the foundation for the success of the business.

## 2. Thorough market research

In internet marketing, an appropriate market research is essential. It helps detect the potential competitors, approach the right customers and examine if the business is a part of a niche market.

## 3. Efficient use of Social media

Create Social media accounts to campaign, advertise and market the business. Also work on the content, SEO (Search Engine Optimization) and videos of the business. Build a strong sharing platform to communicate and sell more productively on the social media.

## 4. Active Email Marketing

Create, use and update is the key to make the best out of email marketing for wholesome internet marketing.

## 5. SEO and Content Marketing

Develop meaningful SEO articles. Hiring an able content writer or SEO content developer can be productive. Content marketing via competent content with relevant keywords will bring the needed awareness to excel.

## 6. Competent Web analytics

An analysis can be requested from an Internet marketing consultant or an Internet marketing coach. A number of Internet marketing software available can aid Internet marketers in this area.

Use a reliable Web analytics tool to check on the landing pages analytics, rankings, RIO (Return on Investment) and so on. It will also give an overall functioning report of the website.



*Create, use  
and update is  
the key to  
make the best  
out of email  
marketing for  
wholesome  
internet  
marketing.*

## 7. Thoughtful Link Building

Link building is essential to strengthen and widen the business marketing. The broader the links, the broader is the viewers range and knowledge of the products and services available.

## 8. Campaigns and Advertisements

Work on the Print Ads and Internet Advertising hand in hand. Involve actively in Press releases, discussion forums, blog posts, pay per click Ads, online videos, etc. Accessibility, Consistency, promptness to the orders and acting responsibly will fetch good reviews and greater number of customers.

With risks and competitions ever lurking in the world of business Inter Marketing demands a well choked out strategy. In brief, these points will assist Internet marketers to carve out the ultimate Internet marketing strategy in their ascent to success.

## CREATING SUCCESSFUL ONLINE BUSINESSES THROUGH EFFECTIVE LEADERSHIP AND MOST IMPORTANTLY, FUN

By: Tal Gur

*"It's really about honing and developing your common sense – that is, a natural barometer of figuring out the "right thing" to do, that goes beyond the objective facts that are presented."*



Have you started an online business but feel like it could be better?

Terry is the mastermind behind [SOBCon Conferences](#) now in its seventh year. The conferences give business leaders the opportunity to learn, develop skills, plan, and strategize with a small group. Each session includes time for attendees to apply the concepts and ideas to their own businesses with the help of other business leaders attending.

Let's see if we can capture some of Terry "Starbucker" St. Marie's wisdom and energy, in asking him about his life, his leadership, and his business.

Enjoy!



**1. Hi Terry, Can you tell us a bit about yourself? How did you become an entrepreneur? How difficult was the transition from a corporate job to pursuing your personal business interests? What ultimately led you to make a lifestyle change?**

I started my career as a CPA back in 1982, and then a twist of fate put me into the cable TV industry, and executive management, in 1987. I served in several executive capacities in cable for the better part of the next 23 years. My bosses were long-time entrepreneurs that I grew to admire, because of their guile, acumen, and fearlessness. When my last cable gig ended (successfully) in 2010 I decided to make the jump to entrepreneur myself, and I've not looked back. It was time.

**2. In the corporate world, one's identity is often defined by one's title and job description. Did that change when you started your own company? In your mind how is your identity evolving? How does that impact what and how you do things?**

That's a very interesting question – the identity thing does change. Now, I'm outside "context"; that is, a previously defined corporate situation. As an entrepreneur, I have to create my own context. And that's an entirely different conversation. I'm basically learning how to do that as I go along, but I've been blessed with sitting in the middle of a pretty robust startup community here in Portland, and that has been inspiring.

**3. Your "Crash Davis Belief Statement" is a wonderful combination of values, family, business, faith, and joy. Toward the end you list "the incredible wisdom of my grandmother?" What was that wisdom? How has your grandmother and her wisdom impacted your life?**

When my grandmother was celebrating her 100th birthday about 6 years ago, she leaned over to me and said – "live, laugh and love Terry – that's what I've tried to do all these years, and it's what has sustained me". It's had a huge impact on me. What a great lady she was.

**4. What do you think is the most important quality a business leader needs to develop? Why? If that does not come naturally, how can one nurture that quality?**

It's really about honing and developing your common sense – that is, a natural barometer of figuring out the "right thing" to do, that goes beyond the objective facts that are presented. All too often this quality is not used in decision-making, and that often leads to an unhealthy working environment – there's no humanity injected into the equation.

**5. As you work with business leaders, what do you think the top common struggles are? It seems like what presents as a problem is sometimes really more of a symptom of a different issue. Do you find that to be the case? If so, how do you help leaders to get to that deeper level vision?**

The top struggle, in my view, is wrestling our fear to the floor – not out of sight, not out the door, but on the floor. What I mean by that is it has to be controlled – fear can be quite motivating, certainly – but the paralysis that fear can cause just HAS to be avoided. A lot of bad decisions really come down to NOT keeping fear on the floor.

**6. It is clear through your writing that you believe and operate in a servant leadership style. Has that always been the case or is that a style that experience led you to? How do employees react?**

I had to learn about servant leadership the hard way – that is, I made a lot of mistakes when I was thrust into an executive role in 1987. I came to realize that it wasn't about me – it was about them, and I needed to fulfill the book definition of "lead" – show the way. When you are showing the way the RIGHT way, employees will follow you.



**7. You are an advocate of making customer service a priority. What does "good" customer service entail? Is poor customer service an issue in very many businesses?**

Good customer service should come naturally – after all, there are humans involved. I use the "Golden Rule" a lot when I make presentations about this – "One should treat others as one would like others to treat oneself". You wouldn't want to be treated rudely, or unfairly, or dispassionately – so why do it to someone else? Once teammates fully understand this, and buy into it, and can put it in the context of their own fulfillment as an employee, the sky's the limit on customer satisfaction and loyalty.

**8. There is a SOBCon conference coming in May in Chicago. Tell us about the conference. Who is the conference designed for? Are there things people can do in advance to be better prepared to get the most out of the gathering? What do people take away from the gathering? Are there any changes to the program this session?**

Yes, we're having another SOBCon (the SOB stands for Successful Online Business) in Chicago this May (May 3-5). It's designed for people who are looking to take their dreams and ideas, and turn them into real action. There's a lot of interaction – attendees are put into Mastermind groups of 4 or 5 people, and we leave a lot of time in the program to foster some real and deep conversations. We also have great speakers who put out a ton of awesome ideas that can foster the push to action. It's a transformative experience that can change your life. This year's theme is the Customer Centered Business.

**9. Another conference is held each year in Portland. Is the program design the same for both? Do you notice any difference in the people or the needs of the people attending the two conferences?**

The design is the same for both events – it's only the location and general theme that is different.

**10. In one of your blogs you mentioned the importance of work being "fun." Do you think that is a consideration in most businesses? Why is it important? How does one make work fun?**

If work isn't fun, it isn't worth doing. You know the quote by James Michener? That says it all – it's one of my favorites: "The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he's always doing both." That's what I'm shooting for!

**11. Terry, you made a lot of services available to people who are looking to take their business further. What are you planning next?**

I'm writing a book on leadership that I'm hoping to publish soon – it's a distillation of my 30 year journey into some very practical advice to take your leadership, and your business, further. Stay tuned!

**Thank You!**

Thank YOU Tal, it's been a pleasure!

***"If work isn't fun, it isn't worth doing."***





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Quotable:

“A journey of a thousand sites begins with a single click.” ~Author  
Unknown

# 7 INTERNET MARKETING BENEFITS YOU SURELY WANT TO KNOW

By: Edna Cunningham



Shopping online or booking online, it has become quick easier to purchase or do anything through Internet. For any business, Internet marketing benefits are huge as Internet business competitions are immense in today's world. Some of the online marketing benefits you would fondly appreciate are listed below:

## 1. Acquire the right Customer

Internet marketing targets specific customers for the products and services. Business benefits maximum as it gains maximum visitors and striking the right audience.

## 2. Data benefits

All details of transactions are recorded in the business process. This helps in saving the data collected in the marketing for further use of the company or business. It provides a clearer view of the processing, segmenting, profiling and identifying the best products of the business.

## 3. Worldwide reach

Convenient accessibility and flexibility of Internet marketing have allowed an easy global reach for any business. It has broken all barriers to reach any customer from any corner of the world.

## 4. Social media benefits

Social media marketing benefits are gaining an unfathomable popularity. Social media penetrates and touches the lives of many. Social networking tools have helped Internet marketing campaigns and bringing an all round growth in business.

***Internet marketing can benefit the business in immeasurable ways profiting the business in hand. It gives a prospect for a limitless raise of income. It renders independency in no time.***

## 5. Cost benefits

Internet marketers benefit a cost-effective approach to plan and target customers. It also gives the customers an easy access to mass markets at low cost with a personalized marketing approach.

Low entry cost is a wonderful benefit. Moreover, it reduces the cost to be spent on –

- Office premises
- Maintaining staffs
- Distributors
- Suppliers, etc.

## 6. Personalization benefits

Personalization establishes a long term relationship with the business. Customers can log in their accounts to personalize and gain the benefits of special offers, discounts, seasonal offers or gain add-ons to their recent purchase. It gives the customers an unforgettable experience.

## 7. More than Income stability

Internet marketing can benefit the business in immeasurable ways profiting the business in hand. It gives a prospect for a limitless raise of income. It renders independency in no time.

Internet marketing is 24x7 marketing. It influences the customer's purchasing power with a personalized touch. For Internet marketers, it gives a chance to experience the Midas touch effect with all the facilities that can be extracted. Above all, it secures their job and gives an opportunity to establish a lifelong career.

# MWM marketplace

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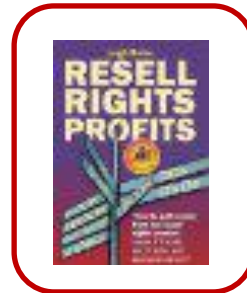
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## [Resell Rights Profits](#)

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

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



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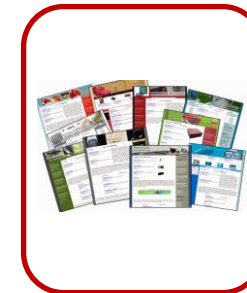
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## [iPad2](#)

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



# MWM contributors

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## Kumail Hemani

Kumail Hemani is an SEO Geek in love with the website world currently enjoying a high life in Dubai, UAE. He started his tech career in December 2008 with Genetech Solutions as a Front-end developer where he got a pretty vast experience of working in world famous CMSs i.e. WordPress, Joomla and Drupal development platforms.



## Isabel Isidro

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



## Chelsea Mcguire

Chelsea Mcguire is an SEO expert, helping hundreds of businessmen boost their online visibility through effective techniques.



## Mindy Sanders

Mindy Sanders has been in the internet marketing industry for more than 6 years, specializing in SEO and social media marketing.



## Larry Yates

Larry Yates is an expert in internet marketing, providing clients with tangible results. He uses facts in finding the right marketing strategy for a specific situation.





# Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

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Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But since early September 2013 Amazon decided to delete that rule from the TOS and you are now allowed to optimize your website for mobile devices.

But what if you are totally happy with the way your site looks right now?

That is where Azon Mobile Pro comes in. It is a perfect tool for any Amazon [affiliate](#) and by uploading Azon Mobile Pro to your site the plugin will detect if the visitor is a mobile user. If that is the case it will display a highly optimized mobile website with inbuilt Amazon discount finder.

**It's build 100% with mobile in mind so it's fast loading and responsive.**

If the visitor is not using a mobile device your site will stay exactly the same as it always was.

[Learn More Here](#)



# HOW DOES AFFILIATE MARKETING INFLUENCE AND BENEFIT INTERNET MARKETING?

Online business and Internet marketing have witnessed a sea of change in recent years. Affiliate marketing is an important promotional marketing technique to boost sales and growth for an online business.

**Affiliate marketing helps Internet marketing through:**

- Generating conversions or leads for the business marketers
- Improve sales in online markets and
- Gain mutual profits.

**Affiliate marketing works at its best for the following reasons:**

1. Advertises the product, services or business over the internet.
2. Internet users exposed to advertisements more clearly
3. It economically generates quality traffic for the business.
4. Internet users show interest in your products
5. Potential clients are drawn and acquired in by a seasoned use of marketing techniques, communication modes and advertisements circulations. It gains trust of the customers and does best to retain it for long term relationship.
6. Targeted clients purchase the products and services online.
7. Brings increase of sales making profit for the business and rejuvenating commissions for itself from the sales.

**Steps on which the Affiliate, Marketer and the Customer cycle works:**

First, Affiliates connect with the business marketers or merchants.

Second, the products and services are advertised by the Affiliates.

Third, Internet consumers interact and connect with the advertisements.

Fourth, Websites receives targeted audience.

Fifth, interested customers purchase the products.

And, Sixth, the Affiliates get commission from the sales.

This Web cycle of retailers, affiliates and visitors helps the customers to reach the business marketed meaningfully. The content marketing through online advertisement is effective

**Affiliate marketers are adept in devising Discount offers and handsome offers.**

The purpose of discount offers and deals on services for Internet marketing are as follows:

- Visibility
- Lead
- Sales
- Audience
- Enquiry
- Repeat business

Affiliate marketing techniques brings obvious results and is an effective marketing solution. It is one of the most widely adopted marketing practices in today's era of Internet marketing. It profits one and all in the marketing cycle and optimizes the success rate of the business.

# 10 TERRIFIC TYPES OF INTERNET MARKETING

In recent years, Internet has turned out to be a major source of propagating and receiving businesses. In the world of business various types of Internet marketing work as means to an end. A quick tour of the types is given below:

## 1. Website marketing

Search marketing is a type a of Internet marketing that focuses on the areas of –

- SEO (Search Engine Optimization)
- Paid Search, etc.

It gives a face to the business through fortified online presence and optimization of search exposure.

## 2. Social media marketing

Social media marketing takes the centre stage in Internet marketing today. It only gets better, more accommodating and more preferred. Social media takes care of social pressure management, checks audience participation, feedbacks and campaigns. Popular propagators include -

- Blogs
- Twitter
- Facebook
- LinkedIn
- Youtube, etc.

## 3. Public Relations and Networking

It is taken care through PR, fundraisings, contests, events, Press coverage, company page traffic, etc. It is essential for the growth of the business.

## 4. Paid Advertising

Paid marketing works faithfully on target audiences and is a measure to quick success. Attention is given to -

- PPC (Pay Per click) advertising
- PPI (Pay Per Inclusion/ Impression), mainly.

## 5. Mobile Marketing

Mobile marketing is gaining new grounds with increase in mobile users and ever burgeoning rate of mobile applications. With Internet facilitated in most mobiles it is one of the most popular and fast growing Internet marketing type. Digital marketing is picking new heights with Mobile marketing.

## 6. Bum Marketing

Article marketing or Bum marketing is one the easiest type. Article directories are used to put articles with affiliate links to generate Internet marketing.



## 7. Viral Marketing

Viral advertising or viral marketing are marketing tactics that existed before social networking services took the forefront. It helps in social networking and promotes brand awareness. It includes –

- Ebooks
- Video clips
- Images
- Email messages
- Text messages, etc.

## 8. External Internal marketing

Online partnerships and offline communications are handled through External internal marketing. Various means that support it are :

- Content marketing
- Directories
- Article marketing
- Press releases
- Link building
- Social bookmarking, etc.

## 9. Email marketing

Emailing marketing works mainly on customer relationship. Email publishing attracts customers to subscribe, explains benefits of products and services and does best to retain customer's loyalty.

## 10. Traditional marketing

Going from door – to – door and postal services can also be incorporated to Internet marketing. Traditional marketing still plays a vital role in strengthening Internet marketing.

Different Internet marketing types benefit the business in different ways. But most of the time the various types of online marketing work together in different areas to profit a business.

***Viral advertising or viral marketing are marketing tactics that existed before social networking services took the forefront. It helps in social networking and promotes brand awareness.***

# 6 Undeniable advantages of Email marketing in Internet marketing

**By: Erika Hicks**

Email marketing is an effective and one of the most reliable Internet marketing tools. It is an Internet media that fosters incomparable communication medium. Advertising and marketing a business has seen phenomenal shift by the use of Email marketing. The advantages embodied with Email marketing are:

## 1. Low cost products promotion

Email marketing does not require a pack of staffs, designers or marketing gurus to run the show. Email marketing tools like readymade professional templates are available to promote the marketing plan needs.

## 2. Saves time and money

It provides less expensive but fast direct marketing campaigns. The returns always are bound to outdo the investments. Specialist software available at affordable cost can facilitate track, automate and evaluate emails.

Online chat and online video conferencing have moved Email marketing to newer pedestal. Toll free calls and long distance free calls facilities are a bonus.

## 3. Fantastic segmentation

Business marketers or professional marketers are only too happy with the segmentation facility in Email marketing. They can be sure of the benefit of sending mails to only relevant and reliable brands.

Email list segmentation delivers valuable information and communications with subscribers. Customer database information aids target marketing campaigns and tracking loyal customers.

It provides knowledge on prospects of sales and engagement with customers. It is an Internet marketing channel portraying an uncomplicated measurable metrics of engagement and response.

## 4. Gain awareness and trust

There is nothing as easy as forwarding an email. It takes just a few seconds and reaches anywhere. It spreads the needed information and powerfully advocates the brand like any other marketing tool. Email marketing supports a nonstop communication and easily share. It helps to gain trust speedily. Conveying about special offers, bringing awareness of latest in products and services are made easily available at the click of a button.

## 5. Easier test marketing messages and greater sales

With Email marketing it has become to detect the tastes and choices of people. This makes it a comprehensive tracking tool for greater conversions and sales.

## 6. Message personalization

Personalizing a business marketing messages gives an edge to show cast and market the product at will. It opens more outlets to gain more customers and opens more challenges in the world of Internet business marketing.

Email marketing is the most effective of all mainstream marketing channels. It conveniently helps generate a global audience. It efficiently transfers marketing benefits directly to consumer or facilitates direct B2B campaigns. It has benefitted thousands and is the most appreciated direct Internet marketing tool.



***Email marketing does not require a pack of staffs, designers or marketing gurus to run the show. Email marketing tools like readymade professional templates are available to promote the marketing plan needs.***

## MWM back story

# JULIE AUSTIN: CREATOR OF SWIGGIES WRIST WATER BOTTLES

By: Isabel Isidro



*"Once you get to the point where you have employees and distributors counting on you, it's too late to back out. You have to step up to the plate and become a leader."*

Carrying around a water bottle is not the most convenient when you are running or doing other forms of exercise. But since you need to stay hydrated, you need to have a water bottle with you, cumbersome it may be, when you go to the gym or jog in your neighborhood.

Julie Austin created a nifty little product that makes carrying water to stay hydrated during exercise so much easier and more manageable. She invented Swiggies, a little gadget that you can wear in your wrist that solves every active individual's water bottle dilemma. Visit <http://swiggies.com> to check out Julie's invention.



We interviewed Julie and how she created her successful product, Swiggies:

### **Can you tell us about your product Swiggies?**

Swiggies, wrist water bottles are the only hands-free wrist water bottles on the market. They come in an adult and a kid's size. The adult swiggies hold 11 ounces of water or sports drink and the kids version holds 8. They come in a variety of sizes and can also be frozen to lower body temperature in the heat.

### **How did you come up with the idea for the product? What need did you see in the marketplace?**

I came up with the idea after passing out from dehydration while running in the middle of the summer heat. The only thing on the market at the time was a fanny pack and they had to be washed out with baking soda after each use. I wanted something that was easier to use and more accessible.

### **What were the challenges you faced in turning the product from an idea to an actual prototype? How long did the process take?**

The challenges were huge! I had no money and no knowledge about manufacturing or getting a product on the market. Because of that it took years of working 2 jobs to save the money and a very big learning curve of constantly making mistakes.

### **How are you financing the business?**

I financed the business by working several jobs, maxing out credit cards, selling off whatever I owned and living frugally.

### **How are you protecting your business from potential copycats?**

I spend a good part of every single day fighting off copycats. It happens to every inventor, even the biggest companies out there.

I have a system for knocking them off the Internet before it gets completely out of hand. If you don't, they'll multiply like cockroaches. I start out by being nice and letting them know they are infringing. Then, if they don't respond or refuse to take the product down, I will contact the search engines and have them removed. Repeat offenders risk having their entire site banned by the search engines.

I also started a site called Infringer Blacklist to document the frustrating struggle I was going through with copycats. Counterfeiting is a huge problem that costs the US billions of dollars, jobs, and dangerous products. I'm putting together an ebook on exactly how I have dealt with counterfeiters without spending a dime on attorneys.



### **How are you marketing your business?**

I have found out that the best market for my products is the promotional products market. They are always looking for something new, instead of the same old pens, hats, mugs and T-shirts. I sold 75,000 to the Dublin Marathon in one order. A typical order is 10,000 to a marathon or walk-a-thon.

I also sell them online on my site in retail and I have distributors in over 20 countries who order in large volume and market themselves.

One thing you find out with a new product is the different markets you never even thought of. I also sell them in the alcohol industry for parties, raves and Marti Gras. In the beginning I spent money on trade shows and things that never really got results. Now I just use SEO and PR.

### **You are currently offering your products on a wholesale basis. How did you start on this process and how has selling wholesale helps in growing your business?**

I don't sell as much in wholesale as I do in large volume through distributors. You make much less per bottle, but it's a lot easier to sell that way. Also, 90% of my business is international. In the beginning I would get them into stores on consignment and did a lot of drop shipping. I don't really do that anymore, but I would recommend it to get started. When you have a new product, you just need to get out there anywhere and in every way you can to get noticed.

### How are you balancing your business with your personal life?

I don't have much of a personal life! Fortunately, I love what I do. And I travel a lot for speaking engagements, which is my excuse for a vacation. You really need to have some downtime, even if it's just a long weekend with no email or phone.

### What lessons have you learned so far about being an entrepreneur?

In the beginning, I just wanted to license my patent and go sit on a beach somewhere. Yeah, right!

I had a licensing deal lined up with a big sporting goods company and it went back and forth between attorneys for almost a year. In that time the company went bankrupt and I decided I would just have to do it all myself.

I really didn't want to run a business, but the deeper I got into it, I found out that I had more strength and knowledge than I thought.

Once you get to the point where you have employees and distributors counting on you, it's too late to back out. You have to step up to the plate and become a leader. I now have single moms around the world who feed their kids with my product. That's a lot of responsibility, but also very rewarding.

### How do you see the business 5 years from now?

I've spent years getting my business to the point that it's kind of running on a system. Having a group of distributors out selling, and having a website that sells means less work for me now. I can do the things I really enjoy, like Internet marketing, PR, and public speaking. Less than 15% of all patent holders in the world are women and I love teaching women the secrets I have for coming up with new inventions.



***"Entrepreneurs are problem solvers. I would never say that it was easy, but I was determined to never become dependent on anyone else again. I had to succeed."***

I just got back from training a group of Fortune 500 women executives from companies like AT&T and Coca Cola. The keynote speech was about why there are so few women inventors and what we can do to help change that number. My future goal is to at least double that 15%. There's no reason women can't be inventors, and in fact, women have a lot of traits that actually make them better inventors.

### What lessons can you share other women entrepreneurs out there?

When I first started my business I had less than nothing. I was running from a dangerous relationship and literally had \$5.00 to my name. I had to be very creative. But it was because of that creativity that I was able to become an entrepreneur.

Entrepreneurs are problem solvers. I would never say that it was easy, but I was determined to never become dependent on anyone else again. I had to succeed.

So, if you have a good idea, go for it! You'll always have people who tell you that you can't do it, or your idea sucks, or you don't have enough money, or any number of things. Listen to all of the advice and weed out what doesn't make sense. After a while your gut instinct will be the most valuable asset you have.



## Make a point of checking them ALL out!

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- **The Latest Golf Equipment**
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