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April 2018

**SOCIAL MEDIA
INTERVIEW:
NEJC SKOBERNE**



"Be Memorable"



Susan Petersen
*From Pennies to
Millions: What It
Felt Like the 1st Time*



Edmund Lamb
**Malpractices in
Online
Advertisements**

At Just 19, a Student herself **Leilei Secor
Paid For COLLEGE BY SELLING ON ETSY.**

**APRIL
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**3 Effective Ways
of Building
Unlimited Traffic
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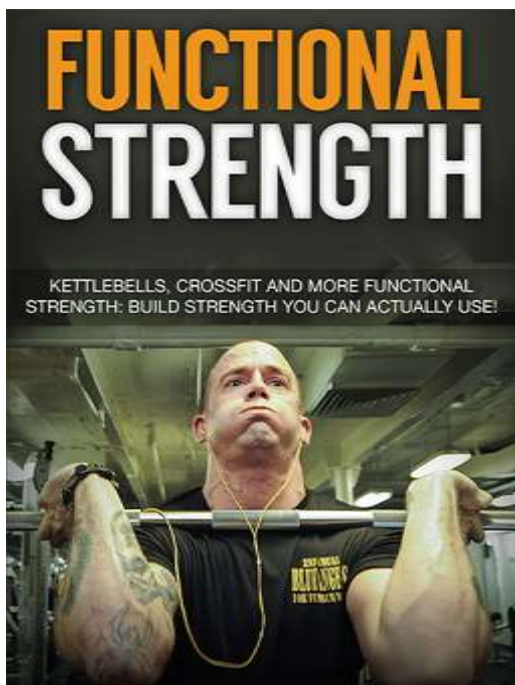
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Welcome to the **APRIL 2018 Issue** of **MWM** our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have **MORE** great articles and personal success insights, interviews, plus some **ONLINE** opportunities for you.*

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



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Making Web Money Online Marketing Magazine

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Contributors
Various experts in their fields
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A BASIC KNOWLEDGE OF COOKIES

By: Deanna Blake



Mostly, cookies are harmless and do not pose any threat to your security. That said, there are certain and very few cookies that can be used maliciously to invade the privacy of a user to track their online activities.

What are cookies? How are they helpful?

Cookies are units of information stores about a user's online habits and preferences. These help a website in remembering a particular user. The first time a user visits a webpage that uses cookies, their preferences and search history are recorded and stored in a cookie which then is sent to the web browser that is used by the visitor.

This is helpful to the user as much as the website. The user would then be presented with a version of that page which is set up according to their preferences. It is a more personalized way of using the web and helps the website in building a trust factor and loyalty of the user.

Some examples where we could experience the magic of cookies-

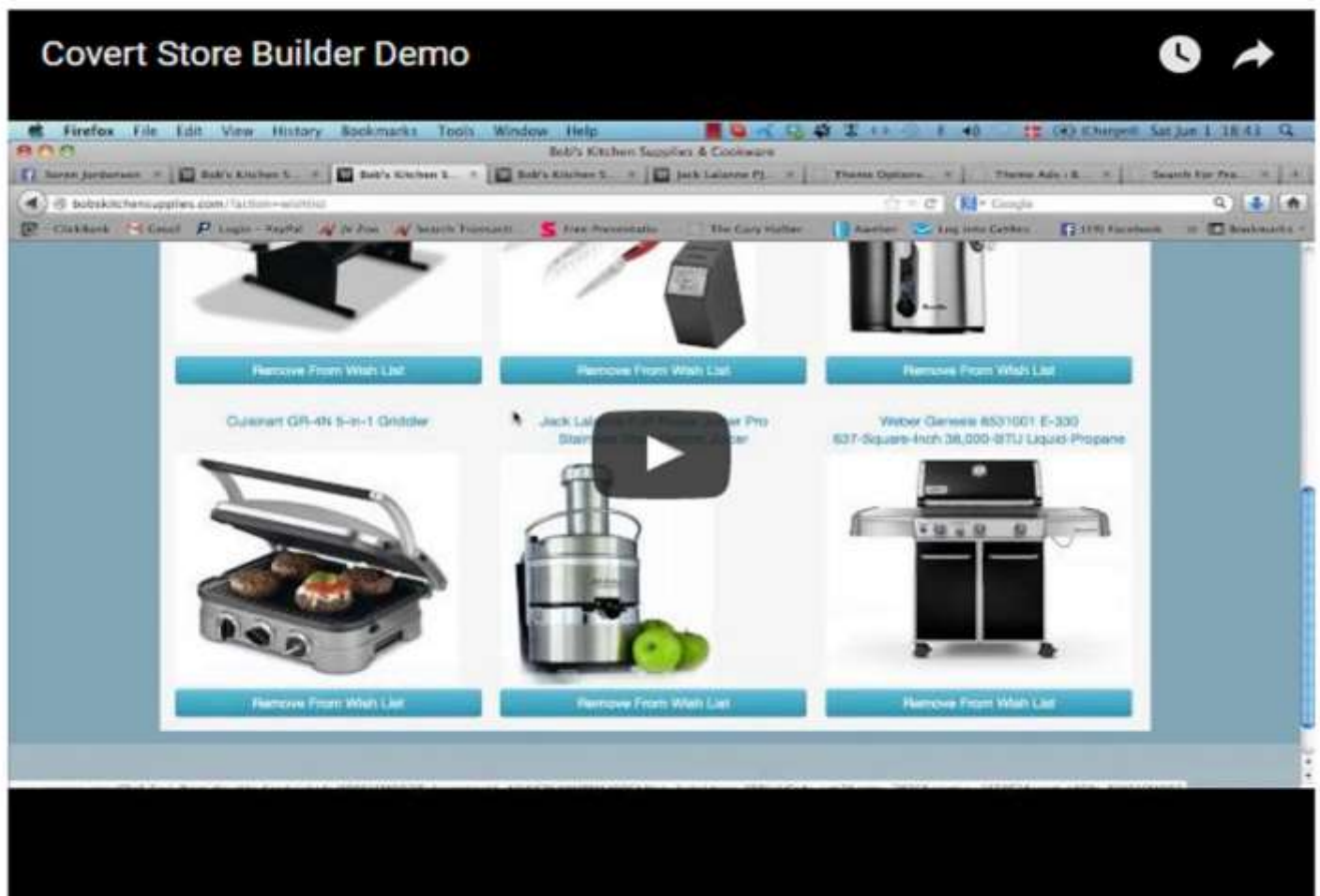
- Cookies are a big help to the online shopping portals. You might notice that after surfing for a while on some shopping website, the display ads on other websites display the very same catalogue that you were going through while surfing the shopping site. This is done through cookies. Looking at the same catalogue again and again would compel the user to buy something from it that they covet. Goal! This is how online marketing yields results.
- Another use of cookies is when a person is filling up forms online. For the kind of fields that you have already filled up before, in another form, there suggestions offered by the browser to automatically fill up your form. Aside from being a little creepy, it is also a relief to the user who would not have to go through the same process again. Thus, it saves time and effort.

Are they safe?

Generally, yes. Mostly, cookies are harmless and do not pose any threat to your security. That said, there are certain and very few cookies that can be used maliciously to invade the privacy of a user to track their online activities. They create a profile of the user's interests and habits online which could be of interest the advertising companies. However, most antivirus software can detect their presence and weed them out.

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**THIS IS YOUR OPPORTUNITY TO MAKE EVERY
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SOMETHING TO YOU!**



HOW TO GO ABOUT YOUR ONLINE MARKETING STRATEGY

By: Stephen Holloway

Not everything is sold online!

Many people today invest in online marketing thinking it will reap millions instantly. You should remember that not all your effort in online marketing will lead to a sale over the Internet, but rather it will increase your presence.

The Internet, though considered a powerful tool, doesn't offer instant sales. This means, other areas must be considered when designing your internet marketing strategy. Having used your internet marketing tools, you can then consolidate your business through traditional channels like phones and the physical store.

Remember that no one buys a car over the internet today. However it is equally true that almost nobody goes to a dealership to buy a car without first obtaining information about the car from the Web. The decision to buy this car will probably be taken due to the information obtained from the Internet.

Search Engine Optimization – The Best Way to Go

Some studies claim that 60% of purchases made on the Internet, have their origin in a search engine. If we consider that approximately 80% of searches are conducted through Google, we have to position its importance as the first online marketing tool.

It is essential that your website is included in major international searches, national searches and searches specific to your industry. But this is not enough, since the number of Internet users that go beyond the first few pages in their searches is very small. You must strive to occupy the top spots for those keywords that your target audiences use to search your category of services.

Find out what these key words are, redesign your website in order to position it in a privileged way by such terms in search engines, with the main focus being your top presence on Google.

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INTERNET MARKETING – BASIC FACTS, MILESTONES AND RATIONALE

By: Ginger Barnett



Internet marketing increase sales opportunities, thereby boosting profits. This is because it creates a more direct and simple approach between businessmen and buyers.

The establishment called "Virtual emporium", through its now defunct web site www.virtualemporium.com, was the first to begin commercial operations through the internet. The service began in November 1996 with a bid of 2 million articles, the equivalent of 500,000 m2 mall.

This was the first online mall where consumers could shop via their PCs, without any time limit. It offered a 24 hours and 365 days availability. Since then, the number of companies that have adopted this online business and the amount of product that can be obtained through a totally global market has continued to grow subtly.

How internet marketing works

In this business, once users decide to purchase a product, they provide the information in a credit card and the address where they wish the good or goods to be delivered, in order to cover expenses and make it reach the point of choice. The service has security software, and no commission on purchases made.

What has boosted internet marketing?

Trade liberalization over the Internet has made entrepreneurs, exporters or users to insert advertising on the internet. With this, they can show their products or services so that anyone, anywhere in the world can access a page where the products are displayed. After purchase by a buyer, the exporter may make the goods reach the consumer by different means.

Reasons why companies should adopt internet marketing

- **Minimal Costs:** The resources that a company needs are very minimal in order to connect to the network.
- **Boost sales and profits:** Internet marketing increase sales opportunities, thereby boosting profits. This is because it creates a more direct and simple approach between businessmen and buyers.
- **Unlimited availability and international presence:** Internet marketing incorporates international trade and small businesses' connection. In doing so, it makes information available 24 hours a day, every day of the year. It also closes the gap between the rich and poor countries.

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

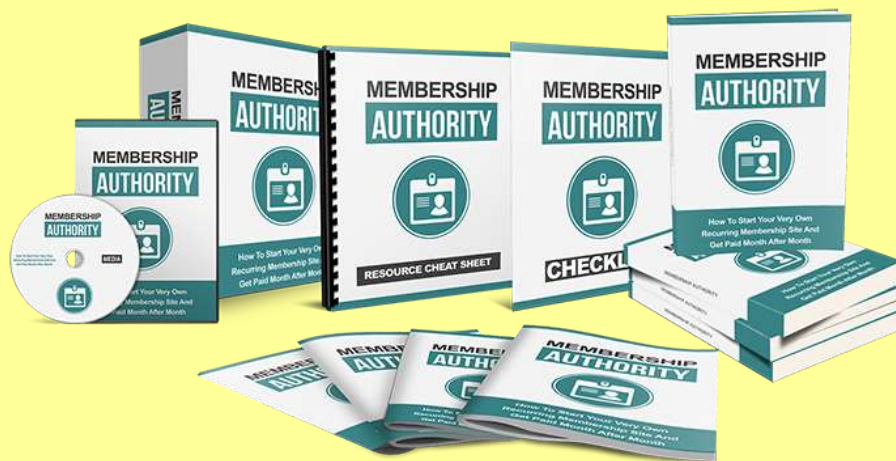
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In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So, what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



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FROM PENNIES TO MILLIONS: WHAT IT FELT LIKE TO MAKE MONEY FOR THE FIRST TIME

By: Catherine Clifford

Susan Petersen still remembers the day she and her husband, Christian, came home one Friday to find an \$86 tax refund from the federal government.

To say they were overjoyed would be an understatement. "You would have thought we won the lottery," she says. "We were so happy. I thought we could buy anything we wanted we were so rich." She and her husband ran to the bank, cashed the check, got dressed up and went to Chili's for dinner.

That was 2005. Susan and Christian had just gotten married and were living in Utah. The newlyweds were working while enrolled in college courses at the nearby University of Utah.



"I think as an entrepreneur, you really have get comfortable in the fear pocket."

Quotable:

"Reading computer manuals without the hardware is as frustrating as reading sex manuals without the software."

~Arthur C. Clarke



When her second child, Gus, was born two years later, Susan wanted to buy him wee-sized moccasins but couldn't find any that fit the image in her brain. Instead, she made her own using leather scraps picked up at a yard sale for \$1. It was only after she blogged about the moccasins and received an outpouring of interest that she realized that baby moccasins might be a business idea. Little did she know then, but it was in that first bag of scrap leather that Freshly Picked was born.

College didn't last long for Susan. ("I took a semester. I was bad at it," she says.) Her job didn't last long, either. The voice-over IP company where she was an executive assistant went under. And the timing couldn't have been worse: she was pregnant.

Susan knew she was going to have to get creative to make ends meet. Raised in a family of six on a single schoolteacher's salary, she was well aware that, when times were tight, you found a way to make it work. At various points throughout her childhood, she'd waxed floors, delivered newspapers and sorted potatoes to earn money for her struggling family. There was no room for fear.

Perhaps she didn't realize it at the time, but her life experiences were priming her to launch a business. "I think as an entrepreneur, you really have get comfortable in the fear pocket," she says.

Shortly after giving birth to her daughter, Hattie, she was watching her friend make things and sell them online. By this time, in 2006, Etsy was the newest, hottest ecommerce company. Inspired, Susan learned how to sew, sewed a bunch of baby blankets and set up an Etsy shop. She quickly discovered that if she blogged about how to make what she was selling, that sent traffic to her store. To this day, she continues to make the most of social media, counting 400,000 followers on Instagram alone.





To come up with \$200 to buy her first proper portion of leather, she spent a summer banging the glass out of old windows and collecting the metal frames to sell for scrap leather. Freshly Picked's earliest sales came off of Susan's Etsy page. Her first pairs of moccasins retailed for \$20, but that was foolishly inexpensive. She didn't understand how much work went into making a single pair and how expensive leather was. Today, her moccasins go from \$45 to \$60 a pair and range in colors from neon pink to dark green camouflage.

In the last three years, Freshly Picked has grown from \$120,000 in sales to \$5.4 million in sales. Its staff has grown from one to 12. In January 2014, the company appeared on ABC's Shark Tank and landed a deal with Daymond John -- \$150,000 for 25 percent of the company. After the show aired, John renegotiated the terms of the deal and it fell apart, Susan says.

In one sense, the failed deal worked out in her favor. "I got the best of both worlds. I got the exposure," she says. "It looked like we won and at the same time I didn't have to give up any piece of my company." She says John still checks in periodically to see how Freshly Picked is doing.

Freshly Picked's success was fanned with a number of celebrity endorsements along the way. Before Susan's Shark Tank appearance, Kourtney Kardashian discovered the shoes in a cover shoot with her son Mason for the magazine Parenting. After the shoot, the Kardashian sister bought a pair herself. Today, the list of Freshly Picked celebrity fans includes Kim Kardashian, Rachel Zoe, Jessica Alba, Busy Philipps, Jamie King, Ciara, Olivia Wilde, Liv Tyler and Lisa Ling, to name a few.

For Susan, going from having no money to running a multimillion-dollar company has come with some growing pains. Like in middle school, when kids grow so quickly, their body can't keep up. It's been kind of like that for her, but with money.

For instance, until last year, she hadn't cut herself a paycheck, wanting to keep every dime in the business. Her husband was taking home \$2,500 a month at the time when her accountant told her she would need to start drawing a paycheck to the tune of \$10,000 per month.

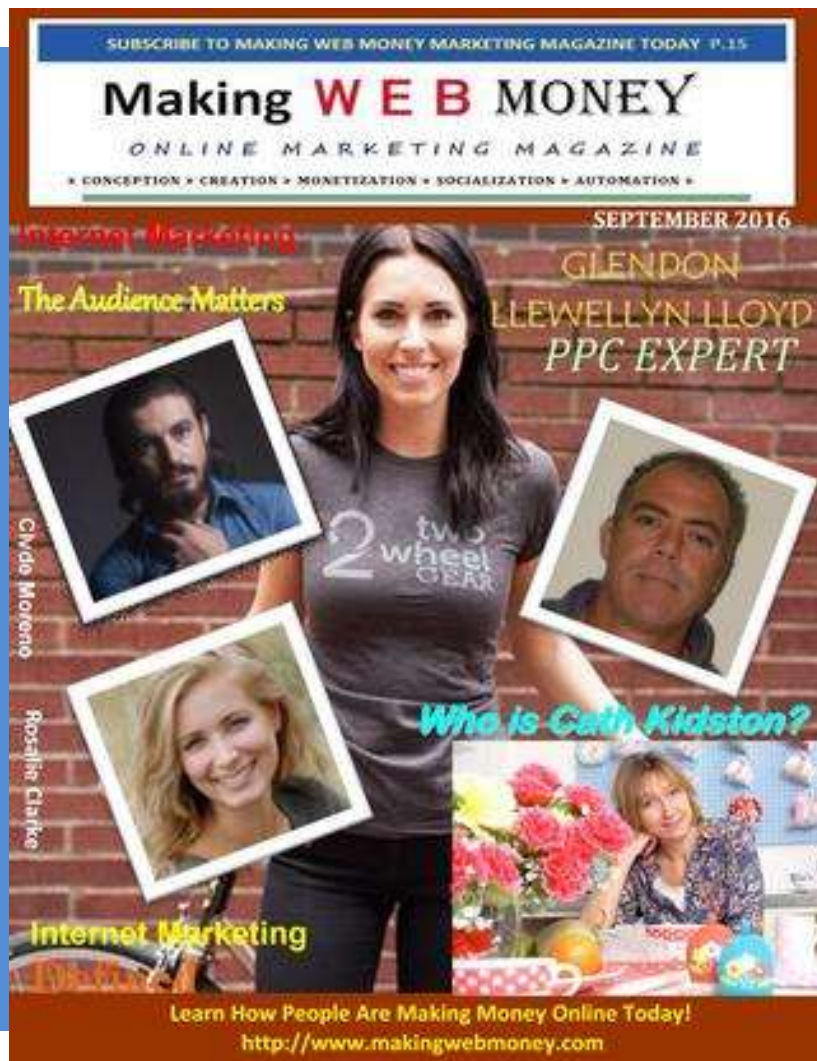
"We were like, 'What!? What are we going to do with all this money?'" she says.

Other adjustments have been easier. When she first started sewing moccasins, she remembers daydreaming things like "I want to be able to go into Target and spend \$100." Today, spending \$100 at Target doesn't seem as much of a luxury. "It's funny how quickly your tastes change."

Success hasn't shaken Susan's level head. She's working to pay off her parents' home, set up a college fund for her kids and trying to buy homes for other family members. She treats her employees to company vacations when they reach milestones, but never gets her head too far out of the trenches. It's almost as though she is most at home in the trenches.

"It never really feels like, 'I have arrived,' or we are where we want to be. I am never surprised. I am happy, I am pleased, but we have so much to do."

**"WE WERE LIKE,
'WHAT!? WHAT ARE
WE GOING TO DO
WITH ALL THIS
MONEY?'"**



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INTERVIEW WITH JOHN RAMPTON: ATTRACTING TRAFFIC TO YOUR SITE



For business owners and web marketers, it can seem like best practices to drive traffic to a site change by the minute. And there's a reason for that, says John Rampton, founder of the Search Engine Journal -- the web itself changes daily.

"Each and every second there are millions of data points created on the Internet," says Rampton. "We are always evolving and becoming better."

Rampton maintains that in order to keep up with the ever-changing nature of the web, both businesses and search engines must continually evolve as well and create new best practices for managing their sites.

Anyone wanting to stay up to date with all the trends and news in the SEO industry should be reading Search Engine Journal, says Rampton.

Did you know:

?

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

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5 Brand New MRR Products Every Month !



Here, he offers his advice on helping your site gain traffic.

Why do SEO best practices change so frequently? How can a business owner stay up to date with the latest changes?

Why? Because the web is changing daily. Each and every second there are millions of data points created on the Internet. We are always evolving and becoming better. If we do the same thing over and over and over and don't change anything how can we expect different results? We have to be continually changing and evolving. Much like us, a search engine must evolve as well. Same with a business, it has to change over time to evolve. It has to stay up on best practices to be able to help its business. Read our site; we report on all things SEO and help them keep up with trends that are happening in the industry.

Tell us about yourself ... what's your professional background?

If I had to choose one word to describe myself it would be "entrepreneur." I love building things. My professional career is in online marketing. I started back in 2002 at a Startup, took that Startup from five people to 150+ people in two years. That led me to where I am today!

We have to be continually changing and evolving. Much like us, a search engine must evolve as well. Same with a business, it has to change over time to evolve.

What is the Search Engine Journal?

Search Engine Journal is a website helping people learn the latest tips and tricks in the Search Marketing Industry.

Who should be reading it?

We help people learn what's going on in the industry around them. If you are not reading you may miss out on some of the best tips to keep your website ranked.

What are some of your favorite articles that can help every new small business owner build a great site and boost traffic?

- Penguin 2.1: What Changed Since 2.0, and How to Recover Search Engine Optimization
- Search Engine Optimization
- Pay Per Click Marketing Blog



What do you think are some common mistakes business owners make when it comes to trying to drive traffic to their site?

They read blogs with people who have no clue what they are talking about; take their tips and apply them to their site. Then get mad because they didn't research behind it. Another thing they do is hire so-called SEO experts who have zero idea what they are talking about. Take a look at what the company is doing and ask for references. If companies are working with them for years and are still happy ... that's typically a very good sign.

What are the smartest things business owners can do to gain traffic?

Put up amazing content that their customers want. Build products they want to use. Be a company people have to talk about.

How can a PPC campaign help a business?

Basically, you can get to the top of the search engine instantly ... all you have to do is pay. When people click on your site, make sure you're making money off them. Then back that out into your numbers to make sure you're making money overall.

What are some best practices for running your first campaign?

I personally recommend you start off slow. Don't go all in on day one. Start with a smaller budget, then build up. Also, be VERY specific in your keywords and searches you're paying for! You don't want to be bidding on keywords that could cost you tons of money. Be specific. Also, bid on exact match terms, this will tell Google exactly what to bid on, no guessing games!

How important is social media to the success of a business online?

I think it's a key metric to success. What companies miss though is selling through social media. Stop pushing yourself and trying to sell. Top companies don't try and sell over social media. They don't have to. Their products sell themselves. Don't be the guy who always talks about yourself. Social media is a key to your success but share in other success and it'll add even more to your success.

Why should a company monitor their online reputation - how can it help grow traffic?

Your brand can be destroyed in a matter of seconds. If you're not monitoring this than how will you know to respond? By the time you figure out that shiz has hit the fan it'll be too late. You need to be pro-active about your reputation and build it now.



***Put up amazing
content that their
customers want.
Build products
they want to use.
Be a company
people have to talk
about.***

e-Commerce is growing like never before!

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

Dear Online or Offline Business Owner,

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

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

- Are you still trying to sell your products and services physically?
- Have you spent a lot of money and time, but never achieved your objective?

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

Look at astonishing stats:

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HOW EXACTLY DOES INTERNET MARKETING WORK IN A FAST PACED, COMPETITIVE WORLD

By: Johnathan Jacobs



One must understand that customers who surf the internet have an extremely short attention span when visiting any site and in terms of Internet Marketing, that means a professional marketer has anywhere between three and five seconds to convince the customer to explore more information on their website, thereby gaining customer retention.

Whether you are professional business owner trying to get a market share, a novice first time small scale enterprise trying to promote brand image, or a professional trying to land more clients in your domain of expertise, you can never overlook the power of internet marketing in terms of promotion to a very huge customer base.

When used through professional insight, this highly competitive customer search space can turn into a funnel for your consistent cash flows. The key is to understand the way Internet Marketing works in the present-day world.

Huge Customer Base that is Extremely Competitive and with Short Attention Spans

In order to gain control over the World Wide Web and use the power of the Internet to your professional advantage, one must understand that customers who surf the internet have an extremely short attention span when visiting any site and in terms of Internet Marketing, that means a professional marketer has anywhere between three and five seconds to convince the customer to explore more information on their website, thereby gaining customer retention. This means that Internet Marketing needs competitive goals for potential conversions

Social Media Can Make or Mar Your Internet Marketing Strategy

Given the number of people involved in using the internet, their interests and interpretations of marketing messages vary widely throughout the internet space. In order for your Internet Marketing strategy to be successful, your social media messages must be extremely clear and unbiased, while also keeping people's sentiments in mind.

Gaining Website Traffic through Internet Marketing is not the End Goal

In order to gain a competitive edge through Internet Marketing, and subsequent conversions, the usability and user experience of your web or mobile website should be the prime concern. The battle for the market share does not end by merely driving traffic to your website. Whenever customers are able to identify themselves with your website, they are more likely to make a buy decision.

The assured way of reaching out to the global market

By: Agnes Horton



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

The process

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

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

The success stories

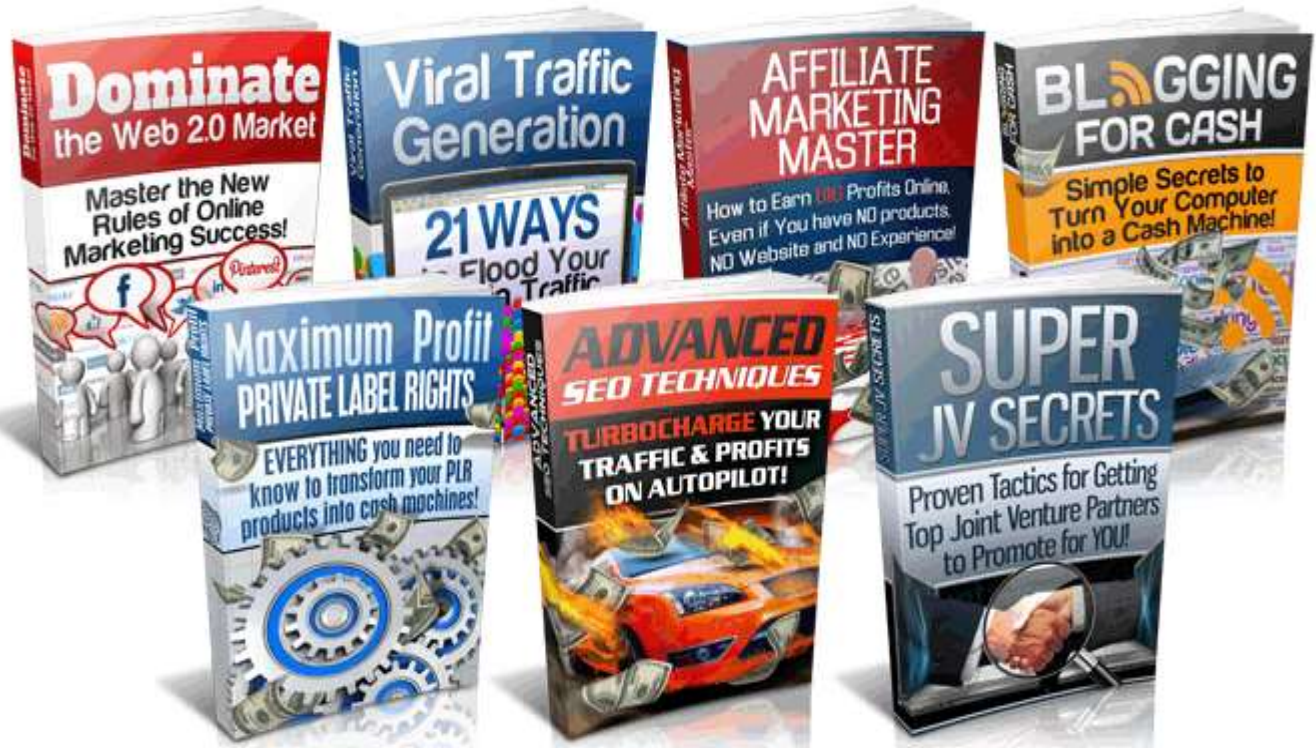
Twitter cards and LinkedIn platform are proving to be two of the most effective areas along with the Google+ communities. Events and television programmes have always been important but mobile apps are making a huge breakthrough nowadays.

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

NEST FOR ELECTRICITY? ECOISME OFFERS FULL CONTROL OVER HOME POWER USAGE



<http://mashable.com/>

How much power is currently being wasted in your house? Chances are, with all the gadgets and chargers plugged into sockets in remote corners of your home, you have no idea.

Ecoisme, a Krakow, Poland-based startup that launched an Indiegogo crowdfunding campaign Wednesday, aims to change that — with a device that automatically detects all the electrical appliances in your house and gives you a detailed overview of their power usage.

Alexander Diatlov, co-founder and CMO of Ecoisme, calls the solution "Shazam for electricity in your house." The Ecoisme device needs to be plugged into a socket, but also connected to your main power line via a clamp. Then it analyzes the noise made by each appliance — its unique electrical fingerprint.

You want it

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

THIS SWIMMING ROBOT CAN BRING BEER TO THIRSTY SAILORS

OpenROV is an open hardware kit that allows you to build a fully-functioning remotely-operated vehicle that can dive into the water and shoot video. And now some helpful marine biologists have hacked the amazing little robot to bring them beer.

Our favourite part is when they identify the OpenROV as having come "from another land mass".



<http://www.gizmodo.com.au/>

3D-printed camera case helps dogs take pictures when they're happy



"Heartography" is a type of photography that automatically snaps pictures based on biological signals indicating happiness, so of course, dogs, being the purest vessels of joy on the planet, are the ideal candidates to test out the technology.

Nikon created a 3D-printed camera strap and case that activates when the photographer is happy. According to their website, the elastic strap monitors your heart and once it spikes, a bluetooth symbol is sent to the camera and snaps a photo.

Grizzler, the pho-dog-grapher who has been pioneering heartography, isn't quite Diane Arf-bus or Richard Ave-dog yet — the snaps are a little blurry — but maybe we just don't get his art. Grizzler should try going through a mirror selfie phase like many great photographers before him have.

Meanwhile, you can also strap the camera around your neck if you want it to take a picture whenever you're filled with happiness at the sight of your dog.

<http://mashable.com/>

INTERNET MARKETING THROUGH MOBILE AS A KEY FOCUS AREA IN TODAY'S MOBILE COMMUNITY

Once the target customer needs and the marketing strategy is well understood, it is important to focus on the responsiveness of the mobile website and ensure that the user experience is as favorable as possible.

By: Melody Bowman



Statistics and numbers suggest that the majority of people shopping online for products and services, do so using smart phones and mobile devices, and these figures are expected to rise by more than ten percent in the coming years. Internet Marketing focused at the mobile platform is one of the key areas that businesses need to focus on, so as to drive sales and create a steady revenue stream.

User Experience as a Key Factor in the Success of Internet Marketing for Mobile Devices

When it comes to Internet Marketing for mobile devices, users prefer up to date and real time information that updates automatically with minimal stress on their mobile device. This makes their shopping experience spontaneous, and a mobile website with a fabulous user experience has a very high degree of influence on the target customer. Therefore, interactive, user friendly mobile applications targeted at making the shopping experience a meaningful one is the need of the day for the modern business owner.

Investing in the Right Marketing Strategy Towards Internet Marketing through Mobile

It is important to realize the difference between mobile websites and mobile applications, when planning your business marketing strategy for mobile. Internet marketing through mobile websites can be very different from mobile applications, in terms of focus and goals. In addition, it is also important for users to rely on survey information and metrics about how many users are visiting the mobile website. Once the target customer needs and the marketing strategy is well understood, it is important to focus on the responsiveness of the mobile website and ensure that the user experience is as favorable as possible. Towards this end, business owners must obviously realize that visitors to mobile websites convert into customers through a pathway that is both short and accessible.

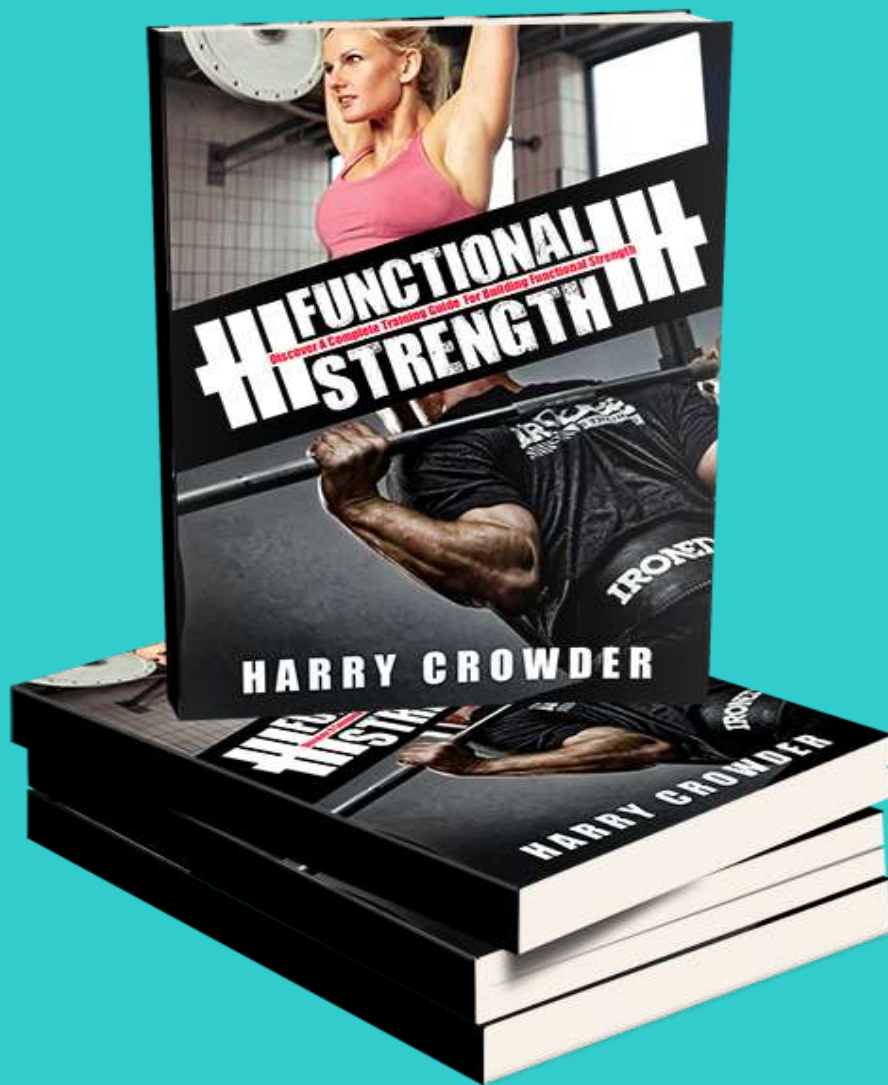
When these needs of mobile websites are met, conversions will happen naturally, through a priority-based approach to communicating and converting customers.

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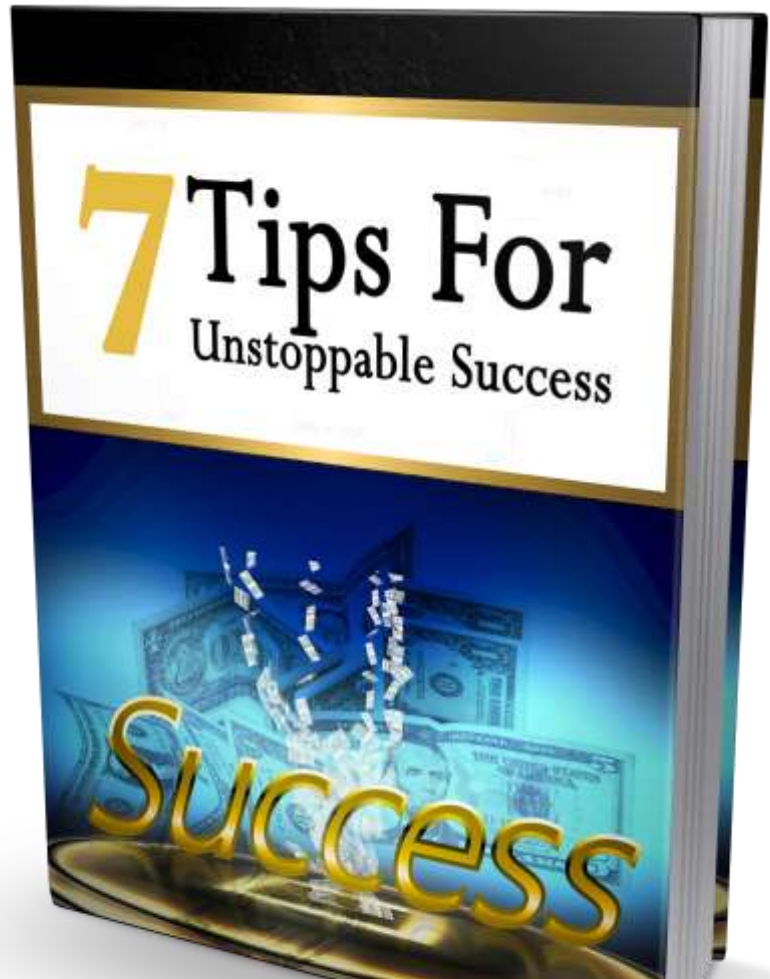
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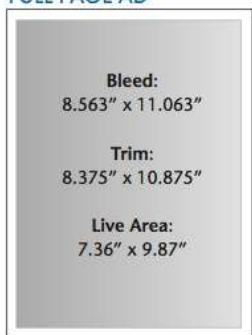
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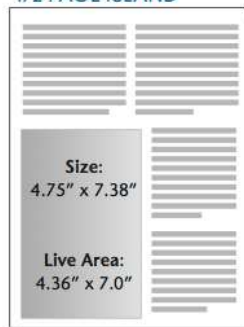
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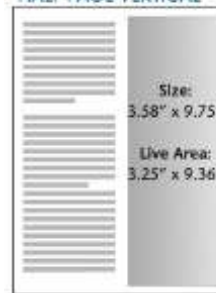
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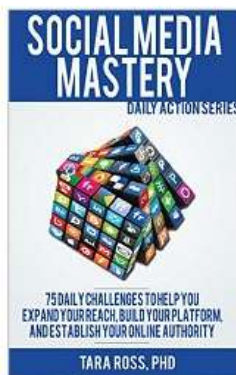
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Social Media Mastery (A Daily Actions Guide):
75+ Tips to Help you Expand your Reach, Build your Platform, and Establish your Online Authority
By: Tara Ross



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EXPAND:

Expand your knowledge of blogging, blogging platforms (such as WordPress), and content curation. Explore your options with podcasting, delivering an eCourse, or writing an eBook.

Become a Money Making Machine: 10 tips on How to Brand yourself for YouTube and Blogging in order to become Financially Free

By: Romel Rodriguez



This eBook focuses on how to attract an audience by branding yourself. People are making thousands to millions on YouTube just by being themselves and doing what they are interested in. The content in this eBook was researched to be the most effective to building an audience which entails more income from YouTube and Blogging.

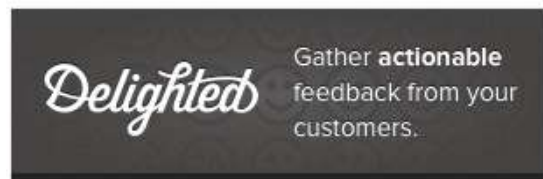
How to Achieve financial Freedom

This method is proven to help you build an audience. Its done everywhere by everyone! Companies, YouTubers, Bloggers, and what everyone fails to mention is how to brand yourself! Why do you watch a TV show? You like the unique characters. Why do you go see every movie one actors puts out? Because you are a fan! That's what this book will help you do. It will help you appear as a celebrity among your readers or viewers so that you can start growing an audience, which is followed by Money and Financial Freedom. My eBooks never leave you out in the cold, I provide links to useful sites, like where to get professional logos done for \$5. Yes that is true!

This book is short because it focuses mainly on Branding yourself and how to make your content good. That's basically how people make money off of YouTube. They brand themselves, and they're channel or blog and people want to come back and see what else they bring to the blog or Channel.



- ✓ Boost store's checkout rate and gain new consumers every purchase by social network sharing
- ✓ Widely promote your shop without spending a penny on Marketing
- ✓ Encourage customers to add more items to cart by special sales



- ✓ Automates the entire process of knowing your Net Promoter Score.
- ✓ Customers answer right inside the beautiful branded email we send on your behalf.
- ✓ Track your score and explore customer feedback in a simple and realtime dashboard.

DID YOU KNOW



The GIF format was invented by Steve Wilke, an engineer at CompuServe in 1987.

HOW TO MINIMIZE THE RISKS OF INTERNET MARKETING

By: Margie Taylor

Internet marketing is one of those things which are painted rosy throughout the world. It indeed has changed the way the marketing is done in many cases and will continue to do so in the future as per the predictions of various trade analysts.

But there is a universal law which says that where there are pros, there has to be cons also. The success of various marketing strategy has dazzled people and they are not able to see the darker side of the same.

Here are some ways if used can help to reduce the risk involved in online marketing.

- Have a clear idea about the desired output. This will help not only the company but also the end user. An ambiguous idea will cause wastage of money, time and other resources. The clearer the idea is, the better it is.
- Think out of the box but not weird or outrageously absurd. It is a creative field. So, there is always a need for new and exciting ideas which make the product more desirable. But sometimes, there is a very thin line between creativity and madness. Try not to cross that line.



It is always better to test the water before entering into waters. The same goes out for marketing. Instead of allocation a large amount in one go, let the initial fund be small.

- Do not put all the eggs in one basket. Imagine spending a large amount of money in getting a star to endorse the products but at the last moment, things go awry. It is always better to test the water before entering into waters. The same goes out for marketing. Instead of allocation a large amount in one go, let the initial fund be small.
- Reduce, reuse and recycle. There are some ideas which can be presented in more than one way and can be totally rocking in every way. Rather than investing in a new idea every time try to work if the previously used ideas can be worked upon to give results.



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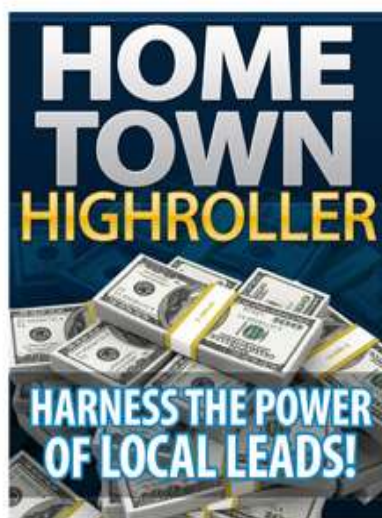
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SOCIAL MEDIA INTERVIEW: NEJC SKOBERNE, ONLINE MARKETING SPECIALIST – BE MEMORABLE

By: Vishal Pindoriya

“Do not focus on the amount of likes and followers alone! Rather plan your KPIs around engagement, reach and ROI.”



Who are you and what does your company do?

Nejc “Nick” Skoberne, man of many interests in the digital world and the current Online Marketing Specialist at Be Memorable.

Be Memorable is a team of creative, technologists, and enterprise enthusiasts that share a passion for building & maintaining incredible e-commerce businesses

How and why did you get started in social media?

I was always interested in what makes people share funny cat videos but not useful infographics about health. So I started an experiment on my own Facebook and Twitter feeds to find out what is the content type that people would be most inclined to share.

The experiment happened about five or six years ago now, but the content type that people like to share still largely remains the same.

After that I decided that I want to work in Social Media and Digital Marketing for the next few years and so far I had the privilege of working with small and big international brands, either directly for them or advising them through a digital agency.

What do you believe the benefits of using social media for business?

I’m not a strong believer of mass cold calling and cold emailing, therefore I think social media should be a vital part of the inbound marketing strategy of every B2B company.

A B2C company can leverage social media even more, not only in terms of creating unique and sharable content but also in creating unique experiences while interacting with the consumers. Imagine being a child in today’s world and trying to interact with your favorite toy company, it’s very easy and fast. Now imagine doing the same thing in the 80s or 90s; Snail mail was your best friend.

What do you think are common mistakes business owners make when building brand awareness on social media?

Not utilizing on the two-way communication and thinking that the profile will run itself.

Utilizing the two-way communication with the consumer can generate truly memorable experiences that will last a long time.

I find numerous e-commerce business on Facebook every week that think posting their weekly deals on the page's timeline will automatically attract customers. But the only thing, as a consumer I can think of, when I see that, is: "How is that engaging me?" And it actually makes my head think if I should unlike the page altogether.

What qualities do you think social media managers should have?

They should be adventurous and fearless! We are all looking for the next big "sharable" thing (remember What color is the dress?) and thinking "old school" will not bring you results on social media. Don't be afraid to be bold and feisty (remember Samsung and "bendgate"?), but be respectful and play by the rules, otherwise things can turn around quite quickly.

How do business owners know if their social media campaign is working?

Before you start any social media campaign you should set very clear KPIs that you wish to achieve and hopefully surpass, so you can clearly measure if a campaign was successful or not.

Do not focus on the amount of likes and followers alone! Rather plan your KPIs around engagement, reach and ROI. Keep a clear and independent eye on analytics throughout the campaign and don't panic if the first few posts do not have the expected reach. Remember the Pareto's "life" 20/80 rule you will have 80 percent of the engagement from only 20 percent of the posts.

How do you see social media evolving in the future...what do you hope to see?

Outside of the fact that some of the platforms will disappear and new ones will appear, I definitely think social media marketers will start to purely focus on mobile platforms as the desktop traffic is slowly beginning to decline. I also think that social media will become even more personalized up to the point where brands will be able to offer you personalised and unique brand experiences on their social platforms. Sadly, I also think that eventually the big platforms will become ad-free in exchange for a monthly subscription fee.

What are your favourite platforms for social media marketing?

Instagram and Snapchat. Snapchat is an amazing platform for brands that target the teen audience. Because of how fast the snap disappears and how it creates scarcity and the "need" to know more fascinates me. It's the perfect platform for creating "Cliffhangers"!

MODERN MARKETING TECHNIQUES FOR PROGRESSIVE INTERNET MARKETERS

By: Wilfred Burton

In order to achieve success in internet marketing, it is essential that modern internet marketing techniques be embedded in the overall marketing strategies of an organization or business. The techniques should be part of a coordinated plan that leads you to the objective pursued, either increasing the visibility of your brand or promoting the product. It should also position you somewhere in the customers' view, attract more customers and make the existing ones more loyal. Below are some of the modern marketing techniques recommended for today's internet marketing activities.

Link Campaigns

Getting other websites pointing to your page is the objective in a link campaign. By creating quality content and attaching them to other web pages, you guarantee that over time, more and more webmasters will decide to target your pages from such websites. You can write an article, a study or simply spread a press release, to ensure that other sites point to your website from such an article.

The traffic coming from these sites is highly segmented, is free and has great quality. It will improve your position in some search engines like Google, thanks to the importance it attaches to the external links pointing to your page. Once your Google rankings are high, you will be made visible.

Online PR

Every organization or business has different types of audiences, in addition to their customers. The most important audiences are the opinion makers, opinion leaders and journalists. It is possible, thanks to the Internet, to develop strategies for online PR. You can create a press kit on your website, with press releases, display your logo and its rules of use, avail media contacts, and other information relevant to this important group. You can also incorporate PR portals aimed at journalists.

Advertising and Sponsorship

We cannot ignore the more known traditional advertising through banners and its many variants as essential for prospering the brand image and as a sales tool. Sponsorship is another variant aimed at establishing a more durable and ambitious relationship between an advertiser and a support in this advertising presence.

By creating quality content and attaching them to other web pages, you guarantee that over time, more and more webmasters will decide to target your pages from such websites.





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MALPRACTICES IN ONLINE ADVERTISEMENTS

By: Edmund Lamb

While hugely profitable for online marketing, advertisements for any other internet user are basically a pain in the neck. Nobody wants to be bombarded with a wall of advertisements before they can connect to a favorite website or another. Advertisements, by nature are obtrusive and irritating unless one is looking for them.

However, there are certain kinds of advertisements that go above and beyond to divert one's attention and waste time. A few of those are described below-

- Advertisements disguised in editorial contents: everyone comes across these editorial contents that are not really helpful but merely advertisements for a similar product that one is searching about. Ideally, these contents are supposed to be labeled as advertisement to warn the user. However, there are always those websites that either put the label in such micro sizes that is impossible humanly to read them, or they forget to do that at all.
- Pop ups and pop unders- even though the concept of pop ups was for a beneficial cause, as not to obstruct the view of the website, these are now a big nuisance to the web surfers. The advertisers use a ridiculous number of pop ups for a website and inadvertently, the user would end up clicking few of those. It's a major source of irritation as it takes the user to unwanted websites without consent.

Even though the concept of pop ups was for a beneficial cause, as not to obstruct the view of the website, these are now a **big nuisance** to the web surfers. The advertisers use a **ridiculous number of pop ups** for a website and inadvertently, the **user** would end up clicking few of those.

- There are certain ads that are triggered once you enter a website. They would create a wall of display or banner advertisement above the content page, hindering the user to reach a page unless they take some action. These advertisements are generally considered tolerable because they have a 'skip' option.
- Apart from these there are misleading dialogue boxes that seem like they are a system warning. Another kind of advertisements opens another link just by rolling the cursor over them.

Display advertisements are okay until they mislead you into opening another page that you did not particularly want. Some of these ad websites are even responsible for infecting the user's system with some kind of spyware or virus. Maximum benefits could only be gained through advertisements only if they allow the users a freedom to choose to view them. Otherwise, they merely alienate the users.



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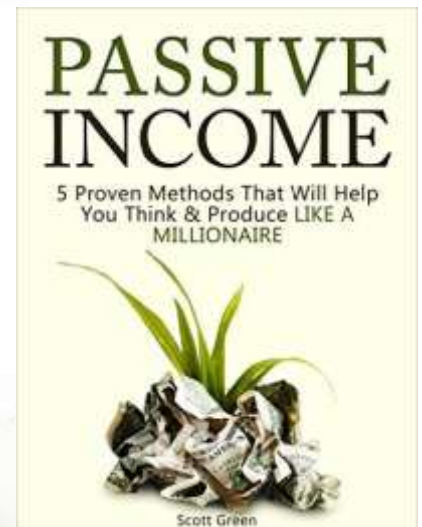
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Deanna Blake

Deanna Blake has been a freelance writer for over 11 years. With a master's degree in Communication, she is able to share her knowledge about marketing and how one can maximize it for their business.



Edmund Lamb

Edmund Lamb is an advertising expert. With today's digital age, he helps his clients make the most of the Internet by using different online tools such as social media, email and content writing.



Ginger Barnett

Ginger Barnett started as a freelance SEO writer. With her experience, she founded her own company that specializes in Internet marketing and advertising.



Margie Taylor

Margie Taylor is an SEO expert who specializes in content and social media marketing. She is currently focusing on her online business and she conducts workshops in different parts of Australia.



Agnes Horton

At a very young age, she already had a good grasp of Internet marketing and its ins and outs. Now at age 30, she has helped many businesses boost their sales through online visibility.





IN TUNE WITH THE POTENTIAL MARKET BASE

By: Neal Johnston

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

The brand of success

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

Feathers in the cap

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

The story to become bigger

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

Advantages of Internet Marketing

What is internet marketing?

In short, it is advertising on the Internet. It is also known as e-marketing and e-commerce. It's affordable, highly effective and a great way to take your small business to the next level. Below are the advantages of internet marketing:

- **Promotes your business to consumers using search engines:** A great aspect of online advertising is that it involves search engines. This is essential because search engines offer unique opportunities through which you can promote your product or service directly to consumers who are actively looking or searching for products.
- **Enables you track your business's progress:** Internet marketing offers a way to track your progress through sales promotions and daily advertising. This makes your marketing measurable. It is of great value for a couple of reasons: For one, you can see what is working and what is not and adjust accordingly. Second, you can follow up on some customers who are more focused and essentially glued to your products.

Internet marketing offers a way to track your progress through sales promotions and daily advertising. This makes your marketing measurable.

- **Keeps customers informed and reminded of your services or goods:** Through internet marketing, you can utilize electronic newsletters to help get new customers and keep others informed and reminded of your services and products. This also makes it easier platform for new services and new products to be sold at a fraction of the price it would cost to send brochures or traditional newsletters.
- **Reduces overheads:** Do you remember the days of having boxes of flyers in your office, or worse, in your house? The desperate need to find a college student who was willing to work for peanuts to hand them out and deliver was high. Now with the internet marketing, it is all a thing of the past.

As you can see, there are several advantages of internet marketing and there are even more that we haven't mentioned. So, if you are ready to take your business booming and busting at the seams, internet marketing is the first stop on realizing that dream.



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!



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1 Tip for a Tiny Belly

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

3 Effective Ways to Building Unlimited Traffic To Your Website

Traffic is King. Period.

Imagine your shop in an abandoned shopping complex in a deserted town. Cobwebs are growing at every corner and you've wasted tons of cash in goods you've never been able to sell.

That's what it's like when your website has no traffic.

We know that it is important.

That's why, it is highly crucial that we spend at least 30% of our marketing efforts to draw traffic to our online businesses.

Traffic isn't something that is formed on easy terms.

Thankfully, these traffic generation tasks can be outsourced.

But first, you must have a thorough understanding of how each method works before you can many traffic generation methods available, how do you know which is the right one for you?

The best choice – Learn and apply as many techniques as you can.

You can never have enough traffic, as they say.

But don't do things halfheartedly.

Whatever task you embark on, make sure you see it till the end.

That is the only way to create true results for your business.

Let me show to you a couple of sure fire methods to create massive traffic for your online business.

It takes diligent practice of your chosen traffic generation technique to ensure a steady stream of traffic.

#1 : Free Traffic

#2: Article Marketing

#3: S E O

#1 : Free Traffic

For those on a shoestring budget, free traffic is definitely the way to go.

Even if you have a steady cash flow, the potential of free traffic sources in bringing you extra eyeballs shouldn't be overlooked.

Free traffic is essentially drawing visitors to your site without having to pay for advertising fees.

There are several ways to draw free traffic to your site, such as:

-Article Submission

-Search Engine Optimization

-Link Exchanges

-Ad Swaps

-Offline Traffic Methods

Article submission basically involves submitting articles related to your niche topic to high traffic article directories so that people searching for information will find your articles, which leads them to your website through an author's resource box.

search engine optimization is the art of getting your page to the top of Google or Yahoo's search engine by targeting high search volume "keyword phrases".

Link exchanges the exchanging of links between your site and other

Link exchanges is the exchanging of links between your site and other people's websites so that visitors from the other site will visit yours and vice versa.

swaps basically entail mutual promotion of 2 partners websites through email marketing or blog posts. When used correctly, can hugely benefit both parties.

Offline traffic methods deal with promoting one's website through offline methods such as banners, flyers, direct response marketing and name cards.

#2 : Article Marketing

Article marketing was one of the most widely used traffic generation methods in the past, and still is widely used today.

As mentioned earlier, it involves posting or submitting articles to article submission directories to draw traffic to your website.

Here are some commonly used article directories, which you can submit articles to:

-Ezine Articles (www.ezinearticles.com)

-Article City (www.articlecity.com)

-Article Alley (www.articlealley.com)

-GoArticles (www.goarticles.com)

Bear in mind, each of the directories has their own set of submission guidelines. So be sure to read and adhere to the guidelines of article writing if you don't want your articles to be rejected.

Here's how it works:

Then, sign up for a free account at any of those article directories. Make sure you create a solid author's resource box which talks a little about yourself and has **backlinks** (one or two max) to your website.

Whenever you post an article and it is approved, your article will appear on the website directory along with your author's resource box.

People searching for relevant articles will read your article, and from there if they wish to find out more information, they will visit your website.

For this matter, it is important that your article titles are highly optimized for keywords so that they can be found and must be catchy enough to stand out from the crowd.

Example: **8 Goal Setting Mistakes You Should Avoid.**

This is good because it contains keywords and also is eye-catching enough for readers to want to click on your article to read it.

Remember, content is key. You must have uniquely written content as plagiarized content are often penalized and frowned upon. If your content is good, it will further entice the readers to find more information through the links to your website. **HERE IS YOUR JOB:**

Consistently post 3-5 articles per week to multi article directories and soon you'll start seeing a steady flow of traffic come into your website. SEO stands for 'Search Engine Optimization' which is basically the art of getting your website onto the first page of the search engines such as the big "G" (Google), Bing and Yahoo.

The SEO technicalities change from time to time, but there are still many basic SEO techniques for getting your website favored by Search Engines which I am about to reveal.

The first of all is in-site optimization.

Basically, it involves tweaking your website and blog posts in such a way that it is easy for Google "Spiders" to crawl your website and index it so that people can find your website easily.

For example, you should always include keyword phrases **into the titles** of your blog posts as this will help your articles get found by people who search for these phrases in the search engines

#3 : SEO

Also, it is helpful to include keyword phrases and keywords in the first sentence of the first paragraph and bold or italicize them. This is often favored.

The key is to find a good balance between SEO optimization and user readability.

However, exercise caution when using keywords as excessive keywords will come off as "spam" by Google spiders and your website will be published.

You don't want to sound like a robot in all your blog posts as this will turn people off.

Next is **backlinking**. The more links your website gets from outside **authority** websites, the higher your page will rank in Google. As a rule of thumb, it is better to get more quality backlinks (e.g. more reputable websites of similar niches) than many links from smaller websites – A move that is often frowned upon as may come off as "link farming".

You can also link between blog posts within your website to boost SEO points, but this does not contribute nearly as much as outsider links.

Also, it is helpful to include keyword phrases and keywords in the first sentence of the first paragraph and bold or italicize them. This is often favored too.

However, exercise caution when using keywords as excessive keywords will come off as "spam" by Google spiders and your website will be published.

Recently, a new trend has emerged in SEO which is social interaction. Which means, people must actively interact on your website, whether if it's through sharing, tweeting or commenting on your blog posts. This is favored by search engines and will greatly boost page ranking for those that make their websites interaction friendly.

DIGITAL MARKETING IDEAS – CONTENT CREATION

By: Natalie Hudson

Marketing online is all about content. You need data that search engines can work with, fish out of the vast internet sea and offer it up for consumer satisfaction. It is therefore safe to say that internet marketing and content marketing go hand in hand. Your content should be creative, and it should show more than tell. It's easy to state fact after fact and let the customer read the same boring spiel they find on the sites of some of your competitors. But use engaging prose and show them how your brand works in real life settings and you'll have won their hearts.

Content doesn't just include words on a webpage, it also tags in videos and songs/soundbytes. They're all content geared at grabbing your customers' attention and keeping them with you instead of making them turn their noses up and go to a competitor who interests them more. Don't think 'profit, prospects and leads', aim to write 'meaningful' content.

- Create a smart main title or headline that is creative, has one mention of SEO keyword and is alluring.
- An introduction comprising a few lines that specifically states what the customer can expect to learn by reading the paragraphs that follow.
- Start by addressing how your service or product can solve a problem the customer probably has to begin with.
- Stories, facts, morals, instances, metaphors and quotes are useful to help instill the meaning of your content.
- A call to action, a powerful conclusion comprising a few lines about why the customer should act now and make the most of what you're offering.

Just like numbers speak truths that all the excuses in the world can't deny, the fact that your post or page has no likes, shares or good Google rankings proves that your content isn't good enough for search engines to capture or appealing enough for customers to talk about on social media.



They're all content geared at grabbing your customers' attention and keeping them with you instead of making them turn their noses up and go to a competitor who interests them more.

THIS TEEN PAID FOR COLLEGE BY SELLING ON ETSY. HERE ARE 5 WAYS SHE DID IT.

By: Carly Okyle



When LeiLei Secor was 19 she lived in upstate New York but went to college at the University of Virginia, which means she paid out-of-state tuition.

Even with a scholarship, the cost of her education was high -- around \$40,000 a year. Though she hadn't declared a major yet, she planned to apply to the school's business program. The plan was to concentrate on economics and foreign affairs if she doesn't get in but given Secor's business acumen, rejection seemed unlikely.

"My parents don't have business backgrounds, so I had to spend hours and hours online researching about it."

At 19 years of age this teenager used her artistry, marketing abilities and time-management skills to rake in \$100,000 on Etsy selling handmade jewelry on her shop Designed By Lei. Think: dainty layered necklaces, statement pendants, knuckle rings and her latest obsession: wire jewelry. Not only did it provide a creative escape from schoolwork but also is a way for Secor to pay for college tuition. Because of her achievements, Secor received the National Federation of Independent Businesses' Young Entrepreneur of the Year Award in 2014 and she also was able to launch her own website.

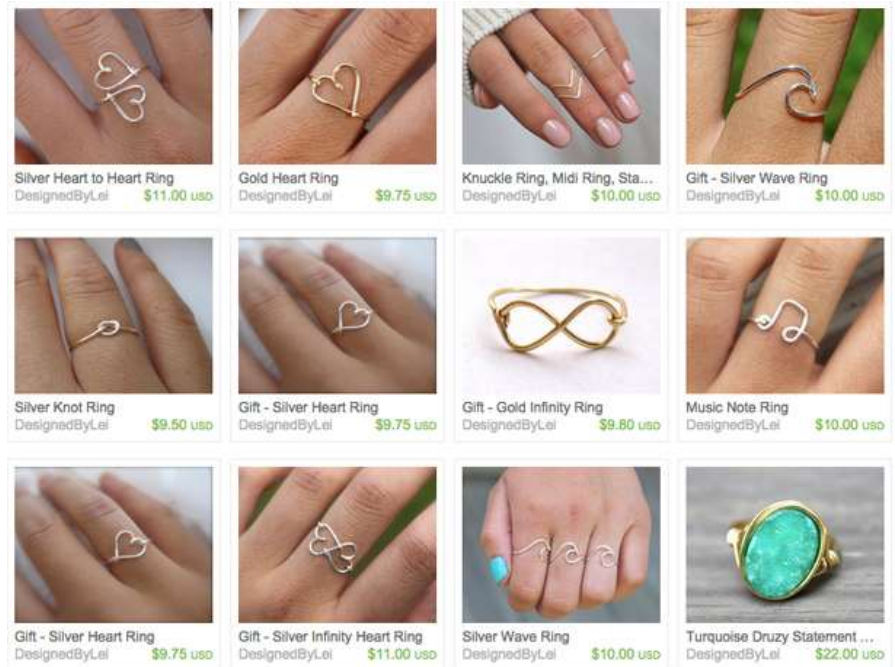
It would be nice to have a little extra cash coming in, wouldn't it? Luckily, Secor offered up some advice on how to tip the scales of fortune in your favor using online sales platforms like Etsy.

Here are her five best tips:

1. Don't be afraid to pivot.

Secor joined Etsy in the summer of 2012 and tried to sell beaded macramé bracelets. When buyers failed to take notice, she took a different approach. "It didn't sell, so I quickly changed to wire-wrap jewelry a week later," she said.

The new designs quickly caught on. Now, her wares are highly rated on Craftcount, a site that tracks Etsy top sellers by category. (Currently, she is ranked 186 out of more than 1,300 Etsy stores)



***Go where your customers are
and use what works for you,
even if it's not what you expect.***

2. Branch out from the well-worn path.

It's common knowledge that social-media marketing is a must-have strategy. While Facebook and Twitter might be the first sites to come to mind, they're hardly your only options. For Secor, the biggest website was Wanelo, a community platform for shoppers. Thousands saw her products on this site, while Facebook didn't generate much traffic for her because she doesn't pay for ads. "Another big one was Tumblr," she says. "One of my rings got reblogged about 50,000 times." Meanwhile, Pinterest hasn't been as effective. Go where your customers are and use what works for you, even if it's not what you expect.



3. The difference is in the details.

Handmade jewelry is a very crowded industry, especially for online sellers. Secor knew she had to stand out in a big way and managed to do so by focusing on small details. “A lot of jewelry looks similar but the way it’s marketed and photographed is what makes or breaks it on Etsy,” she says. She learned that the best way to photograph jewelry is under natural light on a cloudy day because there won’t be a shadow in the picture. Using a simple piece of scrapbooking paper for a plain background, she takes pictures of her products on her porch -- both of the item itself and of her wearing it. Taking the time to learn what makes the jewelry looks best means it’ll be more attractive to potential customers. It’s a small step that makes a big difference.

4. Use the resources you have and learn from others.

Six years ago, Secor didn’t have a high school diploma, much less a business degree. She had the Internet, though, and she used that to her advantage.

“One of the most important things is the ability to be resourceful, she says. “My parents don’t have business backgrounds, so I had to spend hours and hours online researching about it. Etsy has a great forum community, and I read ecommerce blogs [and articles about] how to photograph jewelry and name your company.”

There’s plenty of information out there, but you have to look for it first. When she wasn’t sure what to charge for her jewelry, she looked at what similar items sold for and priced her creations at a similar amount.

5. Use your time wisely.

In addition to attending classes and making jewelry, Secor spends time with friends, manages to get some sleep and works a summer job for her local congressman (because running your own business doesn’t count as a job?). She does it all by using her time wisely. “Rather than scroll through Facebook aimlessly, I’ll upload photos to Instagram,” she says. When she needed a study break during finals week, she filled orders. She’s able to keep a balance and find joy in the work. In fact, she has no plans to stop. “I want to continue making jewelry and selling it because I honestly enjoy making it,” she says. “It’s a job, but it’s a nice break from schoolwork.”



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NICE BREAK FROM
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