

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

**MAY 2012**

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »  
DECEPTION

## **My Websites** Aren't Making Money

**p.11**

John Jonas



**+** plus

**Gadgets**

**interviews**

**products**

**Q and A**

Gerald Soh



**How To Take Good** Care Of Your  
Affiliates - And Make More Money

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**Lisa Lam**, Craft  
Business Expert

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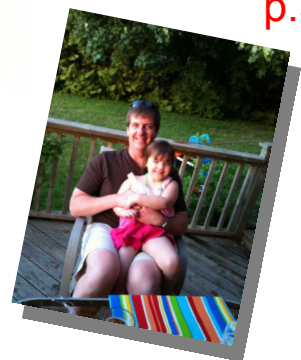
Lisa Lam



**ROGER PIERCE**

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Roger Pierce

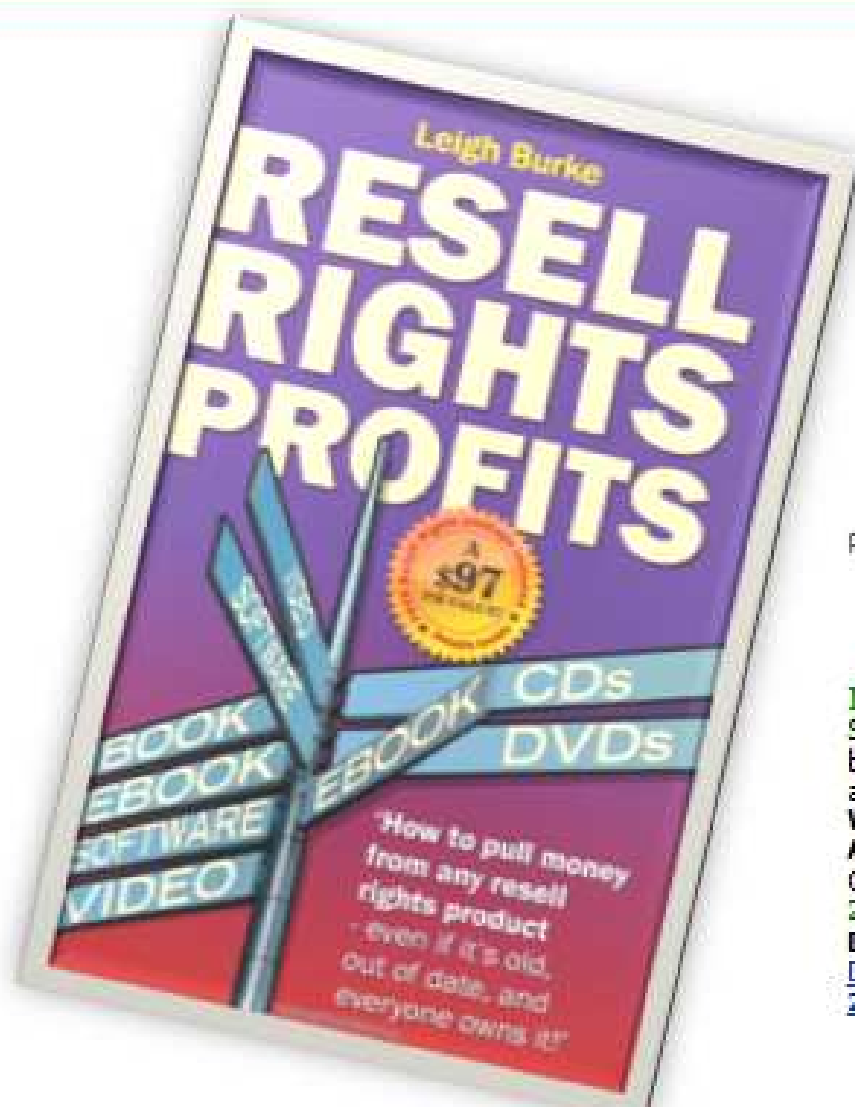


**Interview with Small  
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A man in a dark suit, light blue shirt, and grey tie is holding a silver laptop. He is looking towards the camera with a slight smile. The background is a blurred city street with other people walking.

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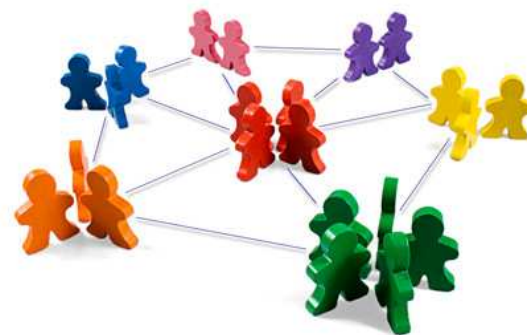
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# mwm editors letter



Welcome to the May 2012 Issue of my

**“Making WEB Money”  
Online Marketing  
Magazine.**

We have some great articles and insights this month from **John Jonas, Gerald Soh, Angela D. Clark** and many **other IM marketers** contributing useful, great information plus success stories and an Interview with **Lisa Lam, Business Expert** and so much more.

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

For those readers having some viewing problems with the Online Version of “Making Web Money” there are now **Free available PDF downloads** to make reading on your computer more convenient. Enjoy!

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

Harry Crowder

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

-Laurence L. Peter

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**Making Web Money**

**Online Marketing Magazine**

Editor Harry Crowder

**Advertising** See Above

**Contributors**

Various experts in their fields

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sucks,  
Then we can make it  
an  
Even better magazine

## Press Release Software



TOP EMAIL

### How can I take advantage of the influx of Christmas shoppers next season?

I want to make sure I maximise the sales to my online store during the busy holiday season. Do you have any tips for me? - Lindsay.

*Although high volumes of sales are experienced online during the holiday season, your strategy and planning to take advantage of the rush should have been firmly in place months earlier to fully take advantage of the rush. Having said that, some blog posts, article marketing and press releases with Christmas related content and keywords for the items you are selling will help drive some traffic to*

### 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.

### 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.

>>Email Me: [editor@MakingWebMoney.com](mailto:editor@MakingWebMoney.com)

# mwm what's on

MAY

24

## Email Marketing Roundtable



To share knowledge, experiences and best practice on the topic in question, also covers issues, trends and developments. Network with like-minded industry peers.

Typical agenda covers - Market watch, best practice 'Clinic', research and measurement, budget allocation and resource allocation, other key resources.

## Email Marketing Training Workshop (Advanced)

DATE: 23 May 2012  
 VENUE: ETC Venues  
 LOCATION: ETC Venues, London  
 DURATION: 9:00 - 17:00

This email marketing training workshop will look at your own email marketing campaigns and give you ideas on how you can increase your response rates and ultimately your return on investment (ROI). The training is full of practical advice and real life examples of how simple changes can have a big impact.

The course will look at your own email marketing strategies and discuss the challenges you are having with campaigns in your business.

# what's on

MAY

23

## Mesh Conference



Canada's premier digital conference is a chance to connect with people who are as excited about the potential of digital as you are — people who want to know more about how it is changing the way we live, work and interact with the world. And you won't just connect with them in the hallways — at mesh, every session is interactive.



“

**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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## Hulu: Advertisers Pay Only When 100% of Ad Is Streamed

Internet TV service Hulu will begin charging advertisers only when 100 percent of an ad has been streamed.

"Hulu advertisers will not be charged unless their advertisement has been streamed through completion; in other words, an advertisement that has been 100% delivered. There will be no extra cost to Hulu advertisers for this service," said JP Colaco, SVP advertising at Hulu, in a blog post. The new pricing model will apply to advertisements served on both Hulu's free and subscription services.

Hulu executives did not disclose what percentage of ads are streamed 100 percent.

"I assume they did the math to determine the vast majority of ads were completed, so they will not have to take a revenue hit. And they will have a great talking point with ad buyers," said Kevin Lee, CEO of Didit, a digital marketing agency, in an interview with ClickZ when asked about the new pricing approach.

Hulu CEO Jason Kilar, speaking at the Ad Age Digital Conference in New York, also said the online video service now has 2 million paid subscribers, up from 1.5 million at the end of 2011.

For the year ended December 31, 2011, Hulu's revenue totaled \$420 million, an increase of 60 percent over 2011.

"The advertising industry is very robust online and at Hulu specifically. The Hulu Plus business is resonating with consumers," he said, when asked what's fueling the company's revenue growth.

About 90 percent of the advertising creative on Hulu is repurposed from TV advertising, he said. "There is a great opportunity [for advertisers] to be smarter and get better results," Kilar said. On the other hand, he recognizes a challenge in developing advertising creative that's optimized for Hulu. "One of the first rules of advertising is to be easy to buy. And it's easy to take existing creative and use it and leverage it in an environment that's familiar, the 30 second spot," he said.

"Hulu's 100 percent completion rate model is a big step in the right direction that will positively impact digital video performance," said Donnie Williams, chief digital officer, Horizon Media, in a prepared statement.

## It's Not Over Till the Stragglers Convert

A lot has been written about data collection for landing page testing. Having high enough data rates to statistically prove a winner and avoiding seasonal fluctuations in traffic are two of the many principles that are emphasized as important elements. But there's another consideration that is often overlooked and can have significant influence over how your results are interpreted: delayed conversions, or "stragglers."

For many businesses, it's not unusual for the conversion action to take place hours or days after first hitting the landing page. The important implication for testing is that you have to understand the behavior of your stragglers to ensure you are comparing apples to apples.

Power Options is a client of my company that sells subscription-based access to an advanced stock option research. The company's model is to offer an unrestricted 14-day trial without requiring any credit card information. So it engaged my company to develop a landing page that would convert more visitors into free trial subscribers.

The original free trial sign-up process involved landing on a very information-rich page, which included a lot of details about stock option trading, Power Options, and related subjects.

*You have to understand the behavior of your stragglers to ensure you are comparing apples to apples.*



**Quotable:**

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

# My Websites Aren't Making Money - What Do I Do?

By John Jonas

I get this question quite often: "I have lots of websites and they're not making me money. What do I do?"

This is what happens when you move too fast, too soon. Making money online is a process. Like any other business, it takes time and it takes work. The best place to start would have been to have one website that makes money before building a new one.

But all is not lost. There are ways to salvage the situation and have all those sites start making money for you. Here's what you can do to start making money on the sites that you already have.

1. Pick one of them and focus on it. Pick the one where you can see the end from the beginning, where you understand everything that it needs. Fix everything that needs to be fixed in that site, the technical problems, the content, the look. If your website isn't working the way it should, you will lose visitors faster than you ever thought possible. Make sure that site is making money before you move on to the next one.
2. Don't try to convert random people to buying random things. Be Specific. Know who you're trying to sell to. This means doing the market research and focusing your marketing efforts on targeting the people who are most likely to buy.
3. Self Replicated MLM or Mortgage or Real Estate sites don't work. (or...I've never seen it work). So if you have these sites, you can put them in the back burner or just shut them down.
4. Re-evaluate the effectiveness of the site you have. Study some copywriting techniques and do things to increase conversions on your site. Whatever you're selling, give people a reason to buy it (give incentives, tell them why it's the best, it has a problem and I'll solve it,...)



5. Make sure your site only has one purpose (make sales, build a list). It has one goal when someone comes to the homepage. Get rid of widgets unless they serve a purpose. Don't put anything there that would distract the visitors from that purpose.
6. Get traffic. Buy a little and see what happens. Don't overspend. Don't pretend to be macho with Google AdWords. Learn a little about it before implementing it.
7. Work on getting free traffic. Here's a quick plan for getting free traffic:
  - write an article and submit it to EzineArticles.com
  - create a Squidoo lens. put 2 pieces of content, link it to your site
  - create a short video, submit it to Tubemogul (and verify it worked)
8. If you built the sites following a blueprint or something, stick with it for a bit before moving onto something else. Follow it through and observe how it performs before doing any changes. Sometimes these things just take time to work and you're probably just impatient about seeing results.
9. Don't give up! You're going to fail some. This is a business. You have to learn from your failures in order to succeed.

*John Jonas is a veteran internet marketer and online business owner. He's been helping other internet business owners replace themselves and earn more by working less through his website. Here he teaches entrepreneurs about building a successful online business, living the [4 hour work week](#) and the value of [outsourcing to the Philippines](#).*

# wmm success story



## EMILY KANE: Meeting the Challenges of Breastfeeding with MilkMakers

By: Isabel Isidro

ONE OF THE MOST EXCITING AND EMPOWERING ASPECTS OF MOTHERHOOD IS BREASTFEEDING. BUT FOR SOME WOMEN, THE WHOLE PROCESS OF BREASTFEEDING CAN BE CHALLENGING, EVEN DIFFICULT. MORESO WHEN THE NEW MOM IS RETURNING TO WORK, AS EMILY KANE EXPERIENCED.

When she came back to work, Emily realized that she needed help to keep up her milk supply. The stress of juggling motherhood, work and pumping for milk during a busy workday has caused her milk supply to go down. Afraid that she may not be able to provide the needs of her baby, she figured that there may be certain types of food that can help boost the milk supply of a woman. Emily comes from a long line of bakers, so she experimented with traditional remedies and recipes to create delicious baked goods that she can enjoy eating while helping increase her milk supply.

She knew that she's not alone in her situation: women everywhere are faced with the constant challenge of keeping their breast milk supply adequate. Some women are even forced to stop breastfeeding because their milk supply runs low, and not because they want to stop. This led to her eureka moment, and created her Seattle-based business, MilkMakers. Today, MilkMakers <http://www.milkmakers.com> makes and sells lactation cookies to help moms boost their milk supply, using only premium, all natural ingredients. In 2010, MilkMakers was awarded the 2010 Best of Seattle's "Most Enterprising Mom-Preneur Product".

She knew that  
she's not alone in  
her situation:  
women  
everywhere are  
faced with the  
constant  
challenge of  
keeping  
their breast milk  
supply adequate.

### Quotable:



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



WomenHomeBusiness.com interviewed Emily about the inspiration and goals for her business Milkmakers:

### Can you describe your business?

milkmakers are lactation cookies that support nursing moms in their efforts to provide an abundant supply of breastmilk to their babies. The combination of oats, brewer's yeast, and flax seed provides the calories a nursing mom needs to make milk and helps boost milk production, making it easier to pump when away from the baby and breastfeed when together.

milkmakers are also a delicious, healthy treat for everyone in the family. They taste decadent but are filled with nutritious ingredients (oats, flax seed, brewer's yeast) that have health benefits for everyone of all ages.

milkmakers cookies are available in two varieties: mouth-watering organic oatmeal chocolate chip and dairy-free oatmeal raisin spiced with cinnamon and clove.



### What inspired you to start your business? What need did you see in the marketplace?

When I went back to work after my first daughter, Isabel, was born, I found myself in a new situation – trying to manage work life, home life, and fitting in the time to pump during an already busy day. My milk supply started to go down and I worried that I wouldn't be able to provide enough milk for my baby.

I tried a number of lactation remedies, none of which worked for my on-the-go lifestyle. Then I heard about lactation cookies. I come from a long line of bakers so I experimented with different recipes in order to come up with a recipe of my own that tasted perfect. But taste isn't the only important thing. I

talked with a nutritionist to make sure that I was creating cookies that I would feel good about eating.

Once I created my recipe and baked the cookies, I noticed an immediate increase in my milk supply. The key ingredients I used (brewer's yeast, oats, and flax seed) are traditional remedies for increasing milk supply and they provide the vitamins, amino acids, and omega-3s that nursing mothers need. It was so easy to increase my own milk supply that I became determined to make these cookies available to all moms and their families, as the nutritional value of the cookies can also benefit the non-nursing members of the family.

Moms who use milkmakers have similar experiences to mine. I am so privileged to be able to hear these amazing stories of these mothers, so full of the raw emotion that reflects the moms' desires to provide their babies with breastmilk. I get A LOT of feedback filled with gratitude for milkmakers. Just one example is Elizabeth, who had been supplementing her baby with 20 ounces of formula a day. With milkmakers, she no longer needs to use any formula.

I also hear a lot of stories about moms who have trouble keeping the cookies for themselves! Everyone in their families, including

husbands, partners, and other children, all love them. And with the health benefits of oats, whole grains, flax seed, and brewer's yeast, moms can feel good about giving their families milkmakers as a snack.

### What was your biggest challenge in starting the business?

At first, the biggest challenge was figuring out how to do the initial financing. In the end, that financing came from my personal accounts.

Moving forward, I quickly found the biggest challenge to be the work-life balance. I officially launched milkmakers just one month before my third child was born. So not only was I trying to figure out how to manage caring for a newborn and the exhaustion inherent in that while also taking care of

my other two very young daughters, but I was launching a brand-new business at the same time. Talk about challenging!

### **How did you finance your business?**

milk makers has been self-financed with my personal savings.

### **What is the biggest lesson you've learned so far in terms of entrepreneurship?**

It may seem trite, but the biggest lesson I've learned is to trust my instincts. Go with your gut and respect what your instincts tell you. I've seen the truth of this play out so many times in a lot of different situations. The truth is that while you can (and should) do all your research and due diligence and analyze all your options, in the end it comes down to taking a leap of faith and trusting yourself.

*Go with your gut and respect what your instincts tell you.*

### **What do you find most exciting about being an entrepreneur?**

Everything about this enterprise is exciting! (At least, everything but the mundane administrative tasks.) I love seeing an idea that was just living in my head actually come to life and really help other people in ways beyond what I could have ever anticipated. It's exciting to see the decisions I make affect others in a positive way. And, of course, it's energizing to watch milk makers continue to grow and flourish.

### **How are you balancing your family life with your business?**

It's never easy! My children are now 4, 3, and 1 ½ years old. I've chosen to work non-traditional office hours so that I can spend some of my day being with them. I do have a babysitter some days so that I can work with fewer interruptions, but even then I frequently check in with the kids to see how their day is going. I will also continue to work at night after the kids are in bed.

Navigating this delicate and ever-changing balance continues to be my largest challenge. By choosing to spend more time with my family, milk makers is

growing a bit slower than if I could give it my full attention all day, every day. But the rewards from spending time with my family more than make up for it.

### **Do you work at an office or from home? What are the positives and negatives of this arrangement?**

I work from home. The biggest positive for me is the ability to integrate my life as a mom and an entrepreneur. The main challenge is, of course, the distraction of having my kids around all day!

### **Where do you see your business 5 years from now?**

My focus is on continuing to grow my business. I'm always looking for new ways to get the word out about milk makers. Once people try the cookies, they're hooked!

I will also continue to support breastfeeding advocacy and outreach. This is core to the milk makers brand.

### **What advice can you give other entrepreneurs?**

Do your due diligence. Owning a small business is a leap of faith, and you definitely need to trust your instincts, but you still need to do thorough research to understand what all your options are.

Think about what's important to you in terms of financing and understand that taking on outside investors means a drastic change in how you run your business and make decisions.

Ask for help. Actively network, online and locally. Don't be afraid to go out on a limb and ask for what you need, and give to others who need help. I'm constantly surprised at how much others are willing to give to help out, if you're only willing to ask.



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# **mwm ask the expert**

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## **Doni Interviews East Coast Social Media Expert: Fight Cyberbullies with Offensive & Defense**

**By Doni Chamberlain**

Ira S. Wolfe, founder and chief social media strategist for Social Media Architects of Delmarva, was kind enough to answer some questions related to the Ruben Porras story. In this interview, Wolfe offers some insights about how businesses can use social media to protect their reputations. I intentionally chose a social media professional who lives far away from Redding. Wolfe lives on the East Coast, near Ocean City, Md. How did I find him?, why, via the Internet, of course.



***“Like almost everything else, prevention is much more effective and less costly than the cure.”***

### **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

In the story about Ruben Porras, and the follow-up about the birth of the Redding, California, Facebook page, some businesspeople claimed Porras used his myriad social media platforms to damage their personal and business reputations. The situation escalated to the point where a businesswoman filed a restraining order against him. Her restraining order included letters of support from other businesswomen who characterized Porras' actions as a form of cyber-harassment.

**With that in mind, how prevalent is cyber-harassment - or cyber-bashing, or cyber-bulling or whatever you want to call it - that eventually evolves to the point where businesspeople are scrambling to protect their reputations from damage done via social media?**

This depends on where you draw the line between customer criticism and intentional malicious defamation. If we focus this discussion on a targeted effort to defame another business or adult, the reported incidence so far is rare.

That doesn't mean that it doesn't occur, but much like embezzlement, it is likely under-reported because a business doesn't want to draw more attention to the bad news. It is also likely that most people feel there is nothing they can do. I do however believe that we'll hear about more cases in the future.

**Let's say a business believes it's been unfairly defamed on social media sites. What recourse does a businesses or individual have if someone has written disparaging things about them on social media sites like Facebook, with potentially thousands of readers?**

Like almost everything else, prevention is much more effective and less costly than the cure. As in this case (involving Ruben Porras and the restraining order filed by a Redding business woman), pursuing legal recourse might be necessary, especially if the act of harassment involved fraud.

But working through the legal process is time-consuming and costly. Worse, the viral nature of the Internet - thanks to social media - is difficult to slow and impossible to stop. Businesses must be proactive. Because anyone can be a publisher today, a reputation assault can be launched and go viral within minutes. Businesses can't ignore the reach and influence of social media.

---

***To outrank your competition and abusers, a business needs fresh, relevant content. That's the key to search engine ranking these days - fresh and relevant.***

---

I meet with small business owners every day and still hear how they 'don't have time for it' or 'my customers don't use the Internet.' If the customers of a business aren't using the Internet to search, that business' days are numbered since nearly 700,000 searches take place every second on Google alone. It is critical - a strategic imperative - that every business have a reputation-management plan. That plan starts with an active website, blog and other social media - "active" being the critical word.

**Well, perhaps some business people might assume that if they lack any electronic presence, then they're safe from electronic harm to their reputation. No social media; no anti-social electronic fallout, right?**

Wrong. What many business owners and executives fail to recognize is that offering no channel for customers to vent doesn't prevent the criticism, it just diverts it elsewhere. If a business doesn't offer a place for me to post my comments - good and bad - I'll just go elsewhere (Google Places, Yelp, Facebook, Twitter, YouTube and so on) to do it. And if I'm really angry, I'll create a search optimized blog to start my rant.

**OK, this has a familiar ring, because a version of that phenomena occurred with this story. Some of the business people who believed they'd been libeled and harassed by Porras via social media enlisted social media to fight back. One person created an entire website that blasted Porras. And some other business people created multiple copy-cat Redding, California, Facebook pages to cause confusion about which Redding, California Facebook page was the 'real' one. At last count, I think there are a few dozen variations on the Redding, CA, Redding, California, Redding, Calif. Facebook pages.**

**But aside from fleeting satisfaction, tactics like that probably aren't very effective. Taking a more proactive stance, what can business people do to protect their reputations, or at least attempt some kind of damage control?**

After the website and blog, the next step to successfully manage reputation is to ensure that all these sites rank high in the search engines. The best offensive and defensive strategy to negate critical comments or harassment is to outrank your 'competition.' In this discussion, the competition may or may not be your business competitor. It could be someone who makes a business out of damaging business reputations.

To outrank your competition and abusers, a business needs fresh, relevant content. That's the key to search engine ranking these days - fresh and relevant.

**When you talk about content, it's not enough for a business to just create a website, correct? You're suggesting they become active in Facebook or Twitter or other social media venues?**

Exactly, but unfortunately many businesses are still reluctant or slow to engage social media. This is a huge mistake. They don't understand - or they may even ignore - how people make decisions these days.

**Which is?**

When a business has built a community of people who 'like' their business, these followers will support and defend the business against harassers. They take attacks on businesses they frequent and like personally.

For instance, if I owned a Toyota, then during their reputation crisis, criticism directed toward Toyota also faulted my decision to purchase a Toyota. Besides, I don't buy a Toyota from Toyota - I purchase it from a local dealer who might be my neighbor, friend or community leader. I don't want to see him or her hurt so I'll defend him against the naysayers. Think of a social media community as your digital "family." No matter how much you like or dislike your siblings or relatives, families rally when threatened by an outsider.

**I see. That's the 'social' part of it. And what you're describing is exactly what happened on the Redding, California Facebook page administered by Ruben Porras leading up to the restraining order hearing and almost immediately following it. He wrote posts in which he claimed that the restraining order was trying to take away his Facebook page - which was false.**

**But because he was controlling the message, his Facebook 'friends' had no way of knowing the actual nature of the restraining order - which was a business woman said she feared Ruben Porras, and her restraining order included supporting letters from other business women who also said they were afraid of him.**

**Even so, scores of the Redding, California 'friends' - absent any other information - came to his defense after he characterized himself and the Redding, Calif. Facebook page as innocent, baffled victims. They rushed to his defense to protect him - and 'their' page. I see what you mean about the supporters taking the attacks against Porras personally. He didn't have to drum up supporters at the last minute when the wheels were coming off the wagon. They were already on his Redding Calif. Facebook page.**

Yes. It's important to remember that these social media communities take time to build and can't be created on the spur of the moment. Without the content and an engaged community of followers, legal recourse may be the only other option.

But as I mentioned earlier, the process is slow, costly, unpredictable and likely ineffective in today's age of fast, if not immediate, communication.

***Social media communities  
take time to build and  
can't be created on the  
spur of the moment.***

**That must be a discouraging thought to businesses who are trying to protect their reputations while trying to run a business, too. Plus, to make matters worse, it seems that because it's the Wild West when it comes to social media issues, courts and law enforcement may not be up to speed, either. These are interesting times, that's for sure.**

**So, as long as we have you, Ira Wolfe, social media expert, I have one more question.**

**Aside from this issue at hand regarding cyber business-reputation-management, have you noticed any other trends with regard to adult-to-adult abuses on the Internet?**

Outside of stalking and porn, nothing comes to mind.

**Well, perhaps we'll discuss that another day.**

**Thanks so much for taking the time to talk with us today on [onanewscafe.com](http://onanewscafe.com), Ira Wolfe. We appreciate your input very much.**

**Ira S. Wolfe is a prolific author, columnist, business blogger and sought-after-speaker and expert on hiring and workplace trends. He is the author of the new book "Geeks, Geezers, and Googlization: How to Manage the Unprecedented Convergence of the Wired, the Tired, and Technology in the Workplace". His other books include "The Perfect Labor Storm 2.0, The Perfect Labor Storm Fact Book", and "Understanding Business Values and Motivators." He also has been columnist for "Business2Business Magazine" for the past 11 years.**

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# COMMISSION CRUSHER

MMVM 20

# How To Take Good Care Of Your Affiliates - And Make More

By Gerald Soh

Affiliates are your biggest assets in internet marketing. They bring in lots of sales for you as well as traffic without you having to do anything. All you need is a good product and you will surely make profits if you have affiliates promoting your product. Keeping affiliates motivated is not only about rewarding them with bonuses or money. You need to motivate them and keep them active all the time. This involves changing tactics from time to time and also tweaking your promotions when your sales does not have any changes.

## Your Words Matter To Them

The simplest yet most powerful method to motivate your affiliates is simply with your words. Your words are the most powerful weapon. Your words in the emails sent to the affiliates, on the sales materials, sales page and others that will encourage them to promote the product. If there are not affiliates approaching you and asking to join your network, it may be a sign to redo your sales copy.

Be sure to choose your words carefully, so that they are the most dynamic words to fit your meaning. Try not to use passive voice or negative words. Go through your sales copy thoroughly and try to improve it. Remove sentences which are only taking up spaces.

In your emails, if you pay extra attention to formatting and organization, this will increase the amount of affiliates reading it. Try not to write lengthy emails that will bore your readers. Also consider breaking your newsletter down into sections labeled with an attractive headline. The most important thing is to be honest and truthful to your affiliates.



## Keep In Touch With Your Affiliates

You should keep in touch with your affiliates regularly throughout the whole year so that they do not forget about your network. One of the best ways is to set up automated emails that can go out to your affiliates on predetermined basis, such as once a month. Newsletters are also a great motivating source that can help your affiliates. Informing your affiliates about positive sales figures and news about bonuses will encourage them to work harder.

## Run Promotions For Your Affiliates

Besides emails and newsletters, there are many promotions that can be organized to motivate your affiliates. This includes cash bonuses as well as holiday promotions. Offering customers free shipping, new upgrades, free specialized newsletters are a few methods that can benefit affiliate sales.

I do hope this article had been useful to you and spark your interest to join the proven online money-making industry with affiliate marketing.

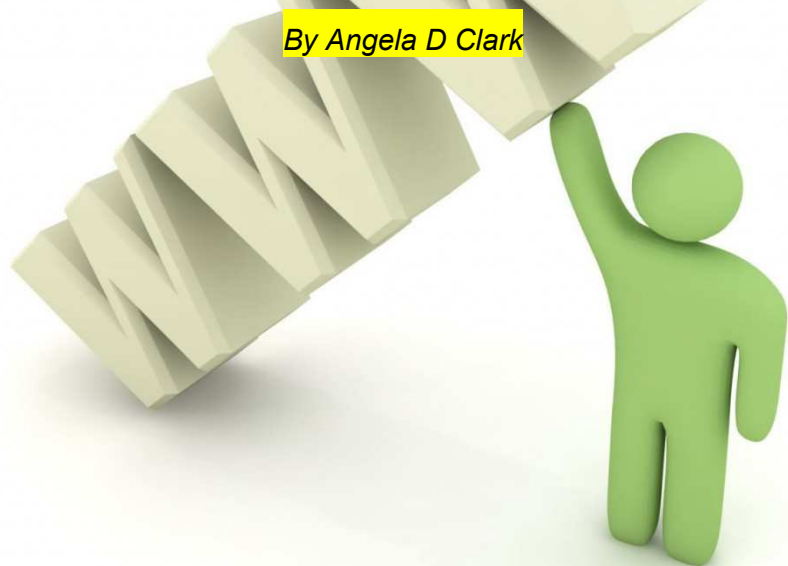
As an appreciation for your time, here is a free e-book that reveals how affiliate become millionaires on <http://www.ClickingProfits.com>.

**Gerald Soh is an internet marketer who specializes in affiliate marketing. Having learnt from Patric Chan, he now helps other people to achieve financial freedom. Go to <http://www.ClickingProfits.com> to get his free eBook worth \$47!**



# How to Survive and Hang in There in Internet Marketing

By Angela D Clark



LET'S BE COMPLETELY HONEST - IT'S TOUGH TO MAKE A STEADY INCOME WITH INTERNET MARKETING. FORGET WHAT ALL OF THOSE INFO PRODUCTS TELL YOU ABOUT EASY MONEY YOU CAN MAKE ONLINE. THE TRUTH IS THAT IT TAKES QUITE A BIT OF HARD WORK. BUT IF YOU'VE GOT THE RIGHT TOOLS, KNOWLEDGE AND ATTITUDE, YOU'LL SUCCEED.

Most internet marketing materials focus on tools and technology, but it's actually your attitude that will make or break you. Along the way in your journey, you'll face obstacles and you'll get burned out. Here is how you survive and hang in there when this happens.

## Failure = Important Lesson

Here is what you can expect from your early days as an internet marketer. You create an awesome plan that's going to be a huge hit. You launch and then watch as your ace marketing campaign turns quickly into a train wreck. Nobody buys and you just wasted hours of your time and effort.

Any guru or successful entrepreneur will tell you that you're not alone in failing miserably at your internet marketing ventures. All of us have done it. The difference between a successful marketer and somebody who gives up is that the successful marketer can see these failures as opportunities for learning.

As soon as you realize that all is lost, start to ask why. Look at everything you did and find the answer. The next time, you'll know how to do it better. The sooner you can get out there and start failing, the faster you'll learn how to do it right!

## Stay Inspired

It's a long uphill climb to success and it's easy for your motivation to flag. When things get tough or stale, or when they're not just producing results, it's easy to give up or get distracted by the promise of something new.

Take some time to sit down and think about what gets you inspired. What's the dream that first got you into internet marketing? Is it abundance and wealth? Is it the freedom of working for yourself? Come up with an image or statement that symbolizes this dream for you, and keep it with you at all times. It will come in handy when you start losing your inspiration to keep going.

## Chart Your Progress

Keep track of your progress as an internet marketer. At times, you may feel like you're not getting anywhere. When you feel this way, take a look at all of your past achievements. Think about where you were one year ago today. You'll quickly see that you've come pretty far already, and it'll seem like a shame to give it up.

Successful Internet marketers aren't good at what they do because they have an inborn talent or some kind of superpowers. They're successful because they stick with it when things get tough while others give it up. Consider this quote from Einstein:

'It's not that I'm so smart, it's just that I stay with problems longer.'

Want seven more ways to jump start your side hustle and begin making money from home? Download Angela's free step by step system for more ways to make money in your sleep or check out Angela's blog for more useful tips! Angela D. Clark is an internet entrepreneur and blogger who writes about ways to make a passive income online.

***The difference between a successful marketer and somebody who gives up is that the successful marketer can see failures as opportunities for learning.***

# mwm gadgets & toys

## Replace Your Headset Now With 'The Can'



We know you've tried when you were younger to call your comrades with 'The Can.'

Guess what? You can now relive your childhood and go back to basics, through a Kickstarter project by Monkey Wrench Design.

Through a USB-powered cream of corn can, the guys behind Monkey Wrench were able to recreate good ol' can as a replacement to your headset.

However, The Can is way better than the latter in terms of privacy— there's no way others can hear your top secret mission when The Can completely covers your mouth when speaking and your ears when message is transmitted to you.

The Can comes in various sizes too: The Can Club Kid can be conveniently squeezed in your bag; The Can Club Community Edition is your normal-sized The Can; The Can Club Commander provides notifications of missed messages; and The Can Club Trump Edition, which is 24K gold-plated and engraved with a message.

"We hope to make the world a better place by giving other people the joy we experience when conversing through The Can," the reinventors of The Can said in their Kickstarter page. As of writing, The Can needs \$29,000 more pledges to make it available to the public.

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



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



<http://www.gadgetfind.com>

## Dualcor cPC

Dualcor cPC basically is Windows XP on a device as small as a cellphone. This \$1,500 handheld has a 5-inch LCD display and runs Windows XP tablet and Windows Mobile 5.0 on a 1.5GHz processor. Users are able to switch between x86(XP) and smartphone. Battery life is quite acceptable: XP three hours, smartphone eight hours.

## New Water Powered Battery

Meet myFC's new PowerTrek portable water-powered fuel-cell charger. You never have to worry about electricity again when outdoors or on the road. As the company explains, "fuel-cell technology uses the chemical reaction between the hydrogen in water and special electrodes and electrolytes in fuel cells to generate electricity. What's better is that fuel cells never deplete — as long as you have hydrogen gas produced by water to flow through them, they can deliver an endless supply of cheap electricity."



<http://www.originofcool.com>

# You want it

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

## Sony's SmartWatch Launched

Sony unveiled their new Android powered SmartWatch back at CES in January, and the device has now launched and it will retail for \$150, it is designed to connect to your Android smartphone.

The Sony SmartWatch connects to your Android smartphone via Bluetooth and you can manage a number of your smartphones function direct from the watch, including reading text messages, email, and even managing calls.

The Sony SmartWatch comes with a 1.3 inch touchscreen OLED display with a 128 x 128 pixel resolution, and will notify you of incoming calls, texts emails and more by vibrating.

**Did you know**



What country has the highest number of internet browsers?

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

# Do You Use Special Days As Email Marketing Ideas?

By Michael Tasker

If you are searching for email marketing ideas then why don't you consider taking a rather obscure path and do something that your email list members will probably find amusing, entertaining and helpful, especially if you can weave the subject matter into the message that you are giving.

This idea centres on the use of a "Day". You may ask what on earth this is all about. Once you see for yourself the number of "Days" there presently are you will no doubt start to realize that there is great potential marketing opportunities waiting to be exploited. You just need to research and decide on which "Day" you could use to begin with.

So what is meant by the term "Day"? There seems to be an ever growing list of a day being dedicated to something or other. Now, some of the causes are very plausible and some are just weird. The never ending list goes from Peanut Butter Lovers' Day, Plant A Flower Day, Old Stuff Day, National Frozen Food Day to Ear Muff Day and covers almost every conceivable interest you can think of.

You are probably thinking if there is a specific day that has been created for an interest you have and whether you can use such a topic as the basis of an email or series of emails. The lesson here is to undertake some research to identify whether there is a "Day" for your particular niche. If so you can then take advantage of it and perhaps run a promotion on the lead up to it and make a very special offer just for those twenty four hours. The marketing opportunities are endless so you should start by writing down ideas and see what you can come up with.

If your niche does not have a "Day" then why not either ride on the coat tails of another "Day" that would appeal or amuse your niche and could be worked into your email marketing? The key is to create an email headline that raises intrigue and virtually compels the reader to open hit, where you then weave into your marketing message the story behind the "Day" which can include the special offer you have created just for this occasion.



Though what if you find that there is no official day that has been created for the niche you are marketing to? There is nothing to stop you inventing a day especially for your email marketing purposes. You can create your very own special day when there are special offers, discounts and free stuff, even a competition. The only limits are your imagination and energy!

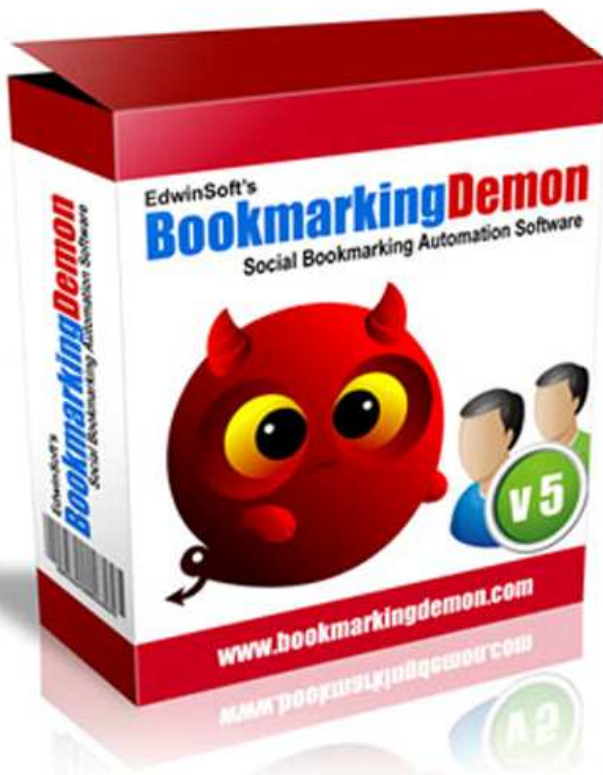
This idea of riding on the coat tails of a specific "Day" and weave it into your email marketing is one that most information marketers do not take full advantage of. Normally such topical marketing is centred on the main holidays of the year. For those that do take this idea, the result will be emails that are not only different from the norm but also unusual, interesting, fresh and engaging which is exactly what you need to achieve to get your email list members to take the exact action that you ask of them.

Who else wants to work at home online and have a successful niche internet business? Start where Michael T started. Don't miss out on the plan to show you how to grow your niche online business and make profits. You will be shown exactly what and how to do it. Claim your free Internet Marketing Insider's Report today at [email marketing how to](#)



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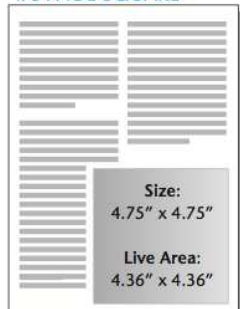
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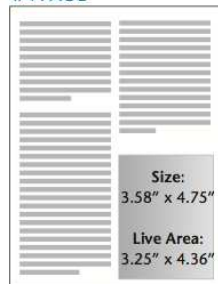
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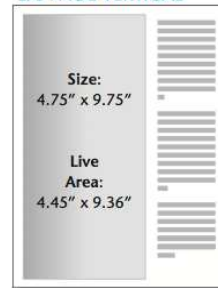
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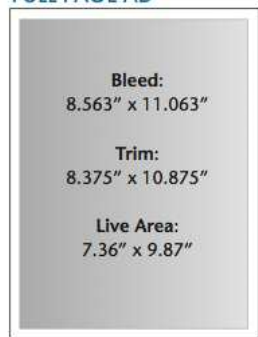
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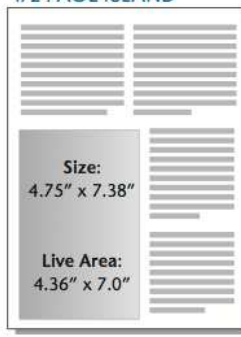
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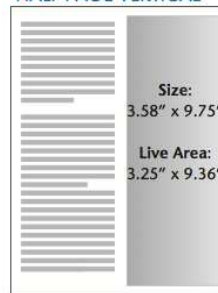
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# mwm tools

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



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MOVE YOUR  
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THROUGH THE  
CONVERGENCE  
OF SEARCH,  
SOCIAL &  
CONTENT  
MARKETING**  
by Arnie Kuenn

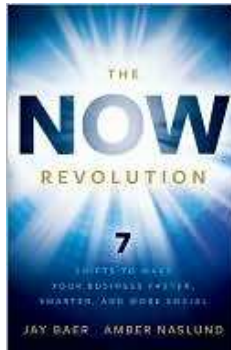
According to author Arnie Kuenn, who is also the Founder and President of marketing firm Vertical Measures:

- Interruption marketing is a thing of the past.

- Businesses that have been spending their marketing budgets on print, TV, banner ads, and even PPC are realizing that there is a better way.

Accelerate! aims to provide the reader with a comprehensive understanding of what it takes to execute a successful internet marketing strategy, no matter how big or small the business. The book provides insights into marketing using content, along with the execution steps needed.

It includes case studies and tools, along with showcasing contributions from Internet marketing industry professionals such as Jay Baer, Rand Fishkin and Joe Pulizzi.



**THE NOW REVOLUTION: 7  
SHIFTS TO MAKE YOUR  
BUSINESS FASTER,  
SMARTER AND MORE  
SOCIAL**

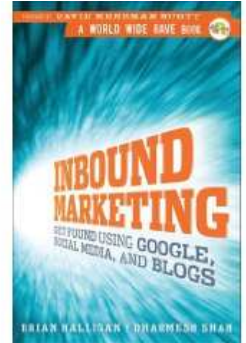
by Jay Baer and Amber Naslund

Co-authored by renowned marketers and social media experts, Amber and Jay provide a seven-part plan to make a shift in your organization and become more social.

Businesses are fixated on doing social media and treat it as a tactic, when really it's a behavior that must be engrained throughout the entire company and not in one department. This book shows you how to change your company from the inside out and is loaded with examples, case studies and checklists, making it a must-have in your office library or even better, as notebook on your desk. Most of us at Vertical Measures have read it and all highly recommend it. In addition, Jay and Amber are incredibly entertaining speakers, bringing the book to life across the country.

**INBOUND MARKETING:  
GET FOUND USING  
GOOGLE, SOCIAL  
MEDIA, AND  
BLOGS** by Brian

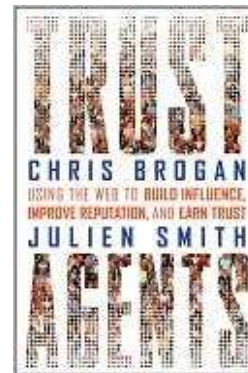
**Halligan (Author), Dharmes  
h Shah (Author), David  
Meerman Scott (Foreword)**



Inbound marketing-focused businesses have a 61% lower cost per lead.

*Inbound Marketing* is an actionable how-to guide to getting found via Google, the blogosphere, and social media sites.

- Improve your rankings in Google to get more traffic
- Build and promote a blog for your business
- Grow and nurture a community in Facebook, LinkedIn, Twitter, etc.
- Measure what matters and do more of what works online



**TRUST AGENTS: USING  
THE WEB TO BUILD  
INFLUENCE, IMPROVE  
REPUTATION, AND EARN  
TRUST** by Chris

**Brogan, Julien Smith**

In *Trust Agents*, two social media veterans show you how to tap into the power of social networks to build your brand's influence, reputation, and, of course, profits.

Today's online influencers are web natives who trade in trust, reputation, and relationships, using social media to accrue the influence that builds up or brings down businesses online.

The book shows how people use online social tools to build networks of influence and how you can use those networks to positively impact your business. Because trust is key to building online reputations, those who traffic in it are "trust agents," the key people your business needs on its side.

- Delivers actionable steps and case studies that show how social media can positively impact your business
- Written by authors with over ten years of online media experience
- Shows you how to build and wield influence online to benefit your brand
- Combines high-level theory with practical step-by-step guidance

If you want your business to succeed, don't sit on the sidelines. Instead, use the Web to build trust with your consumers using *Trust Agents*.

**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.



# **Paid Surveys at Home**

*Let your opinions earn you a paycheck.*

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Participate in focus groups

Take phone surveys

Try new products (and keep the free products too)

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**click here**



# mwm videos

<http://makingwebmoney.com/videos>

## 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>



## Feature Article

# How Are You Going To Go About Generating MLM Leads?

By Roger W Bicknell

Do you have deep pockets? No, I am not talking about pockets that you can reach deeply into. I am talking about pockets that hold tons of money. If you do not have a lot of financial means to depend on, and you wish to generate MLM leads, you may want to find out how to generate free leads. Sure, you can pay for the names and email addresses of potential customers, but why should you when you do not have to. Since there are just two ways to get those names, you will have to determine which the best method is for you.

As you are trying to decide which method you will use, you have to remember that there are some things to look out for. The first is the quality of the product you are getting. When you purchase the names and contact

information of people there is really no way to figure out just what kind of quality you are getting. Sure, companies involved in generating MLM leads do tell you that they are providing good quality products, but that is not always the case no matter how reliable those businesses are. Furthermore, there is no real way to determine if the people you will be contacting are truly interested in your products.

Another thing that you must remember is that when you are generating MLM leads for yourself you know exactly how fresh they are. You will also understand that those you are following up on do have a genuine interest in the exact product you are offering. If you have set up a good lead generation system, you will also have a lot more information than you might be able to obtain from those you may buy them from. You will even be able to set up a pre-qualification

process so that you will only be contacting those individuals who are ready to buy.

Since building a list is the best thing that you can do when you are working with Internet marketing, you have to be able to have a reliable source for generating

MLM leads. Once you have built up a reliable number of contacts, and branded yourself as someone who is an authority in your niche, it is simple to ask your contacts to recommend you to others. That way you will have a ready source for higher quality leads than might be possible when you are buying them from someone else. All you have to do is know how to generate that contact list.

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*There is no real way to determine if the people you will be contacting are truly interested in your products.*

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Roger Bicknell is an online marketer based in the UK, who is passionate about helping people or online marketers generate leads and cash flow for their online business. If you're looking for a simple, proven and predictable online income generating system, [click here](#).

# An interview with Small Business Expert, Roger Pierce, Co-founder of BizLaunch.com

By Donna Marrin

## Tell us about your business.

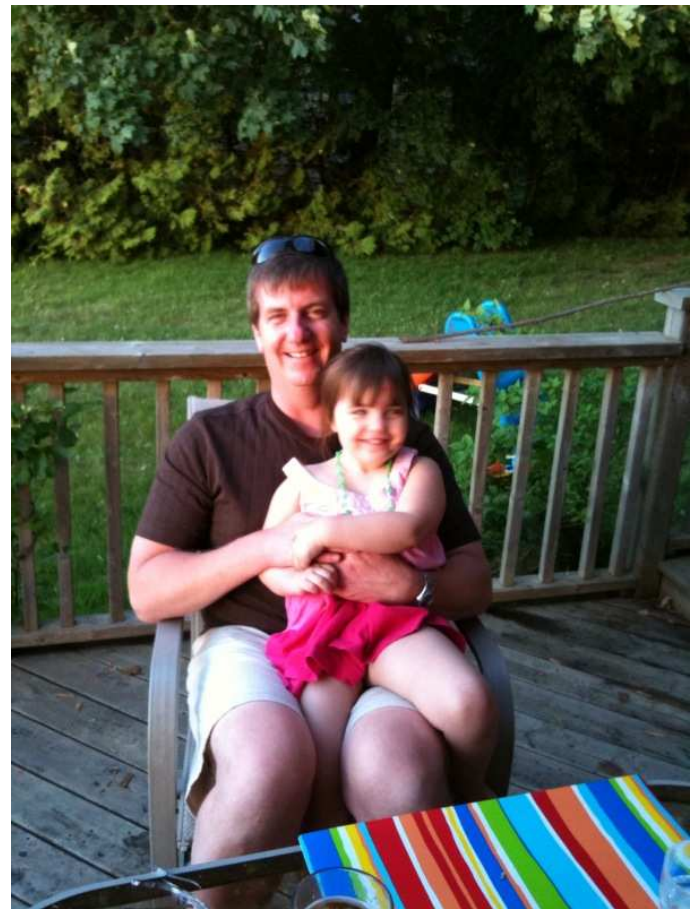
BizLaunch trains entrepreneurs running businesses less than five years old. We know how exciting, challenging, scary and frustrating those start-up years can be, so BizLaunch exists to give small business owners answers to their business questions, through our webinars, seminars, how-to articles, guidebooks, videos, tools and website. Every bit of advice we offer comes from our own experiences running many small businesses, or from the 20,000 entrepreneurs we've already trained. BizLaunch advice is free to entrepreneurs, thanks to our corporate partners such as STAPLES.

## At what point did you reach the 'fork in the road' that led you to the path you're on today?

I've always been an advocate for entrepreneurship, but about a decade ago, one of my companies landed a contract with the government to go out and promote self-employment as a career option for youth. We developed a program called BizBound. When we went out to deliver presentations, that's when I started to fully grasp just how many people had a business idea but didn't know how to go about launching it. A good idea without skills and training and execution won't succeed, and that's how BizLaunch can help.

## Did you have any doubts, and if so, how did you overcome them?

Every entrepreneur has doubts about succeeding – that's natural and healthy. I've always found it helpful to partner with people who complement my talents and compensate for my weaknesses.



*“Every entrepreneur has doubts about succeeding – that’s natural and healthy.”*

## What has your biggest learning curve been in terms of building your business?

It was learning how to work with really big corporations. We're a small business yet we earn our revenue from large businesses. I've had to learn how to modify the way I sell because big companies have very different buying criteria and very lengthy purchase timelines. I've learned to be more patient.

## Describe a day in the life...

My role at BizLaunch spans Marketing and Sales, so I'm responsible for connecting our company with more entrepreneurs and more corporate customers. Thankfully, we've grown to a point where we now employ people and vendors to do much of what I used to do in those areas, so my typical day involves meeting with those key people to support their work. That may include proofing a Media Release written by our publicists, brainstorming ways to overcome a sticky sales objection encountered by a salesperson, or discussing future blog topics with our Community Manager.

## You're also a dad—how do you balance your business and family?

My wife and I are both self-employed so we enjoy the good fortune of command over our schedules. That makes it much easier to be there for Kaitlyn, our three-year-old daughter. Tina and I review the week's activities to figure out who can pick up Kaitlyn from daycare, drop her off, take her to lessons or appointments. It works out pretty well, but I'll admit, my wife does way more of those things than I do! She is a terrific partner who makes the balance between business and family life possible. Being able to participate in our child's life the way we do is one of the best benefits to being

an entrepreneur. We can choose to work when we want, based on what we want to do with Kaitlyn. It's fantastic freedom that I wish on everyone.

## Do you have a favorite business tool or resource?

The Chapters around the corner! I love to read the latest business book to learn something new.

## What is the key to your success?

I think I bring a certain amount of confidence to our corporate customers. People with jobs always have someone else to report to, so it's natural for them to want to work with an individual or a company you can trust. My confidence comes from knowing our talented business team can fulfill promises and overcome any challenges.

## What or who inspires you?

While growing up, I was inspired to become an entrepreneur by my grandfather, John Pierce, who owned a successful land surveying firm. Today, I am inspired by my daughter, Kaitlyn, because I want to spend more time with her... and I can only do that by building a more efficient business.

What is the one piece of advice you would like to give to others thinking about starting a business?

Write a business plan! Too many entrepreneurs jump in without doing their homework. A business plan forces one to get organized, document thoughts and do research. It's essential for anyone starting up. It doesn't have to be complicated or lengthy... a simple ten-page and two-year plan will help steer the business owner in the right direction.

ROGER PIERCE is passionate about helping entrepreneurs achieve success. Co-founder of Canada's largest small business training company, [BizLaunch.ca](http://BizLaunch.ca), he's launched eleven small businesses of his own and personally experienced what he calls "the good, the bad and the ugly" sides of entrepreneurship. BizLaunch advises thousands of Canadian startups through its popular how-to seminars and webinars delivered with partners such as STAPLES.



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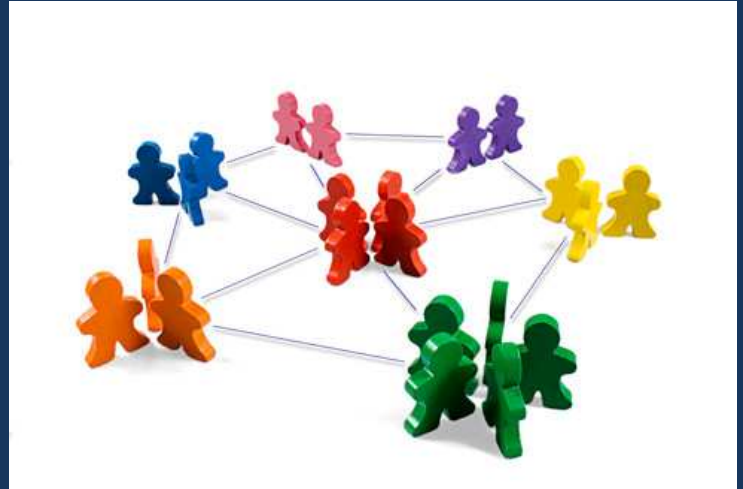
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- ✓ <http://www.youtube.com/watch?v=M7W0JWVJ9tQ&feature=related>
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- ✓ <http://www.youtube.com/watch?v=MDkZqW9WFq4&feature=related>

# Effective Link Building Strategies For Your Video Marketing Business

*By Lance M Davis*



**BUILDING LINKS AIMED BACK TO YOUR VIDEO MARKETING SITE COULD BE A VERY CUMBERSOME TASK AND SOMETIMES YOU MIGHT NOT KNOW WHERE TO BEGIN. LET'S HAVE A LOOK AT SOME EFFECTIVE LINK BUILDING STRATEGIES.**

1. Contact various other website owners and provide a link exchange. It really is advisable to get in touch with site owners with sites in the similar niche as yours. You can create a 'recommended sites' page or listing on your own website where you can put links to other websites that accept a link exchange.

2. Make a 'link to us' section on your site. This is to make a proposal to your site visitors to link back to your site. Give them all of the information that they'll need to link to your website such as URL and anchor text. Have a portion where they can leave their information for you to link to their website.

3. Make sure that your website contains quality information so that other webmasters will want to link to your website. Site owners do not want to be linking to a site that isn't of good quality and so the quality of your site is always important for link building.

4. Search the internet for other sites that may cite your website or your website content but don't include a link to your site. Contact those webmasters and ask them to include a link to your website.

5. Post feedback on blogs and include a link back to your site. Always make appropriate comments which are related to the post topic or your comment will not likely be accepted it looks like spam.

6. Make use of internal link building from within your own website. For example, when you make a new page or post on your site you can include a link to your main home page or other page on your site.

7. Article marketing is a really successful way to build backlinks. Write good quality articles and distribute them to article directories and put a link to your website in the author's resource box.

8. Offer to make a guest post on another person's blog. If you write a guest post for someone else's blog they get the benefit of new content for their blog and you get the benefit of being able to include a link back to your website.

9. Look at your competitor's backlinks and see if you can get some of those same sites to link to your website.

10. Make use of social networking sites such as Squidoo and HubPages to build backlinks to your website. It is easy and quick to make a Squidoo lens or HubPage and include a backlink in the content.

These are generally ten helpful link building strategies and you can utilize all of them or a few of them. The important thing is to utilize some strategies and put in the effort that is needed for effective link building.

**Video Marketing is actually a scheme which facilitates and encourages people to pass along marketing video clips about services and products available. Info Product Creation can benefit a lot from video marketing in order to fulfill business objectives and be profitable.**

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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.

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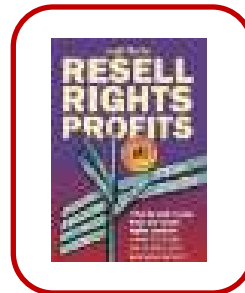


# mwm featured products

## Resell Rights Profits

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

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



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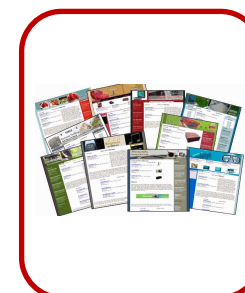
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## **iPad2**

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



# mwm contributors

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## Roger W. Bicknell

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

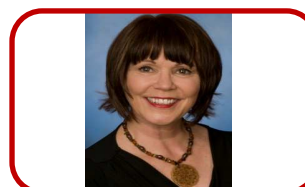
Roger knows first-hand what it takes to overcome adversity in order to succeed in the Home Based Business industry. He began his Primary Home Based Business in 1993, and began marketing online in 2009.

Roger has committed his life to sharing with others the proven, but simple, "non-selling" success system. This includes the true philosophies necessary for success in every aspect of life as well as franchise systems proven for the highest levels of success in generating leads and cash flow.



## Doni Chamberlain

Independent online journalist Doni Greenberg founded what's now known as [anewscafe.com](http://anewscafe.com) in 2007 with her son, Joe Domke of the Czech Republic. Prior to 2007 Greenberg was an award-winning newspaper opinion columnist, feature and food writer recognized by the Associated Press, the California Newspaper Publishers Association and E.W. Scripps. She lives in Redding, CA.



## Angela D. Clark

Angela Clark is a Platinum Level Expert Author in Ezine articles



## Ramona Goeke

Ramona Goeke is a veteran internet marketing expert and trains others in what has helped her succeed in online marketing.



## Isabel Isidro

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



# mwm contributors

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## John Jonas

John Jonas is a family man. He enjoys working from home and spending time with his kids. He has experience in real estate, insurance, internet marketing, and internet programming.



## Donna Marrin

Donna Marrin works as an advertising/corporate communications writer and editor, most currently as the Senior Copywriter/Editor for a leading Canadian retail chain.



## Gerald Soh

Gerald Soh is an internet marketer who specializes in affiliate marketing. Go to his website to get his free eBook worth \$47!



## Jan Swam

Jan Swam is passionate about Social Commerce and Internet Marketing related to Social Media, Local Business, Mobile Advertising and Search Engine Marketing



## Michael Tasker

Michael Tasker has a successful information publishing business covering internet marketing and other specific niches. He specialises 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.



# The Biggest Factors of Search Engine Optimization (SEO)

By Brandon S. McBride

"How do I keep people coming to my site?" The answer is Search Engine Optimization or SEO. Most business owners who have taken their business online have come across this method of online advertising with little knowledge on how to use it. When it comes down to it, SEO is not built off of a science that once learned allows you to plug in the numbers for the variables and then be launched into search engine heaven. Effective SEO is an ongoing experiment based off of certain factors, and when you learn the factors you're at least heading in the right direction with your knowledge of SEO. Below are three key factors that contribute to effective SEO results:

## 1.) On Page Optimization: Keyword Relevance

The first is intelligence. The intelligence of your website is determined by the relevance and frequency of important keywords relating to your business in the content of your website. The better the balance, the more intelligent your website becomes.

Let's say you're trying to rank for the keyword "Plumber" in the city of San Diego. If you don't have Plumber and San Diego on your website at all, then the search engines simply won't rank you for those keywords. Why? Because you're not relevant! Keywords bring relevance for your website in relation to search terms.

## 2.) Off Page Optimization: Link Building

The second of the 3 is strength. When your business has a strong number of influential and authoritative websites that link back to your own website, search engines recognize those links as having strength.

Okay, so you've taken care of your on-site optimization, and you're in a dead heat with other companies who are vying for the number one spot for the keyword, "Plumber San Diego". Link building is going to be a prime reason your website beats theirs. It will win if it's stronger. So, you need to go to different websites and directories and get your link on



their site. Examples would be: HotFrog.com, Brownbook.net, Manta.com etc. Also, be sure to get your link on industry specific directories. If you are a plumber in San Diego, try getting your website on various plumber directories and San Diego business directories.

## 3.) Housekeeping: Fresh Content

The last of the 3 is liveliness. Constant movement (content refreshment) assures search engines that you care about the health of your website because it is continuously active and fully optimized. This one is the simplest out of the 3. Just replace your content with new content at least once a month. New content ensures higher rankings and more importantly, that you won't lose your rankings!

Brandon McBride is a Senior Webmaster at <http://www.integritymarketingseo.com>

***SEO is not built off of a science that once learned allows you to plug in the numbers for the variables and then be launched into search engine heaven.***





# Discover the Process of Getting Business Online

By Jan Swam

Regardless of the type of business you have, if you have an online presence, it'll be important to discover the process of getting business online. In order to get business on the internet, one of the most important things you'll have to discover is that although customers will be available on the net, it will need to be directed to your web presence. If you simply have a web presence and nothing more, it will be difficult for visitors to find your products and services and eventually turn into conversions. Now, although this is true, there is a process that can be performed that will allow you to get more visitors to your website that is relevant, targeted, and interested in the products and services you are trying to promote.

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***Although customers will be available on the net, it will need to be directed to your web presence.***

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This process is called search engine optimization. By utilizing the techniques and methods provided by a search engine optimization service, you will be able to discover the process of getting business online in a way unlike anything you've ever imagined. It's important to realize that every owner will need to maximize on their exposure and visibility when it comes to being online. If this isn't done properly, you will limit your chances of getting the visitors your company needs in order to move the products and services you provide. With that being said, it'll be important to utilize an Search Engine Optimization (SEO) Service provider that can help you maximize on each of these opportunities.

By utilizing this service, you will be able to optimize each and every area of your website by having this company perform market research that will tell them how people are trying to find your services. They can then take this information and create content that is optimized with this search information as well as information that pertains to your products and services. Once this content has been created it will then be placed on your website in a way that allows search engines to crawl your site effectively, and have it indexed based on the information that has been found. In addition, you'll discover that a professional service will also distribute content on behalf of your business to other popular locations.

Once this content has been distributed to these other popular locations, you will be able to extract targeted relevant traffic from these locations as well. Although this is only a small fraction of what these SEO service providers will do for your company, you can already see the potential this will have as a result of you discovering the process of getting business online.

*Onfio helps companies understand the process of getting business online efficiently and cost-effectively. Onfio is a leading provider of online visibility solutions for small and local businesses.*

Ramona Goeke is a veteran internet marketing expert and trains others in what has helped her succeed in online marketing. For a free DVD bootcamp, check out <http://RamonaGoekeLive.com> or [Http://MyMaximumLeve rage.com](http://MyMaximumLeve rage.com) for more details.

# mwm back story

## Interview with Lisa Lam, Craft Business Expert

LISA LAM IS ONE OF MY FAVORITE ENTREPRENEURS. SHE HAS BEEN BOTH A CREATIVE AND BUSINESS INSPIRATION TO ME AS I'VE WATCHED HER GROW HER PASSION FOR SEWING BAGS INTO A FULL-BLOWN ECOMMERCE BUSINESS.



***“If you give value for money and you make your customers feel special they’ll will come back to you again and again.”***

While her business of making handbags and selling handbag hardware and fabric at U-Handbag might not be of interest to everyone, the way she runs her business *should* be of interest to anyone who wants to pursue a dream of working for yourself. Lisa is one smart business woman, and I've only built up more respect for her as I've gotten to know her better.

**Q:** Lisa, you've mentioned to me in the past that you have run a business before—can you tell us a little bit about that first business and what you learned from it?

**A:** I ran a small Chinese restaurant for two and three-fourths years. I was very fortunate in that the restaurant belonged to my parents. I officially leased the restaurant from them, paid them rent, and took all profits. My lovely Dad initially worked for me in the restaurant as paid member of staff for the first eight months until I fully knew the ropes. I feel I learned so many transferable skills and it gave me a real taste for being my own boss despite the fact that it can be very stressful and seriously hard work! With my father's expert help I learned all aspects of running the business: from stock control to dealing with suppliers, and customer service to managing staff.

I think one of the most important things that I learned from the restaurant is that if you give value for money and you make your customers feel special they'll will come back to you again and again. The restaurant business is so competitive, yet my modest (and shy) Dad was so well liked in our town and had lots of loyal customers whom he knew on first name terms. Because of him, I try my best to be friendly and helpful to all of my customers.

**Q: How did that first business prepare you for U-Handbag?**

**A:** I think it has helped me a lot in all sorts of ways. Besides giving me a grounding in business (as explained above). I think (importantly) running the restaurant helped prepare me mentally for running my own business; it helped psyche me up for what (possibly) laid ahead in terms of the sheer amount of work and worry. From the start, I was aiming for U-Handbag to be my sole source of income; that meant a lot of planning and a narrow margin for error. Whilst running the restaurant I saw that hard work and good product are only part of the equation, I learned you need to be very driven and passionate—I think the passion of the management/owner is what sets businesses apart. With drive and passion you will (somehow) bring your dream to life, you will put the hours in, do the research, you will learn what you need to learn, you'll pick yourself up when you trip, and you will pay for expertise you don't have—you'll just do it or you won't be able to sleep! Another important thing I learned from running the restaurant is that you have to be nice to your suppliers, but never ever hesitate to be firm if needs be.

**Q: Compared to many other home based businesses, U-Handbag had a decent amount of startup costs. How did you come up with that initial investment, and how did you decide how to spend it?**

**A:** The investment needed to start up the business was a combination of savings and loans from various members of my family. Three years ago, I went to a business start-up fair and I got into a wonderful conversation with the author of *The Small Business Handbook* and (amongst other things), he said two memorable things to me: "Sell online, that's where the future is," and he also said, "You're a small business SO DON'T borrow from a bank. You don't need the interest payments to put you under even more pressure as you're starting up. Make money organically, use your profits to plough back into your business to grow your business"—I have never forgotten his advice. I divided up the start-up money something like this: some money to live on for four months (supplemented by another job), money for website design, money for website programming and hosting, and money for stock and stationary. Fuel costs were taken care of because I started in our spare room.

**Q: You know I write a lot about the personal challenges of entrepreneurs. What have been some of the things that you have had to overcome in order to get where you are today?**

**A:** Ohh challenges, yeah there are a few ... I do get cabin fever sometimes. (It was worse in the beginning when I was putting in an excess of sixty-plus hours a week—don't ask!) There's always loads of stuff to do if you go looking for it! For the first eighteen months, I had no social life (it's still pretty limited), but now I have more confidence in the business and myself. I can easier walk away from the office and get a life! I do worry during the quiet times and I of course take it personally. When there is a lull, I try to get practical and perhaps start a promotion in the shop or do some bag making, or have long chats with my family.

At times like this, I do my very best not to get insecure about myself, or defeatist. This of course is hard at times, but my partner is so encouraging and supportive, which makes all of the difference. It has also taken quite a while to learn how to enforce a structure on my day to make the best use of my time. I found having a whiteboard, stickies, and starting the day with a checklist of duties that I'd like to achieve really helps. The more I get done in this way, the more I get satisfaction from ticking the boxes, and the less stuff to carry over to the next day. Another challenge is my severe control-freakery, I have always found it hard to believe that anyone would care about my business as much as I do which means that I do most of the daily running myself, but I am getting better at letting go and getting help from outside.

**Q: What's in the future for you and U-Handbag? Where do you hope to be with it in 10 years or so?**

**A:** I think the future for U-Handbag lies in branding my own products such as patterns, kits, and books. Also, I would very much like to be able to run a wholesale operation alongside the retail. Ten years!? It would be the best compliment to have happy customers in ten years time! In ten years time, I would love to have achieved the aforementioned things, but on a more global scale.

**Q: If you had to give an aspiring craft business owner just one bit of advice, what would you say is the most important thing they should know?**

**A:** Just one bit! That's hard! Um, I think it would have to be Love. It may have been said before, but I think in terms of success it's the source of everything. If you really love what you do, you'll do whatever it takes and the love will really show, it will be infectious. Even though U-Handbag sometimes drives me totally insane, I love her very very much. :)

For more craft business advice, Lisa writes for CraftBoom, part of the Sparkplugging network.





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