Making W E B MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »





My Coconut Oil Shop

Best Coconut Oil Products and Benefits







FIND OUT:

- The Truth About Coconut Oil
- Get to Know the Benefits of Coconut Oil
- The Ultimate Multi-Purpose Product: 5
 Ways With Coconut Oil
- Coconut Oil Is Truly A Wonderful Product And Can Also Be Beneficial For Your Overall Health
- How to Use Coconut Oil for Personal Care



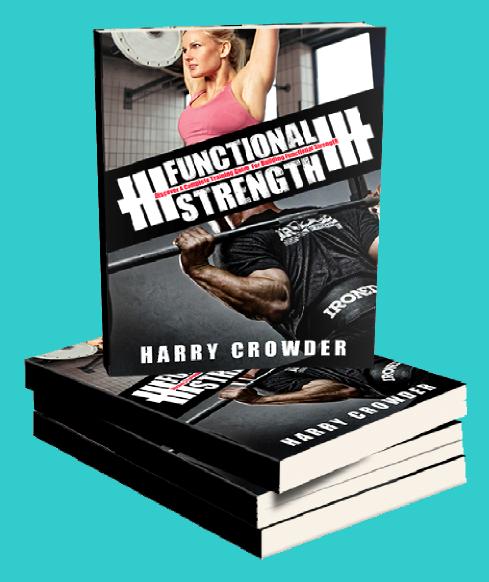
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[APRIL 2016]

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MWM editors letter



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

Internet Marketing - A Brief: By: Herman Schneider - Internet Marketing: Content Writing By: Lynn Gordon - Creating Connections through Internet Marketing By: Lynn Gordon Internet Marketing: Important Questions By: Orlando King Internet Marketing 101 - By: Herman Schneider Internet Marketing: Get Your TIME Right! By: Daryl Fletcher - Internet Marketing: The C-Word By: Orlando King - SEO Articles and Internet Marketing: By: Claudia Norris - Internet Marketing -The Connections By: Daryl Fletcher MWM Success Story -Spotlight on: Starting a Sitters Agency - MWM Ask the Expert Interview with Monica Wright, Director of Audience Engagement for Search Engine Land - MWM Q&A Social Media Expert Interview: Guy Clapperton - MWM Back Story - How Victoria Tsai Turned a Geisha Secret into a Cosmetics **Innovation**

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

Don't forget we have Some Great Back Issues too!

Talk to me Facebook.com/harrycrowder



Twitter.com/harrycrowder

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

Write to me at: harry@harrycrowder.com

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Making Web Money Online Marketing Magazine

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Advertising See Above

Contributors

Various experts in their fields

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Tell us what you like and don't like about Making Web Money Digital Marketing magazine.

What worked for you or what you think sucks, then we can make Making Web Money an even better magazine.

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

harrumharruman com

MWM inbox

What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

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

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

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

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.

For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. -Ed.

Press Belease Software



20% of online viruses are released by organized crime units.

MWM what's on





APR

The eMetrics Summit brings together marketing analytics practitioners, experts and visionaries to discuss capturing and applying insights from data. Take a deep dive into the latest strategy, tactics and tools necessary to achieve stronger, measurable results from your digital marketing campaigns.

As the leading conference covering the impact of data & technology on marketing, eMetrics Summit focuses on driving business results through data analysis and technology adoption.

APR 10-17



2nd Annual Digital Marketing Conference connects digital marketing professionals with new customers, ideas, technologies,



and business opportunities. Learn to attract and satisfy customers through digital strategies, social media marketing, search engine marketing, analytics, mobile integration, and other best practices while cruising the Caribbean.

what'son

Here are a few quick reasons you don't want to miss Hero Conf:

- Exclusive PPC content means no "clutter."
 Expect original and innovative content
- A 10-to-1 attendee to speaker ratio means you can accelerate your personal and professional skills with focused content and networking opportunities
- Our extended agenda allows you to have VIP access to industry experts
- A "best of both worlds" perspective gives you access to speakers with both big picture and "in the trenches" experience



APR

25-27



Digital Marketing World Forum When: 13-14 April 2016 Where: Felix Meritis, Amsterdam

#DMWF is a digital and social marketing conference which brings together the worldwide marketing community to tackle the challenges that the digital future presents. The landscape is always evolving and we are looking to help digital marketers equip themselves and address the challenges.

- Managing the explosion of customer data that digital and social provide – analysing this data, using it to personalise communications
- Forming digital strategy that understands and exploits new digital channels and devices
- Understanding the technology needs for effectively marketing, and translating those needs into roadmaps for development
- Overcoming financial constraints and demonstrating ROI
- Generating content marketing and engaging customers
- Maintaining reputation and reaching new audiences

The #DMWF agenda will tackle these challenges as case-study led content, interactive debates and structured innovation labs.

G Quotable:

"The digital revolution is far more significant than the invention of writing or even of printing." ~Douglas Engelbart

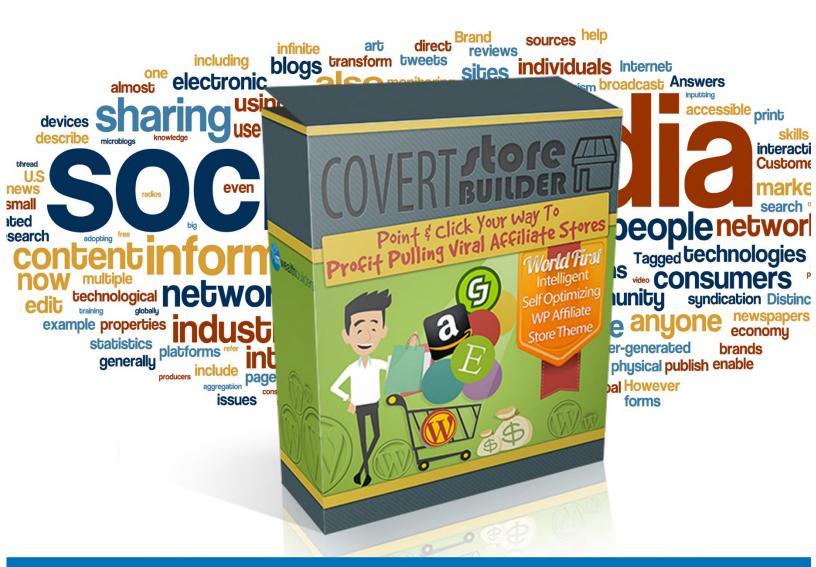
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MWM news

ALLIANCE FOR AUDITED MEDIA LAUNCHES ITS AD BLOCKER DETECTION SERVICE

Organization touts the service as the first such detection tech "from an independent, unbiased third party."

On the heels of the Internet Advertising Bureau's (IAB) recently released primer on ad blocking, the Alliance for Audited Media (AAM) has launched an Ad Block Gauge so websites can detect ad blockers.

It comes in a standalone version or as part of the Illinois-based organization's new Site Certifier tool for website and app metrics.

Vice President of Product Leadership Joe Hardin told me that the Gauge is free when included with the Certifier, but there is a fee when it's standalone. The pricing, like that of Certifier, is figured out on a case-by-case basis, dependent on traffic.

AAM bills the Gauge as "the industry's first ad blocking detection technology available from an independent, unbiased third party." IAB also offers a free ad blocker detection script, and other such tools are available from various ad tech companies and other sources.

Hardin said the difference is that this is a service from a neutral thirdparty source that is not selling advertising. To use it, a site adds some JavaScript to pages on the site, which call the online service.

The Gauge provides data in a custom dashboard set up by AAM about percentage of page impressions blocked, as well as the operating system, geolocation and device type of the blocking visitor.

But there's no information on how many or which ads were blocked, nor on the specific URLs of pages blocked, so the publisher can't assess the financial impact. There's also no indication of which ad blocker software has been employed.

Earlier this week, the IAB released a "Publisher Ad Blocking Response Primer," which included a four-step strategy for publishers to fight ad blockers, under the acronym DEAL:

- Detect ad blocking, in order to initiate the conversation
- Explain the value exchange that advertising enables
- Ask for changed behavior in order to maintain an equitable exchange
- Lift and Levy restrictions in response to consumer choices

Hardin said Ad Block Gauge was "a first step" by AAM to support the detect step in the IAB approach, helping to "initiate the conversation."

Amazon leases planes to take greater control of shipping and delivery costs

The company will lease 20 Boeing 767s from Air Transport Services Group.

According to a report in The Wall Street Journal, Amazon has secured a shipping partner in an attempt to take more control over its shipping and delivery costs. The company has relied heavily on third-party shippers such as UPS and FedEx, and this deal could be a prelude to building its own transportation and logistics network.

Amazon is reportedly going to lease 20 Boeing 767 planes from Air Transport Services Group. The WSJ article says that the partnership will allow Amazon to control and deliver up to 15 percent of its shipping and package volume.

Analysts believe the move is about cost savings but also about reliability. Numerous packages have been delivered late over the holidays during the past several seasons because shippers such as UPS and the US Postal Service were overwhelmed by volume. The late delivery of packages ultimately reflects on Amazon and its brand.

Amazon Prime memberships, which have been growing and may number up to 80 million globally, put additional pressure on logistics companies to deliver at accelerated rates. According to third-party estimates, Amazon paid more than \$4 billion to shipping and delivery companies in the fourth quarter of 2015.

It's not entirely clear whether the Air Transport Services Group leasing deal is the beginning of a larger Amazon logistics network or whether it's simply to provide extra capacity as an insurance policy against problems with third-party shippers.

Amazon will now effectively be both a customer and a competitor of shipping services, both in the US and abroad. Amazon drone delivery, known as Prime Air, and Amazon Fresh are other examples of efforts to built an alternative transportation network. The company has also leased thousands of trailer-trucks that now carry the Amazon brand to more efficiently move goods between fulfillment centers.



MWM TRAINING

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

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

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



Internet Marketing Made Easy Training Guide

Feature Article.



If your products are great, there will be an automatic unpaid publicity on social media by happy customers, so don't forget your main task-create quality products.

Let us admit it, in today's age there is no alternative to Internet Marketing. I mean just think about it. The internet hasn't split the world into two but has created an alternate dimension to the real world, which is called the virtual world.

Most of us have one foot in both the worlds. The younger generations depend on the virtual world more when it comes to communicating, dispersing ideas and sharing information. It is also easier for things to gain popularity or go viral on the web than it is in the real world.

Even some of the well-known celebrities are famous because of their online presence.

So imagine the scope that online marketing has for any kind of business. It can be the thing which creates the difference between a modest success and a massive success.

When you go for internet marketing, know these:

- It will enhance your online presence and visibility.
- When you create meaningful and engaging content, it would eventually lead to higher web traffic for you as people would redirect themselves to your official website.
- However, increased web traffic is the outcome of dedicated and continuous effort. It doesn't happen overnight, so don't lose any sleep over it.
- If you have been investing in internet marketing but don't see any rise in the sales numbers, then there is something wrong with your marketing strategy and not with the entire concept of internet marketing.
- If your products are great, there will be an automatic unpaid publicity on social media by happy customers, so don't forget your main task- create quality products.
- Don't try to manipulate your customers. They aren't stupid. If they suspect foul play, they will not want to touch your product even with a stick.

MWM success story

STARTING A SITTERS AGENCY

"Neither of us had ever started a business before but we knew from past experiences that we worked well together and were both passionate about the idea."



service connecting people in Barbados with reliable nannies, house sitters, and pet sitters. Their story shows how it is possible to run a successful business with your close friend by having a clear vision and balancing each other out. They even juggle full time jobs at the same time.

Quotable:

66

"I do two things. I design mobile computers and I study brains." ~Jeff Hawkins

WHAT MOTIVATED & INSPIRED YOU TO START YOUR BUSINESS?

I recognized the need for an agency here in Barbados after I worked as a nanny during my Amsterdam. Masters in approached my close friend Sheena about starting this business together because I knew that Sheena also has extensive experience in childcare. Neither of us had ever started a business before but we knew from past experiences that we worked well together and were both passionate about the idea.

TELL US ABOUT YOUR BUSINESS...

Sitters Island is а fully comprehensive online agency service based in Barbados, pairing families with qualified and trustworthy babysitters, house sitters. pet sitters. nannies and tutors. The is simple: Island service Sitters saves their clients' time and gives them the comfort in knowing that thev'll provided with trustworthy, reliable sitters, nannies and tutors.

Our business is built on trust, and since we're in a small island, word-of-mouth referrals has been our strongest communication tool so far.

.



WHAT WERE THE FIRST FEW STEPS YOU TOOK TO GET YOUR BUSINESS UP AND RUNNING?

Before we launched, Sheena and I started indirect market research by recruiting sitters via Facebook and word-of-mouth and then offering their agency services to families free of charge, to get a feel for the business. We asked for a lot of feedback and it gave us great insight into the childcare sector. Through this research, we recognized that there was a gap in the market for the services we had in mind, for both local families and families visiting the island. Parents and homeowners often had a difficult time when trying to find suitable people to look after their children, pets or home. The community was excited about an easy to use, professional sitter platform in Barbados. With that experience, Sheena and I felt prepared to officially start offering Island Sitters' services on October 1st, 2013.

Just before we launched, we heard about a local Entrepreneurship Competition, which offered great prizes for the winning business concepts. We entered Island Sitters into the competition as it was a great opportunity to push the business concept even further. The competition was run very well with a professional team offering support and workshops to all of the competitors. Sheena and I put a lot of blood, sweat and tears into our entry, and really gave it our all when it came to pitching the idea. Thankfully, the judges shared our vision for what Island Sitters can offer Barbados and the region and we won the competition! What started with a simple, straightforward 'side business' has now developed into a full-time start up thanks to the competition.

WHAT HAS BEEN THE MOST EFFECTIVE WAY OF RAISING AWARENESS OF YOUR BUSINESS AND GETTING NEW CUSTOMERS?

Our business is built on trust, and since we're in a small island, word-of-mouth referrals has been our strongest communication tool so far. We offered the service for free to certain clients who have a strong network, so that they could help spread the word.

WHAT HAVE BEEN YOUR BIGGEST CHALLENGES SO FAR WITH RUNNING YOUR BUSINESS?

It's been one hell of a ride, and I've learnt enough in a short time to make this experience feel like another stressful Master's Degree. Both Sheena and I juggle Island Sitters with full time jobs in marketing and it's really difficult at times. We work around the clock answering emails, phone calls and any issues which may arise.

HOW DID YOU OVERCOME THESE CHALLENGES?

There are as many horror stories as there are success stories of friends going into business together but we didn't think of that at the time. Truth be told, neither of us had a clue as to what we were in for and I think that naivety saved us in the beginning. Luckily, we both had a clear vision of what we wanted to do with the company and the competition. Our friendship is what helped us through the late nights and the never ending financial forecasts. Our personality differences help balance things out. The nature of our friendship is also what has kept things going; Sheena and I are both straight shooters and I'm so grateful for that. She keeps me in line when I get distracted, and I like to think that I can calm her down when things get stressful. I think being honest and frank is valuable in any relationship. and I feel very lucky to work with a friend who is both of those things.

We just hired our first staff member to help us out with sales and admin, so hopefully this will help ease the load! We eventually want to hire a manager to take over the administrative side of things for us full time, so that we can focus on client relations and expanding the brand even further.



WHAT DO YOU LOVE ABOUT RUNNING YOUR OWN BUSINESS?

I love knowing that Island Sitters is 'our' baby – it's the same sense of pride you feel when you've finished a really difficult school assignment, or a piece of art that you've been working on for a long time. No matter what anyone else thinks of it, you feel a sense of accomplishment knowing that that piece of paper is YOURS and nobody can take that away from you. In hindsight, I would have done a few things differently, but the underlying principle would remain the same: bring an idea to life and make it happen.



WHAT ADVICE WOULD YOU GIVE TO OTHER ENTREPRENEURS?

'Go for it!' Too many people sit on great ideas and never do anything about it. Don't be afraid to ask for help! We recognized the value of mentors early in the game. If you're not seeking advice and learning from others' experiences, you're not optimizing your time and missing serendipitous opportunities. This is especially true in small communities, where it's really important to recognize the power of your network.

HOW DO YOU KEEP MOTIVATED THROUGH DIFFICULT TIMES?

We're learning to focus on the long term and not get disappointed by the lack of crazy growth numbers often cited in start-up success stories. It can take a lot of time for people to notice real value and to trust a new brand, but we're focusing on our client experience and offering a convenient service that people love.



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MWM ask the expert



QUESTION: WHAT ARE YOUR PRIMARY RESPONSIBILITIES AS THE DIRECTOR OF AUDIENCE ENGAGEMENT FOR MARKETING LAND AND SEARCH ENGINE LAND?

Answer from Monica Wright: It's a new position – my job is to ensure we are growing engagement with Marketing Land and Search Engine Land on site and via external channels, primarily via social and email. We want our audiences to read and share our content, and connect with us one way or another. My job is to improve that. It has only been a month, and people may haven't seen big changes yet, we're just extremely methodical in our process.

INTERVIEW WITH MONICA WRIGHT, DIRECTOR OF AUDIENCE ENGAGEMENT FOR SEARCH ENGINE LAND

By: Nick Stamoulis

Recently I had the chance to interview Monica Wright, the Director of **Audience Engagement for Search Engine** Marketing Land Land. and online Monica is a veteran marketer with over 15 years of media and content marketing experience, building audiences and visibility using search, social marketing and diagnostic SEO. She is also a regular speaker at industry events such SMX. SMX Advanced, as PubCon Social Media and Breakfast Maine.

COVERT VIDEO PRESS

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

And With This Game Changing WordPress Theme You Can Cash In On This Lucrative Video Trend,

Without Ever Having To Create A Single Video



How The Covert VideoPress Theme

Siphons Hordes Of Traffic



To Your Blog!

MWM ask the expert



QUESTION: WHAT ARE SOME OF YOUR FAVORITE SMX SESSIONS THAT YOU'VE MODERATED OVER THE YEARS?

Answer from Monica Wright: One of my favorites was a Google+ session from SMX Social Media December 2012 with Mark Traphagen, Adam Audette and Bob Stanke from the Minnesota Timberwolves. The presenters were extremely relaxed and knew their stuff, and it was one of those great panels where the flow just happens. It was fun, but you can tell the panelists worked hard and were extremely prepared. Bob also threw little basketballs into the audience. Everyone was just into it.

QUESTION: YOU COME FROM THE LAND OF OFFLINE PRINT MEDIA—DID YOU HAVE TO CHANGE ANYTHING ABOUT THE WAY YOU APPROACHED CONTENT CREATION ONCE YOU MOVED ONLINE?

Answer from Monica Wright: There was always a sense of urgency, but now quality and accuracy seems more important than ever. The tools to create content now offer a lot of sourcing and listening mechanisms, which is supposed to make things easier and speed up the publishing process. But that's the problem – it's too easy to hit that "publish" button. There's also that challenge of creating content for different kinds of consumption; you need a headline that's search friendly, a different headline to tweet, a really good image to show up in a feed, and think about how your content will show up on Facebook, LinkedIn, Google+ and everywhere else.

The tools to create content now offer a lot of sourcing and listening mechanisms, which is supposed to make things easier and speed up the publishing process. But that's the problem – it's too easy to hit that "publish" button.

QUESTION: DO YOU FIND IT'S EASIER OR HARDER TO CREATE CONTENT FOR THE ONLINE READER VERSUS THE "PAPER PEOPLE"?

Answer from Monica Wright: In the spirit of transparency, I wasn't a content creator at the publishing companies I worked for – I actually started in circulation, which morphed into audience development. But to answer your question, to create good content takes just as much skill and talent online as it does in print. If anything, some different technical skills or understanding of social platforms help tell good stories online.

QUESTION: MANY STUDIES ARGUE THAT OUR ATTENTION SPAN IS GETTING SHORTER AND SHORTER; DOES LONG FORM CONTENT STILL HAVE ANY APPEAL TO THE AVERAGE READER?

Answer from Monica Wright: Oh absolutely. If that were the case nobody would read books. But seriously, there's quite a long form movement online with longform.org and longreads.com. Tumblr has a featured tag dedicated to long reads. Just reading on an iPad changes that behavior. There was a recent article on Forbes.com about how short form and long form can work together, it's pretty revealing.

QUESTION: DO YOU THINK SOCIAL ENGAGEMENT, **SOCIAL** SIGNALS, AND **AUTHOR AUTHORITY WILL BECOME MORE IMPORTANT** THAN **TRADITIONAL** LINK **BUILDING WHEN IT COMES TO BUILDING** YOUR ORGANIC SEARCH PRESENCE?

Answer from Monica Wright: This is going to sound a bit off-putting for hardcore search professionals, but I 've stopped thinking about "traditional link building" a long time ago. To me, link building is outreach, getting your content visible to the right people at the right place at the right time, and getting people to share it. So yes, it's important. It's just not about getting links, it's about being a quality source. Does it matter for search? Yes, just look at the impact on Google+, specifically.

You don't
demonstrate value by
explaining what you
did. You demonstrate
value by showing
what happened.

QUESTION: IS GOOGLE+ A "REAL" COMPETITOR TO FACEBOOK?

Answer from Monica Wright: Google+ is a totally different platform than Facebook. Sure it competes for attention, just as Twitter, LinkedIn or any other social platform does. The advantage Google+ offers is that tie in to Google's ubiquitous go-to for searching people, places and brands. You just can't get away from that Knowledge Box or authorship. So it has this almost "passive" importance whereas Facebook users are right there in the Facebook eco-system. Just different.

QUESTION: WHAT ARE SOME OF THE BIGGEST MISTAKES YOU THINK MARKETERS MAKE WHEN IT COMES TO SOCIAL MEDIA MARKETING?

Answer from Monica Wright: Consistency, thoughtfulness and demonstrating value. You don't demonstrate value by explaining what you did. You demonstrate value by showing what happened.

QUESTION: WHAT ARE SOME OF YOUR FAVORITE SOCIAL MEDIA AND SEO-MINDED TOOLS?

Answer from Monica Wright: I have so many for so many reasons. Some more advanced, under the radar ones I really like digging into include Social Crawlytics, Twitalytics (both free), Simply Measured, and Chartbeat. I'm really excited to try out this new tool called Spinnakr, which allows you to change your site messaging on the fly based on where your traffic is coming from. Haven't dug into it yet, but I'm hoping to soon.



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

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

Your Reward From Me For Taking Action Today Is ...

"A Complete Amazon Affiliate Plugin Package"

Packed With Everything You Could Possibly Need To Build A Successful And Profitable Amazon Affiliate Niche Empire....Starting Today!

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- Affiliate Product Comparison Plugin
- Top Sellers Uncovered ...

This plugin will get the bestselling products for your keyword from these 8 top shops:

• Amazon Walmart Target Macys Sears Overstock JC Penny HSN.com BestBuy.com

And as a bonuse it will also get related keywords from:

• Google Suggest Ebay Pulse Shopping.com Shop.com PriceGrabber.com

Until recently you as an Amazon <u>affiliate</u> was not allowed to optimize your website for mobile users. But since early September 2013 Amazon decided to delete that rule from the TOS and you are now allowed to optimize your website for mobile devices.

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

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

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

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

Learn More Here

Feature Article

INTERNET MARKETING: CONTENT WRITING

By: Lynn Gordon

Internet marketing is synonymous with content writing. Content writing can be considered an art in itself. Though it seems extremely simple, it most definitely isn't so. Especially creating the content that is meant to go on your promotions, website and advertisements is an extremely difficult affair.

This is because in most cases you are required to do many things within a few lines- from introducing your good, to stating its pros, its attributes, its USP, etc. while keeping the potential client base hanging on every word.

You have to remember that the people you are reaching out aren't obliged to read every word you have put out on the internet. You are the one who has to compel to read up the matter you have provided and thereby develop a sustained level of interest.

Your content is the very first way by which you interact with the client base and trust me when I say they will judge you by the very first sentence that they read. And if they don't like it, they will not take the trouble to read the rest, no matter how wonderful it is.

So there are a few pointers that should be taken of:

- Keep the content interest and intriguing.
- Special emphasis to be given to the beginning of the matter. Start and end on a high note.
- Mention your product a couple of times, because it is ultimately product placement that you need.
- Use simple words. No one has the time or the inclination to open a dictionary.
- Keep the tone conversational. Use the language which your targeted audience uses.
- Make it as short as possible. Use as many paragraphs as possible. Nobody likes reading the dense material.
- Eliminate unnecessary words and avoid repetitions.



 Keep the sentences short and curt. Take an example:

So say yes to XYZ, because it is XYZ that will give you an edge and make you stand out of the crowd which we all know is what really counts when it comes to leaving an everlasting mark in your chosen field.

Compare this to-

XYZ gives you an edge and makes you stand out from the rest. It is easier to leave your mark and impress the right people. So, give yourself a chance, and go for XYZ!

I think I have made my point.

Special
emphasis
to be given
to the
beginning of
the matter.
Start and
end on a
high note.



CREATING CONNECTIONS THROUGH INTERNET MARKETING

By: Lynn Gordon

Internet marketing is one of the very few platforms which give companies a platform to share their stories. Why would you want to share you a story? Because by doing so, you give your firm an attribute which your customers can relate too.

Your targeted audience will find it easier to trust you and will have greater confidence in your products.

Sharing your story and your firm's is a great way to build a connection. But people usually get confused as to what exactly they should share. Remember to share those snippets which your customers can relate too. For example:

- What made you want to start your company?
- What gave you the idea for your product?
- What keeps you and your team going?
- What does your company value the most?
- What do you hope to achieve?

The customer feels more comfortable when he or she gets to know more about the firm. But remember to give information only on those aspects of your firm which you think your audience will find interesting. Keep this in mind when you are designing the content:

- Don't make it boring.
- Don't be aggressive. You are not exactly selling right now, you are sharing.
- Don't try any kind of manipulations.
- Don't be vague and distant. Your aim is to connect, not confuse.
- Don't give an eclipsed view of your company. Makes it look suspicious.
- Don't make it an essay with a series of paragraphs.
- Keep it simple.

Paradoxically, the material that you end up writing should be more about your customers than your firm. The question is how do the consumers get enrichment from your experiences, how will you create a difference in their lives. So it becomes both storytelling and marketing, but the difference is so subtle, it is hard to spot.





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MWM gadgets & toys

IROBOT BRAAVA JET MOPPING

The iRobot Braava Jet Mopping Robot will retail for \$199 and it will spray a jet of water on your floor and then move around mopping it up.

The device comes with three different cleaning pad, wet mopping pad, a damp sweeping pad and a dry sweeping pad, the device will cost \$199 and a pack of 10 pads will cost \$7.99, there will also be a washable cleaning pad which will cost \$19.99.



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SMART EPANTS tactless technology

- Carry out transactions with a pelvic thrust or a gentle twerk
- ✓ Forgotten your wallet? No problem
- ✓ You're paying out of your ass literally
- ✓ Also ideal for small deposits
- Prevent the ultimate First World problem card clash!
- ✓ Effortless money transfers between you and other ePants wearers

https://www.firebox.com/

You want it

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

HAVAHART BARK STOP COLLAR OFFERS SOME MUCH NEEDED PEACE IN THE NEIGHBORHOOD

The Havahart Bark Stop Collar is a training collar that safely makes use of a series of corrective static stimuli options in order to effectively help reduce nuisance barking, and it claims to do so within a mere week, now how about that? Surely it sounds like a miracle of sorts, don't you think so? There is a vibration probe that distinguishes the bark of individual dogs which will activate the Bark Stop Collar technology. The sensitive probe technology will be located directly on the dog's neck, and it is responsive enough to detect barking without being affected by background noise.



http://www.coolest-gadgets.com/

ULTRALOQ SMART LOCK CAN BE OPENED USING SMARTPHONE, KEY, CODE OR FINGERPRINT



A new Bluetooth enabled fingerprint and touchscreen smart lock has been created called the Ultraloq UL3 BT, that has been designed to be 'RealKeyless' for maximum flexibility and convenience say its developers.

The new smart lock allows you to use your smartphone and companion app, key, code or even your fingerprint to unlock any door that it is fitted to. Watch the promotional video below to learn more about this unique smart lock and its features.

The Ultraloq UL3 BT smart lock is currently over on the Indiegogo crowdfunding website and has already raised over \$56,000 with still over 30 days left remaining on its campaign thanks to over 270 backers. Its developers explain more about the inspiration and construction of the new smart lock.

Everyone's fingerprint is unique and no one can steal it from you. Our advanced fingerprint technology uses a scratchproof, dustproof and waterproof sensor to make unlocking easy and secure. 95 fingerprints can be enrolled. Identifies you in less than 0.5 second and works well for kids and the elder.

Your smartphone is now your key. Just unlock your door using the Ultraloq App on your phone. Ultraloq UL3 BT uses Bluetooth Low Energy which means that Ultraloq will keep working even in the event of power or internet outages. "Antipeep password" ensures that strangers can't steal your password by looking at worn-out keypad digits or watching you nearby when you enter the password. This function allows the user to type in any number of random digits, and can still gain access as long as the 1 correct password is embedded in the longer set of numbers.

3 mechanical keys for backup. A keyhole is positioned specially on the bottom to give extra security in case of keyhole hackers. You don't have to open app. Just knock on your phone twice, even when it's in your pocket and you're in. 3 AA batteries. Up to 8,000 times access. Low battery alerts on LCD and App. Innovation in clutch design makes UL3 more reliable but 50% less power consumption than traditional clutches.

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Did you know

USA leads the pack of nations with most Internet hubs. USA has 97 hubs, Brazil has 23 and France has 21 hubs.



INTERNET MARKETING: IMPORTANT QUESTIONS

By: Orlando King

When it comes to internet marketing, then to develop the perfect marketing strategy, there are a few questions that vou need to know the answers of. You have to be sure of these otherwise, answers. foundations of your strategy will become shaky, and will ultimately lead great expenses in strengthening them, which otherwise could have been easily avoided.

These are the questions which are to be kept in mind:

What are the present goals of the firm?

That is, what your firm require the most right now- generation of leads or wider online presence and visibility. For this importance should be given more to immediate needs than long-term needs.

What is your budget?

This question needs a careful and calculated answer. Be aware of your constraints, and then only you will be able to maximize your profits. But don't worry if you make a few mistakes in the allocation of your resources in the beginning- it takes some time to get the hang of things if you are a first-timer.

Don't worry if you make a few mistakes in the allocation of your resources in the beginning

it takes some time to get the hang of things if you are a first-timer.

Who are the people whom the firm can call stakeholders?

For this do a thorough study of all those who are associated with your firm and how they will benefit or suffer from your decision.

What are the ideal results that the firm can achieve?

Take note of something over here. When I say ideal, I mean realistic as well. And to have realistic targets you need to have realistic hopes. Also, it is essential to study the business models of firms that are similar to yours and learn from their successes and mistakes.

Also, do not ever copy someone else's campaign. It is never going to work. You have to find your own methods of promotion, which can carry influences of others, but which intrinsically, remains your own.



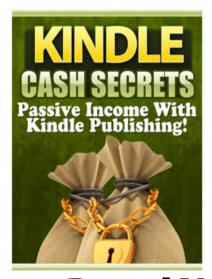


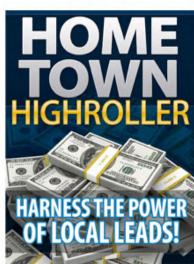
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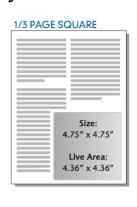
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Advocate Marketing: Strategies for Building Buzz, Leveraging Customer Satisfaction, and Creating Relationships By: Barbara Thomas

Advocate Marketing: Strategies for Building Buzz, Leveraging Customer Satisfaction and Creating Relationships shows CMOs, business development leaders, and customer success professionals, and sales executives exactly how to leverage this powerful approach. Barbara Thomas helps you make the business case, outlines the strategic requirements, and presents powerful best practices and case studies. You'll learn from the experience of recognized leaders in advocacy marketing, from Intel and Citrix to Sirius Decisions, Influitive, Reputation Advocates, Boulder Logic, and RO/Innovations.



Most important, Thomas introduces a systematic, five-step strategy for leveraging this powerful opportunity. You'll discover how to:

- ✓ Build a complete strategic plan for advocate marketing
- ✓ Define best-practice program processes and policies
- ✓ Establish internal resources, team, organizations, and budgets
- ✓ Choose and integrate the right technology and tools
- ✓ Establish and apply the right KPI metrics and analytics



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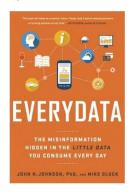


Funnely Express Developed by Funnely

- Magic Audience: Funnely finds your future customer from you past ones in Facebook. You will invest only on the right people and increase your ROI
- Magic Content: Funnely generates the content for you! Can you believe it?
- ✓ Grow your business: Reaching the right people with a great message in Facebook is the successful formula to grow your store traffic and sales!

Everydata: The Misinformation Hidden in the Little Data You Consume Every Day

By: John H. Johnson



While everyone is talking about "big data," the truth is that understanding the "little data" (stock reports, newspaper headlines, weather forecasts, etc.) is what will help you make smarter decisions at work, at home, and in every aspect of your life.

The average person consumes approximately 30 gigabytes of data every single day, but has no idea how to interpret it correctly. Everydata explains, through the eyes of an expert economist and statistician, how to correctly interpret all of the small bytes of data we consume in a day. Readers will become effective, skeptical consumers of everyday data.

Everydata is filled with countless examples of people misinterpreting data – oftentimes with catastrophic results:

- Millions of women avoid caffeine during pregnancy because they interpret correlation as causation
- The initial launch of HealthCare.gov failed in part because key decision-makers couldn't observe all of the data
- A baby food company was investigated by the Federal Trade Commission for cherry picking data
- Attorneys faced a \$1 billion jury verdict because of outlier data
- The Space Shuttle Challenger exploded because the engineers were dealing with a limited sample set
- Hedge fund companies claim they can make smarter predictions – but the market data says otherwise

7 Did you know:

About one billion computers are connected to Internet.

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Discover what home remedies you can use for <u>curing</u> even the simplest ailments such as *diaper rash*, *migraines*, *and stomach aches*!

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INTERNET MARKETING 101

By: Herman Schneider



You do not want to mess up this first interaction, because as they say- the first impression is the last impression.

In today's age, the significance of internet marketing cannot be emphasized enough. Effective internet marketing can be the thing which creates the big difference which you needed in your enterprise.

Though the whole idea seems daunting at first, a careful step- by- step approach will help in removing all the apprehensions that a first-timer especially has when going for this kind of marketing. Because in the end, more the information collected, more you will feel confident about your next step as an entrepreneur.

The most important part of internet marketing is of course the potential customers who you will be connecting to. You do not want to mess up this first interaction, because as they say- the first impression is the last impression. So before targeting your audience, get to know them better, for maximum success.

How Does One Do This?

By asking a series of questions to oneself, a person can evaluate the kind market which the firm requires. Take note of these:

- My idea/service/product is made for which particular group of people?
- What difference does my idea/service/good make to this group of people?
- How will this group of people value my idea/service/good?
- What is the average budget of this group of people?
- Are there similar products/services already available in the market?
- Which internet sites do these people frequent the most?

When you get a definite answer to these questions, you will be able to determine which form of internet marketing is best suited for your firm.

Once you have been successful in grabbing customers, don't forget to ask them a couple of questions too, like, how they came to know of the product, for instance. This should be done to determine the suitability of the chosen form of reach. You might also come across some other pointers which may help you to further build on your strategy.

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



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- Know how to quickly and cost effectively create the type of digital product you want

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand how to drive more traffic to your landing page using SEO, PPC, e-mail marketing and social media
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This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

Get your copy today!

MWM Q&A



Guy speaks regularly on social media and did so in seven countries in 2011. He has written two books on the subject, "This Is Social Media" and "This Is Social Commerce". He has also been a journalist since 1989, primarily in the technology and small business arena. He has been a media trainer since 2002 and has broadcast regularly for a number of years on the BBC News Channel. He is an associate member of the Professional Speaking Association.

"Things have moved on very quickly and I think we're now at the stage where yes, you need social media but you need a lot more besides - it shouldn't be an end in itself."

MEDIA TIPS

FROM SENIOR UK JOURNALIST GUY CLAPPERTON AND ASSOCIATES

GUY, TELL US A LITTLE ABOUT WHAT IT IS YOU DO?

I'm a speaker, journalist and author. You're probably getting in touch because I've written a couple of books on social media, "This Is Social Media" and "This Is Social Commerce", which have led me to speak on social media in ten countries over the last year, spanning two continents.

TELL US ABOUT THE JOURNEY YOU UNDERTOOK TO GET YOU WHERE YOU ARE NOW? WHERE DID YOU START?!

When I'm Prime Minister the word "journey" is going to be illegal unless it involves actual travel! My background is that I became a journalist full time in 1989 and noticed someone looking at conferencing systems/bulletin boards in the corner, asking people questions and communicating when he hadn't met them. This struck me as useful and when I went freelance in 1993 I adopted it immediately, joining a conferencing system called Cix, and later CompuServe and AOL.

HOW IMPORTANT WOULD YOU SAY HAVING A SOCIAL MEDIA PRESENCE IS FOR BUSINESSES THESE DAYS?

Vital but becoming less and less interesting. In 1997 we would have shouted about having a website, it was new and exciting. In 2008 I wrote a book that spent some time explaining how to set up a Twitter feed and what Facebook actually was. Things have moved on very quickly and I think we're now at the stage where yes, you need social media but you need a lot more besides - it shouldn't be an end in itself.

WHAT THREE BITS OF ADVICE WOULD YOU GIVE A BUSINESS THAT IS TAKING THEIR FIRST STEPS INTO THE WORLD OF SOCIAL MEDIA?

- 1. Listen rather than be salesy. Establish yourself as someone who really knows your field and people will come to you for goods and services; push the offer of the week at them constantly and they won't.
- 2. Ask your clients and prospects which social media they use don't spend ages on LinkedIn and then find your customers are all on Facebook.
- 3. Above all else make sure it's part of a business plan and part of what you do not something that's out there on a limb and an end in itself.

WHAT DO YOU THINK THE FUTURE HOLDS FOR SOCIAL MEDIA?

It's going to be more and more mainstream, which has happened to a very large extent already. Mobile is increasing and that's going to go further, which probably means location-based services are going to increase.

"Ask your clients and prospects which social media they use - don't spend ages on LinkedIn and then find your customers are all on Facebook."

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- Ways to Help You Stop Smoking
- Luxury Beauty and Cosmetics Store
- Music Players and More
- Best Computer Hardware Store
- Ipod Music Sources
- Jewelry Deal Store
- Toy Reviews Today
- The Twitter Effect 2.0





Feature Article

INTERNET **MARKETING: GET YOUR TIME** RIGHT!

By: Daryl Fletcher

When it comes to Internet Marketing, the timing plays an extremely important role to play. No matter how great your strategy is, if you get the time wrong, then you will not be able to realize as much sales and profits that you could have otherwise.

Most people miss out on the perfect timing because they only look at things from the business point of view. But if you really want to score, you have got to think things out from the customer point of view too.

An Example

Let us take an example to illustrate this to make the concept easier to understand.

Suppose you are dealing with, say, stationary. Now the demand for stationary is always there. But there are two occasions in particular when the demand will be at its peak:

- During the start of a school or college year.
- Before examinations.

Make sure to aggressively promote your product in times when the demand is high.

You will notice that in this peak time, your rivals too will be ready with their advertisements and other online marketing instruments. So now you also have to think of how you are to beat them and have the consumer pick you.

The best way to do this is by giving discounts and coupons or specific period offers. Also, think of all the ways in which you can make your promotions aesthetically pleasing and creative. If it is memorable and economically beneficial and at the time when it is most required, the customer will definitely go for it.

Plus, never forget the people who have been your customers in the past. Keep them updated about your offers through newsletters and forwards. They are the ones who are the most likely to buy from you again, and even help in spreading the word to others.

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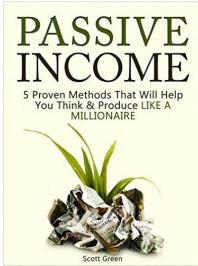
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online business, how to make
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By: Scott Green

Growing Your Social Media in 2016: Make Your
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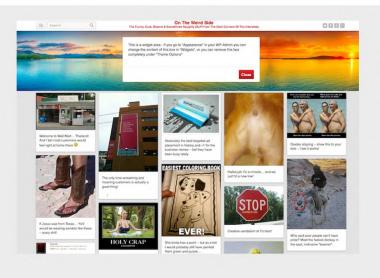
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MWM featured products

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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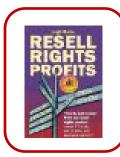
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Apple iPad2

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

Tracy Byrnes

Tracy Byrnes has what many might call a dream gig, matching a career as an experienced and well-respected business journalist with her passion for wine. She began a wine column, Wine With Me, for FOX News Channel in 2010 and later started Wine on the Street as a way to educate professionals about wine and provide an open forum for content around the wine business. Prior to founding Wine on the Street, Tracy was an anchor and reporter for the FOX Business Network, a writer for TheStreet.com and an accountant with Ernst & Young. She is also the author of Break Down Your Money: How to Get Beyond the Noise to Profit in the Markets.



Daryl Fletcher

Daryl Fletcher is real estate broker by profession but he has allots most of his time studying data and doing Internet marketing stuff. He has been in the online business for 12 years.



Lynn Gordon

Lynn Gordon has been an online marketer since the year 2003. She has been to different parts of the world conducting Internet marketing workshops and trainings.



MWM contributors

Orlando King

Orlando King is one of the most reliable social media and SEO experts based in Melbourne. When he's not dealing with Google and Internet data, he enjoys creating music.



Claudia Norris

Claudia Norris worked for a digital marketing company in the UK for more than 7 years. Using her skills and experience, she started her own company in 2009.



Herman Schneider

Herman Schneider was born in Germany but he grew up in the US. He currently runs a digital marketing company with his wife and they have helped many clients gain a position in their fields.



Nick Stamoulis

Nick Stamoulis has worked with hundreds of companies small, large and every size in between since 1998. Through his vast SEO and internet marketing experience Nick Stamoulis has successfully increased the online visibility and sales of clients in all industries. Nick Stamoulis started Brick Marketing as a part time SEO consulting business in 2005, which has evolved over the years to a full service SEO and website marketing company, one of the top SEO firms in the United States.



INTERNET MARKETING: THE

C-WORD

By: Orlando King

When it comes to internet marketing, companies are usually afraid of the c-word. They are haunted by it day and night and sometimes are pushed into situations where that is the only thing that they can think of. This c-word has the potential to make it or break it for you, so it would only be smart to know all that you can about it so that you stop being afraid of it.

Most of you, who have already started working on your venture and have just started understanding the complexities of running your own firm, have already understood what I am talking about.

Deriving at the Cost

For those who haven't, it is 'Cost' that I am talking about. Everything has a cost. How you make the most of it is up to you.

However, the best thing about internet marketing is that the cost you incur on it is more like the cost that you incur when you make an investment. And when you make a good investment, you get good returns, which in the long run, exceed the money you spent on online promotion of your good, service or

It is good to let you product speak for itself, but before it does that you have to ensure there is someone who is there to listen.



There are also those who do not give online marketing a lot of importance. For them, no matter how wonderful your product is, promotion is required in the preliminary stages at least. It is good to let you product speak for itself, but before it does that you have to ensure there is someone who is there to listen.

What I am basically trying to say is that don't think of internet marketing as an *extra* cost but as a *necessary* cost.

Also, if you are the head of your firm, then along with being concerned about the profits and the sales, be sure to keep an eye on factors such as the number of clicks your site gets or the number of likes your product's page gets. These indicators sometimes give you valuable information, which you can utilize later on.



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Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

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

venusfactor.com



Feature Article



INTERNET MARKETING: SEO ARTICLES

By: Claudia Norris

SEO stands for Search Engine Optimization. SEO articles are perhaps the best way to improve web visibility. These articles contain a series of keywords which make it easier for Search Engines like Google to pick up the article from a sea of other articles and present it as one of the first search results to the potential customer.

The importance of SEO Articles in this light is easy to understand. The best part is that you don't even need to put in a lot of in creating the content for these articles, as the main focus here are the keywords which can range from:

- Your company's name
- The product you offer
- The area or field related to the branch of services which you provide

The keywords can be customized depending on the needs of the firm and the kind of audience that needs to be attracted.

This is a very aggressive form of online marketing which if made good use of can give you an edge over your competitors in more than one way.

Many investors, before investing in your enterprise would too want to see the existing visibility and online presence of your brand. If your company stands out in these respects, it would be easier to get investments. This would start a virtuous cycle of expansion and visibility which is needless to say, extremely good for any business.

There are many firms which specialize in writing SEO Articles and are aware of what features the articles should contain to establish its web presence.

At the end of the day, the greater number of hits your website gets, the greater the web traffic becomes and hence there is a greater probability of potential customers turning into actual customers, which means higher sales, higher revenues and higher profits!

INTERNET MARKETING — THE CONNECTIONS



By: Daryl Fletcher

When we go to new customers, it doesn't mean that we forget about the old customers. In fact, it is extremely important to keep them updated with your recent activities and offers as they will be more inclined to buy your product.

Most of us have a general idea about internet marketing. When you ask any random person, what is the purpose of internet marketing; he or she will tell you that it is done to get customers.

Are they wrong?

Of course not.

Are they comprehensive?

No, they aren't.

Yes, one of the primary aims of internet marketing is to engage with wider audiences and increase the visibility of your good or service. But that is not it.

When we go to new customers, it doesn't mean that we forget about the old customers. In fact, it is extremely important to keep them updated with your recent activities and offers as they will be more inclined to buy your product.

But this is not the only way in which they boast about your sales. If you keep them happy and satisfied, they are sure to tell more people about it and induce others to make use of your services. This is because the word of mouth is the best advertisement, as it is the most trustworthy form of advertisement.

So keep sending them newsletters, emails and forwards, and make them aware of the firm's presence on social media like Facebook or Twitter. If possible, send them personalized mails, based on what they have already bought from you, or by taking note of their preferences.

To state the technical terms, this is what actually happens:

- You help in increasing brand loyalty and confidence in your goods.
- You keep track of their requirements and are equipped to provide the best alternatives immediately.
- The drop-off rate in the entire cycle of purchasing drastically falls.

Also, online marketing helps you to connect to potential investors and partners, who will examine your business model and your business sense. So you better keep your best foot forward!

Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

Hi, I'm Annie Jones. This is my story...

Like most single parents around the world my mornings are pretty busy with the mad dash to get the kids out of bed, washed, dressed and fed in time to leave for school.

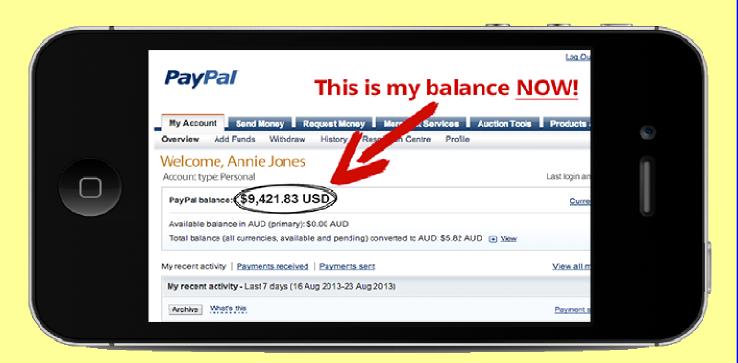
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months that I now LOVE getting back home to start work.

Nowadays work for me involves logging on to Facebook, Twitter and YouTube, reading and replying to some comments and scheduling some posts for the day. The businesses that I do this for don't have the time to do this work themselves and it's not enough work to hire someone full time, so they pay me to do the work for them part time from home

The best part is that ANYONE who knows how to use Facebook, Twitter and YouTube can do this 'work', and there are millions of businesses around the world hiring for these positions RIGHT NOW!

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



Get started Today Click Here

MWM back story

HOW VICTORIA
TSAI TURNED A
GEISHA SECRET
INTO A COSMETICS
INNOVATION

By: Tracy Byrnes

The title on Victoria Tsai's business card is Chief Treasure Hunter at Tatcha, the skin-care company based on ancient Japanese traditions. It could very well say founder, CEO and product developer.

But Tsai has been on a continual hunt to find that ideal combination of living simply and naturally and appreciating this life.

And her journey reminds us all that if you have a problem or an issue, odds are good someone else is suffering from it as well. So fix it and build your business around the solution.

Life is a gift, she says. Don't waste it.



TATCHA

Life Is a Gift

As a fixed-income analyst at Merrill Lynch, Tsai worked in the World Financial Center, which was across the street from the Twin Towers.

So she saw everything on 9/11.

And everyday thereafter. "Every time they recovered another body we knew because they would cover it with the American flag," remembers Tsai.

And then her once-athletic husband got very sick for the next two years after the attacks. "And they still don't know what happened," she says.

"Plus I just didn't believe in what I was doing anymore," says the Jersey Girl, whose parents came from Taiwan.

So she knew it was time -- they had to get out of there.

Life is a gift, she says. Don't waste it.

Fix Yourself First

She went back to business school and got a job launching consumer products in China. But she made the grave mistake of testing way too many of those products on her own face. She ended up with acute dermatitis – which is basically a bleeding, blistering red rash – and couldn't find anything to cure it.

In the process of researching a treatment for herself, she learned that the FDA has no oversight over cosmetics here in the States. "Ingredients are innocent until proven guilty here," she says. "There are no advance protections in place for consumers."

"Visiting Kyoto was like walking back in time. Craftsmanship and integrity are still part of everyday life."

And the chemicals in some of the products she tested were obviously the reason for her current condition.

We often forget that the skin is the body's largest organ and 60 percent of what you put on your skin passes right through into your body. So Tsai got completely turned off by the cosmetics industry and went "the natural, granola route, but that didn't work either," she says.

When flying through Japan one day, she came across these blotting papers – thin papers you use to pat your skin and absorb the excess oil. They were made from the abaca leaf, which is more fibrous that a banana leaf, and hammered into a super-thin sheet.

Her skin started to dramatically improve with these papers and she learned that the Geisha used them.

Our Ancestors Just May Have Been Smarter Than Us

Geisha, which means arts person, are considered almost sacred in Japan. They are the female version of Kabuki actors.

Thanks to inaccurate accounts of sexual promiscuity, they have closed down their access to the rest of the world. "They don't want to be taken advantage of," says Tsai.

But she went back to Kyoto, the center of Geisha tradition, to find them anyway because she needed to know more of their beauty secrets.















When Tsai met her first Geisha she was blown away by her beautiful skin – with that white makeup and without makeup. "It was magical to meet her," she says.

She learned that what they put in their bodies they put on their skin. But they didn't write anything down. For more than 300 years, these traditions were just passed on.

She eventually heard that there was one book with all the details, written 200 years ago. When she finally got her hands on it and had it translated, "I didn't know whether to be delighted or disappointed," she says.

It was super simple: In addition to the abaca leaf, they used green tea, seaweed, red algae, oatmeal, rice bran and Japanese wild roses.

Your Problem is Likely Someone Else's, Too

In the Western world, we are taught to believe that future discoveries must be better than what happened in the past.

But certainly not in this case.

"Visiting Kyoto was like walking back in time. Craftsmanship and integrity are still part of everyday life," says Tsai. It inspired her and made her believe in something again. And she wanted to keep that feeling with her at all times.

It was then she decided to create a company that embodied these simple, old principles.

She sold her engagement ring and car to finance it. She took on consulting jobs and was even the superintendent of a building to make ends meet.

She found two partners and began the process of creating products -- those blotting papers -- made from these few ingredients.

When the first 10,000 arrived in big wooden crates, she panicked. "I really hoped other people were as obsessed with this piece of paper as I was" even though it wasn't new or technologically advanced, Tsai says.

They put up a little website, "and there were crickets," she says. The only people who purchased were a few good friends, whom she is forever grateful to.

She tried to hire a PR agency but they all turned her down. So she sent samples to magazine beauty editors and makeup artist.

And then people took notice. She was soon in every magazine, including O, the Oprah Magazine, and on the Today Show. Calls from stores started coming and today her blotting papers now are in every Hollywood star's handbag.

Her skincare, all made with the same ingredients that the Geisha used, has taken off as well. While the company is private and doesn't release numbers, 2014 results were made available and total revenue was \$12 million.

Be Grateful and Give

Everyone asks Tsai about her "exit strategy" because that seems to be the top question when your company is headquartered in San Francisco.

But there is none. "I am on the 100-year plan," she says. Her intent is to leave the company for her daughter and she wants it to stay in the family for generations to come.

And January 2014, they started a partnership with Room to Read, an organization committed to improving our children's education. So every full-sized Tatcha skincare purchase funds a little girl's day of school. She has since funded more than 1,500 years of school for girls in 11 countries.

"That is how I measure my success," she says.

That's how we all should. Life is a gift. Live simply.

Go start your own treasure hunt.

Finally, A Bunch of Great FREE Help!

No more Paying For Products That Don't Deliver Results! Get Everything You Need To Know To Start A Wildly Successful Home-Based Internet Business!

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

