

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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Top 10 "Must-Have" Features on Your Mobile Website

p.11



Raam Anand

AUGUST 2012 RainRap: Starting a Fashionable Rain Gear Clothing Line

p.43



Stacy Struminger



Gadgets
interviews
products
Q and A

Chris Jenkinson



Interview with Owner of
Fun To Grow On,
A Specialty Toy Store

p.30



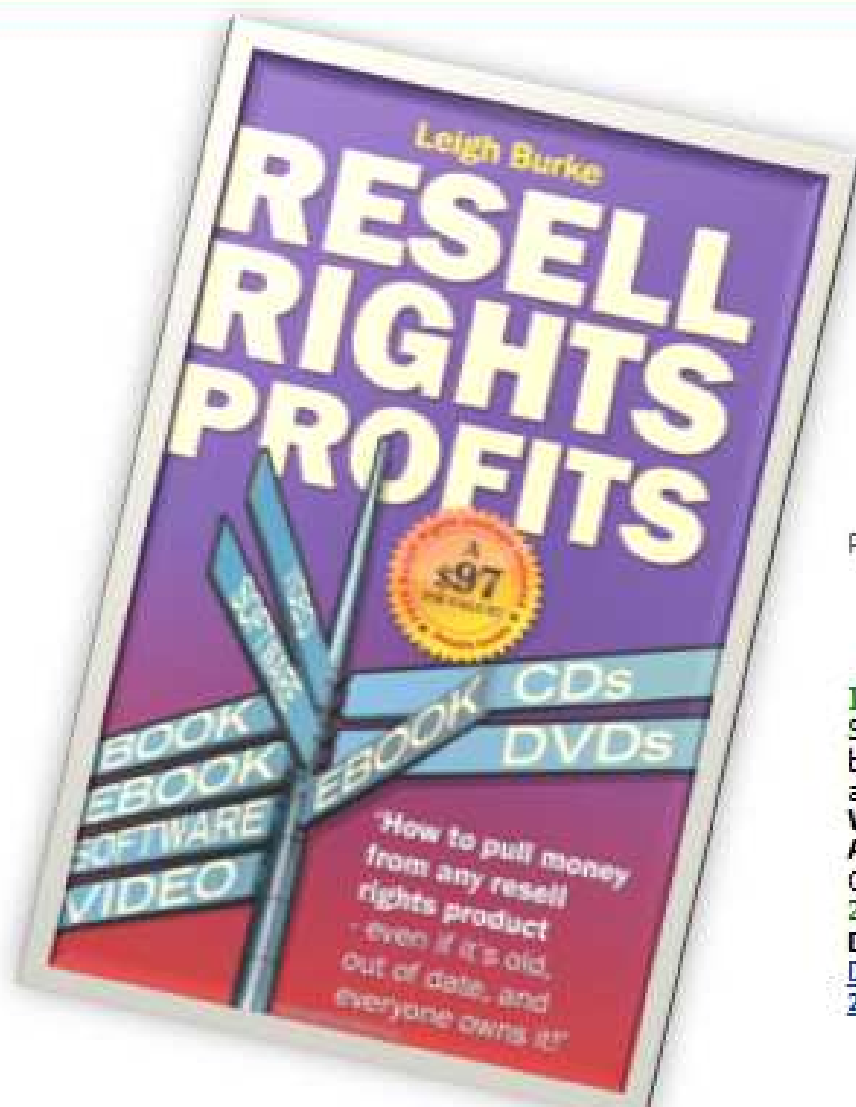
Donna Kiacza

UTILISING INTERNET MARKETING

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mwm editors letter



Welcome to the **AUGUST 2012** Issue of “**Making WEB Money**” Online Marketing Magazine.

Again this month we have great articles and personal insights from Adam Kling (**Opt-in Email List**), Jeff Schuman about **Why Start Your Own Work At Home Business Opportunity**, plus John Mussi explains **How to Repair a Bad Credit Rating** - All **Internet Marketers** contributing useful information plus our **MWM Success Story** an Interview with Liane Weintraub And Shannon Swanson, Busy Moms And Owners Of Tasty Brand **plus so much more**. We are heading into Fall 2012 and you should now be finalizing your marketing strategies for– the big holidays like Thanksgiving, Halloween and Christmas coming up this year.

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

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

Harry Crowder

Talk to me



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Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps me make **Making Web Money** the Best magazine possible. Drop me an email.
 Write to me at: **harry.crowder@gmail.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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Then we can make it
an
Even better magazine.
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TOP EMAIL

What % of revenue you spend on advertising for your online business?

I am new to selling online. If you own an online business, what % of income (from this online business) you would be using for online marketing? Is there a normal range -- say 20-40% to keep the business running, and more than 80% to grow the business more aggressively?
-Beth

Our experience states that it is best to start out small (perhaps a few hundred dollars per month) - measuring performance objectives (which may be site visits, inquiries, RFP invitations, sales, etc.) so you know what you're getting. If the program works, then ramp it up - still measuring along the way. You can continue to expand your advertising budget by trying additional channels, approaches, etc.-Ed.

What apps do you get on the ipod touch 3rd generation at the start?

I was wondering what apps you start of with as soon as you buy it and power it up and everything.- Vic.

You'll get video, music, voice control, voice memos, stocks, weather, calendar and settings and safari, and YouTube. The rest of the apps have to be downloaded from app store which is also one of the apps that you receive when you get an iPod touch.
-Ed.

What is required to for a middle class young entrepreneur to get success in business?

I am a 30 year old new entrepreneur and have just started a trade consultancy business and needs little brainstorming to keep a positive mindset for success. Please guide me with your suggestions.- Karlo.

Don't give up. Always keep in mind why you started your business in the first place. If the reasons aren't motivating you, find new ones that will. Give it all you've got one day at a time.

Concentrate on pleasing your customers and not focus on making money. Overdeliver. -Ed.



Did you know:

What search engine was born when six Stanford students sat around Rosita's Taqueria looking for an exciting way to stay together after graduation?
A: Excite.com.

mwm what's on



Marketing ROI
Techniques - >
Chicago



Through interactive presentations and discussion, participants will learn how to use measurements, analytics, and financial discipline to guide the development of more profitable strategies and tactical marketing campaigns.



< An Event
Apart



An Event Apart DC features 12 great speakers and sessions. Following the two-day conference comes an intense full-day learning session on **Responsive Design** led by Ethan Marcotte (author, *Responsive Web Design*, A Book Apart, 2011). You can register just for the two-day conference, or just the full-day learning session on responsive design.

what's on



Social Media
B-to-B - San >
Francisco



Social Media for B2B will teach you how to drive leads, revenue and repeat business through social media by engaging advocates, influencers and purchasers who are not just engaging online but energizing your bottom line.

GROWING AND MANAGING DIGITAL TEAMS ROUNDTABLE

DATE: August 28 2012
TIME: (2:00pm – 5:30pm)
VENUE: Hilton Sydney, Sydney, Australia



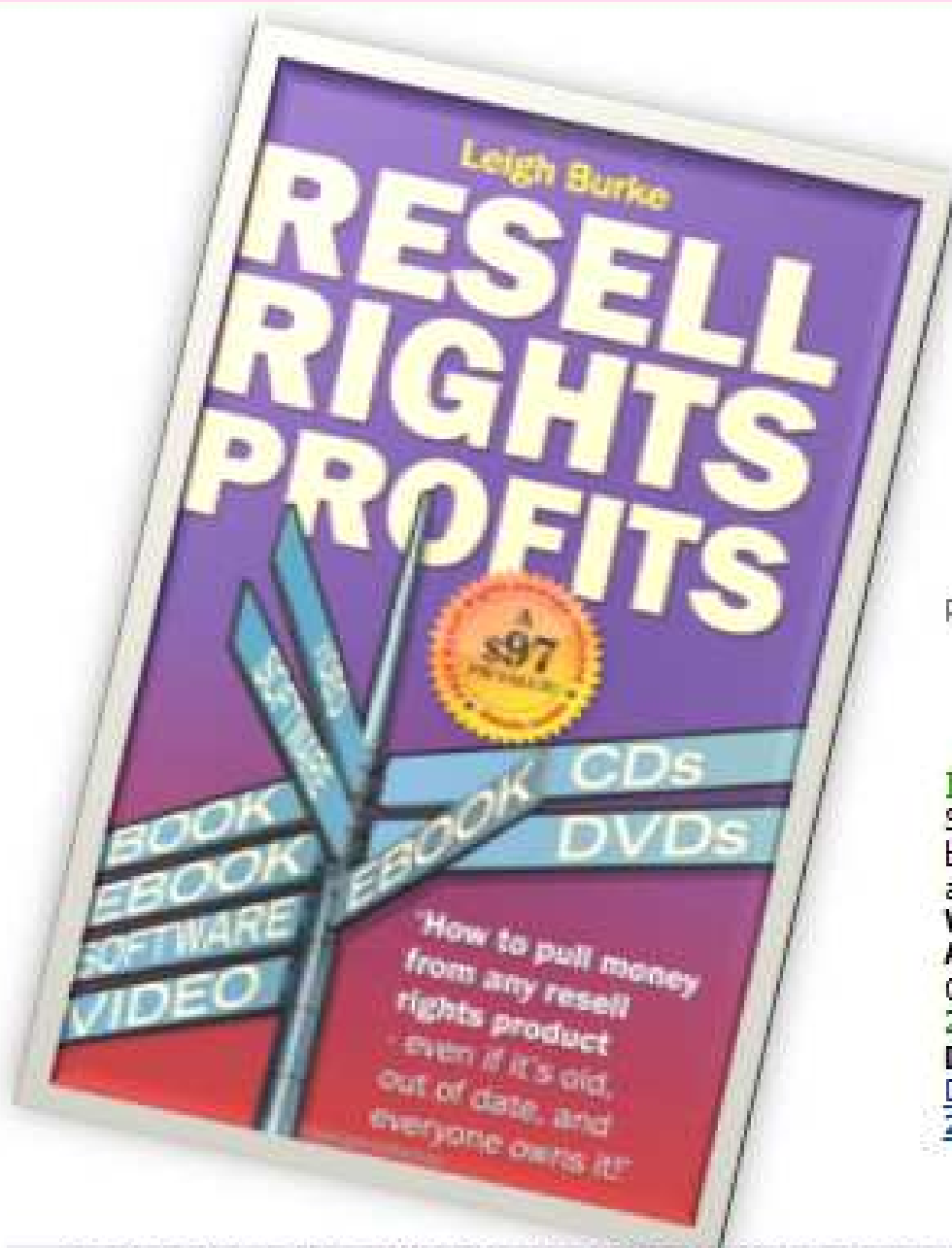
Marketing and digital teams have entered a new phase characterized not just by change, but continuous change (in structures, processes, roles and skills), creating an environment of uncertainty, but also opportunity.

This free private event is focused around the research and recommendations in the Econsultancy Digital Team Structures Report, covering organizational structures, the development of digital marketing skills within organizations and practical recommendations for how to best structure digital marketing teams within larger organizations.

“

Quotable:

Information on the Internet is subject to the same rules and regulations as conversation at a bar. ~George Lundberg



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Ads on Tablets: 47% Engage, Says IAB

Nearly half, 47 percent, of tablet users say they engage with advertisements more than once a week. That's according to a recent report from the Interactive Advertising Bureau and its Mobile Marketing Center of Excellence.

On the smartphone side, 25 percent of users said they have the same weekly engagement. Following ad engagement, 80 percent of smartphone users and 89 percent of tablet users take action, said the report.

The "Mobile's Role in the Consumer's Media Day" report studied behaviors on both types of devices, finding each used devices in different ways.

"The key for marketers is looking at how consumers use these devices in different ways, and tailoring brand messages and strategies accordingly," noted Anna Bager VP and GM for the Mobile Marketing Center of Excellence, in a press release.

Nearly one-third of mobile device owners said they were likely to respond to ads that were related to their current location. Almost half- 48 percent - of smartphone users and 59 percent of tablet users said that they regularly conduct local searches on mobile devices while home watching TV.

Smartphone users indicated devices are a crucial part of their everyday life with 70 percent of users stating they don't leave home without it. On the other side of the spectrum are tablets: 70 percent of tablet users stated that these devices only serve them as entertainment and media hubs.

Sixty percent of study participants who have both types of devices said they prefer using their smartphones to look up info on-the-go, compared to just 22 percent who would use tablets for quick mobile information. Seventy percent said they prefer to consume print and video via a tablet.

Time of day also has a direct impact on how consumers use mobile devices. Among smartphone users, 20 percent access social media when they first wake up, and 28 percent said they have free time to access mobile media during midday hours. In addition, the report said primetime television viewing hours cause a spike in both general and social media consumption.

Facebook Now Replacing Ads on

Facebook appears to be taking a new approach to the way it serves ads that could bring in more revenue. Attentive Facebook ad observers may have noticed ads shown in the right sidebar on Facebook pages suddenly transforming. It turns out Facebook is now rotating ads while users remain on a single page.

"We recently made a change to some pages that show ads on Facebook that allows ads to be replaced with others after an extended period of time," a Facebook spokesperson told ClickZ. "This change was implemented a few weeks ago and we think this will help people see more relevant ads."

Indeed, most likely Facebook is altering ads displayed on an otherwise-static page in the hopes of generating higher click-through rates. If a user is not clicking the ads originally served when he visits a page, Facebook may replace those with ads its system determines to be more relevant.

Traditionally on Facebook and across the web, targeted display ads are served when a page is loaded and remain constant until a user leaves the page or refreshes the page.

Since the firm's botched IPO, Facebook has dodged criticism about its ability to bring in the amount of ad revenue investors originally expected. Following a quiet period, the company has been vocal about its plans to create more ad revenue. For instance, the firm recently announced plans to launch a real-time ad exchange, opening its site up to a large pool of data for display ad targeting.

The ad rotation change appears to be a less-public way for Facebook to optimize its current approach to ad sales and services.



Quotable:

The Internet is clearly about more than sports scores and email now. It's a place where we can conduct our democracy and get very large amounts of data to very large numbers of people. ~Frank James

Top 10 "Must-Have" Features on Your Mobile Website

By Raam Anand

The latest research from Gartner and LFM claim that by the end of this year, over half of all Internet searching will be done on mobile devices, there's a scramble in the cyberspace on going mobile. All fortune 500 companies already have a mobile-ready website and other businesses are following suit. Website owners are going in droves to become 'thumb-friendly' so that they can reach a much bigger audience.

There are 6.8 billion people on the planet. 5.1 billion of them own a cell phone, but only 4.2 billion own a toothbrush! That's the reason why website owners are in a frenzy to make their website accessible for mobile and tablet users.

With such a mad rush to go mobile, here are top 10 features and mobile-strategies that every mobile website MUST have in order to make their online content more useful and engaging for their mobile audience.

1. Keep It Fast and Easy to Manage.

Mobile users are a busy lot. Always short on time and want things at the tip of their fingers, literally. So make sure your mobile website is designed to load fast. Not just fast, make it super-fast and easy to read. Prioritize your website content and features and display only the most important ones. Say "no" to large blocks of text and don't forget to compress every image that you want on your mobile site.

2. Make It Smooth and Easy to Navigate.

Mobile users are used to multiple screens. Latest smartphones allow them to use it that way. Make use of this and port your content to span multiple screens, depending on the functionality. Take care to make your mobile site look similar and consistent on all sub-pages. Focus on easy navigation and 1-click buttons to navigate to any part of your mobile website. Repeat key features on all pages of your mobile site.

3. Use Mobile Site Re-direction Technology.

Use suitable scripts or codes that can detect the visitor's device and automatically re-direct them to the mobile version of your website. Your visitors can browse to your website from any computer or mobile device using same URL and they will be served with the right content. However, never forget to give your users a choice to switch to the desktop (regular) version of your website.

4. Make It Interactive.

Mobile device users do have a mouse to go over your website. So, make it easy and interactive using 1-click buttons. Virtual keyboard on mobile screen are tiny. So minimize text input on your mobile website. The best way to collect information from a mobile site is to make your forms shorter or better still, start a mobile mailing list (text/SMS list) so that all your visitors have to do is click a button to subscribe their mobile number. Use 'Click-To-Call' buttons in key locations throughout your mobile website.

5. Design for Visibility.

Eye-strain is the number one complaint of mobile users. Make it easy for your visitors to read the content using proper, mobile-friendly fonts and colors. Use simple and complementary contrasts. Keep the cool gradients and stunning graphics to your desktop website. The text must fit on the screen and users should be able to read without pinching or zooming. Use mobile-friendly effects like button colors and shadows.



6. Optimize for Local Visitors.

Customers are always looking for local information on their mobiles, from locating the nearest fuel station to finding restaurants. So, include functionality that help people find your place of business. Add your address and include mobile-friendly 'maps and directions'. Allowing your mobile users to check out nearby attractions and businesses is also recommended.

7. Make it Versatile.

Your mobile website must work on most device platforms and handset orientations. Find alternative to "Flash" content because Flash is not properly supported on all devices. The latest HTML5 and CSS3 is recommended for interactivity and animation effects. Adapting your mobile website for both vertical and horizontal orientations is very important.

8. Maintain Clear Hierarchy.

By maintaining a clear and consistent navigational hierarchy throughout your mobile website, avoid confusion and user frustration. Add a small search box, if feasible, so users can search what they want, if your website has too much content. Avoid too much scrolling and rollover effects. Add 'back' and 'home' buttons at regular intervals so that users can navigate freely.

9. Go for a Thumb-Friendly Design.

Everyone uses their fingers to operate mobile handsets... more so, their thumbs. So, design your mobile site in such a way that even people with big-hands (and thumbs) can easily interact. Use large, centered buttons and give enough space in-between to avoid accidental clicks. Pad smaller buttons and check-boxes to make the clickable area a bit more spacious.

10. Track Everything.

Do not forget to use a robust tracking mechanism for your mobile website, just like you do on your desktop website. Use a suitable tracking mechanism to measure visitors, clicks and browsing habits. Keep tweaking your mobile website based on tracking results. One other surefire way to get a direct feedback about your site and what people want from your mobile site is -- "ask". Just ask your mobile visitors to take a short survey (with pre-populated, thumb-friendly choices) and learn from them directly.

Starting A Web Business Is Not As Easy As It Sounds

By Carl Orlafsky

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

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

The Myth

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

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



The Truth

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

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

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

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

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

mwm success story

AN INTERVIEW WITH LIANE WEINTRAUB AND SHANNON SWANSON, BUSY MOMS AND OWNERS OF TASTY BRAND

By Stephanie Clarke and Willow Jarosh



“One of the biggest obstacles we encounter comes in the form of messages that reach kids through TV or other media.”

An interview with Liane Weintraub and Shannon Swanson, busy moms and owners of Tasty Brand.

We thought it would be fun to interview a mom for our monthly Q&A and we immediately thought of our friends Liane and Shannon, who created Tasty Brand. These two run a dynamic and delicious business, are fabulous and active moms, and have a whole lot of fun no matter where they are or what they’re doing. Here are their perspectives on raising kids that eat their veggies, while trying to find time for themselves.

Quotable:

Science fiction does not remain fiction for long. And certainly not on the Internet. ~Vinton Cerf

Willow & Stephanie: You two create delicious, natural products that kids love, via your company Tasty Brand. Any tips for parents who have kids who aren't so excited about eating their veggies (or fruit...or whole grains...)?

Liane & Shannan: We definitely recognize that some kids simply "refuse" to eat certain things, and that everyone – including little children – has a palate of their own. That said, every child should enjoy a wide array of fruit, veggies, and whole grains, and it's up to parents to make sure that happens. Here are our best tips for making healthy foods a part of their kids' diets:

1. Walk the walk (don't just talk the talk!) If you want your children to eat a healthy and varied diet, you have to model the same eating habits yourself! When children see that the rest of their family enjoys eating a certain way, it becomes a part of their home "culture," so to speak, and these foods can become a part of their lives forever.
2. Don't make veggies the "punishment" and junk food the "reward." It sets up a dangerous dynamic to tell a child that if he eats his broccoli, he'll get a cookie. That kind of thinking casts veggies as something "bad" that has to be tolerated in order to get something "good."
3. Teach your kids what different food groups do for their bodies and minds – the positive benefits of healthy choices like running faster, jumping higher, and having energy to play are pretty convincing.



Walk the walk (don't just talk the talk!) If you want your children to eat a healthy and varied diet, you have to model the same eating habits yourself!



W&S: What is one challenge to eating healthfully that you face most often? How do you overcome it?

L&S: One of the biggest obstacles we encounter comes in the form of messages that reach kids through TV or other media. Needless to say, most children are easily influenced by fun, friendly-sounding, cartoonish commercials and other advertising materials that are pushing less-than-healthy foods. No doubt this is a smart way for companies to enlist kids in getting parents to purchase their products. A passionate cry of "I want that day-glo pink breakfast cereal, Mommy! Pleeese!!!!" can be tough to ignore, but if you explain to children that a lot of companies use commercials featuring cute and cuddly characters etc. to get kids to beg for products that are not always good for them, it often works! If children think that someone may be trying to manipulate them, they will be less susceptible.



W&S: The two of you are great friends and seem to have so much fun together! How much do you think close girlfriends positively (or negatively) affect your healthy eating and exercise choices?

L&S: Luckily, we are both pretty health-minded, so we tend to approach food and exercise in a similar way. If you go out to eat with us, chances are we'll order the exact same thing!

W&S: As moms, you offer so much support and encouragement to your families. Who are your greatest sources of support and encouragement?

It is reciprocal! Our families are incredibly supportive of us and the company we are building. Because our business was inspired by our children, they are always part of our story and they motivate us daily. Seeing how proud they are of our products (they're especially excited about our new iPhone/iPad game app), really boosts our commitment. My daughter says she wants to grow up and work at Tasty Brand – what could be more encouraging to a working mom than that?!

Because our business was inspired by our children, they are always part of our story and they motivate us daily.

W&S: As moms of daughters, what advice would you give to your daughters regarding healthy eating, exercise, and finding time for self-care?

L&S: Again, it really comes down to walking the walk. If girls are raised in an environment that is positive, healthy, and active, this becomes their accepted “norm.” The same principal applies with making time to take care of ourselves, whether through beauty regimens or workouts. If a girl sees that her super busy mom carves out that special time to take care of herself, it speaks volumes.



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mwm ask the expert

The Online Niche Marketing Expert – Interview with Anshul Dayal

By Tal Gur



If you are ready to take the plunge into the multi-million dollar industry of Internet marketing, Anshul Dayal, the CEO of NicheSense, is the man to contact. Anshul is an online entrepreneur who has successfully built a business from the ground up.

Anshul not only shares his strategies and ideas on his blog, he also works as a consultant for small groups and individuals who want to take the same risks. His knowledge and expertise of generating passive income using AdSense are second to none. Enjoy!

1. Before entering the world of entrepreneurship, you had a successful career in the dynamic feature film visual effects industry, also winning an Academy Award for “Happy Feet” in 2006. Why would you leave such a rewarding job?

Great question. It is true that my old job was extremely rewarding and in fact for many people that would be the definition of a dream job but I have always been driven by fresh challenges in every aspect of my life and for me it was one of those things. Ok, I have conquered this job, what next?

2. When you decided to take the plunge into the entrepreneurial world, what led you to the decision to go in the direction of an Internet marketing business and not something else?

My lightbulb moment came after attending “The Ultimate Success Summit” in Sydney in late 2010. It was by far the biggest gathering of successful entrepreneurs from around the world Australia had ever seen and featured speakers like Tony Robbins and Richard Branson.

I remember watching an Australian Internet Marketer by the name of Brett McFall who was showing the audience how he was making a killing selling recycled ebooks on the internet.

At the time that it was all new to me but it was a mind boggling thought on how powerful the internet actually was!

Did you know?
?

Hotmail was launched on July 4, 1996 by Sabeer Bhatia and Jack Smith. They later sold it to Microsoft for an estimated price of \$385 million.

mwm ask the expert

3. You launched an Ebay fashion store while developing your Internet marketing business. Why an Ebay fashion store?

Well, in fact it was the other way round. I started selling on eBay in early 2011 and at the start it was very much an experiment trying many different things from electronics, DVD's, CD's and accessories.

Then, I discovered a clever strategy of buying branded fashion for next to nothing from clearance outlets around Sydney and reselling them on eBay. The profit margins were great and within months we were turning over a substantial amount to not only help me quit my job but also funnel some of the profits into my internet marketing business.

4. If somebody were to ask you, "What's your most valuable asset?", what would your answer be?

I will be a little selfish here and say that my most valuable asset in business and life is still me. I have worked extremely hard over the last year or so to develop and drive my business to success and when I think back to how I did it? There is only thing thing that comes to mind. My sheer determination to succeed at all costs.

5. You are considered a niche-marketing expert. What is niche marketing and how do you make money from it?

Niche marketing is a concept based around creating websites targeting low competition niche keywords. For example, a keyword like "shoes" is targeting a very broad audience and is likely to be very competitive.

Compare that to a keyword like "mens ballroom dance shoes", which is targeting a much smaller niche audience interested just in ballroom dance shoes and is also likely to be much less competitive.

Once you find such a keyword, it is then a question of creating a website with content optimized for that particular keyword and monetizing it with AdSense, Amazon affiliate links or any other form of paid publisher advertising.

6. How do you decide which niche to base your business in with so many options to choose from? Would you advise people to go with their passions and interests or are there other things to keep in mind when picking a niche?

It comes down to keyword and market research. You really need to ask yourself these important questions. Are buyers spending money in this niche and how hard would it be to rank a website to get lots of organic traffic?

If you are new to niche marketing, then you can always start with a topic that interests you but at the end of the day you still need to make sure that particular topic can actually make you money.

7. Along the way on your journey, you discovered AdSense. What would you say to those who say you can't make money with AdSense?

The key to success with AdSense just like any other strategy is getting traffic. The biggest advantage you have with AdSense is that you don't need to convert prospects into sales to be able to earn a commission. All you need is clicks and if you can get lots of targeted traffic, you will inevitably get clicks and make money.

The biggest hurdle for anyone looking to make money from AdSense is patience. Most people will give up just when they are about to hit the big time. It is not a get rich quick scheme but with persistent effort and proper strategy you can money make a decent income within a matter of months.

8. Do you miss working on computer-generated effects? Have you been able to incorporate your talents used in your first career into your entrepreneurial way of life? Is there ever a thought or desire to return to your old job?

My old job involved using cutting edge software and computer technology. So, from that perspective it has definitely proven to be an advantage to help me easily overcome all the technical challenges normally associated with building websites, using software and implementing strategies.

Do I think about going back to my old job? The answer would be definitely be a no. You need solid, uncompromising commitment to be successful in any type of business. If you are serious about success then you need to commit yourself to running a business full time and give up your job for good and that's exactly what I did.

I would however, suggest to anyone looking to do the same to at least have enough money to cover your expenses for the first six months before leaving your job or work part time until you feel comfortable that you can afford to do so.

*At the time that it was
all new to me but it
was a mind boggling
thought on how
powerful the internet
actually was!*



9. You share a lot of strategies and ideas on your blog. What triggered you to start a niche marketing blog? Why are you sharing your “secrets” to success? Are you ever afraid that you have exposed too much to people who could potentially be your competitors online?

There is a lot of misinformation out there about what it takes to actually make money online. There are numerous hyped up internet marketing products claiming to be the next pushbutton, get rich quick, magic bullet.

In reality there are only one or two things you need to be successful online, a profitable niche and lots of sustained traffic. Most people know about that already so where is the secret?

The secret is in implementing the right strategies. My blog is really a way for me share all those strategies, dispel some of the myths surrounding successful internet marketing and also help budding entrepreneurs avoid some of the mistakes I made during my journey.

Am I worried about my competitors? Internet is a big space and it is somewhat harder to make money in many of the niches than what it was a few years ago, there are still plenty of niches which haven't been tapped yet so I would say that there is plenty to go around for everyone:)

10. You mention on your website that you work with small groups and individuals to assist them with their online businesses. Can you talk a bit more about that? What can clients expect when working with you?

I work with both individual and small business owners one on one to guide and coach them in all the successful strategies I have used and implemented to create a successful online business.

Yes, you can do things yourself by reading ebooks and watching videos but the key element missing there is accountability. Who do you answer to if you miss a deadline or don't achieve your goals?

I work with all my clients not just to help them implement strategies correctly but also implement them in a specific timeframe and achieve results fast.

11. How does it feel to be a business owner? If you were to give one piece of advice to business owner want-to-be's, what would you say?

Being a business owner at times can feel like a roller coaster ride. You can have great days and some not so good days but it's thrilling to enjoy and plan your success and I will take that over a job any day!

The one piece of advice to business owners want-to-be's? Do not try to do everything yourself! It is common for entrepreneurs to wear many hats in their small business. While that may be necessary at the start, I would recommend outsourcing anything and everything as soon as you can afford to.

Remember, your main role as a business owner and CEO is to focus on developing strategies to grow your business and not being your own employee. If you really need to know what I am talking about, then I recommend reading the book “The E-Myth Revisited” by Michael E. Gerber (if you haven't already).

12. How long did it take you to get to the point where you felt confident that you would be able to make a living with an online business? How did you keep yourself motivated and free of distractions?

It took me a bit less than a year to leave my job and feel confident that I could make a comfortable living online. In fact for majority of 2011, I worked two shifts almost every single day. My day job from 9-6 and then working on my business during the evenings and weekends!

My biggest motivation strategy is enjoying every little milestone and success I achieve every single day and writing down my tangible goals (both short and long term). If you don't recognize what you are working, eventually you will run out of steam and give up.

Distractions? In all honesty that is one thing I struggled with all throughout my journey. I am getting better at that now but early on it was extremely hard to stay focused. The strategy that has worked best for me is not to look at each and every internet marketing product thrown at me. Find a strategy, implement it and take it to the finish line!

13. What was the biggest lesson you learned along your journey?

Trying to do too many things at once. As an entrepreneur it's easy to see shiny objects and money making opportunities everywhere and everyday. That is a big hurdle to success as all you end up doing is starting too many things without finishing any which eventually reflects in your level of success.

Remember, your main role as a business owner and CEO is to focus on developing strategies to grow your business and not being your own employee.

14. You share thoughts and ideas about entrepreneurship and the entrepreneurial mindset on your website. What are three characteristics of a successful entrepreneur? Please explain.

Most successful entrepreneurs are creative thinkers when it comes to making money and business and I feel that you do need that ability to be successful but the biggest characteristic of a successful entrepreneur is their ability to really step outside the comfort zone, take action and beat procrastination.

I am sure you know of many people in jobs who get extravagant business ideas but how many will actually act on them? Not many. That is the main difference between a successful entrepreneur and someone I describe as a “wantrepreneur”.

Also, successful entrepreneurs are extremely hard workers over a long period of time. Unfortunately, there are no shortcuts to business success, online or offline.

15. If you were to start over and do it all again, what is one thing you would definitely do differently?

Definitely sit down and write a business plan:) Luckily, things have worked out well for me over the last year but I definitely learned many expensive lessons with the “learn as you go” approach.

16. What do you have up your sleeve for the next chapter in your life?

I think my focus for this year is to grow my blog into a full fledged business and also take my clothing business to new heights. We are launching our own ecommerce site this month, which will really help us reach out to a much larger market. I am also training to do some public speaking so also hope to get on stage sometime in the near future.

Thank you!

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COMMISSION CRUSHER

UTILISING INTERNET MARKETING

By Chris Jenkinson



SEO is by far one of the most effective tools in the internet marketing scope and can truly bolster traffic to your company's site.

The internet is a seemingly endless resource for a company of any size and, whilst the opportunity to reach out to millions of potential customers is certainly great, most companies will find they are met by stiff competition on the web. With so many companies now online it might be difficult to see how yours could ever stand out from the crowd. After all, what does your website have that others don't?

The key to it all is an effective internet marketing strategy. You need to utilise every tool and potential outlet you possibly can. The beauty of internet marketing is that it does not have to be expensive and can be accessed by any business of any size. Here are a few hints to steer your company towards a successful campaign.

Firstly, make the most of cheap internet marketing tools before spending large amounts of advertising and web hosting. Social media has already become the 'go to' move for many large companies but it can still be accessed and used by a company of any size. Offer your potential customers something no one else can and get people talking about your company. Giving out a number of free samples is a great way to get people clambering to follow you on Twitter or Facebook.

Secondly, optimise and optimise well. With so much written on the internet about Search Engine Optimisation (SEO), it is easy to believe you are quite the expert. Sadly, there is a whole science behind SEO and simply filling your homepage with keywords will not cut the mustard. Consider enlisting the help of an SEO company to truly boost your company's performance on search engines or risk wasting valuable time on achieving very little. SEO is by far one of the most effective tools in the internet marketing scope and can truly bolster traffic to your company's site. A lucrative relationship with an SEO company will establish your company's site at the top of related searches and keep it there.

Blogging is another extremely effective internet marketing tool. A professionally written, well researched blog can be your company's way of letting customers and potential customers see your ethos and passion for your industry. Over time, a good blog will build up a subscriber base as well as clock up a whole host of search engine traffic. What is more, your company will be able to share with the world any good news, awards or accolades it has picked up.

Finally, pay per click advertising also has potential as part of an internet marketing strategy. Whilst some experts will swear against it, pay per click campaigns can be an effective short term strategy to boost traffic to your site. In the same breath, it is essential you plan the campaign well as a poor choice of key words can end up costing your company a small fortune with very little returns. As before, enlist the help of professionals to ensure the best results for your company.

Whatever techniques you decide to incorporate into your company's internet marketing plan it is essential you stand out from the crowd. Inspiration and imagination will help your company go far and be the difference between a very successful and a very expensive internet marketing campaign.

KLOUT MAKES YOU AS MUCH A MARKETING MAVEN - AS FARMVILLE MAKES YOU A FARMER

By Chris Sheehy

The social media influence measure – “Klout” is NOT a measure of professional achievement or ability, but increasingly it’s being pitched as one.

Klout is a social media game, an advertising platform if you will; designed to generate revenue for the companies “Klout Perks” advertisers – Audi, Disney, Spotify, Subway, HP, and Nike to name a few.

In the industry; this type of technology is known as “GAMIFICATION”, and the “Klout Score” is of little value to non-gamers and is meaningless in any capacity as a marketing professional.

So much confusion surrounds Klout, that there has even been references lately of people listing their Klout Score on their resume’, and of companies listing the Klout score of new hires on press releases. That’s about as valuable as knowing their shoe size. Here’s how Klout describes their product: {<http://klout.com/corp/perks>}

“Klout” is NOT a measure of professional achievement or ability, but increasingly it’s being pitched as

one

“Build Brand Awareness Your customers don’t trust advertising, they trust their peers and influencers. Get your product into the right hands and let them do the talking for you.”

Don’t get me wrong – I like social gamification, in fact, I’m an early adopter of Klout {OG badge as proof}, PeerIndex, Gowalla, and Foursquare and I enjoy gaming-it-up with my online friends to see who can score the highest, get the most +K’s, or have the most Mayor awards. I get it.

But Klout makes you as much a marketing maven, as Farmville makes you a farmer.

The problem for me is the increase from marketing and media firms pitching these things {like Klout} as a viable professional influence metric. These firms are knowingly or unknowingly endorsing professional standards which simply do not exist. And that’s exactly what’s happening now in Rhode Island as well as across the country.

Which brings to question: Who’s gaming who?

{For the record – my Klout score when I wrote this was 58 – woo hoo!}

mwm gadgets & toys

Clap Camera by Superheadz

This is not a concept. This is a 2.0 megapixel camera with video capabilities. It has been created by Japanese firm Superheadz and yeah, you can use it as a memory stick too.



<http://www.originofcool.com>

Mushroom GreenZero Wall Travel Charger



Your phone charges to 100% during the night, but what about that stand-by power the charger continues to use? Be eco-friendly when you charge with the Mushroom GreenZero Wall Travel Charger by Bracketron. This handy device features GreenZero technology – meaning when your device is charged it quits using juice. It can charge any USB device with a USB female input, is portable for those on the go and has a cord winder for tangle-free cable storage.

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

You want it

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

Spy Hawk

Remote control helicopters were a fad not too long ago, but who needs that when you can fly a remote control plane, which also acts as spy vehicle collecting video as you fly. Red5 has just introduced its spy hawk plane, which comes with a 5 megapixel camera attached to the nose. The aircraft beams the video back to your 3.5-inch screen which is embedded in the controller. The plane can be controlled within a 600 feet radius and comes with 4GB of SD card storage.

The Spy Hawk also features a stabilization system which makes it much easier to fly as well as an autopilot switch which will keep the plane at the correct altitude. The aircraft can stay in the air for about 30 minutes thanks to its 7.4v lithium-ion polymer. No need to worry about crashing as the Spy Hawk has a tough outer body due to its EPO crash resistant foam. Even cooler is that if your friend also has a Spy Hawk, you can link the two planes together which will allow you to follow the planes while they record. The Spy Hawk is available for £245.95 (\$380).



<http://www.ubergizmo.com>

Necomimi Brainwave Cat Ears



Have you heard of the company NeuroSky before? Well, this is the company behind some mind controlled devices in recent memory, and even more recently, Necomimi is one of NeuroSky's latest products which was introduced in Japan. Basically, this will target cosplayers who want to wear one pair of those cute looking kitten ears, but what makes the Necomimi special is this – it is a mind controlled toy that ought to be a hit among those who love all things about cosplaying.

First launched on an official basis at Comic-Con in San Diego, the Necomimi is actually a headband which will feature brainwave cat ears that will move according to the user's moods. It will rely on NeuroSky's ThinkGear technology, enabling Necomimi to provide folks a chance to express their moods in real time, and through fake cat ears to boot. Well, it would have been nice to see a mentally controlled tail appendage to go along with the pair of ears, but I guess that particular idea will just have to be reserved for sometime down the road.

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

Did you know



Sir Tim Berners-Lee was considered the father of the World Wide Web while Vinton Cerf was hailed as the father of the Internet when he co-authored with Dr. Robert Kahn in 1973, a published paper which introduced the words "TCP and IP."

Top 4 Reasons Businesses Don't Get Backlinks

By Chris Sheehy

In this article, you'll learn...

- Four reasons businesses aren't getting enough website backlinks
- The importance of backlinks to your website's visibility and SERP rankings

Website links that point to your business website are one of the most important search engine optimization (SEO) factors that influence the online visibility and search engine ranking of your business.

Those backlinks signal to search engines how influential and relevant your business is online; they trigger local citations of your business and aid in deepening your local market penetration. Therefore, those backlinks help increase the online visibility of your business and influence the discovery of your business—over your competition—by online searchers.

So, if backlinks are that awesome for SEO and search engine results page (SERP) rankings, why do so many businesses struggle to get links that lead to their websites? Here are my Top 4 reasons.

1. It's hard work (with no effective shortcuts)

Sustainable results are best obtained via sweat equity. In this case, that translates to finger-numbing keyboarding. Automation doesn't cut it here because, typically, it's too general, so hitting the keys is your best bet.

Even publishing great content isn't enough in and of itself to get other websites to link to you. You need to get out there and promote that content (but that's a topic for another article).

Businesses have to commit to the notion that just as they have to be on the hunt for their next customer, so too do they need to be vigilant with their online linking. Linking is an all-the-time thing—not a one-time thing. Marketers don't know any secret tricks about "backlinking" other than those that "do" it... do well.

2. Commitment and consistency are fleeting

Setting a monthly strategy of creating a set number of backlinks seems to work best for many businesses. Stay on track, and commit time to get the work done. Consistency is the key: an hour a day keeps the competitors away.

Search engines take into consideration how many links your website picks up within specific time periods. Generating links to your site in bulk might seem like a great idea and could provide a short boost to your ranking and branding, but that tactic will ultimately hurt your business when along with your link-building actions your SERP rankings take a dive.

Continual Trickle Linkonomics (yup, I just made that up) is the best strategy.

3. You might be linked-in with an SEO scammer

There seem to be as many SEO scammers as search engine optimization specialists. Telling them apart is not that difficult, though, if you know what to look for.

- Scammers promise quick results for quick cash.
- Specialists (I'm refraining from using the word "expert" here) advise sustainable results over time and speak of your marketing dollars spent as a business investment rather than a quick spin of the return-on-investment (ROI) wheel.
- Scammers speak of guaranteed top listings or No.1 placement.
- Specialists will let you know that nobody—no one—can guarantee top search engine rankings or page rankings. Specialists are also more likely to show you a list of top-ranking client sites or testimonials that pan out when you do your due diligence.
- Scammers promise to list your business on hundreds of directories and search engines... practically overnight.
- Specialists speak of listing your business on relevant directories and online resources, and likely not on search engines, because they know that if other elements of your online marketing are in place, search engines will find you organically.
- Scammers speak of immediate results.
- Specialists speak of the big picture.

Listen to your gut. If the promises sound too good to be true, they probably are.

4. Tricking the system will not serve you well

Loopholes and SEO tricks are openly published online, but taking advantage of such trickery will eventually result in having fewer prospects knocking on your door. If you have doubts about using a particular tactic, or if your "SEO Guru Ninja Rebel Fighter" says things such as "Google won't even see this" or "It's safe; I've done this with other clients and haven't had any trouble," you should probably stop right there and reassess.

Ultimately, the search engines will create ways to find the businesses that took advantage of their vulnerabilities, and they will most likely return the favor by reducing those businesses' rankings—or, worse, removing those listings altogether.

The practice of implementing those aggressive SEO tactics is referred to as Black Hat SEO (think of it in cowboy terms), and those who follow best-practice standards are referred to as White Hat SEO specialists.

Don't get me wrong: White Hat all the way may well not be the best strategy for a business in a tough market. Shades of gray exist. Sometimes, the pioneering SEO practitioners and their unconventional ways get the best results—but such specialists are also most likely to know the difference between a tightrope and a sidewalk.

Businesses that rank high on search engines do so because of many factors. Building backlinks to their website is, arguably, second only to website search engine optimization (on-page SEO) in terms of importance and lasting results.

Committing the appropriate amount of time and money to link-building is a continual process that will provide long-term competitiveness and visibility via greater online search-engine discovery.

Remember: Those who do—will do well.





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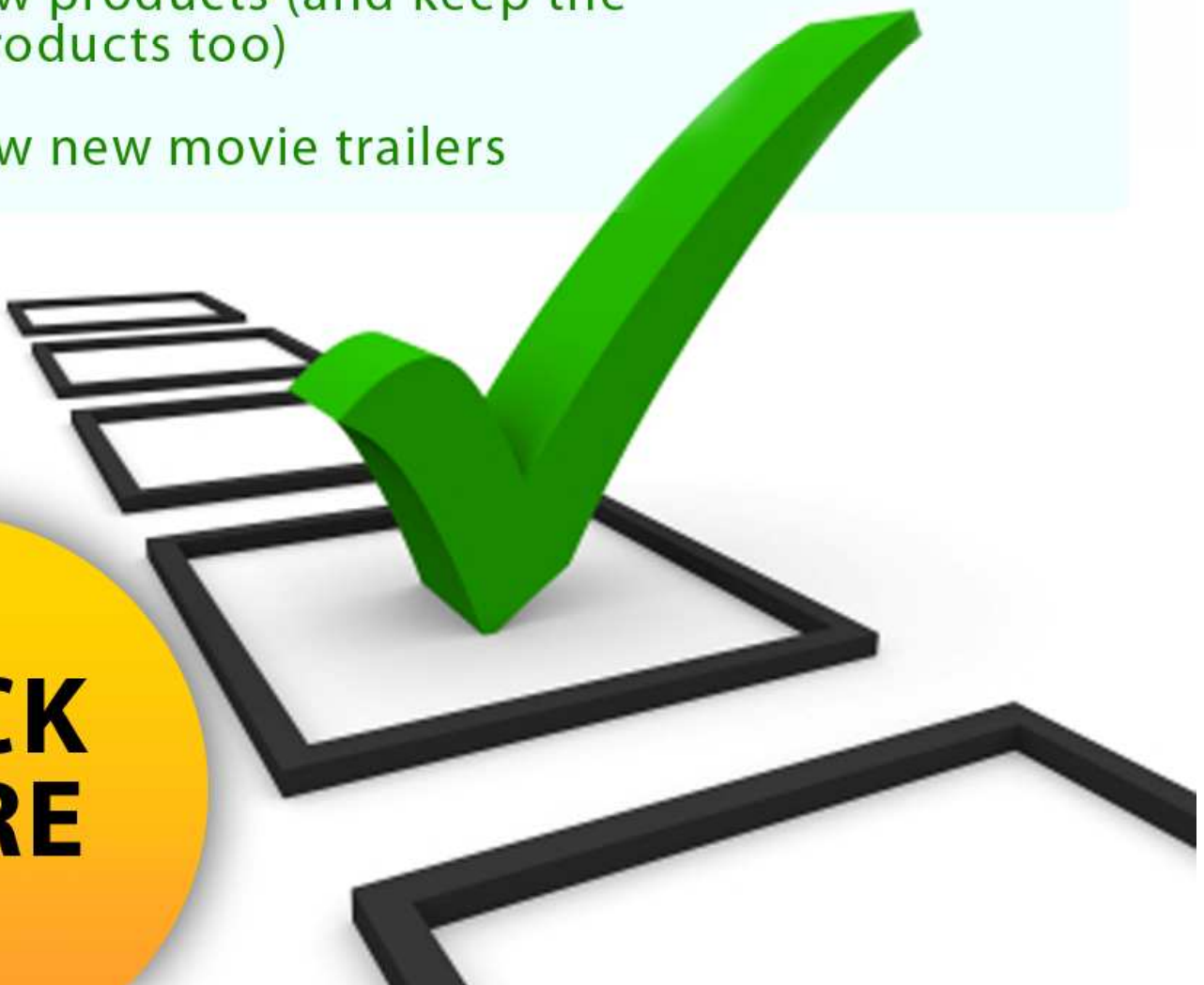
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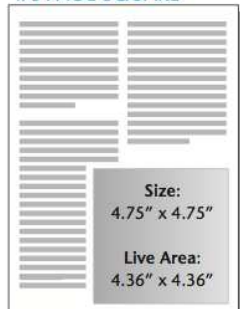
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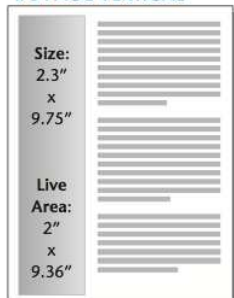
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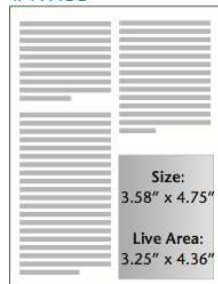
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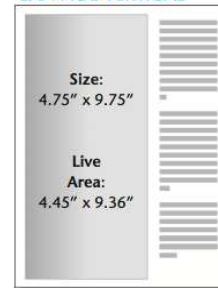
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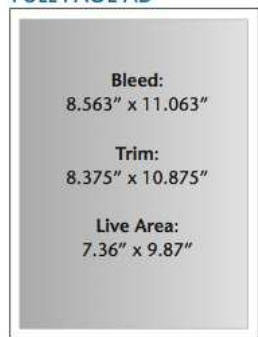
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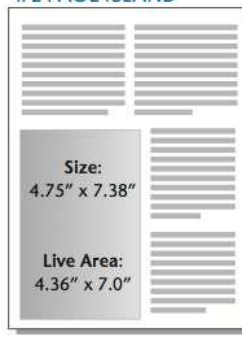
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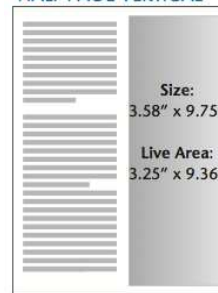
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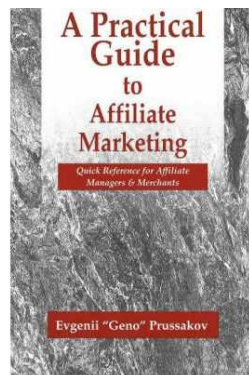
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A PRACTICAL GUIDE TO AFFILIATE MARKETING: QUICK REFERENCE FOR AFFILIATE MANAGERS & MERCHANTS

By Evgenii Prussakov

A Practical Guide to Affiliate Marketing was written to be an indispensable handbook for all affiliate managers and merchants, alike. In addition to providing concrete, practical answers to common (as well as not-so-common) questions, the book gives usable ideas on promoting affiliate programs, along with ways to keep affiliates motivated. This guide presents the author's information in a logical, convenient format.

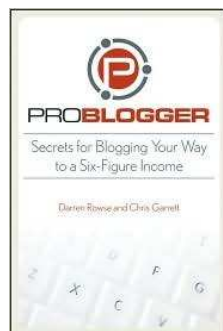
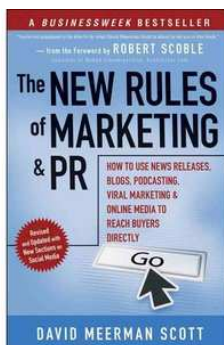


THE NEW RULES OF MARKETING AND PR: HOW TO USE NEWS RELEASES, BLOGS, PODCASTING, VIRAL MARKETING AND ONLINE MEDIA TO REACH BUYERS DIRECTLY

By David Meerman Scott

For marketers, The New Rules of Marketing and PR shows you how to leverage the potential that Web-based communication offers your business. Finally, you can speak directly to customers and buyers, establishing a personal link with the people who make your business work. This one-of-a-kind

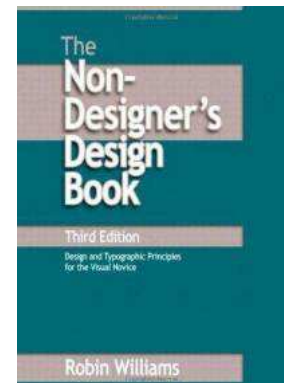
guide includes a step-by-step action plan for harnessing the power of the Internet to create compelling messages, get them in front of customers, and lead those customers into the buying process.



PROBLOGGER: SECRETS FOR BLOGGING YOUR WAY TO A SIX-FIGURE INCOME

By Darren Rowse and Chris Garrett

ProBlogger.net is where bloggers worldwide go for advice and information on enhancing their blog's presence. Whether you're just starting out or have been blogging for years, these two professional bloggers show you how to turn your passion for blogging into extra revenue. This practical guide to creating and marketing a blog with the potential for generating a six-figure income shows you how to choose subject matter that works for you, handle technical issues, and evaluate your blog's success so that you can use your blog to generate income indirectly.



NON-DESIGNER'S DESIGN BOOK, THE (3RD EDITION)

by Seth Godin

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design pages with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised classic--now in full color--includes a new section on the hot topic of Color itself. In The Non-Designer's Design Book, 3rd Edition, Robin turns her attention to the basic principles that govern good design. Readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap--which is just what audiences have come to expect from this best-selling author.

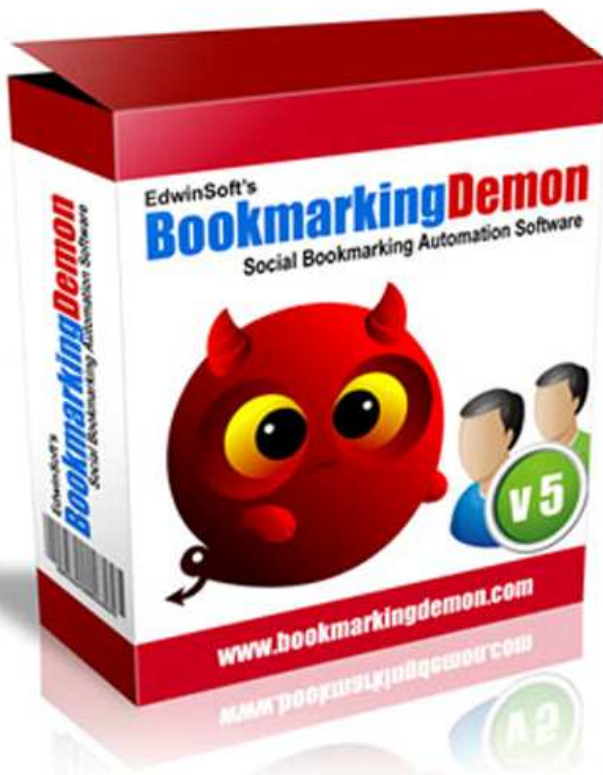
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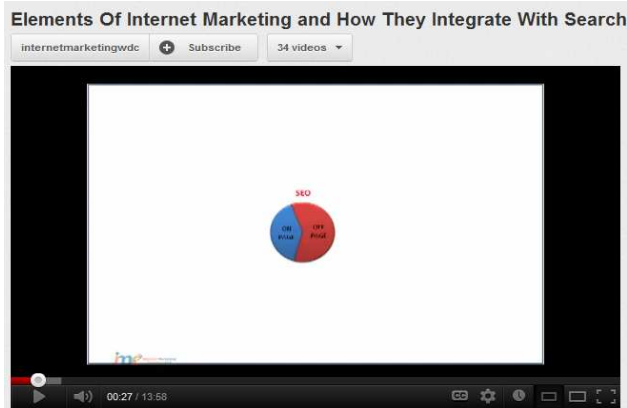
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Feature Article .

What's In A Word?

By Chris Sheehy

Are the words you use to market your business attracting the right buyers?

The internet has proven to be a significant revenue & inbound lead-generating tool for small businesses, and with so many companies having websites nowadays, businesses of all sizes are discovering that local marketing is hyper-competitive. Being discovered online is getting increasingly complex. The days of set-it-and-forget-it websites doing the heavy lifting of online marketing are long gone. Today's businesses need quantifiable results for their hard-earned marketing spend. With respect to internet marketing – this means selecting the right words that will enable your business to both rank well on search engines, and be discovered by more buying-prospects searching for what you have to sell.

Regardless of what the name is on the sign outside your building or on your business card – the wording you use for internet marketing plays a significant part of your overall online visibility. Your businesses listing on Google Search for example, is often the first impression a new customer has of your company – so it should accurately convey your business and be crafted in a way to attract the right searchers. Conversely, a low ranking on search might cause your existing clients to be lured away from your business by competitors who appear more prominently – judging solely by their higher ranking and increased visibility.

Think of the words you use for online marketing as magnets –

use the right ones, and you'll attract in the right buyers.

Having had several auto body repair clients over the years I have done some name-game studies before, and with 823,000 searches in the US every month, "Auto Body" has proven to be the phrase that pays. The remainder receiving 550,000 – 90,500 and 110,000 monthly US searches respectively.

Think for a moment how you search for something online. If you were looking for great pizza in New Haven CT for instance, this might be how your search query could play out:

>Pizza< (whoa – way too many results)

>Pizza restaurants in CT< (more refined, but not specific enough yet)

>Pizza restaurants in New Haven CT< (fantastico - che è!)

Doing this search Giulios Pizza and Restaurant pulls top rank for a regular non-paid listing (called an organic search result). Having lived in New Haven half my life however, I can tell you that Modern Apizza is the local favorite. So why aren't they ranking #1 in the search?



Apizza is a thin-crust pizza unique to New Haven CT; it even has its own Wikipedia page. If you want good pizza in CT, Apizza is what you are looking for. Rolling back on that search query – this time replacing Pizza with "Apizza" you'll find the beloved Modern Apizza owns the search engine results page (aka: SERP) with four-listings on the first page – a whopping 40% market share!

Pizza or Apizza – Auto Insurance or Car Insurance. What's In A Word?

With the right research, strategy, and execution - businesses using optimized & targeted keywords within their digital assets and in their online marketing wordtrack will rank higher in search. A website, blog, social media channels, images, and video are common examples of a business's digital assets.

Why is ranking on search engines so important anyway?

- 93% of all internet traffic is derived from search engines
- 60% of search clicks go to the top three listings
- 70% of the links people click on are for organic results (i.e. – not the paid ones)
- 75% of users never scroll past the first page of search results
- 80% of unsuccessful searches are followed by a revised search
- 91% of email users have unsubscribed from a company email they had previously opted-in
- 40% of SEO marketing campaigns achieve a ROI (return on investment) of 500%
- 22% of PPC (pay-per-click / paid advertising) campaigns are able to reach a 500% ROI
- Search is the #1 driver of traffic to content sites beating social media by more than 300%
- 62% of American households are connected to the internet

[Source]

Don't think this is just an automotive thing; I could have easily singled out Insurance Agents, Boutique Retail Stores, Attorneys, Restaurants, or Home Improvement companies - each having unique strengths for specific keyword usage that largely goes un-tapped.

I often hear how business owners had assumed the person building their website would have done this keyword and website optimization to make their website discoverable on search. While that was common just a few years ago, the complexity of search engine optimization [SEO] & search engine marketing [SEM] and of website design has divided them into separate disciplines over the years. Just as it is unlikely that the person digging the foundation for a house will be the same person nailing the shingles on the roof – so too is it unlikely that the same person designing your website has the same skills to successfully get it discovered by search engines and (most importantly) marketed to the right buyers.

SEO is the technical element that gets website pages discovered by search engines

SEM are marketing actions that get websites discovered by people

Two of the most common pitfalls I see in keyword targeting are when businesses use industry-specific terms in their phraseology (unless of course they are targeting B2B), and focus on the words they want to be discovered by. Naturally, this only applies to businesses that have at least made a connection between their wordsmithing and their actual business. It's an easy mistake to make.

Instead of focusing on jargon and their own intentions – businesses should concentrate on identifying the words people use to find them – and weave these into their strategy. Research and ongoing analysis will spot these words and help single out trends and spikes. I also advise businesses to consider what keywords/phrases will attract:

1. Their top-5 fastest selling items (services/products)
2. Their top-5 highest \$ grossing items

For the second part of this name-game, businesses need to add their location reference within their digital assets to market their company locally – so local buyers can discover them. For existing businesses – some careful word constructing will assure this does not detract from your existing brand identity.

The focus here is to do some local keyword research to see if your local identifier (i.e. town name) should be added to the front or back of your principle keyphrase – Rhode Island local marketing companies vs. Local marketing companies in Rhode Island for example.

Looking back at the original discussion over the naming of "Town Collision Center", I was thrilled to hear this business went with our advice by selecting "Auto Body of Town" as their namesake. When optimizing the business-side of websites, the in-between words of a page title such as the, and, in, and in this case of, are referred to as stop words - and search engines will largely ignore these. In this case, search engines will see this new business as Auto Body Town – and that's about as tight as you can get with optimizing a local business.

TIP: You could alternate between a town name and/or a zip code for certain website elements.

Common areas to implement this new keyword strategy include:

- Website title
- Website anchor text (the blue-color text that has a website page linked to it)
- Social Media profiles & posts
- Blogs
- Business Profiles – like LinkedIn, Yelp, and Google Places (being phased out by Google+)
- Website Image & Video
- Photo sharing sites (like Picasa & Pinterest)
- Maps and GPS software
- Hashtags #
- Print media & email marketing

Keyword-focused optimization followed by search engine marketing (story for another day perhaps) are the beginnings of a solid online marketing strategy for startups and established businesses alike. The word game – played well.

mwm Q&A

An Interview with Donna Klacza, Owner of Fun To Grow On, a specialty toy store in Mississauga, Ontario

By Donna Marrin

ABOUT DONNA KLACZA Twenty Five years ago when my children were five and two years of age, I opened a specialty toy store in my Mississauga neighbourhood, hoping to provide the community with a place to buy quality toys for their children. Fun To Grow On, my bricks and mortar store, has grown and expanded over the years and still fills the niche of providing unique and engaging toys for children of all ages. Just ask my two-year-old granddaughter where the best toys come from! Five years ago, my partner and I launched LearningToys.ca. The ever-changing online retail environment provides me with challenges that keep my entrepreneurial spirit alive and strong. If you have any questions or comments, please email me at donna@learningtoys.ca Visit: <http://www.funtogrowon.ca/>



Tell us about your business and how you started it.

I own a bricks and mortar specialty toy store in Mississauga, Ontario, called Fun To Grow On, and I am co-owner of LearningToys.ca. I opened my bricks and mortar store 25 years ago when it seemed difficult to find good quality educational toys for my children, then five and two years of age.

What was your early vision for your business, and has it changed over time?

I wanted to provide a destination store for specialty toys to service the community I lived in.

With the addition of the online component, I can now reach out to customers all across the country looking for the unique products we carry.

“Even though the world has changed dramatically, children still enjoy simple, unstructured, creative play.”

Your biggest learning curve?

For the bricks and mortar store, it was inventory control and purchasing cycles. For the online business there is a new learning curve every three months!

Describe a day in the life...

From January until September, I keep the stores well stocked for the changing seasons. It is relaxed and manageable with customers shopping for birthdays and special occasions. But come October, POW! Almost 50% of our sales hit in the last three months of the year. It is exciting, exhausting and rewarding, but it is also fortunate that December 25th gives us the well-earned break we need.



What makes your business stand out?

Definitely the products and the suppliers we purchase from. The products are superior quality and come from manufacturers who care about producing toys that children will learn from and love. Our suppliers also care about their impact on the environment and make every effort to produce toys that in no way harm our environment.

Do you have any entertaining anecdotes or interesting facts to share about your line of work?

Many of the toys that I am selling today are the same ones that I was selling 25 years ago, when I first opened. Even though the world has changed dramatically, children still enjoy simple, unstructured, creative play.

The best part (about running own business) is the freedom to come up with new ideas and then be able to implement them immediately.

How do you find balance between your business and home life?

It is not easy to do when you run your own business. I have always loved being busy, but I found that hiring employees that I can rely upon when I'm busy with things outside the business makes life much easier for me.

What's the best part of running your own business? The most challenging?

The best part is the freedom to come up with new ideas and then be able to implement them immediately. No red tape, no Board of Directors' approval. Most challenging for me is finding new ways to keep myself focused and interested after 25 years.

What business tool or resource could you not live without?

My dedicated employees who allow me to expand my business opportunities and spend valuable time with family and friends.

What is the key to your success?

My never-flagging willingness to work hard and to see new opportunities around every corner.

What advice would you give to anyone thinking about starting a business?

Have enough capital to fund the business for at least three years. Start with a strong support base, accountant, banking advisor, IT support and reliable employees.



Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:

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Make Your Computer Error-Free and Run Faster In Under 3 Minutes

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

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

<http://regeditcleaners.com/>

mwm useful links

- ✓ <http://www.MakingWebMoney.com/advertise>
- ✓ <http://www.TheIMMarketingGuy.com>
- ✓ <http://www.YourFreeMembershipSite.com>
- ✓ <http://www.todaysinternetmarketingforum.com>
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- ✓ <http://www.looseapound-aday.com>
- ✓ <http://www.regeditcleaners.com>
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- ✓ <http://www.youtube.com/watch?v=9sb9kDQenIg&feature=related>
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- ✓ <http://www.youtube.com/watch?v=w1N5vXFr1r4&feature=related>
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- ✓ <http://www.youtube.com/watch?v=MDkZqW9WFq4&feature=related>

The Lazy Way To Build A Responsive Opt-In Email List

By Adam Kling



If you're in business on the Internet to make a profit, then you're probably aware of how significant a list of prospects is to your success.

But what if you don't want to spend countless hours each and every week promoting, writing and managing a continuous email publication?

Well, here's a relatively-unused strategy you can apply to nurture a list of prospects who not only trust you, but are also eager for more of your expertise.

And that's **without** facing the daunting task of writing a newsletter issue every week, draining valuable hours of your business day

"What is it?", you ask...

It's simple! You use an autoresponder to store a pre-written newsletter publication. You can then let the autoresponder send out the pre-written issues to every one of your subscribers every week like clockwork.

"But Doesn't This Result in Far More Work?"

At first, yes, it may seem like a lot of work. But the secret is using your time **wisely**. Sure, you can write an issue each week... but when time permits, you could set up 3 issues all at once, thus not needing to write anything for the next three weeks (assuming you set each issue to go out weekly).

If you have your material to source information from (such as your own info-products) then this strategy will come in very handy and free up a lot of your time.

Instead of being forced to write a newsletter issue on a weekly basis, you can in fact write each issue in your own time, and simply add it to autoresponder for your subscribers to receive when necessary.

The best part is that your subscribers always get to read all of your issues no matter when they subscribe. And after setting up a certain number of issues, you can decide to stop writing and follow what I call the "read as I write" routine, where there is no set interval for future issues.

Of course, you can write an issue every week, but you may be more comfortable sending out an email whenever you have something to say, or perhaps a new article to send.

Remember, despite what the gurus tell you, there are no golden rules when it comes to developing your email list.

***Despite what the gurus tell you,
there are no golden rules when it
comes to developing your email list.***

mwm marketplace

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Website for sale in
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Press Release Software

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

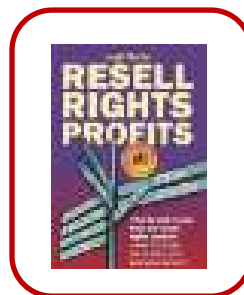
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mwm featured products

Resell Rights Profits

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

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



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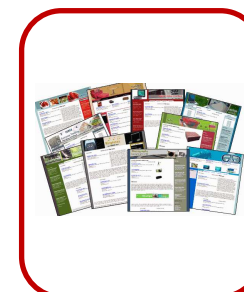
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iPad2

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



mwm contributors

Raam Anand

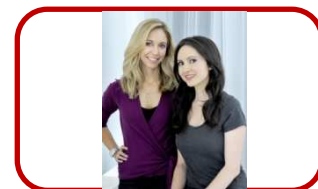
It is easy to become mobile-friendly today. Now, you too can convert your desktop website to a mobile version with all the features listed here. Raam

Anand, founder of "Free-Mobi-Design.com" is giving away \$500 value designing services on his new website at <http://Free-Mobi-Design.com>. All designs are custom-made and put together by professionals. Get your FREE mobile website design right now - <http://Free-Mobi-Design.com>



Stephanie Clarke and Willow Jarosh

Stephanie Clarke and Willow Jarosh are registered dietitians and the dynamic duo behind C&J Nutrition, the popular nutrition consulting and communications company based in New York City. You'll find Stephanie and Willow featured as experts on the news, in health and lifestyle magazines and professional journals, and as contributing nutrition experts and writers for SELF magazine. They're passionate about showing people that eating healthy can be delicious and can work with any lifestyle as they happily cook, eat, dine out, and nibble their ways through each day – which you can see for yourself via Twitter, where they TWEAT what they eat.



Tal Gur

Tal Gur is the chief motivator of "Live the Dream", which is a site for Motivation, Inspiration and Freedom. Encouraging others to live out their dreams, to gain financial freedom, reach peak fitness, build meaningful relationships, explore the world, and make a difference. <http://LiveOutTheDream.com/>



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



Chris Jenkinson

Chris Jenkinson is a UK based SEO consultant providing SEO expertise to business owners and directors to increase their company's web presence.



mwm contributors

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Maverick Macdonald is a freelance writer, social media consultant and a firm believer that content is still king. A former magazine staff writer and book author, he now devotes all of her time to the world wide web.



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



Jay Moncliff

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



John Mussi

John Mussi is an SEO Expert Specialist in SEO and Internet marketing Services, having experience of 4 years in ethical Organic SEO practices.



Jeff Schuman

Jeff Schuman is a full-time online marketer with numerous niche sites, as well as popular sites on Internet Marketing.



Chris Sheehy

founder: Sidewalk Branding Company, a Rhode Island local inbound marketing & SEO firm that's been getting businesses discovered since 1997. Follow them online <http://sidewalkbranding.co> and on Twitter @SidewalkBrand



Why Start Your Own Work At Home Business Opportunity? Here's Why!

By Jeff Schuman

Would you like your own work at home business opportunity? People choose to work from home for several reasons including the desire to stay home with their children, the need for extra income, or simply being dissatisfied with their current job. A home-based business will provide you with an exciting way to earn money and be your own boss. Numerous opportunities are available to internet marketers.

When getting started working at home with your own home business you should develop a business plan and research your options thoroughly. Making wise decisions and following your business plan each step of the way can help you in creating a steady stream of income. Operating a home-based business will require hard work and effort. You will not become wealthy overnight. It will take determination to succeed as an internet marketer. The amount of money you make will be directly related to the amount of work you are willing to do.

When making your business plan, include both short and long term goals. Determine how you will achieve those goals and put your plan into action. Affiliate programs are excellent home-based business programs and there are numerous other internet marketing offers that will create steady income if you are willing to make the effort. Some of these opportunities may require an initial investment from you and others are advertised as free. Research all internet marketing opportunities carefully to make sure you understand the terms and conditions.



Working at home with your own business is an excellent way to gain independence and financial freedom.

Working At Home When working at home online, you will have to distinguish yourself from the competition if you want to succeed. You should know your target audience and know your competition even better. Do not let self-doubt stop you from accomplishing your goals. Every successful internet marketer gives their business the very best effort possible. Hard work and determination will make your work at home business a success and provide you with a steady stream of income.

Working at home is one of the most exciting and challenging endeavors you will ever undertake. A sound business plan and the will to succeed will set you apart from the competition. Choose the products or services you provide carefully. Make certain your services will be needed over the long term and make customer service your top priority. A loyal customer base is the key to the success or failure of your home-based business.

Working at home with your own business is an excellent way to gain independence and financial freedom. A sound business plan and a strong work ethic are all it takes to succeed. The perfect work at home business is the Plugin Profit Site.

BAD CREDIT RATING

By John Mussi



Every time a lender or other creditor makes a report concerning your payment history to them, this report affects your credit score.

If you have a bad credit rating, then you might find that your ability to get financing, loans, and even some jobs is greatly diminished.

Once you have a bad credit rating, it might seem like there's nothing that you can do about it... but you don't have to believe that. It's not as difficult as you might think to get by with a bad credit rating; with a little work and time you can even repair it! Of course, before you do that it's important to realize exactly what a credit rating is.

What your credit rating says about you

Every time a lender or other creditor makes a report concerning your payment history to them, this report affects your credit score.

Your credit score is a numerical indication of the positive and negative reports that you've received from creditors and lenders; if the number is high then you have a good credit rating, and if it's low then you have a bad credit rating.

Since many creditors and lenders report either monthly or quarterly, the overall score is very fluid and can change over time... a fluidity that allows you to change and improve your bad credit rating as time goes by.

Basic credit repair

If you're looking to repair your bad credit rating, the first thing that you need to do is obtain a copy of your credit report.

Once you have your credit report, you'll be able to see the creditors and lenders that have made the negative reports for late payment and non-payment that caused you to have a bad credit rating.

Contact the lenders who have reported you for non-payment to arrange a repayment schedule, all the while making sure to keep current accounts up to date and not falling behind on your current payments.

As you gradually repay your old debts, they will be reported as being paid satisfactorily... and at the same time your current accounts will continue to report positively as long as you make on time payments.

Within six months to a year a definite change should begin to show in your credit score as the positive reports begin to outnumber and encompass the old negative reports.

It may still take a while longer for your bad credit rating to disappear entirely, but as long as you work to maintain your credit and make your payments on time you'll find that the day will come when having a bad credit rating is nothing more than a memory.

HIRING A FINANCIAL ADVISOR

By Jay Moncliff

When hiring a financial advisor you don't want to simply hire someone who looks like they know what they are doing, but rather a financial advisor that knows what they are doing and has proof. You will need to ask your potential financial advisor several questions in order to get a real feel of whether this financial advisor is skilled or has no clue how to advise you on money matters. You will be able to find a financial advisor who is going to really help you with your finances by simply asking the following questions.

First of all, you want to ask the potential financial advisor what kind of education he/she has. This is important because a quality financial planner will have educating supporting this field of work, as well as credentials, continuing education certificates and the like. You will also want to ask what kind of experience the individual has as a financial advisor and how long the individual has been working as a financial advisor. This information will enlighten you as to the type of financial planner you are considering hiring.

Another question that should be offered to the potential financial advisor is how they receive payment. Does this particular financial advisor charge an hourly rate, work only on commission, or have some other fee schedule? You will need to know up front how the financial planner plans on billing you before you agree to let them advise you on your finances.

Asking the financial advisor for referrals, especially past clients, is a great way to know if the financial advisor is for real and has been successful with other clients. If the financial advisor does not have any referrals, you might be skeptical about this particular financial advisor.

Finally, ask the financial advisor to give you an outline of what will be covered and how he/she can help you reach your financial goals. An experienced financial advisor will be able to tell you several topics he/she will want to cover with you.

A quality financial planner will have educating supporting this field of work, as well as

credentials, continuing education certificates and the like.



mwm back story

RainRap: Starting a Fashionable Rain Gear Clothing Line

By Isabel Isidro

Stacy Struminger was frustrated with the lack of a fashionable rain gear. While there are a lot of cute jackets and coats, there is nothing available in the market that is lightweight (perfect for summer storms) yet rain repellent. She discussed her idea with her best friend Rachel Teyssier, and they decided to create their own line of fashionable waterproof garment for women who won't let rain dampen their fashion cred. RAINRAP™ was born.



“Challenges that we faced were finding the right material for the RAINRAP, the perfect design and keeping the idea and concept a secret until we were ready to launch.”

What is RAINRAP™? What makes it different from other products in the market?

The RAINRAP™ is a new, innovative accessory for the practical and fashion conscious consumer. The RAINRAP™ is a fashionable alternative to traditional rain gear that is not available in today's retail market. The design of the RAINRAP™ combines the popular style of the pashmina and wrap. The RAINRAP™ is waterproof, reversible, light-weight, fast drying, easy to store (folds up to fit in your handbag and/or suitcase), and comes in four colorful combinations.

What inspired you to create the product?

In the spring of 2011, a weeklong rainstorm left me frustrated by the lack of a fashionable, waterproof garment in my wardrobe. Searching my coat closet in vain, I had the inspiration for a waterproof wrap that was not only utilitarian but also stylish.

How did you find the process of turning your idea into an actual product? What challenges did you face at this time?

After discussing the idea with my friend and partner and brainstorming, we reached out to friends who had experience in the areas that we knew we would need direction in. For example, one was a friend who was a trademark attorney; another was a friend in the fashion industry and so on. Challenges that we faced were finding the right material for the RAINRAP, the perfect design and keeping the idea and concept a secret until we were ready to launch.

How are you protecting your business idea?

Unfortunately, it is very difficult to receive a patent on a garment. We have trademarked our name and logo and hope that people will want to purchase the Original RAINRAP and not a copy.

What is it like working with a partner? What do you think are the factors that make a partnership work?

We have been lucky because our roles have been clearly defined without having to design a plan in writing. We each know our strengths and weakness and appreciate each other's constructive criticism. Factors that make the partnership work are being able communicate with each other, trust each other and enjoy each company.



Where can buyers purchase your product? How hard it is to find distributors to carry your product?

Right now buyers can purchase our product from our website, as well as a handful of retailers around the country. Our first goal was to not use a middle man, so we have turned down sales reps who have been interested in representing our line. We have been fortunate enough to be published in a couple of trade magazines (Accessories Magazine and Gift Shop Magazine) which has allowed retailers to contact us directly, eliminating the middle man. For now, being such a young company, we are not in a position to pay a middleman.

What was the biggest challenge you faced when starting the business?

The biggest challenge was selling the concept to our husbands. Luckily it was an easy sell!. Also, manufacturing in China came many obstacles. We learned quickly we need to educate ourselves when it came to dealing with Customs, Letters of Credit, Insurance and much more.

How are you marketing the business?

We knew right away that we wanted to hire a professional to help market our product to print, online and TV outlets. We were lucky to find the right person on our first call. Our PR person has been extremely instrumental in marketing our product for us. We also rely on social media which has become a must in today's world.

Are you planning on expanding your product line in the next five years?

Yes, most definitely. We have some great ideas that we are excited to implement.



How has RAINRAP™ changed your lives? What does this business represent to you?

Finding a career that still allowed us to be home with our children at the end of the day, was very important to us. We feel lucky that we have been able to fulfill the void we had by not working with the dream to start our own business and be at home with our children at the end of the day.

*We want our customers to be happy
with their whole experience
when shopping with us. It is our way of
thanking them for supporting us!*

Based on your experience, what are the 3 biggest lessons in starting and running a business that you want to share to other women entrepreneurs?

1. Willing to devote 24/7 to the business. Our customer service is never closed (only when we are sleeping 😊). We are known to respond to our customers all hours of the day. Being an internet company allows us to respond to our customers immediately. Our customers who shop at midnight are always pleasantly surprised when they receive an email response back from us so quickly. We are passionate about our service and our business. We want our customers to be happy with their whole experience when shopping with us. It is our way of thanking them for supporting us!
2. Understanding that as hard as we are working and as much time as we devote, we are not receiving a paycheck for now. Our money is being reinvested into our company, to continue to improve and offer new products to our customers — and that is ok.
3. Our first return we took we took personally. We now realize that with an internet company, as with catalog companies, it is inevitable that you will have a certain percentage of returns.

"FORMERLY HOMELESS MILLIONAIRE ASKS THAT YOU
PAY CLOSE ATTENTION
AS HE PUTS HIS TEAM,
MONEY, AND INFLUENCE
TO WORK
FOR YOUR
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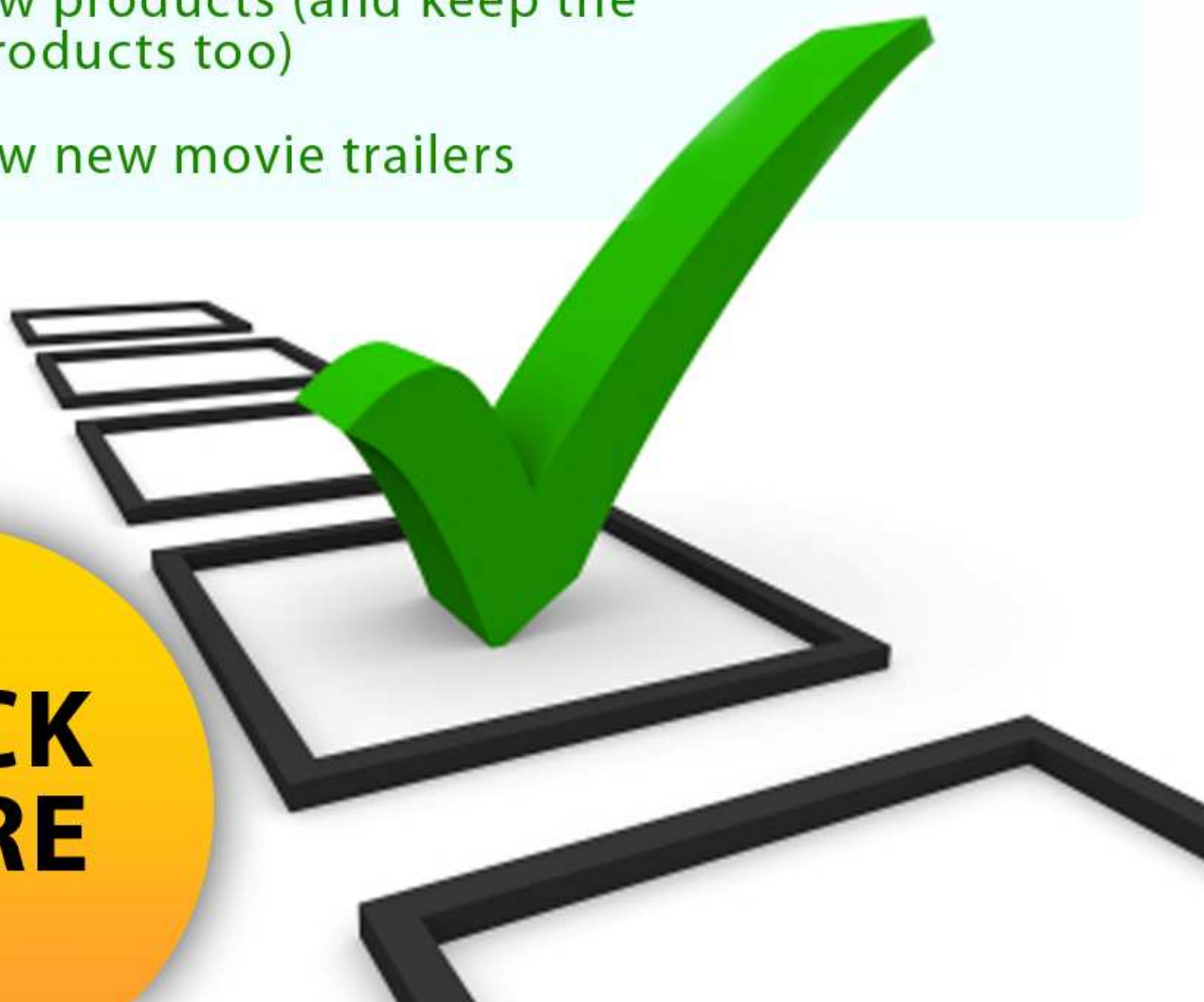
Take online surveys (I made \$20 for a 20 minute survey!)

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