

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

MARCH 2012

Allen Lundry

Is Affiliate

Marketing

Dead as we know it?

p.11



20 Questions Answered
by Penny Sansevieri

p.16

+ plus



Gadgets

interviews

products

Q and A



Penny Sansevieri

PINK CAKE BOX
success story

p.30

Earl Stringer



How to make money with facebook

p.20



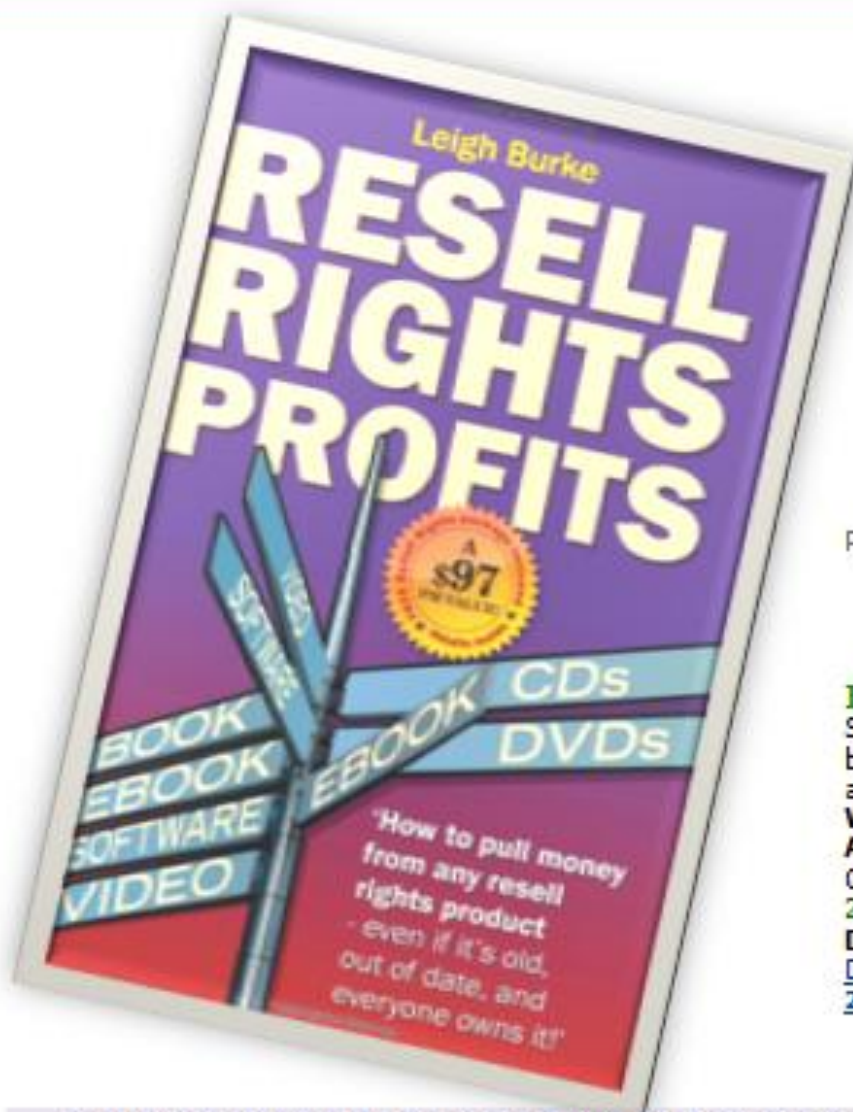
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mwm contents

[MARCH 2012]

Regular Columns

- 6 Editor's Letter**
Welcome to the MARCH edition.
- 7 MWM Inbox**
Got something to say?
Tell us what you think.
- 8 What's On**
Seminars, Expos and
Summits, oh my!
- 10 MWM News**
Stuff you should know about.
- 12 MWM Success Story**
Laurie Meyers: Success in the Online Coupon
Business
- 15 Subscribe**
Subscribe for free.
- 16 Ask the Expert**
20 Questions Answered by Penny Sansevieri
- 22 MWM Gadgets and Toys**
You know you want them.
- 25 Advertise in MWM**
Be seen by 150,000+ potential customers.
- 26 MWM Tools**
Books, Courses, Software etc.
- 28 MWM Videos**
Watch useful videos on internet marketing etc
- 30 Q&A**
Learn From the Best-- An Interview with
Internet Marketing Consultant, Mike McMillan
- 33 MWM Useful Links**
All the links in one handy place.



12 Suzanne Meyer



42 Anne Heap

- 35 MWM Marketplace**
Buy & Sell domains and websites.
- 37 Featured Products & Contributors**
The people and products that helped
make this edition.
- 42 Back Story**
A Small Business Marketing Success
Story: Pink Cake Box

mwm contents

[MARCH 2012]

Features

11 Is Affiliate Marketing Dead as We Know It

By: Allen Lundry

20 Making Money Online Using Facebook

By: Earl Stringer

21 Online Marketing Versus Traditional Marketing

By: Chris Green

23 Don't Let Fear Stop Your Internet Business Start Up

By: Michael Tasker

29 A Variety Of Extra Income Ideas To Consider

By: Cynthia Minnaar

34 Increasing Your Online Sales - 3 Common Mistakes To Avoid When Selling Online

By: Ruth Morgan

39 The Best Ways To Write An Article For Internet Marketing

By: James Stevens

37 Contributors



34 Increasing Your Online Sales - 3 Common Mistakes To Avoid When Selling



41 Get Your Business Online and Raise Your Revenues Exponentially

40 Starting A Web Business Is Not As Easy As It Sounds

By: Carl Orlafsky

41 Get Your Business Online And Raise Your Revenues EXPONENTIALLY

By: Diane Potter

mwm editors letter



Welcome to the March edition of **Making WEB Money Marketing Magazine**. I'd like to welcome our new contributors this month.

We have some great contributions from Earl Stringer, Allen Lundry and Jesse Heap and other innovators contributing some great articles that you should get a lot out of.

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

If you haven't had a chance to download our iPhone App, check it out now, as we have recently updated it. Get access to the latest issue of the magazine right from your iPhone or iPad. It's available in the app store, see our website for further details.

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

Harry Crowder

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

-Laurence L. Peter

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Write to me at: **Harry.Crowder@gmail.com**

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Making Web Money Magazine
Published 12 times per year.
Printed by MagCloud.

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Making Web Money

Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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Page 6.

Press Release Software



TOP EMAIL

How can I take advantage of the mobile marketing craze?

I hear a lot about mobile marketing and how most commerce will be done from smart devices in the future, how can I position myself to take advantage of this phenomenon? - Jenny.

Your right, a lot of commerce is already being done on mobile devices. Apple introduced a whole new world of online commerce with their iTunes store and App stores. Of course people are making money with apps, but all the same rules apply to other products. You need to make sure your site is optimized for smart phone viewing as well.
-Ed.

I'm just starting out and just want to make some money.

I haven't been online long, but I really just want to make some money - I don't really care how. What's the best way? - Dean.

You should have a look at providing services like article writing or blog posting. Companies are always on the lookout for great unique content to help advertise their products, so this is a good place to start. -Ed.

How do I revive an old product to get more sales?

I've got an old product and the sales have really dropped off. Is there something I can do to revamp the product and relaunch it to start getting sales rolling in again?

I don't really have a whole lot of money or time to spend on updating the product, but would love to start selling copies again. - Jezza.

Often all that is required to update an old product is an extra few chapters, some new videos or bonuses. Then look at revamping the product graphics and adding a "Version 2" or "Newly updated" banner to all your sales materials. People love to get the latest versions and updated content, so that should get things rolling again for you.
-Ed.

>>Email Me: editor@MakingWebMoney.com



Did you know:

Who coined the phrase 'World Wide Web'?

Tim Berners-Lee in 1990. He's also considered by most people as the person who started the whole thing rolling.

mwm what's on



MAR

08

< eMarketing Workshop

The Enterprise Ireland Internet Marketing Unit is hosting an eMarketing event for clients on **Thursday 8th March 2012** in the Radisson Hotel, Ennis Road, Limerick. This event will focus on how companies can use the Internet to market their products and services more successfully in international markets, learn about the strategies and processes needed to identify, reach and retain new customers on the Web.

Digital Cream B2B London

>

MAR

15

In response to demand, Digital Cream B2B London is the newest addition to the global series of Digital Cream events taking place in London (now in its sixth year), New York, Dubai, Singapore, Sydney, Chicago and San Jose.

Running parallel to Digital Cream London, Digital Cream B2B is an exclusive invitation-only roundtable event for senior client-side B2B digital marketers to discuss best practice and the reality of digital marketing with those leading the way.



what's on



MAR

27-28

< Social Media World Forum Europe

Top-level strategic advice and insight around how to engage customers, manage brand perceptions, empower employees and open new un-tapped audiences through diverse social media channels.

The fourth annual SMWF Europe will be the biggest show yet, gathering around **4000 industry professionals**; delivering experience and practical, **hands-on guidance** from a huge collection of the world's leading marketing and business minds.

Elevate Your Digital Marketing

Date: March 12, 2012

Social media isn't rocket science, but to fully understand and embrace digital marketing, which includes an emphasis on social media marketing, in today's consumer environment, three critical factors must be learned: New standards of behavior, technology and a sound strategic approach to using them.

Those lessons and more highlight Explore, Social Media Explorer's signature learning event, which comes to Dallas-Fort Worth March 17, 2011. **Reserve your seat now** for the first in a 2012 series of one-day, intensive seminars and workshop events designed to help the business owner, marketing professional, public relations practitioner and even non-communications discipline professionals understand a deeper, more strategic approach to digital and social media marketing for their business.

**Boost your client base,
empower employees,
and enhance your
business through
diverse social media
channels and Internet
marketing**

“

Quotable:

Right now, with social networks and other tools on the Internet, all of these 500 million people have a way to say what they're thinking and have their voice be heard. --**Mark Zuckerberg**

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

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33% of Small Business Turning to Viral Marketing

A new survey conducted by Staples has found that one third of small businesses are moving away from traditional advertising in place of viral and word of mouth marketing.

The study asked the opinions of 500 random businesses that have 20 employees or less.

Staples also found that two thirds of small business owners have a marketing budget for the year ahead, an average of over \$2,000 per business.

The survey discovered that 35% of businesses have increased their social media presence in the past year and that seven out of 10 small business owners are optimistic about the future.

"With more than 25 years of experience working with our core small business customers, we know that investing in marketing to grow a small business is essential, yet many do not have the money to do so," said John Giusti, vice president of small business marketing at Staples.

The survey also indicated that over 50% of small business owners want to do more marketing and advertising, but budgets will not allow it.

"Successfully marketing your small business is the life blood of any company, but with limited budgets, entrepreneurs must be creative and resourceful," said Rieva Lesonsky, CEO and President, Grow Biz Media/SmallBizDaily.com. "Any marketing boost that they receive from a program such as the Staples 'Give Your Small Business the Push It Needs' can make all the difference in the world, especially in the current business climate."

Staples have also reported annual sales of \$25 billion and is now ranking second in world eCommerce sales.

Yahoo! vs. Email Spammers

Even with our spam filters guarding our in box, we're still inundated with unwanted email. There's the eye-rolling medication-related spam (you know what we're talking about), the spam from the exotic royal who wants to share his wealth if you only wire him some money, and the hundreds of emails that tell you that you've won some lottery or another.

According to the Associated Press, Yahoo! has filed suit against the senders of the latter – or at least those who told recipients to click on a link to Yahoo in order to receive their prizes. Although the company doesn't know exactly who the senders are, it is confident that they will be identified during the discovery process.

Yahoo! is using state laws, federal anti-spam laws, and trademark-related laws to pursue the suit.

This aggressive pursuit of spammers is good news for companies who engage in legitimate email marketing. After all, most people welcome commercial email for products and services that appeal to them. If their in boxes are free of spoof and phishing emails, they are much more likely to be responsive to legitimate offers made by legitimate companies.



Quotable:

"If it doesn't make cents, it doesn't make sense." —Fortune Magazine, Oct 2000

Is Affiliate Marketing Dead As We Know It - I Doubt It

By Allen Lundy

There's been news that the America Federal Trade Commission are planning to force blog and website owners to "disclose" the fact that you and I are profiting from our recommendations.

In other words, when you recommend something to someone and someone buys a product based on the confidence on your recommendation, the FTC believes it's the customers "right" to know they are being profited from.

The argument with marketers and promoters is that they have every right NOT to tell people they are profiting from their decisions to buy as long as the customer is satisfied with their purchase, what does it matter to the buyer?

Is it because the seller is afraid the buyer won't purchase because they know someone is profiting from the sale?

Besides, when you walk into a cellphone dealership store and a salesman/woman approaches you and sales you on a brand new plan and phone...are they required to disclose to you what percentage of the sale they make?

No.

In fact, I bet you could care less one way or the other WHO makes money from your purchase, as long as you get the cellphone you've been dying to have in your hands for months.

What the FTC don't know, is that disclosure of income and profit is already being done in most industry's including network marketing, direct sales, insurance salesmen, real estate investors, and so on.



The question you ask yourself, given the above examples, is if you believe it's your right to be told who's making money off of your purchase possibly influencing your decision to buy, or not?

In my opinion, it can go both ways. In some industries, you want to know who's profiting so you're not supporting a bad cause or scam...and in others, it really doesn't matter so much because the likely hood of being ripped off is almost unlikely.

It seems like the higher the risk to the buyer, the more they want to know who's pockets their lining with their purchases. In contrast, the LESS risky the purchase and the more the industry is perceived to be "legit", the less cause for concern of being ripped off.

And consequently, as more buyers are getting ripped off and cheated on their online purchases by zealous affiliate marketers, the cry for "regulation" get's louder.

This system can be abused by agencies like the FTC for their own personal agenda of sticking their hands in the cookie jar and getting more "control" over something the government knows it has no control over.

As you can see, there is no cut-n-dry answer to a very complex question full of holes. But is affiliate marketing coming to an end? I doubt it.

mwm success story

Suzanne Meyer: Success in the Personal Greeting Service Business

By: Isabel Isidro

Moving to a new house can be an exciting experience — new life, new neighbors and even new friends. But it can also be a little daunting. There are transitional challenges, and the social and emotional changes can take some time getting used to.

Suzanne Meyer started The Welcome Committee <http://www.thewelcomecommittee.net> to help welcome newcomers to the area of Lake Norman, North Carolina. She and her staff personally welcomes new homeowners to the community who recently purchased homes in the \$200K – \$2 million price range. They bring gift baskets with goods from businesses and advertisers in the area seeking to reach out the new residents. It's a win-win situation for everyone: the new homeowners feel welcomed and receive helpful community information that can ease the transitioning process, while advertisers get to tell the new movers about their businesses.

We talked with Suzanne Meyer on the idea behind The Welcome Committee and the challenges she faced when starting the business:

What is The Welcome Committee? Can you briefly describe what services your business provide?

The Welcome Committee, Inc. is a word-of-mouth marketing service that connects newcomers and new homebuyers with local business, community, medical and professional services in the four county Lake Norman region. Our personal introductions pair up new consumers with products and services they need, influencing their buying decisions at a critical time in their decision-making process. For business development purposes, our advertising sponsors receive a monthly follow up prospect list of where we have been and to whom their information, coupons and gifts were distributed to. Physicians use the prospect list to track new patients, and businesses use the list to track new customers, or add them to their mailing list.

What prompted you to start a personal greeting service?

When I received a pink slip from my former employer (Welcome Wagon, International, Inc.), I decided it was now or never to start a welcome service business of my own so I could retain as many of my former advertising sponsors as possible.

Find your passion and be true to yourself. Anything is possible when you believe in yourself.

”



Quotable:

“The Internet: transforming society and shaping the future through chat.~Dave Barry

How has the business grown since you started The Welcome Committee? What strategies do you use to grow the business?

The business has grown quite a bit from my meager beginnings. In 1999, Welcome Committee was servicing the town of Huntersville, in Mecklenburg county. Today, we are serving nine towns in four counties. My strategy for growing the Welcome Committee is based on the supply and demand principle. When five or more sponsors request that we branch out into a new zip code, then it's worth doing.

What were the challenges you faced in starting the business?

My biggest challenge (or fear) was a non-compete agreement I signed with my former employer prohibiting me from starting a similar business for twelve months. When the Welcome Wagon trademark was sold in 1999, the new company changed advertising formats from face-to-face to direct mail. The former Welcome Wagon Ambassadors were warned NOT to start a competing business with the new Welcome Wagon, nor try to recruit "their" former advertising sponsors or legal action would be taken. The business attorney who incorporated Welcome Committee said I had a right to work, so that squelched some fears, but I still sat on pins and needles for the first twelve months not knowing if I would be sued.

How are you marketing The Welcome Committee? How are you finding advertisers?

Marketing is so important to any business, you have to constantly keep your name out there or you will be forgotten. I do reciprocal trade agreements with many media outlets in the Charlotte and Lake Norman area. I also write articles for newsletters, local newspapers, and magazines, and submit press releases whenever my company has something newsworthy to report. Also, I network like crazy. Welcome Committee is a member of four area chambers of commerce, and I'm on the Board of Directors for one of those chambers. While it's impossible to attend every ribbon cutting, grand opening, Before and After Hours events, etc., I make it my mission to attend as many as possible. I also require my staff to attend at least one event a month. I'm active in several leads groups too. Even in this challenging economy, we are still finding advertising sponsors. Being visible and accessible is my best marketing strategy for obtaining new sponsors. People like to do business with people they know, and see often.

How has The Welcome Committee changed your life?

It has given me the flexibility to work when I want to, and to be home with my three children when I want. It's empowering to be your own boss and have complete control of your schedule. Everyday is an educational adventure as I learn so much about our vibrant community. Welcome Committee represents civic and 501(c)(3) non profits pro bono. Each week I get the opportunity to tour and learn about so many charities that I would not have known about if it were not for my affiliation with Welcome Committee. Last week I brought my 12 year old son to tour a nearby foster home. He donated books and school supplies to the children. After the tour, my son and I felt blessed to have a family, a home and basic necessities. Welcome Committee has opened many doors and provides many opportunities to be actively engaged in my community.

How are you balancing your work and family? What are the main challenges of running a home-based business?

All mothers are faced with the challenge of balancing work and family. There never seems to be enough hours in the day to get everything done. To stay organized, I make a "to do" list. Every night, I prioritize the following day's activities, (i.e. the kids orthodontist appointment, Lacrosse practice, business luncheons, sales presentations, etc.). I'll leave a little cushion for unexpected surprises, but seeing a daily list helps keep me on track and focused on the current task at hand. The main challenge of running a home-based business is knowing when to turn it off. I'm still trying to figure that one out....I work way too many late nights.

What are the important factors needed for a personal greeting business to succeed?

First, you need to have a passion for what you do. This is a people oriented business, so one needs to be outgoing and sociable, polite and courteous. A sales and marketing background is helpful, as well as customer service experience and good listening skills. But basically, a desire to want to help others by being a “connector” is the most successful ingredient in this business.

What are your plans for the business in the next five years? Are you thinking of replicating the business in other states?

I have thought of replicating my business model in other states...years ago. After researching the franchise possibility, I decided instead to write a franchise style manual based on the Welcome Committee blueprint. Franchising was too expensive, not just for me, but also for the purchaser. I thought I could share the same information for a whole lot less, making it affordable to anyone who is truly interested in starting a welcome service business in their community. In 2006, I published *Home-Based Business: The Complete Guide to Owning and Operating a Successful Welcome Service Business*. In January 2010, we are rolling out a B2B welcome mat. We'll use the same successful business model currently being used to market to new consumers, only we'll be welcoming new business owners in the community.

What lessons can you share other women entrepreneurs?

Find your passion and be true to yourself. Anything is possible when you believe in yourself. Always look at the glass as half full, and keep a positive attitude, it will get you far. Don't give up easily....persevere. Be interested in others, and they will find you interesting. Smile and be happy....your inner beauty will shine through. Associate yourself with like-minded female entrepreneurs and get together regularly...you will learn so much! Most of all, enjoy what you do, and take pleasure in the little things!



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by Penny Sansevieri

p.16

+ plus



Gadgets
interviews
products
Q and A



PINK CAKE BOX
success story

p.30

Earl Springer



How to make money with facebook
p.20



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mwm ask the expert

20 Questions Answered by Penny Sansevieri

Interview by Jodi Webb

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a bestselling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. Her company researched, developed, and implemented the first comprehensive Internet publicity campaign called *The Virtual Author Tour*™.

Penny successfully marketed her first book, *The Cliffhanger*, in 2000. After a strategic marketing campaign, it soared up the ranks at Amazon.com and held the number one spot for three months. She eventually signed a three-book deal with a mainstream publisher, Morgan James Publishing, to re-release *From Book to Bestseller* (January 2006) and *Get Published Today!* (January 2006) as well as publish her latest book, *Red Hot Internet Publicity* (June 2007).

Thank you for taking time to answer our questions, Penny. How did you become an expert in online book marketing?

Truly, it was through the experience marketing my own book. I had been working in marketing and PR for a corporation, and then I got published and found that the same rules could be applied to book marketing. My first book became an Amazon.com bestseller. The book was self-published, which made this success even more challenging. I decided to leave my day job and forge a path on my own; and so, Author Marketing Experts was born!

What types of packages do you offer authors?

Thank you for asking! We have tons of packages ranging from \$299 to \$3,000—it just depends on what you want to accomplish and, of course, budget. We use both search engine marketing techniques combined with online "buzz" pieces to get the word out about your book. They're aggressive, effective, and unique in that they are super focused. We don't take chances with the market or direction online. We've had ten books on the bestseller list in the last year—all of them in our programs. Authors can learn more about our packages at <http://www.amarketingexpert.com/>.



“If you're marketing online, books tends to be evergreen, and the Net doesn't care if your book is old(er).”



Did you know: When was the first mouse introduced?

The first computer mouse was introduced in 1968 by Douglas Engelbart at the Fall Joint Computer Expo in San Francisco.

mwm ask the expert

What are some tips for writing a must-read release that catches a media outlet's attention?

First off, it's important to know what problems your reader needs to solve as it relates to your topic. You also need to know what's hot about your market and topic right now. A press release written about the book won't garner a ton of attention, but a release written about what the book can do for the audience will.

Second, you need to have a powerful headline. Sometimes (and especially if the release is syndicated online), the headline is the only thing you've got to grab the reader and media attention!

Third, keep it short—if you can keep a release to 600 words, you'll likely get more people to pick it up. Short is best. Cut all the extraneous words that are just page fillers. Keep it tight and on point.

Fourth, make sure you have at least one to three hyperlinks back to your website. This is important because most releases nowadays wind up online, so you want to give readers easy access to your website!

Is marketing for a nonfiction book different from marketing for a fiction book, or are they basically the same?

They are the same up to a point; where they differ is that you can't always and easily find a hook for fiction. With nonfiction, it's generally self-evident; with fiction, you have to find a hook within the story. (It might be based on: spousal abuse, dating issues, or current books that are in the news.) For example, a few months ago, I taught a webinar, and there was an author who wrote a vampire YA novel. He said that he was not looking forward to competing with Stephanie Meyer, who had just released her book. I told him to pitch himself locally on the topic of YA vampire fiction and see if he could get himself on some shows. He was on three shows in his area, talking about the trend of this type of book; and of course, during the interview, he was able to mention his own title!

So many times I've read that you should start marketing for your book before it's even released. How can authors do this?

You can do this by building your platform online. This means having a website and getting to know bloggers and websites in your genre. Once you identify who these people are, visit their sites and get to know them. Comment on their blogs and cyber-schmooze with them, just like you would network at a networking event. The key really is to start getting a foothold into your market and build your exposure there. You want people to know who you are months before the book is out. Then, when it is released and you pitch these same people for a book review, they already know you.

Make sure you have a website *long* before the book comes out and spend some time blogging on your site. Also, try to collect e-mail addresses so you can announce when your book is out. An e-zine sign-up on your site is a great way to build a mailing list.

We've all heard that the industry abandons books if they don't catch fire in the first three months. So on the flip side, is there a time when it's "too late" to start marketing?

Some books do have a timing element to them, specifically books that are tied into fads or hot news topics like the recent death of Michael Jackson. But if you're marketing online, books tends to be evergreen, and the Net doesn't care if your book is old(er). Offline reviewers, however, are very date sensitive.

An important marketing tool for an author is her own website/blog. What are some essential ingredients for creating an effective web presence?

Ideally, you want to have someone else create your website for you. While there are a lot of tools to help you design your own site, in my view, it's sort of like cutting your own hair. I recommend leaving it to an expert. It doesn't have to cost a fortune; you can get a good site starting at \$500, which is an amazing price actually.

Once you have decided whom to go with for your site design, make sure they understand the message of your book. While your site can do a lot of things, your home page should do just one. So one focused goal, which for many of us will be to sell a book.

I also recommend having some sort of newsletter or mailing list sign up. Why? Because you really want to get e-mail addresses of your visitors. Studies show that less than seven percent of first time website visitors are compelled to act the first time. So if you can't re-market to them, you may have lost a sale.

How can an author drive traffic to her website?

High traffic, high quality incoming links. You really want to network or "cyber-schmooze"—meaning that you want to get to know blogs and bloggers in your market, offer your book for review. Offer to submit tips for their readers (that the blogger can post to their blog). Incoming links are critical to gaining exposure. You can also get incoming links from your Twitter and social networking accounts!

Many authors are short on time—day jobs, writing, family. How can they make the most effective use of their time?

Create a goal list and give yourself five things to do in a week. If you can do more than five—great, but start there. With five goals, at least you're keeping the wheels turning and checking off things you need to do to keep marketing your book. Also, remember to get rid of the stuff that doesn't really make sense. For example, if everyone in your writing group is doing book signings, but you hate them and/or they don't work for you, then don't do them. Do what works for you and your market; this will save you a lot of time.

Nowadays, we're all a little short on money, too. When setting a marketing budget, how can an author determine how much money is a good investment and how much is over the top?

That really depends. You want to spend your dollars wisely, so I'd stay away from buying ad space. This is alluring because it's easy to do, but ads don't have the pull they once did. Consumers no longer trust ads; they trust other consumers.

Generally, I find that anything in mass doesn't work. For example, a press release service that sends your release to a thousand outlets is probably worthless. Why? Well, there are several factors involved. First off, how compelling is the press release and how is it being sent? If it's being faxed, you can forget it altogether.

If your marketing budget is tiny, what's the one thing you should spend your money on?

A website and make sure it has a blog. If you're tight on funds, don't overlook your 24/7 sales tool.

It seems one big chunk of the marketing budget is comp copies to reviewers, interviewers—everyone it seems. How many books should an author plan on giving away—because publishers aren't giving authors that many anymore?

A lot—as long as it's to the right people. Let's face it, the minute you get published, *everyone* thinks you're suddenly rich, which as we all know is far from the truth. The only person who should get a free copy of your book is Mom; everyone else should buy one. And as long as the reviewers are legitimate and review for a publication or blog, they should get a copy of your book.

Often, you'll end up buying copies of your book, I'm sorry to say. And I hear you on the review copies, publishers have gotten stingy on them, and this baffles me.

So many author websites have entire chapters or sections for you to read. Should authors be giving their writing away?

I have no problem giving away content. I give away pieces of my book all the time. I know this frightens a lot of writers out there; but honestly, with so much shopping online, you really want to give readers a taste of your book. So yes, post a chapter on your website.

Is there a marketing tool many authors are overlooking? Or is there anything that lots of authors do or use (I'm thinking the ubiquitous bookmarks) that makes you want to say, "STOP! Don't do that anymore."

Candidly, I think a lot of authors overlook their own website. You know the bookmark thing is funny—those of us in the industry are overloaded with them. (I now have enough bookmarks that even if I read ten books a day for the rest of my life, I'd never need another bookmark.) But the consumer market *loves* them.

"Take the ordinary to the extraordinary." I love that! It should be every author's mantra. How can we apply that to book signings—which I've found boring both as an author and a potential book buyer.

Yes, book signings are boring. Do talks instead. When you compare a book signing to a "talk" at the same location, you'll find that the turnout is much better; and you also have the opportunity to pull in people who were "just" shopping in the bookstore when you do a talk.

Also, consider doing talks in places other than bookstores. For example, we've done events in video stores (for books with a movie tie-in), restaurants, coffee shops (Helloooo, Starbucks), and other unique places. This is good because then you are offering them something unique that they can promote, and you're not competing with the nine other authors they might have in that month.

Also, local events are great to get local media. Your regional media likes to tie into something that's going on or happening in your area; and an event is a great way to get their attention. I often tell authors that events in and of themselves might seem like a waste if you don't maximize them; but when you do, they can really help you gain some great exposure even if the turnout is low.

In your opinion, what makes a blog tour successful?

Well, first off, the word "tour" is a bit deceptive. It infers that there's an end date to the program; and often, I see that these tours run for a week or a few days. This isn't effective. For a tour to be successful, you need more time—a month at the least.

Second, you want to connect with blogs in your market. Don't just take a link from any blog just to get the link; make sure the blog is related to your audience.

Social networking. Valuable tool or waste of time?

Valuable, if it's used correctly. By this, I mean that an author should view any of their online work as going to a big networking event. You would never lead a discussion at a networking event by telling someone you had grilled cheese for lunch or just washed your cat. Your social networking presence should be much the same. Lead with helpful information. Don't ask for the buy first. Offer to be helpful; offer guidance tips, insight. Become a funnel of information related to your market. Engage and interact. The first word in social networking is "social," so network with others in your market.

Ditto for Twitter. How can a 140-character message help sell a book?

That's the deceptive part of Twitter. Most people think you are limited to 140 characters. Period. But you're not. When I tweet, I will often link back to the blog on the website or to an article I've written that's posted online. I will also link to other blogs or articles that are of interest to my market. Use a compelling headline; then link. Why do it this way? Because the more you can become a resource for your market, the better you serve them; the more of an expert you'll become; the more followers you will get; and the more traffic you'll get to your site. Sales of my book have quadrupled since I started tweeting as have requests for new business.

Finally, someone has explained to me how Twitter can work for authors—I'm a techno dinosaur! What about pursuing being a guest on TV, radio, and online shows. How can authors convince hosts that they would be a good guest?

Develop a hook—the worst thing an author can do is sell the book. No one (except Mom) cares that you wrote a book; they only care about what the book can do for them. This goes for fiction, too.

How do we judge a marketing tool? Is there a ruler for measuring success of marketing tools or plans?

Keep in mind that not everything you do will relate in sales; and candidly, you should *never* measure the success of what you're doing in sales alone. And here's why: traction for a book is cumulative. It's what I call the long runway of publishing success. You have to keep the momentum going for a while before you see results; and often, authors get discouraged at the 90-day point and give up. That's why I suggest keeping a running list of things to do and surround yourself with people who will help you keep the momentum going even when you feel like giving up. If you're doing the right marketing, you'll see a marked difference—perhaps in web visitors, sign-ups to your social networking page, or a jump in your Twitter followers. Success leaves clues, so does effective marketing; but to measure it by sales is too discouraging. Remember the Rule of Seven—it takes seven impressions to your book, message, or product for the consumer to buy. I almost think that the Rule of Seven is the Rule of Seventy. With so much stuff coming at us at any given time, it's tough to sift through it. That's why consistency of message and consistency of marketing are both important.

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Making Money Online Using



by Earl Stringer

If you had any doubt that people are making money online let me be the one to relieve you of that doubt. There are thousands of people making money from home using nothing but their computer and I'm sure a fairly inexpensive internet connection. There are tons of ways to market thing online and one of the most recent popular ways is Facebook. In this short but informative article I am going to share with you exactly how you can use Facebook to generate some nice cash.

I'm sure you've heard of Facebook but if you haven't the easiest way to describe it is, it is currently the most used social networking site in the world. It is one of the fastest growing social networking sites ever and has no signs of slowing down. I guess that would make since why more and more marketers are turning to Facebook to make more sales.

Here are a few simple steps to help you make money online using this very popular site.

1. Create a free Facebook account. This is very easy to do and takes very little time. All you will need to do is go to the site and follow the simple instructions on creating an account.
2. Decide what you are going to be marketing on the site. You can pretty much market anything but if you are a newbie I would suggest finding an affiliate product to promote that has a decent commission. You can start with a place like ClickBank. They have thousands of digital products that you can be an affiliate of.

3. Once you have your product picked get the affiliate link for that product and either shorten it or do a domain redirect. Doing one of these 2 things will make your look more appealing to click on because a regular affiliate link is usually long and ugly looking. You can Google what a link shortener and a domain redirect is. Don't worry they are not difficult to understand and use.
4. Now that you have your product picked and your nice looking link you will need to head back over to Facebook. You will want to start adding friends to your page. The best way to start doing this is by sending friend request to people you already know. This is just to get your page looking active.
5. Next you will want to start joining Facebook groups that are closely related to the product you are marketing. Groups are very easy to find and join. All you need to do is put in a keyword for your product. For example if you are promoting a golf guide you will type something like "golfing" in the search box. Once you get some results you can then click on "Groups". Doing this will show you all of the golf related groups there are.
6. Start becoming active in the groups. Make yourself a regular in 2 or 3 of the most popular groups in your niche. Always try to provide value and reply to others. Doing these things will really help make you more money.
7. After you have been interacting and sharing quality information you can then seamlessly start placing your affiliate link in some not all of your comments. For example, someone might be asking for tips on their golf swing and you can comment telling them about this guide that can really help them out. Not only will the person who asked about the tips will see what you posted, anyone who visits that page will see it as well.

There are several methods that you can use to make money online using Facebook but this is one of the easiest ways to so it. Just take action.

Online Marketing Versus Traditional Marketing

by Chris M Green

Marketing has always been an integral part of any business. Without proper marketing, it would be difficult to reach to the customers and run a successful business venture. Marketing is the main channel through which a business owner can reach potential customers and ensure speedy sales. This holds true for online marketing as well. In the past decade internet has made the world a smaller place and today millions of people log on to internet every day. Wouldn't it be nice if a business could tap even a small segment of this huge internet traffic for marketing? Online marketing lets you do just that.

E-marketing, as online marketing is commonly referred to, is slowly but surely taking over the conventional forms of marketing like newspaper ads, yellow pages, billboard etc. Today everybody uses the internet and you can easily promote your product to your potential customers. There are however a few skeptics who still think that the old methods work best for them. The old methods of TV and newspaper advertising, pamphlets, etc. can work well but not without costing you a fortune. Your marketing campaign has to be designed with an elaborate budget and you have to ensure that it conveys the message to the customers every time you start a new campaign. That is not the case with online marketing where you get a ready customer base consisting of millions of internet users and you can promote your product to these people in a few minutes every time you plan a new marketing campaign. No matter if you are a company from San Francisco but through online marketing, you can still grasp the attention of a customer from Asia or Australia or even Antarctica.

The costs involved in online marketing are not only low but also give you the best value for money. Imagine trying to promote your product to 100,000 people using direct mail. That will easily cost you around two to three thousand dollars, whereas if you spend the same amount of money on an online marketing campaign you can promote your goods to double the number of people in one tenth of the time spend on sending mailers. Using the tools for evaluating online marketing, you can also analyze statistics like the number of visitors to your site, how much time they spent on your site, how many of them bought products and so on.



With the help of online marketing you also get a chance to get instant feedback from your customers. A service provider can talk to the customers directly and get to know how well the products have been received in the market. To maintain a loyal customer base many companies offer great discounts or special offers to customers who provide feedback or who subscribe to their product testing. This gives the manufacturer a huge advantage of testing particular merchandise before launching it to the whole world.

While this form of marketing is very rewarding one must not forget that it requires careful attention to detail. A manufacturer must be ready to adapt to the needs of the customers very quickly. To give your competition a run for their money, you must receive feedback, be it positive or negative, and work on it so that your customers are impressed. Online marketing has become very popular in this era of World Wide Web and there is no reason why it should not be put to use. It provides a wider reach, is less expensive, is fast and effective, is flexible and can be easily set up. Compare this to traditional marketing that is time consuming, more expensive, slower in pace and rigid in nature. No matter how big your company is, online marketing can help it reach a huge customer base and take it to dizzying heights.

mwm gadgets & toys

Motorized Shoes: The Future Of Footwear?

Working on personal mobility, Peter Treadway used to dream about motorized shoes. Today, after years of research and development, this is not a dream anymore. He has created **spnKiX**, a pair of remote-controlled motorized skates that you actually strap on to your shoes. Peter has presented his project on **Kickstarter**, convinced more than 200 people to buy a pair of these futuristic skates and raised more than \$100,000 to make it real! Ok, maybe that's a new gadget for lazy guys... But come on, isn't that cool?!

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



Designer 3D TV Glasses

Want to look cool watching 3D TV? A range of designer 3D glasses by the likes of Lacoste and Calvin Klein is available. Pricing is similar to that of a regular pair of designer glasses, but with a curved lens, the glasses are suited to 3D viewing.

<http://shopping.yahoo.com/>



You want it

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

Digital Video Memo



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

The Digital Video Memo takes that bold leap into the future and gives you a fridge magnet that you can record a 30 second video message on. Just look into the camera, press the record button and leave whatever message you want. It's designed to be as simple as possible so it only records one message at a time to avoid confusion.

Let the kids know where you've hidden their dinner on the 1.5 inch LED screen, remind the other half to take the dog for a walk or just tell your wife that you love her - all of this is possible with this nifty fridge magnet. When it runs out of power just hook it up for a quick recharge via USB and it's good to go again.

Violet: Karotz Rabbit Thingy Monitors Social Networks

If you are big on social networking and strange gadgets, you will get a kick out of the Violet: Karotz device. This thing was seen at CES 2012 and it is a rabbit that has ears that move along with different colors to alert you of things. It has voice activation software for easy interaction and it can read emails to you.

You can also ask the **Karotz** device to search the web and play music among other things. It sort of sounds like a rabbit version of Siri. It allows the user to send and receive messages on Facebook or twitter. It also has an integrated webcam.

That webcam allows your pals on the web to take over the Karotz bot and move its ears to get your attention. The device is priced at \$129.99 and it's sort of cute. What do you think?



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

Did you know



What country has the highest number of internet browsers?

It is none other than Sweden with an astonishing 75%.

Don't Let Fear Stop Your Internet Business Start Up

By Michael Tasker



When you are contemplating an internet business start up idea there is often what may seem to be an insurmountable hurdle right in front of you. It can stop you in your tracks before you actually take any action. Is fear preventing your internet business start up from happening? If you have not yet taken action to start the process then I really urge you to ask yourself this question.

If you can determine what is stopping you, then you have a great chance to alter such negative behaviour. There are three distinct types of fear of failure with regard to starting an internet business. You may perhaps identify with only one or you could associate yourself with all three. Whatever you find, there are ways to overcome these and get you on the road to creating and building a successful internet business.

The first is the common fear of the unknown and it can paralyse you to the point of inaction. If it is a monetary fear such as spending a lot of money developing an idea then, particularly for a first project, just don't go any further. If it is just about being unsure of what to do and how to undertake the tasks from researching for potential niche markets to creating a website and blog, product creation or sourcing and the marketing, then there is not a lot to worry about. Just take each step one at a time and find the information that will help you to progress. Thousands of others in the same position as you have done it so there is no reason you can't either.

The next factor is a fear of failure such as what will people think and say if your project bombs? You should understand that if proper research has been undertaken then there is a high chance that your idea will not be a failure. Secondly, not

all ideas are as good as envisaged. It does not matter. You took action, you learned a lot. It is a fact the almost no-one hits the jackpot with their first project, even their second or third. But you learn a huge amount and this builds your skill base and confidence. Just don't listen to these "armchair experts".

What about being constrained over a fear of success? People worry that as orders flood in they won't have enough stock, or their download link does not work or there will be huge numbers of refunds. Your first project is unlikely to encounter such "problems". In the real world, your internet business should be aiming for a steady trickle of orders. The actual reality for your internet business is that you will try and achieve a steady stream of sales on a weekly then daily basis and fulfill these through digital download or sending the product via the post. When you have understood how to undertake what is required, then you have the opportunity to expand into other parts of the chosen niche or perhaps other niches entirely.

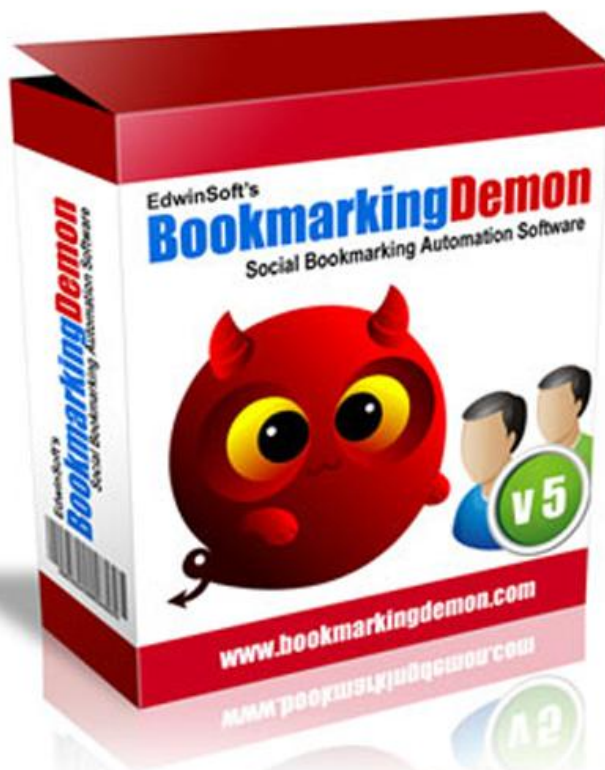
You deserve the money you will make for putting in the effort and now you will be rewarded for it. If you provide valuable information and great service then you will have happy customers rather than an angry horde wanting their money back.

It is not difficult to take an idea and create an internet business start up project. Anything that is unfamiliar always creates anxieties, yet through finding the information to help and listen to those that have succeeded before you, there is no reason why you should not join the ranks of those that have a successful internet business.



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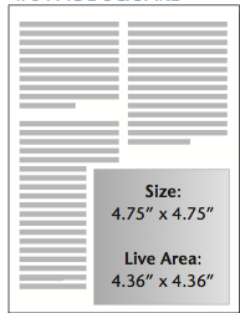
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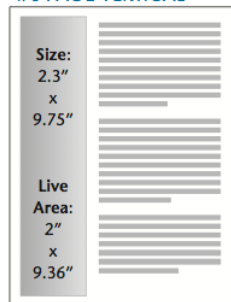
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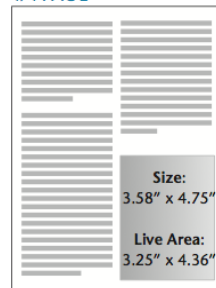
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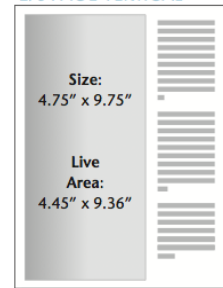
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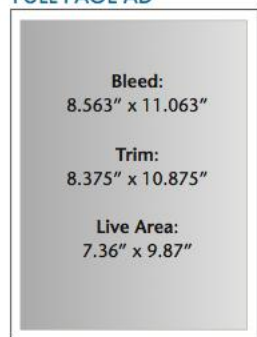
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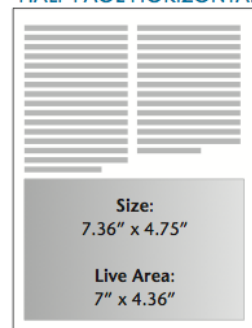
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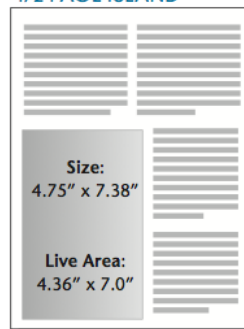
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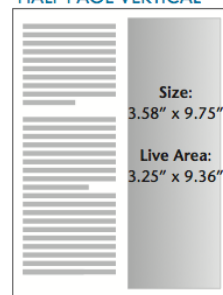
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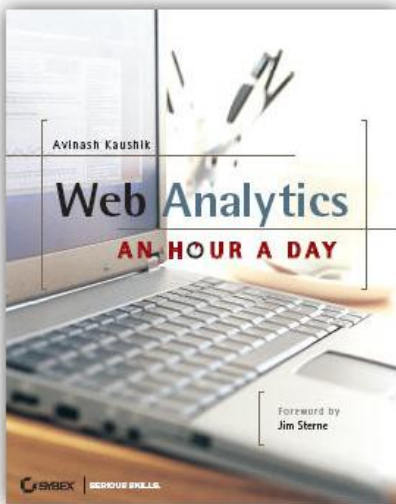
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mwm tools

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

Web Analytics— An Hour a Day

by Avinash Kaushik



Avinash is one of the world's leading web analytics gurus. We met him at Google's headquarters, where he spends a lot of time working with the Google Analytics team.

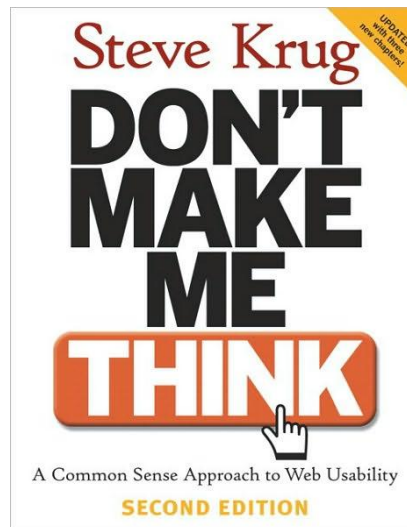
Analytics can be a dry subject, and Avinash is great at focusing on how to use it as a practical tool for optimizing a business. His approach is based on his experience running a company's analytics department, so he focuses on **practical profitable activities** – not just getting lost in data and theory. This book contains loads of good advice. The section on testing is on pages 237 to 262.

Don't Make Me Think

by Steve Krug

Perhaps you already own this book (if you don't, **buy it now!**). We are amazed, though, how many people own it, read it, love it... then *don't* do what it says!

The most important thing about this book is making sure that you **carry out usability tests**. In fact, rather than wait for the book to arrive, go and ask your next door neighbour to test out your website – now! Watch them make mistakes, watch them get lost, hear them tell you all the things that Google Analytics never could.



Did you know:

How fast is the internet growing?

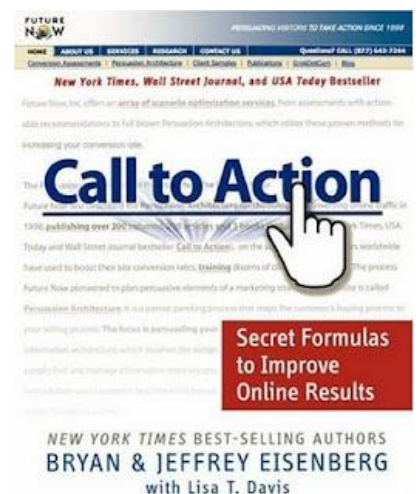


Very much faster as it reached 50 million in just 5 years, where as Radio and TV took 38 & 13 years respectively.

Call to Action: Secret Formulas to Improve Online Results

Call to Action includes the information businesses need to know to achieve dramatic results from online efforts. Are you planning for top performance? Are you accurately evaluating that performance? Are you setting the best benchmarks for measuring success? How well are you communicating your value proposition? Are you structured for change? Can you achieve the momentum you need to get the results you want? If you have the desire and commitment to create phenomenal online results, then this book is your call to action.

Within these pages, *New York Times* best-selling authors Bryan and Jeffrey Eisenberg walk you through the five phases that comprise web site development, from the critical planning phase, through developing structure, momentum, and communication, to articulating value. Along the way, they offer advice and practical applications culled from their years of experience "in the trenches."





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Let your opinions earn you a paycheck.

GET PAID TO:

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

Participate in focus groups

Take phone surveys

Try new products (and keep the free products too)

Preview new movie trailers



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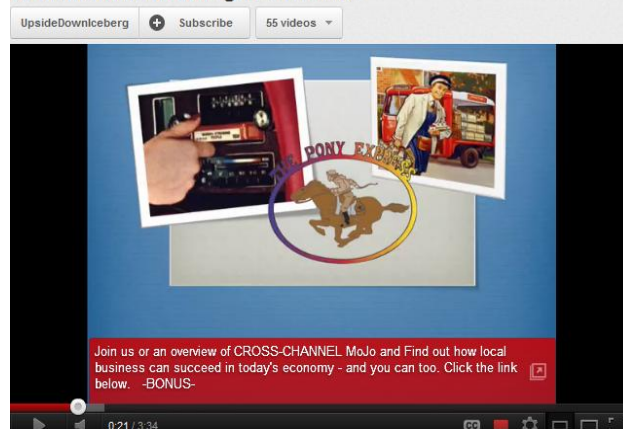
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Online Video Marketing - How To Get Started.



<http://www.youtube.com/watch?v=ZXvHKL1OD78>

Social Media Marketing in 3 minutes



<http://www.youtube.com/watch?v=gza8dvN8Hkc&feature=related>

The Future of Online Digital Marketing 2012 -2015



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

Effective Communication Commercial



<http://www.youtube.com/watch?v=-r0XsnW8EfA&feature=related>

Facebook tips to grow your business



<http://www.youtube.com/watch?v=YUya8nKDj2k&feature=related>

The World Is Obsessed With Facebook



<http://www.youtube.com/watch?v=xJXOavGwAW8&feature=related>

A Variety Of Extra Income Ideas To Consider

By Cynthia Minnaar

The internet presents multiple opportunities that can be exploited to earn extra income from the comfort of your residence.

There are various categories of people that should take advantage of the online business opportunities available on the internet. These may include mothers who cannot leave the house because they have young children, unemployed persons, and anyone who would like to enjoy financial freedom and at the same time avoid stress associated with working from 9 am to 5pm.

All that a person may require are astounding extra income ideas. Internet affiliate marketing is a classic example of an extra income idea that can be exploited. Affiliate programs involve marketing of products and services that are not necessarily yours. All that is required is a personal blog or a traditional website.

Blogs, however, are the best for affiliate marketing because they can be hosted free and enjoy wide readership. A blogger/publisher only needs to review relevant products on their site and encourage readers to purchase reviewed products. If customers click a product link from a blog, a publisher is compensated. With wide blog readership, a publisher or affiliate can make a lot of money within a short duration of time, say a few months.

Another excellent idea that is worth trying is freelance writing. A number of websites offer lucrative freelance writing jobs that involve research writing, book editing, and even eBook writing. These jobs do not require a lot of resources. All that is required is a personal computer, internet connection, and of course exceptional writing skills.

The good thing with these jobs is that freelancers work at their own pace. Freelancers are paid depending with the amount of work done; meaning that the more you work, the more you earn.

Graphic designers and people with great website creation ideas can also make a decent income online. The demand for blogs and conventional websites is growing and is not about to end any time soon. Graphic designers can take advantage of this extra income idea and work from home, without the need to dress officially or being overworked.

Additionally, people with excellent interpersonal communication skills can also get exceptional extra income ideas that can be used to generate a decent and regular income. There are a lot of internet marketers out there that require people who can answer phone calls or reply to emails. These sorts of jobs do not require a person to work from the office. People earn a decent income and enjoy the freedom associated with working at your own leisure.

Buying and selling websites is another classic extra income idea which should not be allowed to go to waste. It is possible to buy undervalued websites, spruce them up, and then sell them for handsome profits.

Other extra income ideas that are worth trying include, but are not limited to, eBook publishing, resume writing, professional consultant services, eBay marketing, email marketing and so on. It must be emphasized that online businesses have two things in common: first, they pay well and secondly, they allow people to work at their own pace.

mwm Q&A

Learn From the Best-- An Interview with Internet Marketing Consultant, Mike McMillan

Hi Mike. I know you've been in the product development business for quite some time, but you didn't get started out by selling ebooks. Could you share with us a bit about how you got started as an Internet Marketing Consultant?

Sure, but first I wanted to thank you for contacting me about this interview.

Don't let my first answer scare you off. It's longish, but I'd like to share how sometimes rather strange turns of events lead to getting one into a successful business.

Back in 1987 I was an inner city high school chemistry teacher. That February I did a talk for about 150 fellow teachers at a state-wide science teacher's convention. At the end of my presentation a young woman asked if I had a book that explained how I did the demonstrations I performed at the talk. This was the beginning of my publishing career (I didn't know it yet)!

So your first book was aimed at science teachers like yourself?

Well, yes, and no. I didn't actually have a book. But when I got home that evening (it was a Saturday), I sat down and put together a 40 page booklet titled, "Are You Playing With A Full Deck? 52 Ways To Liven Up The Chemistry Classroom." I worked around the clock, but by Monday morning it was done.

And, oh, I forgot to mention—unknown to me at the time, the woman who asked for info on my "book" had passed the paper around the room and over 80 teachers had signed up for info on it!

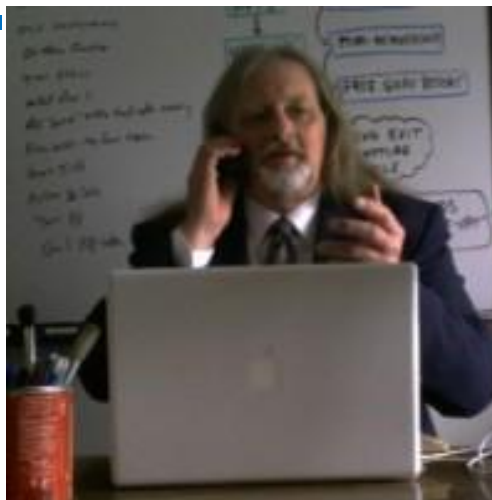
I created a one-page sell sheet for my booklet to send to people. The booklet was simply photocopied and stapled together with a card stock cover. Very simple, but it had some great info in it. I put a price of \$14.95 in my ad.

Anyway, I mailed out about 80 ads for my book to the attendees who requested info and within 4-5 days I started getting orders. I was shocked! Within about ten days I had sold about 40 copies!

I decided to write 3-4 more booklets and I put together a little 11 by 17 ad sheet for my booklets. They sold for from \$14.95 up to \$36.00. I got the name of a mailing list broker from LMP (Literary Marketplace) at my public library. I rented a list of names of 500 high school chemistry teachers (on peel and stick labels) and mailed out my ads. This time I took in a few thousand dollars within a few weeks. A month later I mailed out to 5,000 teachers. That's how it all started.

So Mike, how long was it after you started selling your books to teachers before you quit teaching to write full-time?

Actually, it only took a year. The rest of that year and through the summer I put in a lot of hours writing more books for teachers. I wrote a 200+ page book titled, "A Demonstration A Day For High School Chemistry Teachers" and priced it at \$39. It turned out to be a huge, huge seller. By fall I had about 20 booklets and put together an 8-page mini-catalog with my products.



This time I rented a list of 20,000 chemistry teacher names and got a 3rd class bulk mailing permit so I could get a huge discount on mailing them. This mailing covered pretty much every high school chemistry teacher in the U.S.

I mailed out my catalogs a few days before school began at the end of August. I will tell you that I loved teaching and was very good at it. But there is a whole lot of administrative, bureaucratic junk that goes with it. Anyway, about a week after school started I walked 4 blocks from school down to the post office and checked my P.O. box for orders. I was shocked sober when I pulled out a wad of envelopes from my box. I opened them while walking back to school and found I had about \$1,500 in orders. The next day I had even more. A few days later I had a \$2,000 day!

Yes, I loved teaching but there is a lot wrong with public education in the U.S. and I decided to quit. True story: I walked into my building principal's office about a week later and said, "I'm quitting!" He didn't really care; I was a pain in the ass to the administrators in my building because I didn't kiss ass like everyone else did. He asked, "So when are you quitting, Mike?" I laid down my keys and grade book and said, "I just did!"

I walked out of the building and have been self employed ever since. I never regretted that day. It was a life-changing event! Within a year I had a 100k a year business which grew and grew. I was soon mailing out 40,000 catalogs twice a year and had over 60 products I created included in my catalog. I had become an Web Marketing Consultant.

Do you feel that is still a viable business model, or do you recommend people get started by selling digital products (ebooks or videos)?

It's actually a very viable internet marketing strategy. A drawback is that it requires investing in inventory. There are also considerable shipping and mailing expenses, but one can grow as they go to build a business this way.

So are you still selling products in the education market today, Mike?

I still sell some, but ten years ago my wife was diagnosed with a serious illness and it didn't end well for her. I went through a period of severe depression and I decided to sell my business to a competitor in the niche. I went two years without writing or selling anything. I slowly came back.

I began writing again and developed an online course for teachers which is now offered through about 2,200 colleges, universities and community education programs across the U.S. I also began doing self publishing seminars and doing radio and TV author interviews to promote new books I had written.

About five years ago I began developing an Internet Marketing Blog and videos and have a couple dozen products in that niche that are doing very well.

Mike, for someone just starting out, what are some of the skills you recommend they develop to begin selling products online effectively?

Well, people need to do some niche research first. They need to see what's out there and what's needed. It is important to study the competition and see what they do and how they do it.

One of the big things is to develop some excellent copywriting skills. Study the sales pages of your competitors and see how they market their products. Really, if you can write great sales copy, you can write your own ticket in this business.

It would seem there are two ways to get started making money online: selling other people's products as an affiliate, or creating and selling one's own products. Do you think one method is better than the other for beginners?

Anyone who begins in Internet marketing will likely be doing both before long. Without a product of your own to leverage, it is harder to build an internet marketing strategy. Having your own product does many things for people.

It allows them to recruit affiliates to drive traffic to their sales pages. Of course traffic means you can opt them into your list and market to them on a daily basis. Building a list is the very foundation of successful online marketing.

Affiliate marketing can be done without a product, but it does require getting traffic to your review or pre-sell pages. There are a number of ways to do this, but there is a learning curve involved.

Well, what about the cost of getting started in an online business? It seems like there are all kinds of tools and software out there to enhance your online business—it can get pretty expensive investing in a lot of that stuff. What is really needed to get started?

Once a person has selected a niche to work in, the first thing I would recommend getting a domain name related to the niche and a hosting account. I use NameCheap often and you can get a .com domain name for about \$10. You can get a hosting account at somewhere like HostGator for about \$5 a month starting out.

That's pretty inexpensive. Next I would install WordPress (<http://wordpress.org/>) in your hosting account under your domain name and start working on setting up a content-rich blog. Study SEO techniques and try to get your blog to show in the search engines for keywords related to your niche to get some free traffic.

WordPress can be installed manually (best option) but it can be challenging first time out. Most web hosting services have Fantastico to use for free. Fantastico can auto-install WordPress with just a few clicks.

I would then invest in an auto-responder service like AWeber or GetResponse for about \$20 a month so you can create opt-in forms and collect names and emails from your visitors. Once you get a list growing you can begin marketing to them with affiliate offers to earn commissions. Those are the basic requirements. Again, list building has to be a top priority starting out.

When you are working on a new product, Mike, do you have any kind of formula or process you use to create the product, and how long does it generally take to put a product together?

I do, and there are some underlying principles that guide me. I strive to create what I call "Reputation-Building products. Every product one creates says something about them. Create a sloppy product and you get a bad reputation. That can be tough to overcome! Create a great product and you will get many repeat buyers for successive products.

People try to make too much money with their products too fast. Always try to create value-laden products. Work on giving first and the profits will come.

Mike, I've read some of your materials and you often talk about "reverse engineering" your products. Could you explain just a bit about what you mean by that?

Sure. I reverse engineer all of my products. I always write the sales page for the product first, before I work on creating the product itself. That way, your sales page becomes a blueprint for what your product must contain. I go into that in detail in a number of my products. It has served me very well through the years.

I can create a 20-30 page product in a weekend, but my major products usually take a month or so to put together. I want them to be just right so I take more time than most product developers. Quality is my utmost concern.

Could you talk about list building just a minute? Everyone says that list building is vital. They say that the money is in the list. How important is it for people to build a list and how much can one expect to make from their list?

List building is the biggest key to online success. It took me a while to learn this. In fact, before people go out and try to create a product to sell, they should work on creating a powerful bonus product to give away on their opt-in forms to encourage visitors to their site to join their list. Once you get them on your list you can market your own products or affiliate products to them regularly.

The money? It's impossible to put a figure on that. There are people with lists of 100,000 subscribers but they spam their lists to death and they become very unresponsive. Their open rates are dismal and their unsubscribe rates are huge. You need to give your subscribers some value in every email and develop a positive relationship with your subscribers.

In general, many people will say that you should be able to average a dollar a month per subscriber you have. That's not a bad estimate, in general, but there are many factors that can influence that number.

If your list is composed of freebie seekers who only sign up to get a bonus gift you offer them, they will be much less responsive than a list of buyers you grow. A buyers list is worth much more than a dollar per subscriber per month. At least it should be.

One thing people often ask me is just how long does it really take to make enough money online to begin thinking about moving into selling online as a full-time business. And, how long did it take you, once you got started, to earn a full-time income from selling your materials?

Great question, but I don't have a great answer. It didn't take me long and I have friends who, within 6 months, were making great money. The big thing is that growing an online business does take work. Anyone who tells you otherwise is either lying to you or is simply ignorant of the business.

People need to concentrate on providing quality through products they develop. They need to grow a list and take good care of their subscribers. It doesn't take much money at all to begin an online business. But it does take work and dedication to succeed.

Mike, I want to thank you so much for your time and willingness to share with us here. You've given some great tips. Thanks again!

No—it was my pleasure! I enjoy sharing. If your readers have learned anything, well—I'm happy to have helped them.

Mike McMillan is a product developer, copywriter, and internet marketing consultant.



Local Mobile Monopoly

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Increasing Your Online Sales - 3 Common Mistakes To Avoid When Selling Online

By Ruth Morgan

When people start out in online business they often assume that the most difficult part will be setting up their website and sales process. Once they're up and running they think that sales will just happen. But it doesn't work like that! It takes effort to increase your online sales so that you start to generate profits in your business.



The following are 3 common mistakes that I've seen people making in their online businesses.

Mistake 1: Making assumptions about your potential customers. It's easy for us to think that everyone is exactly like us. This is often not a conscious decision - I reckon that it's part of our human nature. Most of us like to belong, so we are drawn to groups that have the same interests or the same values and beliefs as we do. We like to share our knowledge and experiences. But you shouldn't make the mistake of assuming that everyone is at a similar level to you.

You need to put yourself in your potential customers' shoes. The reality is that most of the visitors to your website will be looking for information about your niche. They usually know a lot less than you. Think about what they want when they visit your website - the issues they're facing, the problems they're grappling with. When you design your website for your ideal customer it will look very different from one designed for experts.

Mistake 2: Not educating your potential customers. After you've addressed the first mistake, you then need to give people information in an easy to understand form. Using jargon and buzz phrases that are meaningless to them will only drive them away from your website. You're very unlikely to make any sales.

Instead, give them helpful information about your niche. You could give some basic facts and tell them how to avoid common mistakes. Describe the advantages of your service or product and be very clear about how they can help them. Don't be afraid to give people all the facts about your product. As an example, if you're in the fitness industry, tell people that if they don't use your machine properly then they could injure themselves.

Mistake 3: Not making it clear what your potential customers should do. I know that this may sound obvious but I've seen lots of websites that don't have a clear 'call to action'. As a result they miss out on sales. You're going to be disappointed with the response if all you have is a 'Buy' button.

Once you've addressed the first 2 mistakes (your website content is pitched at the right level for visitors and you've given them great information about your niche and product) then you need to lead them to take action. Just assuming that they'll automatically click a button won't increase your sales!



mwm marketplace

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Makeanoffer

<A great brand name for an internet marketing Product or service

Viral Internet Marketing.com.



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ContactUs

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For sale in this section



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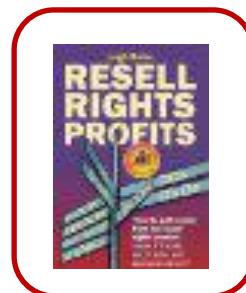
Quotable: I have an almost religious zeal - not for technology per se, but for the Internet which is for me, the nervous system of mother Earth, which I see as a living creature, linking up.

mwm featured products

Resell Rights Profits

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

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



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iPad2

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



mwm contributors

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*.



Jodi Webb

Jodi Webb has written hundreds of articles for publications such as *The History Magazine*, *Pennsylvania Magazine*, and *Christian Science Monitor*. She has also contributed to anthologies on baseball, gardening, pop culture, married life and the military.



Earl Stringer

Since the young age of 22, Earl has dedicated a large portion of his life to learning and also teaching others how to make money online.



Chris Green

Chris Green has been working online since 2006. He specializes at Search Engine Optimization, but he also likes writing about other internet marketing subjects.



Michael Tasker

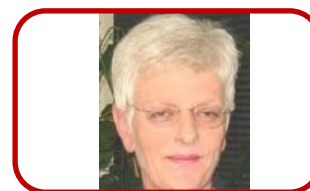
Michael Tasker has a successful information publishing business covering internet marketing and other specific niches. He specializes in offering information with answers to many "how to" problems. You can join up and receive regular mailings filled with tips, advice and knowledge and be the first to take advantage of great value products to solve your problem.



mwm contributors

Cynthia Minnaar

Cynthia Minnaar lives in South Africa and runs her own Online Business full-time from home. She loves animals and enjoys spending time with her 4 legged friend, Zoe, a tri-coloured Jack Russell Terrier. She quit the Corporate World in June 2005 and the freedom and lifestyle that working from home offers is what she was looking for.



Diane Potter

Diane Potter started her sales and marketing career as a telemarketer in the early 90's. Becoming one of the highest ranked closers in her facility, she learned the ropes quickly and was soon promoted to trainer. At this level, she thought others the importance of great phone skills and how to look for buying signs. It was during this position that Diane learned she can effect performance by training the masses to do what she did - and she could multiply her results!



Matt McGee

As Search Engine Land's Executive News Editor, Matt is responsible for managing the site's daily news coverage. He's been writing for Search Engine Land since February 2007, first as a contributor to the Small Is Beautiful column, then joining the site as Assignment Editor in September 2008. He's also the editor of our sister site, Sphinn.



Harry Crowder

The content I have been able to provide to you this month is exceptional. ALL the contributors in this month's magazine can provide you with an immense amount of hands on experience, strategies and information to help get you **Making WEB Money** I hope you enjoy this month's issue of our magazine, and as always please email me if you have any comments, contributions or feedback.



The Best Ways To Write An Article For Internet Marketing

By James P D Stevens



Article marketing is a concept that can greatly boost the capabilities of a website, but unfortunately getting started with it tends to feel tedious or overwhelming. Article marketing is not a difficult task, however, so if you are serious about utilizing this form of internet marketing, the following the steps outlined below will give you a good boost in the right direction.

Here is the basic information that you need to know when you want to learn how to write an article for internet marketing:

1 - The first thing to know is that article marketing has numerous objectives. The first is to generate keyword driven content that relates to your niche. The second is to create a link back to your website that search engines and potential visitors can follow. The third objective is simply to get your name out there as an authority on whatever subject you are trying to sell. All three of these objectives are important and should be considered when writing an internet marketing article.

2 - Internet marketing articles can range significantly in word count, but readers tend to prefer articles between 450 and 750 words. Your article should use friendly and easy to read language, small paragraphs and headers to break up the text whenever possible.

3 - Your article should focus on a topic relating to your website, and it should primary intend to inform potential readers. If the people who read your article feel like you know what you are talking about, they will travel through your link to your website to learn more information on the topic.

4 - If you really do understand your niche or product, writing about it should not be difficult. If you are not sure where to begin, visit online article syndication websites to get a feel for what is already available online and proceed from there. If you still need assistance, consider contacting a professional copy writer to help you put your article marketing content together. Article marketing is such a vital part of attracting visitors to your websites that you really need to get it right.

5 - Once your article is written, make sure it includes a call to action that invites readers to visit your website for more information. This will be at the bottom of your article, and should include a link to your website.

When your article is submitted to article directories, it will allow people searching for information on the topic to find the information you are providing. If they are impressed with your level of expertise, they will follow your link back to your website for more information. Article marketing is an excellent way to build traffic to your website while providing valuable links to build page rank in search engines like Google, while simultaneously building your reputation as an authority on the subject at hand. If you are not already participating in this vital form of marketing for your website, you could be missing out on traffic that simply does not know how or where to find you.

Starting A Web Business Is Not As Easy As It Sounds

By Carl Orlafsky

There is no way to avoid those obnoxious internet ads claiming they alone have THE web business that anyone can do and make millions per week.

Are these people for real? First and foremost, what's so one of a kind about it when they're just pawning off a business that someone else pawned off on them for a nominal entry fee? Back-of-house marketing my patoot. All this is, is another attempt to help you spread around the money you made at your 9 to 5 job by offering you something that's supposed to be so much better, but into which you will sink five times the amount of money and time you would have put into your J-O-B before throwing in the towel and going back to work so you can still make your mortgage payment.

The Myth

The gist of this business come-on is this: People on the net that declare they would make you a millionaire this week because you paid the fee and have secured the business package so easy to use are lying like a rug.

If lying is a bit too severe a term for you, try "omitting some facts" or "telling a fib" or "a little white lie". They all mean the same thing. The testimonials on the website are from very few people who managed to keep their heads above water. The thousands of others that bought into this scheme are all back at the office working for someone else.



The Truth

Starting a web business is no different than starting a business in the real world. All business start-ups take courage, capital, tons of hard work and tenacity. You need to survey your market for the types of customers you need to target and make sure you tailor your business to fit their needs. This takes hours of work. Don't even think you can start a business with part-time hours. You will be working hard 60-70 hours per week every week. You will be doing seemingly fruitless tasks because they must be done and you are the only one there to do them.

You know what they don't tell you? That at some point you're going to want to bang your head on the table, throw in the towel, and announce to any and all that are listening that you've had enough of this junk and you're going back to your J-O-B. You have no life. Your family's barely speaking to you. You haven't slept in a month.

Believe me. All those who have attempted a business start-up have been through this. A web business is not like opening up a pie shop on Main street in a small town. On the web, you are in competition with millions of other businesses catering to the masses from every corner of the planet. You will be scrambling to drive traffic to your web business - traffic that will buy your wares and return again and again. Customers that will spread your business name by word of mouth so others will jump on the bandwagon. There will be times when few even visit your site, let alone take advantage of what you have to offer. Then there are the times when an explosion of customer traffic occurs and you will be working 70 hour weeks to stay on top and probably slide off a bit.

The bottom line? Internet businesses offer up a huge amount of opportunity for the savvy entrepreneur, but you're going to work for it. There's going to be some blood. There's going to be some sweat. I'll guarantee you're going to have more than a few tears. So at the end of the day, the question really is, are you up for it? Have you got what it takes to stick it out?

If your answer to that question is yes, by all means go for it. Leave that office cubicle and put your mind, money and mettle to the test.

GET YOUR BUSINESS ONLINE AND RAISE YOUR REVENUES EXPONENTIALLY

By Diane Potter

Once upon a time, say some 4-5 decades ago, when you talked about launching a business you needed to consider putting together a serious investment and mammoth effort. The major part of the investment - which would often run into thousands of dollars - would be focused on advertisements, location, strategy of attracting customers and beating competitors, and the like. Everything cost money; everything was back breaking work.

Today, thanks to the Internet you can launch a hugely successful business on a shoestring budget, which within a year could earn you enough to support yourself comfortably.

Why Going Online is Good For Your Micro and Small Business?

There are too many advantages when you count them. Internet is like a magic wand for the small business.

1. **Global Market** - one of the best things with going online is that you are accessing the market globally. Internet puts you in contact with the world. No other platform offers you so much exposure. Handled right you can reach out to every person on the globe.
2. **Low investment** - while having a tailor-made web design and Internet marketing strategy would definitely help you reach your goals faster, you can start a very well paying online business with next to nothing budget. There are umpteen businesses that invested less than \$500 and today they generate income in 7 figures. How? By fine-tuning their reach globally, your business never sleeps; it works non-stop and you earn non-stop.
3. **It is convenient** - why are customers drawn to online businesses? Because they find it too convenient. Gone are the days when shopping in



malls was considered fun. Today, one can visit 10 shops without stepping out of the house. In real life, this would mean the hassle of driving through traffic clogged road, fighting for parking spaces, standing in long queues for payment and so on. Who wants to go through all this nowadays? With a few clicks of the mouse you can buy virtually anything conceivable through Internet and have it delivered within 2-5 days at your doorstep.

4. **It saves money** - the customer today want value for money. The Internet provides comparison prices instantly. This is not so easy while browsing a brick-and-mortar store. Not only you can find the best price available for any given product on the Net, you can also enjoy high discounts and deals during special occasions. The bottom line is that it saves money.

The small business and corporate giants gain equal footing online. This is an advantage that no other medium can give the small and micro e-entrepreneur.

mwm back story

A Small Business Marketing Success Story: Pink Cake Box



Ready for something different? Typically in this space each month, I write a “How To” or “Why To” article with ideas and tips for helping small businesses succeed online. I’d like to go in a different direction: profiles of small businesses that *are succeeding* online. I’m a big believer that learning from the successful examples of others is often the best way to grow a small business, and hopefully you’ll agree. Today, I’ll introduce you to a small business that’s baking up a storm via its web site, a blog, public relations, and social media.

Pink Cake Box is a specialty cake shop in northern New Jersey with 10 employees. They opened for business in 2005, built their own web site, and started a blog all in that same year. They’ve been featured in *People*, *Modern Bride*, and several other publications. They are, by any definition I can think of, a successful small business. And as Jesse Heap—whose wife, Anne, is the pastry chef and cake designer—says, they owe much of their success to solid online marketing. “I don’t think we realized how critical the web would become to our business,” Jesse told me recently via e-mail. (Note: I have never met the Heaps in person, and have no business relationship with them.) Here’s our interview.

Matt McGee: How important has your web site been to growing the business?

Jesse Heap: It’s been crucial to helping build the business and driving customer growth. The majority of our customers originate through the web. Our site has also opened up doors with media contacts and helped us score a [spot on CNN](#) along with several prominent magazines and newspapers.

A lot of small businesses have trouble finding the right people to develop their web site. How did you go about it?

From a technical perspective, we took the DIY approach but decided to rely heavily on open source software like WordPress to build and manage the site. Our goal was to create a content management system that would allow our non-technical employees to contribute to our content. Not everyone has the in-house expertise to build a strong web presence, so my advice would be to find a provider who has experience implementing open source CMS systems like Joomla, Drupal, or WordPress.

The marketing piece requires much more dedication. I think it’s harder to find outside expertise in Internet marketing that is dedicated and truly understands your industry.

You guys also have a blog. What convinced you to start blogging?

When launching the business in 2005, we looked at our competitors and realized that, for the most part, they had built attractive web destinations. However, almost all our competitors had static sites that lacked the ability to connect with customers like a blog can. We realized that, in order to differentiate ourselves, we had to use our blog to promote our cakes and offer customers and cake enthusiasts a constant stream of new cake, contests, & videos. Our goal was to stay connected to our customers and help foster stronger brand recognition.

Our approach helped attract links from hobbyists that lead to increased search engine visibility and ultimately more customers. The other positive aspect of blogging on the WordPress platform is its native and extended SEO capabilities. Out of the box, WordPress has some strong SEO capabilities and with the right combinations of plugins and tweaks, it is an SEO powerhouse.

Blogging is a real commitment. If you want to create a valuable blog, you have to invest time to keep it updated. How do you guys handle the time commitment issue?

I couldn't agree more. This is especially an issue with small businesses—there always seems to be a more business-critical task that needs to be completed. Fortunately, our content is more visual in nature and doesn't require the level of commitment that a more copy-centric blog requires.

Realizing this, we've tailored our WordPress platform to focus more on photos. Instead of copy, our [blog categories](#) and [tags](#) display photos. Instead of displaying our most recent posts by blog title, we insert a thumbnail of the cake, cupcake, or cookie highlighted in the post.

To save time, we've integrated the WordPress platform throughout our site. The goal is to drive as many pages as possible directly off of our blog content. This minimizes maintenance and allows us to concentrate on our core competency: sharing our cake artwork with the world.

Has the blog been a successful marketing tool for you?

Without a doubt, our blog is the centerpiece of our web presence and has been an extremely successful marketing tool. The blog receives upwards of 120,000 unique visitors a month and drives a large percentage of our orders.

How do you measure its success?

Measuring success is an interesting question. When we first started out, I placed a strong emphasis on building traffic. I was of the mindset, "the more traffic, the better." And initially this worked well and helped drive orders. But we reached a saturation point where our high traffic started contributing to a deluge of e-mails and calls from "information seekers"—in other words, people not interested in placing an order, but more interested in finding out information about how to make our cakes.

We didn't have the capacity to handle this deluge and realized that our "more traffic the better" mantra needed to be refined. We began focusing our content on products that lead to better order conversions. And rather than measuring aggregate traffic numbers, we focused our measurement on traffic from our strategic focus areas.

PCB has had a lot of press attention—magazines, newspapers, etc. Did you actively seek that, or did they find you?

Initially we had to seek out press contacts. Our initial strategy involved reaching out to media outlets via e-mail. Each e-mail included a portfolio of our products along with links back to our web site. We also found success through customer contacts that have recommended us to their media contacts. We have also worked hard to maintain relationships we've built with the media. This includes small things like sending holiday cards to larger partnerships to help promote complementary content on our blog.

At the end of the day, though, having a unique and strong product is the key to getting press attention.

You guys make some amazing cakes and cookies, so there's an obvious visual element to your business. Have you done any marketing on Flickr or even YouTube?

Thanks, my wife is amazingly talented. :)

We've heavily leveraged [Flickr](#) as an outlet for our cakes. In fact, our [Most Popular Cakes gallery](#) is driven off the Flickr API. It displays all of our "Most Interesting" photos based on Flickr's data. Flickr has also helped us from a media perspective. Our initial contact with CNN occurred through Flickr and we've developed various relationships with other bloggers through Flickr.

We've also created a [YouTube channel](#) but have not fully leveraged it because of the time commitment required to create videos. We have future plans to expand this.

Between the web site and the blog, and taking photos and posting them on Flickr, and all the other stuff you have going on—it sounds like a ton of work! I can imagine another small business owner thinking, "We'd never have the time to do all this." How do you guys manage these online efforts?

I currently handle all the online efforts, but in the long run as we look to expand our online efforts, we'll have to look to hire additional help. I agree that a sole proprietor would find it difficult from a time commitment perspective to manage an online effort themselves at the level that we do.

But as with any new business in startup mode, if you devote extra effort up-front, whether that be by investing your own time or investing money to hire someone else, you'll see the dividends pay off in the future. It takes time to build a strong web presence, but once you gain momentum and develop a streamlined process, the site's popularity will help sustain your business. The key assumption here is you have a strong product or service to sell.

Do you guys have time to pay much attention to the search marketing industry? Do you read Search Engine Land and other sites like that?

I read industry sites like SEL religiously. I make time to do it because I strongly believe our success is highly correlated with our reach and visibility throughout the Internet. My favorites include the typical characters: [Matt Cutts](#), [Blogstorm](#), [SEO Book](#), [Small Business SEM](#), and [Sphinn](#).

I also pay close attention to blogs in our industry. I've been particularly impressed with a relatively new blog called [CakeSpy.com](#), created by Jessie Olsen. Jessie has done a fantastic job of creating compelling content while simultaneously (and subtly) pushing her cake artwork.

What about PPC? Do you do any paid search advertising?

We haven't explored this option yet and don't have any plans at this time.

What's next for PCB? Any new marketing ideas you're excited to try?

Some of the things we are working on:

- We are working on opening an online store to sell complementary cake products
- Creating international versions of our blog to further drive international traffic
- We are also exploring opening a retail shop

For the future, we realize we need to take our blog to the next level in order to continue our successes. We'll look to introduce more social media aspects to our blog to encourage greater user engagement. Specifically, some of the things we are thinking about include the ability for users to create their own profiles, vote for their favorite cakes, and engage in more polls and contests.

Thanks, Jesse. Keep up the great work.

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