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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

DECEMBER 2018

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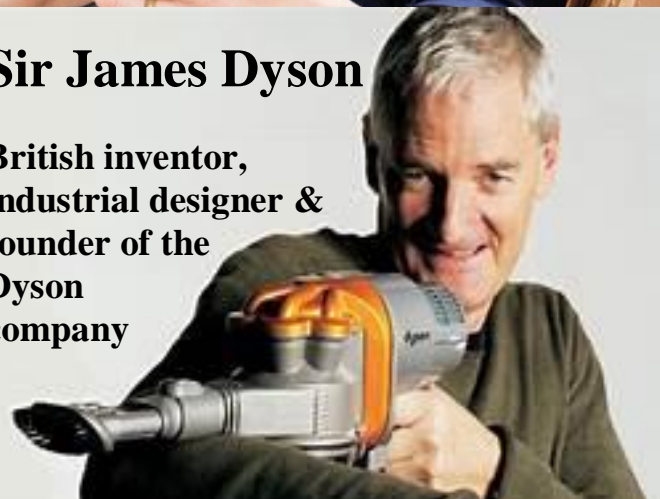


**This Month's  
Marketing  
CLINIC**

**10 Inspiring Ways to Generate  
Profitable Business Ideas**

**Sir James Dyson**

British inventor,  
industrial designer &  
founder of the  
Dyson  
company

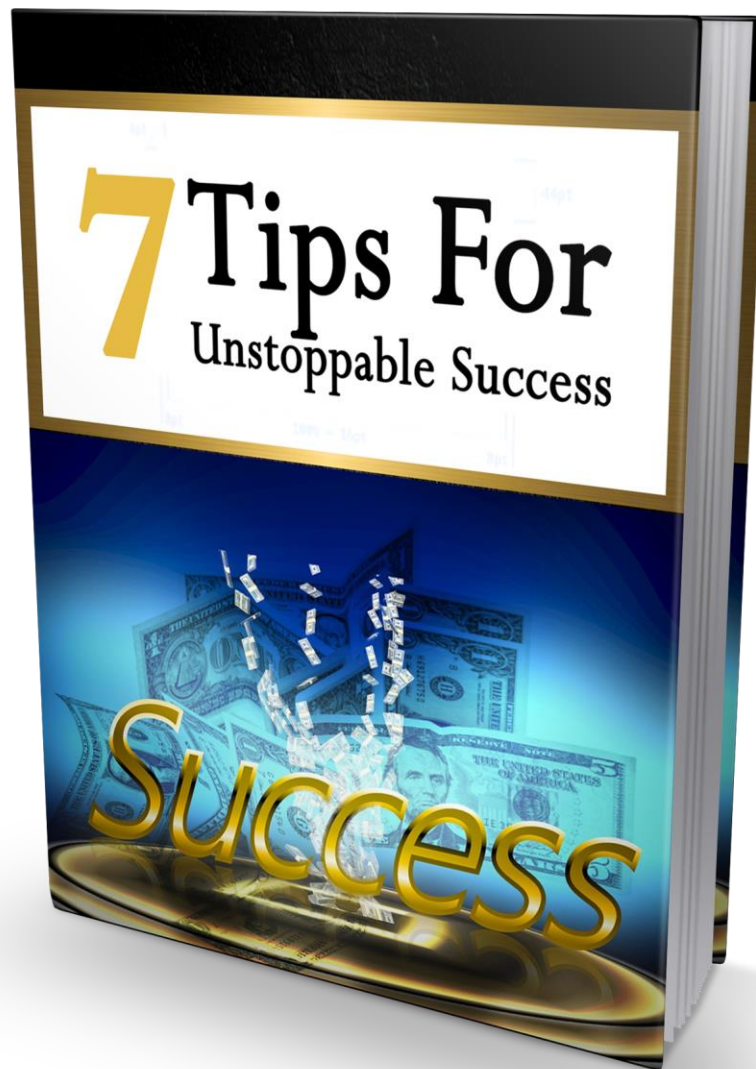


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Let me say it a different way...

You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!



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Welcome to the **DECEMBER 2018 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online.

*This month we have **MORE** great articles and personal success insights, interviews, plus some **ONLINE opportunities for you.***

- Nothing is Neutral On Social Media - Bullet-time Gaming
- Digital Software Store, Do You Want A FREE Website?
- Foolish Ideas That Made Their Creators Rich
- After Men's Razors, Harry's Launches Shaving Brand for Women
- AMAZON May Ban You For Factors Beyond Your Control
- **This Month's Marketing CLINIC** - 10 Inspiring Ways To Generate Profitable Business Ideas
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- MWM Back Story – Doing What They Say Can't Be Done - the Story of Sir James Dyson - British inventor, industrial designer and founder of the Dyson company

I hope you enjoy this month's issue of the magazine- **OVER 80 Great Back Issues of Making Web Money!**



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**Twitter.com/harrycrowder**

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

Email me at: **harry.crowder@gmail.com**

facebook

Follow me on Facebook: <https://www.facebook.com/harrycrowder>



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**Making Web Money Online Marketing Magazine**

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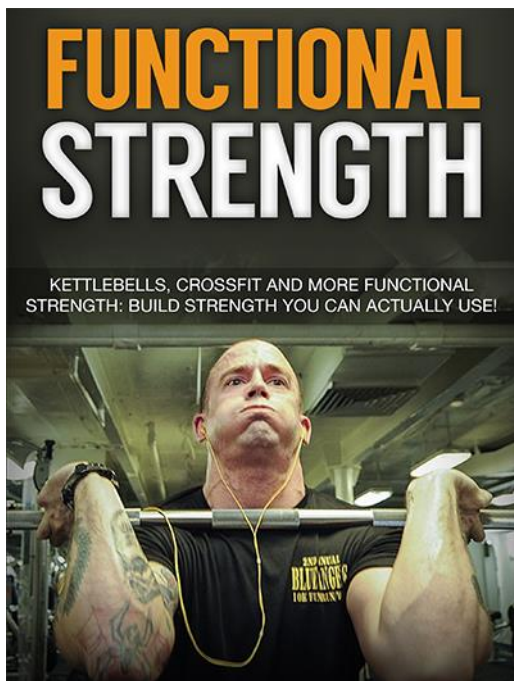
The instructions and advice in the magazine are for entertainment purposes only.



Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

harry.crowder@gmail.com



## How Handy is This?

You can NOW **Shop Walmart Online**,  
**save** a lot of **time, money** and **hassles**.

**Pick from everything at Walmart and**

**Then *choose* to have your order  
Delivered to you by mail / freight**

OR

**YOU can *Pick Your Order Up***

**at **YOUR NEAREST  
WALMART****

**Shop at home. Drive to the  
store. Pick Up Your Order!**



?

Did you  
know:

Facebook is blue because Mark  
Zuckerberg is color-blind and best  
sees the shade of blue.





# IN THE NEWS

## Was a Bug The Final Nail In Google+ Coffin

Earlier this month, Google dropped a bombshell: In March, the company discovered a bug in its Google+ API that allowed third-party apps to access private data from millions of users. Google's mishandling of data was bad, but its mishandling of the aftermath was much worse. And in the same post where it announced the bug, Google also announced it will begin phasing out the consumer version of Google+, heading for a complete shutdown in August 2019

<https://www.eff.org/deeplinks/2018/10/google-bug-more-about-cover-crime>

## Get Amazon Reviews

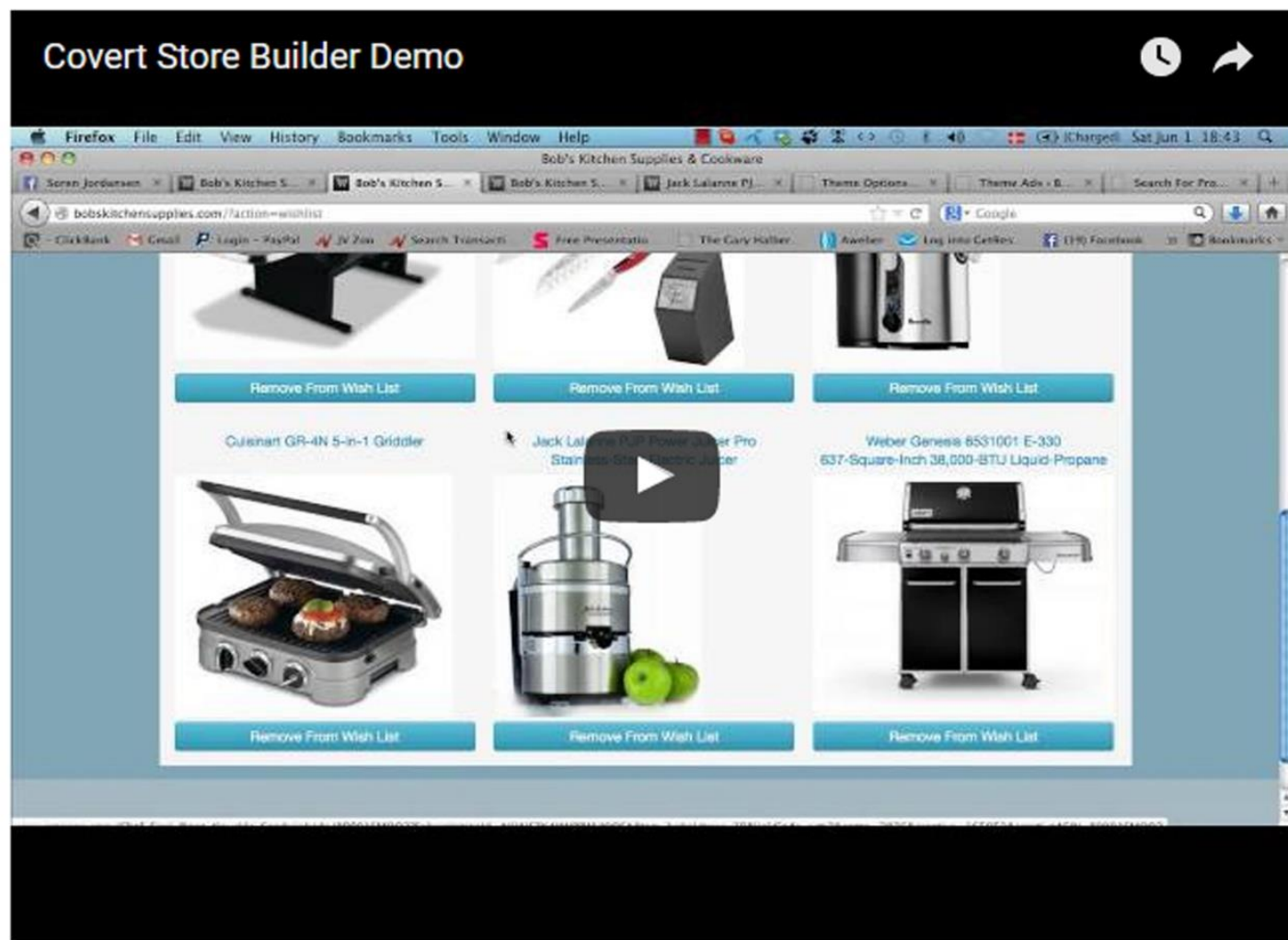
Perhaps the best way to solicit legitimate product reviews for Amazon is by using Feedback Genius. You can set up automated email sequences to your Amazon customers and generate the reviews on autopilot.

<https://www.sellerlabs.com/feedback>



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With The **World's First Intelligent,**  
**Self Optimizing WordPress Affiliate Theme**

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You Are Just One Click Away From Raking In  
HUGE Affiliate Paychecks From Your New Affiliate Stores



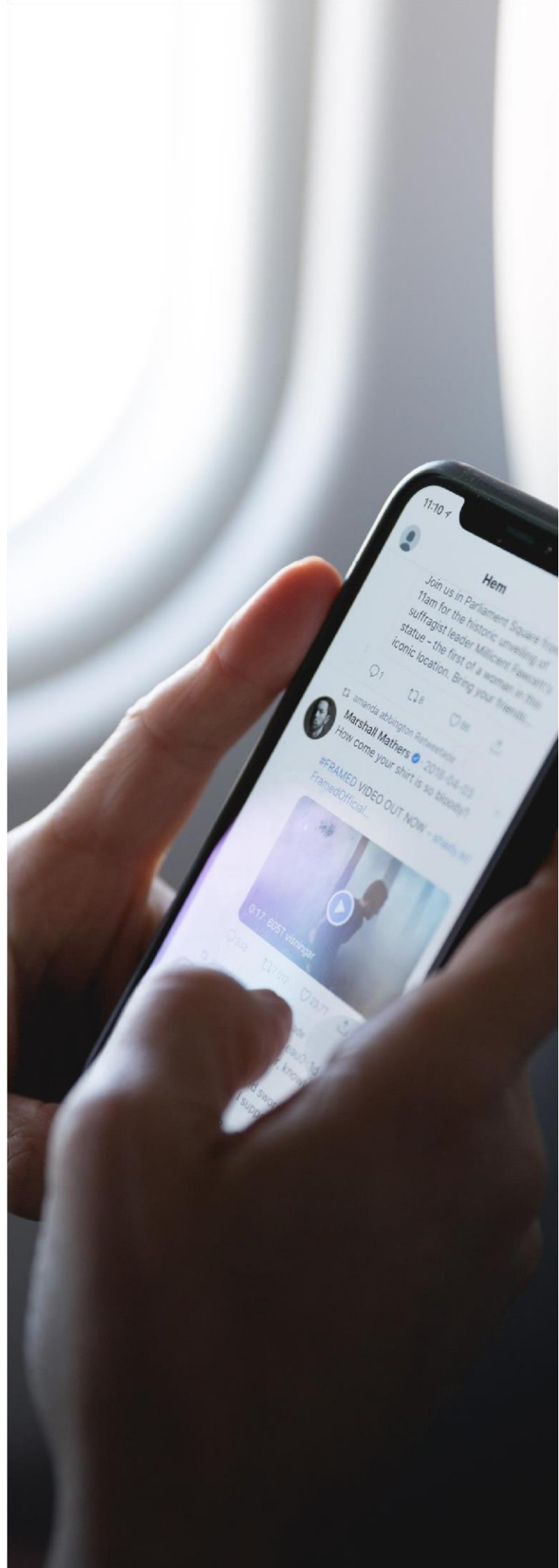
# Engaging Your Audience With Twitter Chats

If you want to keep your Twitter community vibrant and tuned in, then you need a tactic to grow your following and boost online sales. And Twitter chats might be the answer.

You can either co-host an existing Twitter chat or start one of your own. Obviously tapping into an existing chat provides an existing audience, but you won't have the branding of hosting your own, so it's a trade-off. Hosting your own means having to build the audience over time, but it's worth it to establish your brand as an authority in your niche.

## Best scenario – do both.

Hot tip: Pick a hashtag related to the Twitter chat, and then ask your community to use this hashtag within their tweets. This will help you with branding, makes the practice familiar to those who take part, and allows you to search the chat later for content and recaps.







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& It **INSTANTLY** Increased Their Traffic By **1173%**

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Tapping Into The **Most Buzzing Trend**  
On The Internet And Sucking **Free Traffic**  
From *Pinterest & Facebook* On  
**COMPLETE AUTOPILOT!**



Covert PinPress 2.0 Is The  
**Easiest Theme**  
**You Have EVER Used!**



A photograph of three young women standing in a row, all looking down at their smartphones. The woman on the left has dark curly hair and is wearing a white shirt. The woman in the middle has dark hair pulled back and is wearing a striped shirt. The woman on the right has blonde hair and is wearing a light-colored top. They are all holding their phones with both hands. The background is a plain, light-colored wall.

### Nothing Is Neutral On Social Media

To grow your social media following, it's vital that you post content consistently.

You might test to find how often you should post for your audience, and also monitor competitors to see how often they post and how well it's working for them.

But here's the key: How often you post is NOT as important as WHAT you post.

As Jay Baer notes, you need two things: A plan for making and distributing your posts and making sure those posts are genuinely compelling. There are no "neutral" reactions, so if your post isn't excellent, don't post it.

Yes, that puts a bit of pressure on you, doesn't it? But that's a good thing, because it will make you better at social media.

Spend some time looking at other marketer's posts to get a feel for what is working and what isn't. Don't be afraid to experiment, monitor reactions, and notice what types of posts really resonate with your audience.

Once you have this information, you can save time and get a much better response by only posting things that get read, shared and acted upon.

Useful tools for scheduling posts are Buffer and Hootsuite. You can integrate these with your browser and dozens of other apps and schedule posts to your social networks. Using these apps help you cut down on time spent executing your social marketing strategies, so you can focus on creating great content your audience loves.





**WARNING: STOP BUYING MORE PLR CONTENT!**

**“You Don't Need More PLR Articles, Reports, And Ebooks That Are Going To Take Up Hard Drive Space On Your Computer... Instead You Do Need To Take What You Already Have And Turn It Into Spendable Cash!”**

**LET ME SHOW YOU HOW YOU CAN TURN YOUR EXISTING PLR CONTENT INTO CASH MONEY IN DOZENS OF DIFFERENT WAYS!**

## **INTRODUCING THE PLR PROFITS CLUB...**

Starting today you can enroll in my new monthly coaching program where I will teach you how to turn PLR content into spendable cash using several underground methods.

Each and every month you'll get a new lesson showing you a different way to ***profit with the PLR products you already have***. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

**THIS IS YOUR OPPORTUNITY TO MAKE EVERY  
PLR PURCHASE YOU'VE EVER MADE WORTH  
SOMETHING TO YOU!**

## Think Walmart Can't Beat Amazon? Think Again: E-Commerce Extends Streak of Big Sales Gains

Walmart's strategy of blending stores and e-commerce to push back at Amazon.com is working.

The world's largest retailer (wmt, -2.97%) reported on Thursday that comparable sales at its namesake U.S. stores rose 3.4% in the third quarter, above Wall Street expectations for 2.9% according to Consensus Metrix, setting it up for a strong holiday season. That performance was boosted by a 43% jump in e-commerce sales, the result of its efforts such as dramatically increasing locations where customers can retrieve online grocery orders, the addition of brands like Lord & Taylor and ModCloth to its web site and a vast expansion of its online marketplace. All Walmart stores ship online orders and allow customers to retrieve online orders.

"Our company is moving faster and we're accelerating innovation," Walmart Inc. CEO Doug McMillon said in a statement. "We're creating a business model that functions as an ecosystem with the customer at the center."

The years of mega-investments in e-commerce are paying off: digital consultancy eMarketer said in a report released Thursday that Walmart has now eclipsed Apple (aapl, -4.83%) as the No. 3 U.S. e-commerce player, behind Amazon (amzn, -5.78%) and eBay (ebay, -3.08%).

It was the 16th quarter in row of growth in U.S. comparable sales at Walmart's namesake stores, a metric that strips out revenue from newly closed or opened, and the 15th in a row of increased store visits by shoppers.

Elsewhere, results were also strong: comparable sales at its Sam's Club division rose 5.7%, helped by the closing of weaker locations and strong digital growth. Sales at Walmart International rose 1.6% excluding the impact of currency fluctuations, helped by comparable sales increases in nine of its 10 foreign markets. Walmart reported adjusted earnings per share of \$1.08, beating analysts' forecasts of \$1.01 per share and raised its U.S. sales growth expectation for the year.

### **Walmart is partnering with Colorado to empower retail workers.**

The discount giant announced more than \$4 million in support of the Colorado Workforce Development Council (CWDC). It is Walmart's first grant to a state government to support workforce development and will help provide retail advancement opportunities through training and up-skilling.

The grant will allow the CWDC to partner with local workforce development boards across Colorado to launch 10 new retail sector partnerships. Through each of these public-private partnerships, representatives from workforce boards, economic development and education will work with retail employers in the community to design upskilling and training programs that support career advancement for frontline workers and can be a model for workforce development organizations across the U.S. to follow.

The funding comes at a time when there are estimated five million unfilled jobs in the U.S., but 24 million frontline workers who might be able to fill these jobs if given the opportunity to develop advanced training, according to UpSkill America. By improving the quality of skills training and increasing opportunities for advancement, retail jobs can be a powerful engine for economic mobility.

This support for the CWDC is part of Walmart and the Walmart Foundation's five-year, \$100 million Retail Opportunity Initiative, a philanthropic initiative aimed at making it easier for frontline employees in retail and adjacent sectors to gain new skills and advance in their careers.

To date, Walmart and the Walmart Foundation have funded more than \$80 million in grants designed to increase the economic mobility of retail and related-sector workers.



“Our support of the Colorado Workforce Development Council is a further step in our efforts to strengthen the workforce ecosystem beyond Walmart’s walls through collaboration with public and private sector leaders,” said Julie Gehrki, VP of philanthropy at Walmart.

The CWDC and sector partnerships will aim to train incumbent workers through Walmart’s funding, as well as share best practices for building retail career pathways and upskilling workers through the development of a “how-to” guide that will be shared statewide. The statewide expansion builds on the success of the Denver Retail Sector Partnership, convened by the Denver Office of Economic Development. The industry-led partnership focused on workforce as a key issue in 2016 and 2017 and provided skills training, work experience and paid youth pre-apprenticeships through a previous Walmart grant.

Through the Retail Opportunity Initiative, Walmart also recently announced nearly \$4 million in grants to the Foundation for California Community Colleges, Code for America Labs, Inc. and edX.org to help provide workers access to education, training and skills to create innovative pathways for lifelong learning.

## **Walmart on fire online; and store refurbishments paying off**

Neil Saunders, managing director of GlobalData Retail reported as of November 15, 2018

This was the quarter in which Walmart started to lap tougher prior year comparatives. In this period of 2017, total revenue grew by 4.2% and comparable sales in the U.S. by 2.7%. Despite these higher hurdles, Walmart has successfully demonstrated that there is significant momentum in its business. Overall revenue grew by a respectable 1.4% (or 2.4% on a constant currency basis) while the U.S. put in another strong performance with total sales up 3.7% and comparable sales up 3.4%.

While the results have been aided by a strong domestic economy, which has increased the purchasing power of many of Walmart’s core customers, there is also a strong element of self-help which has propelled growth. In our view, Walmart has been exceptional at quickly adapting to the realities of modern retailing and its willingness to make investments and foster change have been key to its growth.

Online is one of the areas where Walmart has excelled, as the 43% growth within the U.S. e-commerce business demonstrates. Our data show that over the past 12 months, Walmart has grown its market share in every major online category. Some of this is down to the various strategic acquisitions the company has made, but a lot is also a function of the investments that have been put into the e-commerce business.

The relaunch of the core Walmart.com site is delivering and the improved design, extended selection, and increased range of delivery and pick-up options have been well received. Our tracking data show a rising level of satisfaction with Walmart’s online proposition and, most pleasing, an increased level of traction with younger shoppers. That said, there is more work to do here in making Walmart.com the first port of call for shoppers who are very used to defaulting to Amazon and who are increasingly locked into the ecosystem of the online behemoth.



Making online work for customers has been a key priority for Walmart, but the company is also conscious that online needs to deliver in terms of profitability. On this front, we are impressed with the experimentation on automation and the testing of various last mile solutions for grocery. We believe that Walmart has the skill, financial muscle, and the physical infrastructure to drive profitable online growth in a way that many other retailers, especially grocery players, will struggle to achieve.

Although digital is an important arena in which Walmart must do battle, it has not blinded the company to the vital role of its stores. On this front, the refurbishment of many shops have been well received and have helped to drive up visitation, conversion and spend. While Walmart's refresh isn't as radical as Target's, the remodels are making Walmart a brighter and more enjoyable place to shop – and in which to collect online orders. We also believe that they are helping to elevate and boost categories where Walmart has sometimes struggled for growth, like apparel.

Looking to the near-term future, we believe that Walmart has a very satisfactory playbook for the holiday season. Its customer-centric services, which focus on maximizing convenience for the shopper, will be well received. It will also be able to make gains in categories like toys and clothing, where it has enhanced ranges.

Looking further ahead, Walmart's place as a dominant force in U.S. retail looks assured. We believe more investments and acquisitions across 2019 will help it remain the leader of the pack.

By Phil Wahba November 15, 2018



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## Why iPhone and iPad Users Need Extra Security!

by Tabby Farrar

### iOS Security Issues

It's a widely-held misconception that products like iPhones, iPads and Mac computers don't need additional security software. Despite a number of iOS security issues coming to light in recent years, cyber security tools like antivirus and VPNs are still generally thought of as most needed by Android and PC users.

Though it's true that Android devices can be more susceptible to security flaws, Apple products are not 100% secure and un-hackable, as some people have historically tried to claim. It's also worth noting that regardless of the device you use to connect to the internet, certain online habits and behaviors can put your personal information at risk.

The good news for owners of Apple products is that malicious apps are unlikely to make it into the closely monitored App Store, though jailbreaking iPhones does put them at risk. That said, even iOS devices that haven't been tampered with could end up downloading apps designed solely for stealing personal data.

Apple are pretty good at removing these apps swiftly and blocking their resurgence, but instances of app-based malware and adware aimed at iOS devices do exist.

#### The Figures:

36% of vulnerabilities detected in iOS apps in 2017 were found to be of either high or critical severity.

A recent study found that in the top 100 paid iOS apps, 87% had been or could be hacked.

In free iOS apps, 75% had been or could be hacked.

Financial apps were the most hacked, with 70% suffering some kind of vulnerability. 35% of retail apps had been hacked, while healthcare apps showed no signs of hacking at all.

A separate study found that in 19% of iOS apps showed sensitive data in transit with no encryption.

Another issue to bear in mind is the risk of third parties viewing either specific data you transfer over the internet, or your whole web connection. You may not need an additional firewall for iOS devices, but knowing that data is protected while being dormant within your device isn't the same as having it fully secured.

When you're browsing websites and undertaking transactions like online banking and ecommerce payments, you need to know that your connection is fully secured. Over public Wi-Fi networks and on websites that use HTTP instead of HTTPS protocols, there's a serious risk that third parties can view and download your data due to a lack of heavyweight encryption in place.

#### Staying Protected

While thinking twice before clicking links and downloads might be enough to stop you becoming the victim of a phishing scam, you'll need additional protection to secure your data when using public Wi-Fi or unsecured apps.

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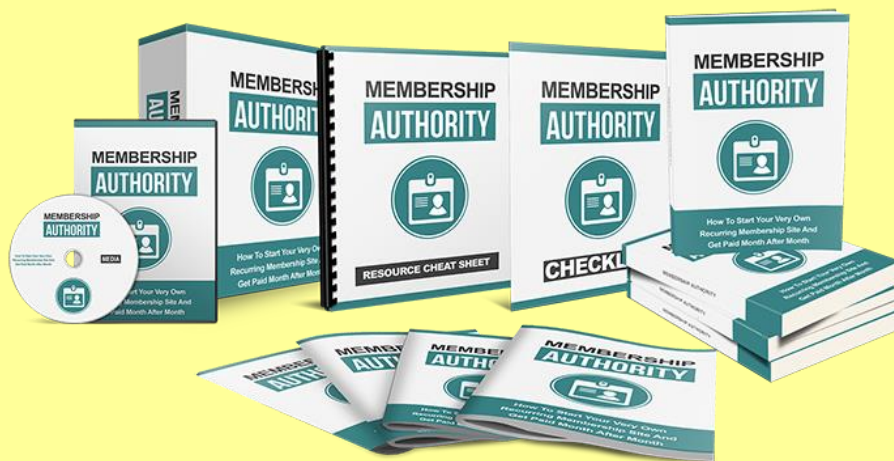
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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

## Why Should You Create a Membership Site?

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

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



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The easiest way to make sure that no third parties can view your internet connection is by using a Virtual Private Network, or VPN. There are VPN apps for iPhone and Mac, so you don't need any technical knowledge to use one, and once in place they can add a layer of end-to-end encryption to any and all data you send and receive online.

Whether your primary concern is cyber criminals, or you just don't want your ISP snooping on your activity and selling the details to advertising agencies, a VPN can help. Should anyone try to check up on your browsing history or read bank account and card details that you're entering online, they won't be able to take tangible data.

Instead, they'll see line after line of complex encryption keys – seemingly nonsensical strings of alphanumeric characters, all of which are impossible to decipher by an outsider looking in.

A VPN also protects you against a threat called SSL stripping, which is essentially where criminals redirect you from a secure website to an unsecured version. If anyone were to try and do this, your connection would remain encrypted even though the site's security protocols were no longer in place.

## Other Best Practices

Even a secure connection might not be enough to block iOS security issues if you inadvertently open a malicious link or download a fake banking app from the App store. Apple devices are fairly well-equipped to lock out spam software attacks, but it's best to stay educated on security basics.

Don't be tempted to jailbreak an iOS device just for the custom style benefits or other innocuous add-ons. Once you've tampered with your device's software in this way, you're cutting out valuable security protocols and leaving the door open to attack.



When downloading new apps, check user reviews and requested permissions before committing. If an app requests access to data and activities it doesn't seem to have any use for, like making calls or reading emails, think twice before installing it on your smartphone, tablet or computer.

Lastly, make sure that any apps and online accounts you are using are set up with secure passwords. The easier your password is to guess or decipher, the easier it is for someone else to access your personal data. If you struggle to remember complex passwords, try using a password manager app to remember them for you – these can also prompt you to update passwords regularly, and offer new cryptic versions to evade infiltration and avoid iOS security issues.

## About the Author

Tabby Farrar is a professional copywriter and blog author based in the UK. When she isn't writing on her own travel and lifestyle site, JustCantSettle.com, she moonlights with a number of well-known cyber security companies.

## Bullet-time

In 2001, a small games development company called Remedy Entertainment produced the video game Max Payne. Whilst the game went on to perform fairly well in gaming circles and spawned several sequels and even a movie, as well as being ported from the original Windows PC version to other gaming platforms, it never achieved the huge global success that the “Call of Duty” series of games have achieved.

But it had a couple of revolutionary features built into it, (and firsts for the first person shooter genre games). It was one of the first games that featured more fully interactive surroundings. You could use almost the full environment as part of the gameplay, you could for example, defeat an opponent by throwing them through a window, or knocking them unconscious with a chair. But more revolutionary than that was the “Bullet-time” feature.

This feature gave you a limited slow-down in the game play. Basically, you could enter the bullet-time feature when faced with multiple opponents attacking you from different angles, and fight or shoot them in half speed time, allowing you to carefully place your attacks, to ensure a successful outcome from the engagement. This feature found its way into other types of games in different guises and functionality sets, but the Max Payne series was the start point.

In our lives and businesses how useful would the ability to slow everything down be? The ability to be able to plan out that meeting, that deal, with the time to properly consider all the options, to evaluate the benefits and caveats.

As Internet Marketers and Entrepreneurs, we know that our business, our “world” if you will, is moving at superhuman speeds. Changes and innovations are discovered and eclipsed almost daily. The giant super tech company today, could be put out of business tomorrow, by a few kids in a garage with a new idea, or a reimagination of an existing one.

Look at Apple, at one time they were bankrupt and near to closing, then they launched the iPod and the company started to change overnight. MP3 players existed already, as did online music stores, Apple didn’t actually invent anything new, they instead took separate components and perfected them and brought them together in a single package.

In our own businesses it is tempting to try and react and change as fast as possible. But here’s the thing, time is the same for all of us, we have exactly as much of it as we need. So, when you venture into that new deal or new niche, don’t approach it thinking you’ve got to get on that bandwagon as quickly as possible, before the bubble bursts. Instead engage your “bullet time” slow your thinking down and have the time to evaluate properly all the scenarios and approaches. It’s always tempting to jump on that new fad or craze straight away. But that’s reacting to external pressures, plan your moves, think out your strategies, be clever instead.

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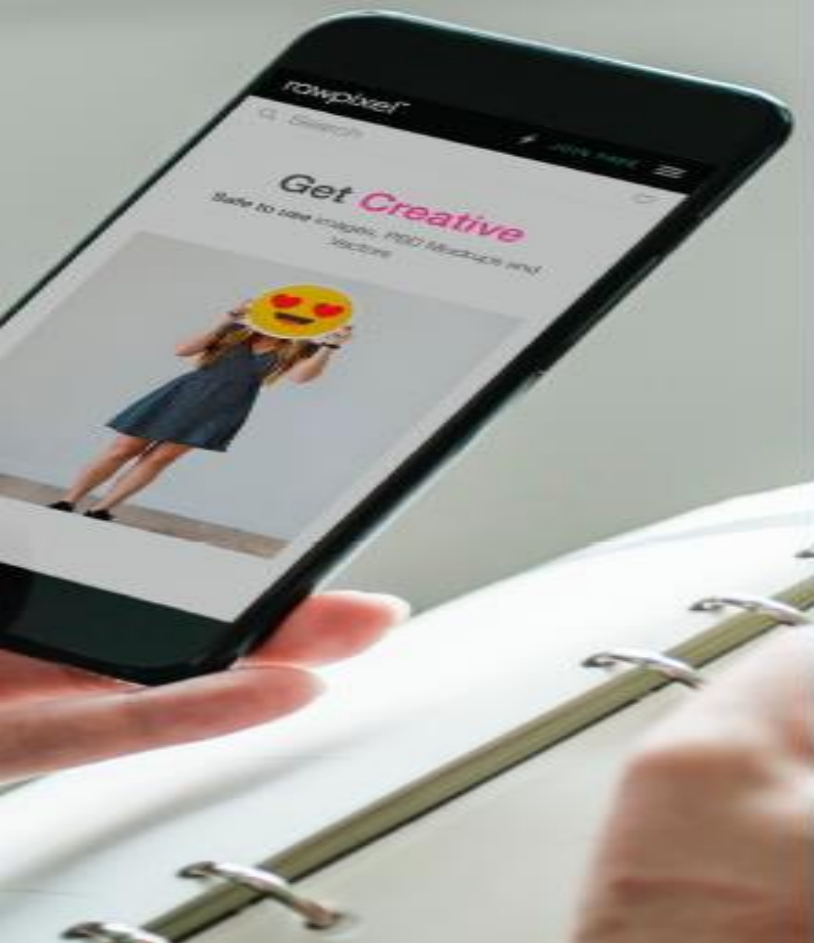
If terms like content management system, content optimization system, conversion rate optimization and cost per lead have you baffled, you might want to bookmark Hubspot's Ultimate Dictionary of Marketing Terms.

There are 99 marketing terms – see how many you already know.  
<https://blog.hubspot.com/marketing/inbound-marketing-glossary-list>

## Is Ignite The New 'Ted Talks'?

Ignite is a series of speedy presentations. The presenters get 20 slides which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. Ignite events are now held in cities around the world, and if you like, you can find an Ignite event near you, browse videos or even start your own Ignite in your city.

<http://www.ignitetalks.in/>



## Killer Content For Social Feeds

When you think about how most users are browsing social media, you realize that many of them are on mobile devices, taking a quick peek here and there throughout their busy day.

Think of social media as the thing people do in those bite-sized bits of time between doing longer tasks.

What will someone who only has a minute or two read on social media? Something short, that's what.

Let's say you wrote an article on 7 Ways to Improve Your Memory.

If you break that article down into 7 bite-sized pieces, you now have seven pieces of social media content. Those short bits are going to play better than trying to get someone to read your entire article in one go.

Done For You...

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**Warning:** If You Want To Continue Beating Your Head Against The Wall With Totally Oversold And Dated Resale Rights Products, Then This Just May Not Be For You...But If You're Finally Ready To Grab Brand New Smoking Hot Products With Real Exclusive Rights, Then...



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# MWM New Product

## MailScriptX

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**New Breakthrough Software Lets Anyone Make Huge Profits with Email Marketing**



- Creates high converting emails with one click
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- 4X profits for any kind of list that you have
- Sell the emails you create with **MailScriptX** and keep 100% of the profits
- World's 1st software that creates high converting emails for any niche!
- It's all cloud based, nothing to install, works on PC and Mac

#### **Also, You Can Sell The Emails You Create With Mailscriptx**

People are taking huge advantage selling email scripts on sites like Fiverr, Freelancer, Upwork and many more, it's time for you to tap into the gold mine.

This ground breaking software creates high converting emails that get sales and results with one single click

It's the world's first email creator software that works for any niche!

Loaded with premier features that enable you to either sell your own products and services, and also sell email scripts to other people and charge a hefty fee for it!

## See MailScriptX In **Action**



**Did you know**

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



# "Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

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



## What you'll discover in this eBook:

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- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • ...and much, much more!

This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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e-Commerce is growing like never before!

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

## Dear Online or Offline Business Owner,

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

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

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

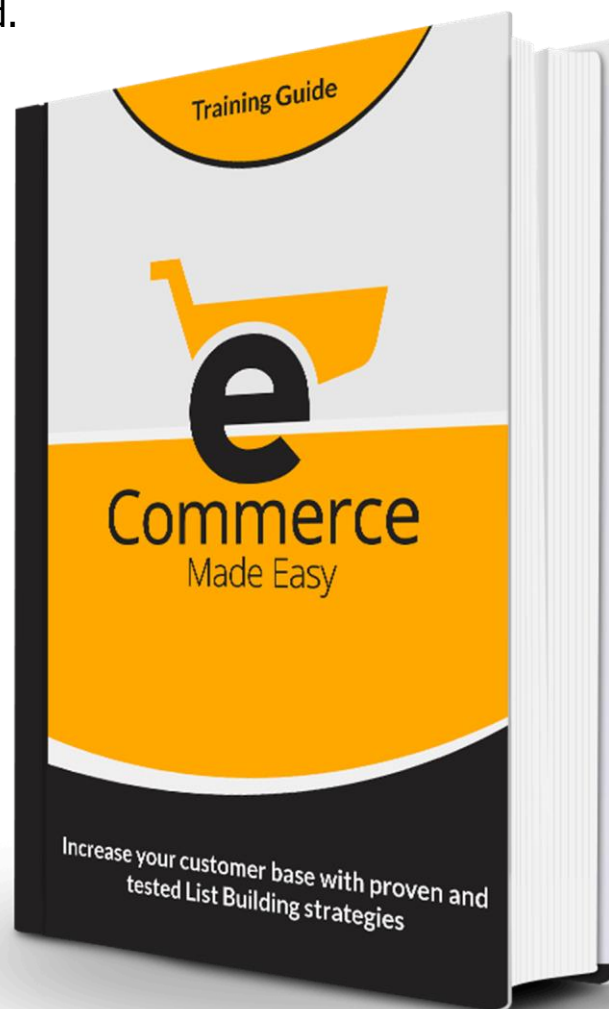
Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

### Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020
- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

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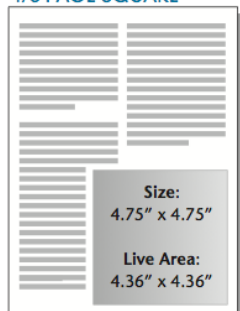


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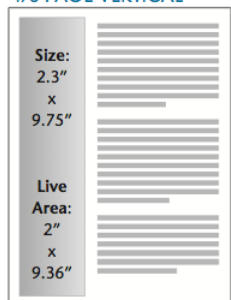
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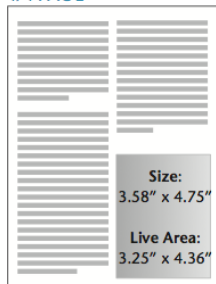
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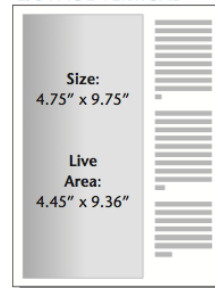
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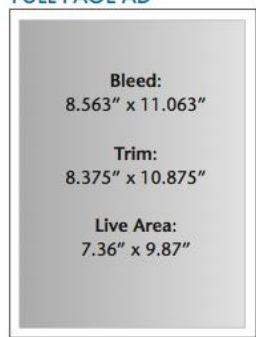
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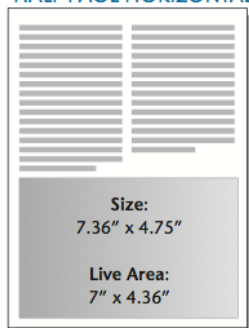
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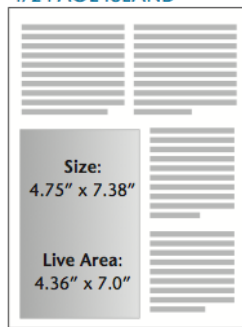
FULL PAGE AD



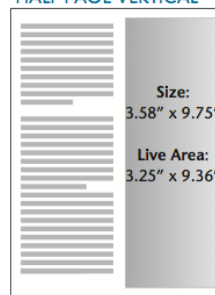
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



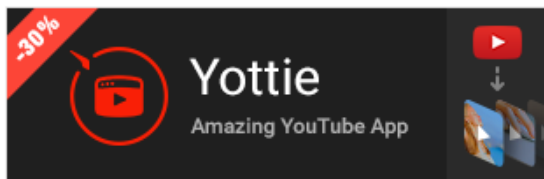
**\*Your ad will remain in the FREE digital back issue available from our website for perpetuity**



<http://makingwebmoney.com>

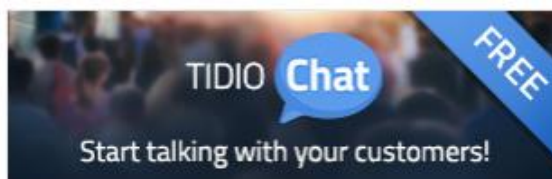


## > Books, Courses, Software, Tools and other Resources to help you succeed online.



### Yottie - YouTube App Developed by Elfsight

- ✓ Elfsight Christmas Sale - Over 30% Discount!
- ✓ Add any video from YouTube to your Shopify store
- ✓ Increase audience engagement with product reviews and newbies presentations

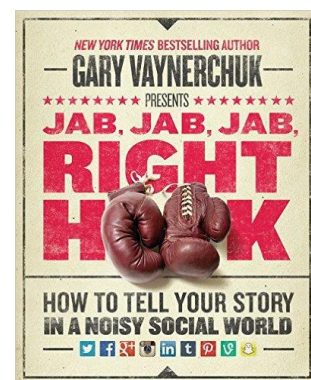


### Tidio Live Chat Developed by Tidio Ltd

- ✓ Integrate chat with your page in just a few seconds, no registration necessary- just click, install and use!
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- ✓ Increase sales easily thanks to improved communication with your clients

### Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World

by Gary Vaynerchuk



New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works.

When managers and marketers outline their social media strategies, they plan for the “right hook”—their next sale or campaign that’s going to knock out the competition. Even companies committed to jabbing—patiently engaging with customers to build the relationships crucial to successful social media campaigns—want to land the punch that will take down their opponent or their customer’s resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don’t.

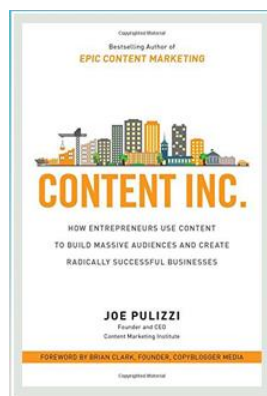
Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It’s not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.

### Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi

This is an advice-rich, forward-thinking book. The beginning starts with David and Goliath story, viewed and analyzed from the business side.

The content marketing expert shares his thoughts about how exactly content, which creation is a laborious work, can be useful for any industry. In addition to describing the successful campaigns, the author also talks about his own mistakes and bad decisions, accompanying them all with conclusions.

Who is Content Inc for? Entrepreneurs, who need to develop a content strategy, would get the most from this book. Six-step business-building process – The sweet-spot, Content Tilting, Building the Base, Harvesting the Audience, Diversification and, finally, Monetization “has worked wonders” for Pulizzi, so why not try?



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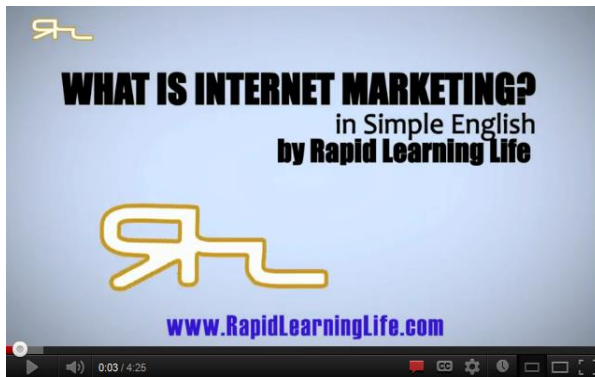
- Search Engine Optimization
- Affiliate Marketing
- Viral Marketing
- Joint Ventures
- Blogging For Cash
- Social Networking
- And More!
- Get The Facts - What It Takes To Make Money Online Today!



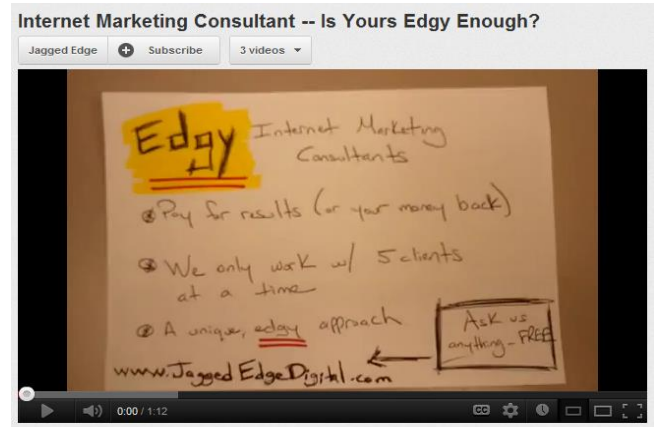
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# MWM Videos

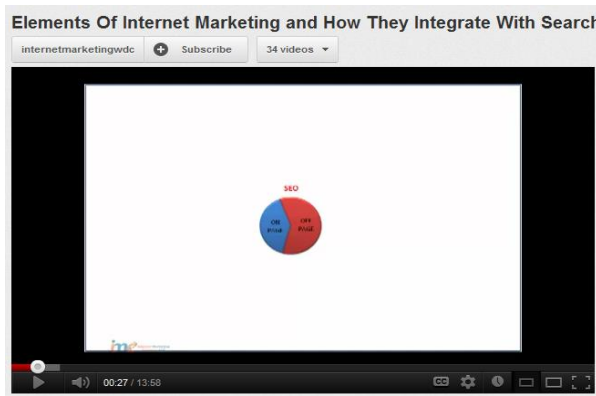
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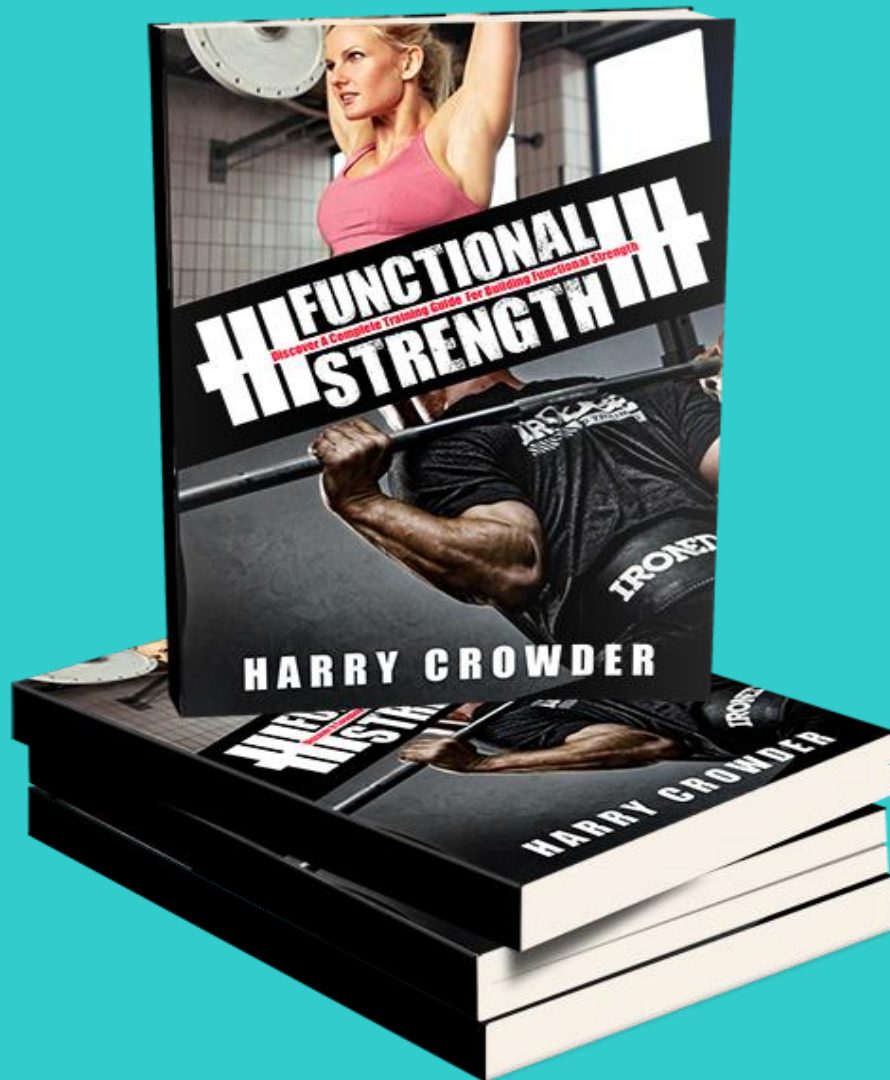


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**Pay Attention... Because You're About To Discover  
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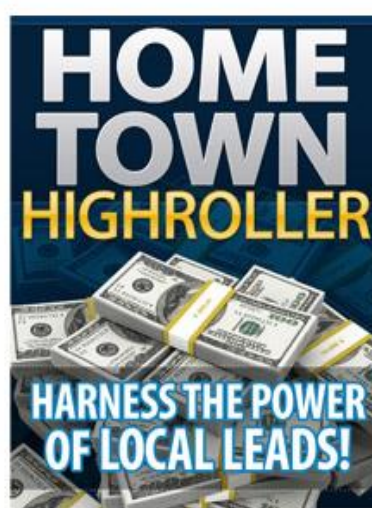


For the Whole Story go [here](http://www.functionalstrengthnow.com):

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## App Store Scams You Need to Know About

by Crystal Crowder

### Learn how to avoid app fraud, or worse...

According to Apple, the App Store is the safest place to download apps, but you should be on the lookout for App Store scams. Sadly, scammers have found a way to profit from tricking people on a platform where they've been told they're safe. It's just another example that you should always be careful.

### App Store Scams Uncovered

Johnny Lin decided to do a little research into the App Store after reading that Apple paid out \$70 billion to developers in 2016. He quickly discovered one of the top grossing paid apps was Mobile protection: Clean & Security VPN. No, that's not a typo. The misplaced colon and incorrect capitalization instantly made Lin suspicious.

After some more research, he found the app was pulling in \$80,000 per month. The app description was full of red flags, but Lin decided to see what was so great about this app. Immediately, the app wanted access to all of his contacts. Next, it offered him access to a free game and then a free trial for anti-virus, which isn't necessary on mobile iOS due to a sandboxing feature for apps.

All it took was a single touch for people to be scammed out of over \$400 per month.

The final red flag and the reason the app was earning so much was the next screen. The app asked Lin to use Touch ID to authorize a free trial that would only cost \$99.99 per week. All it took was a single touch for people to be scammed out of over \$400 per month.

Another issue is fake apps that pose as real retail apps. They're designed to steal your personal information. Check the retailer's website and click the link on the site to download the retailer's official app.

Related Read: Shoppers Are Being Scammed by Fake Retail Apps



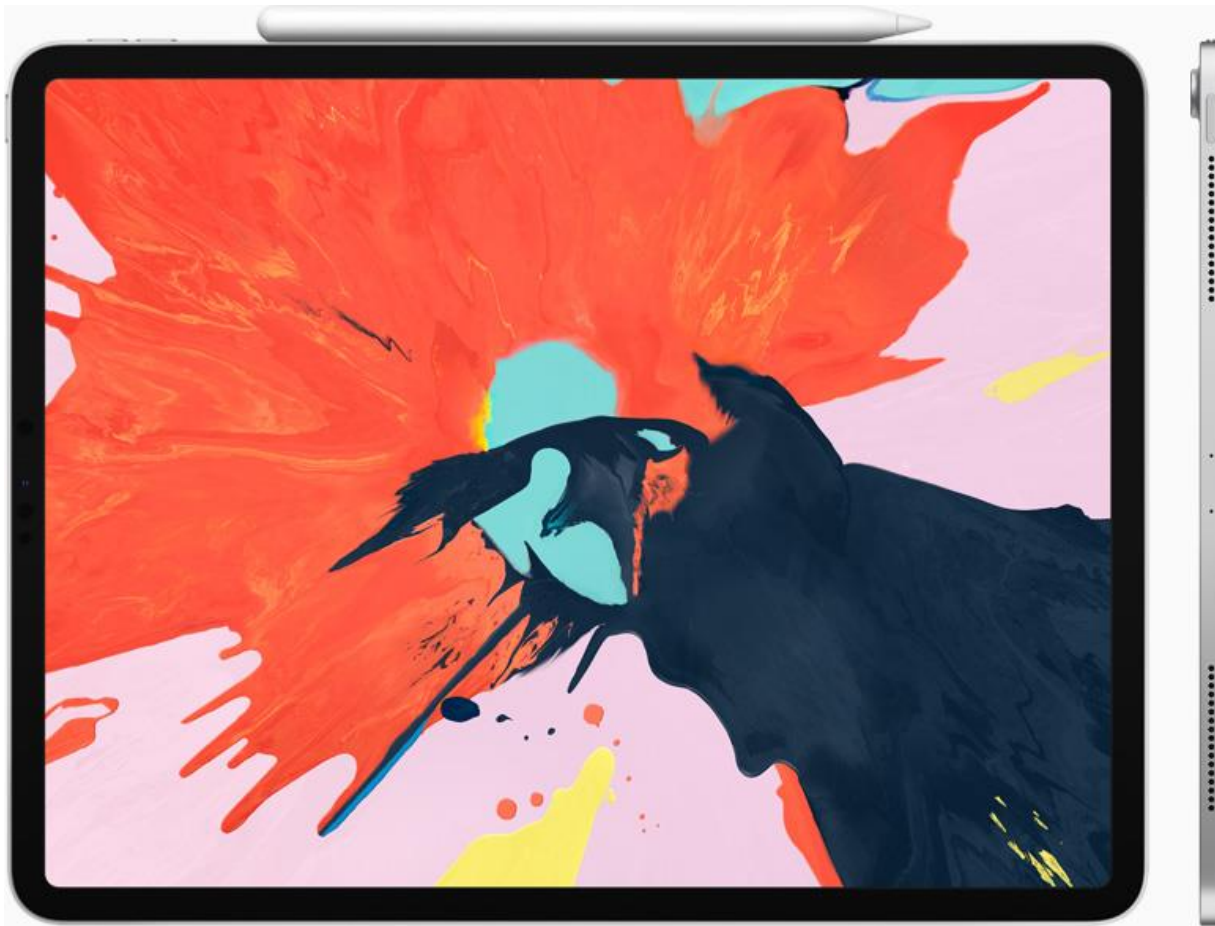
### Exploiting a Loophole

The big question for most users is: how do App Store scams like this even make it to the App Store.

As it turns out, it's not difficult. Scammers are exploiting a loophole in Apple's new Search Ads feature. It's designed to help get apps noticed, but unfortunately for Apple and App Store users, scammers are using it to get their apps noticed.

When users perform a search, the first result is an ad, which may or may not be a legitimate app. It's gotten so bad that it's not uncommon to find scam apps that are just duplicates of other scam apps with slightly different names. Most users that do fall victim have lost hundreds of dollars before they even realize they've signed up for a subscription.





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## Protecting Yourself

Until Apple can get a handle on the App Store scams, it's up to users to protect themselves and even help Apple uncover the scams. The first thing you can do is pay close attention to these warning signs before downloading any app:

- Misspelled words throughout an app's description

- Grammatical errors in the title

- Read the reviews (pay close attention to 1 and 2 star reviews)

- Look for numerous good reviews posted around the same date (similar reviews clustered together could signal a problem)

- See if the features make sense (if you question what it means or does, you probably don't need it)

- Search Google to see if anyone's written about it (people love to post about scams)

If you do download a suspicious app, don't agree to any in-app purchases. If you have been scammed, please contact Apple immediately.

Related Read: [How to Avoid Android App Scams and Malware](#)

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### About the Author

**Crystal Crowder** - lives and breathes tech. She's has spent over a decade writing tutorials, reviews, and more on tech, business, and lifestyle sites. Her idea of fun is settling down with the latest tech and gadget news.

# COVERT VIDEO PRESS

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

And With This **Game Changing WordPress Theme**  
You Can Cash In On This Lucrative Video Trend,  
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How **The Covert VideoPress Theme**  
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# Gift Ideas Super Site

*for all your gift giving needs... coming soon*



# Foolish Ideas That Made Their Creators Rich

## 1: Profits Between the Sheets

Housewife Giselle Jubinville can hardly sew a stitch, but she was so fed-up with fitted sheets that kept popping off mattress corners that she decided to design a better fitted sheet – one that really did stay put.

For two months, day and night, she tried hundreds of designs, using just her old sewing machine. Everyone told her she was crazy and even experts said she was wasting her time because you can't patent a sheet. But Giselle was determined and wouldn't give up, even sewing in the corner of her bedroom all night while her husband, Leonard, slept.

The breakthrough came when one night she saw the perfect design in a dream. By stitching the corners at just the right angle and using slightly more fabric, she was able to make a deeper pocket, and the sheet remained in place because the pocket stayed on any mattress. Despite designing the perfect fitted sheet, it took Giselle of St. Albert, Alberta, Canada,

another 4 years to sell her design. The patent office in Washington, D.C. turned her down three times because there were already more than 100 patented ways of sewing sheet corners, so they didn't agree that Giselle's idea was new. Furious, she travelled to Washington, taking with her a miniature mattress and the new sheet corner. Once the patent examiner had been shown the design he agreed it was new and awarded a patent.

Next stops were the two largest Canadian sheet manufacturers. However, Giselle suffered a devastating setback when both companies were not in the least bit interested in purchasing her design. But when she tried Springs Industries in the U.S., they purchased her patent for a \$1 million plus. Now Giselle and her family are enjoying the results of her 'foolish' idea – a four-bedroom dream house newly built, they are on easy street and having a ball.

### Questions:

What irritates you no end, making you wonder why SOMEONE hasn't fixed it?

What little thing is driving your friends / coworkers / neighbors crazy, and how can you remedy it?

What idea so possesses and obsesses you, that you can work on it night and day until you find the answer?

## 2: Merging Two Existing Products into One

Mary Rodas started in the toy business, at the tender age of just 4 yrs. Her dad worked as a janitor at a New Jersey apartment building where the toy executive,

Donald Spector, lived. Over the years Donald gave Mary new products to test. She proved to be an amazing judge of what kids like and her opinions were always right on target.

At 14, Mary was helping Donald Spector to pick out so many winners that he hired her as vice president of marketing on a salary of \$200,000 a year.

Mary scored an instant success with the 'Balzac', a ball made by blowing up a balloon inside a sturdy cloth sack. When Mary suggested wild colors and patterns should go on the sack, sales shot through the roof – topping \$100 million.

Mary Rodas, at the tender age of 14, was earning \$200,000 a year.

### Questions:

Remember back to when you were a kid. Get in to the "childlike" frame of mind, and then ask yourself these questions:

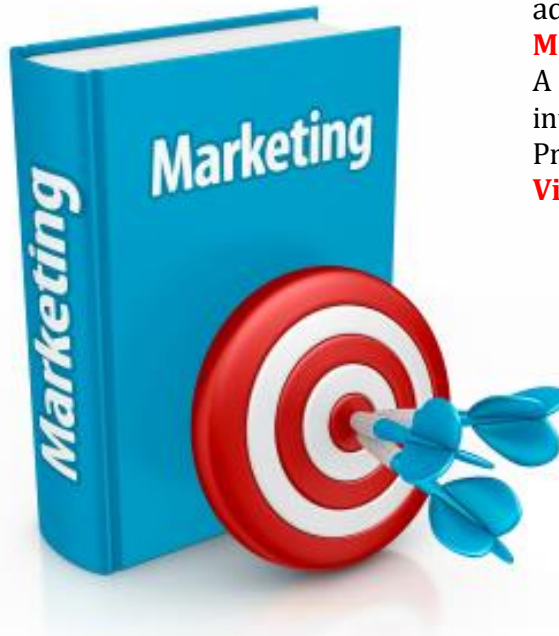
If you could invent anything, what would it be?  
What annoys you? (for example, popping balloons)

How can you improve the appearance of something? (for example, make it more colorful with vivid patterns)

And what two products – for example, a balloon and a cloth sack – can you combine into a new product?

# MWM marketplace

> Domains, Websites & Products For Sale.



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A great brand name for an  
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>Contact us to list your  
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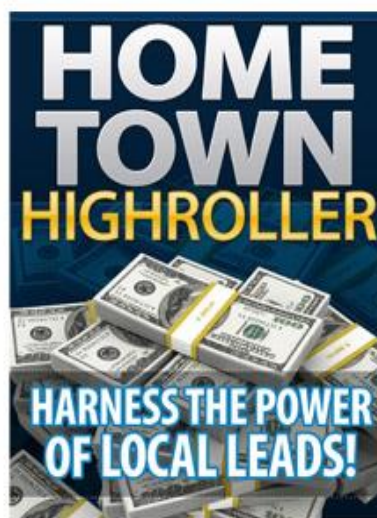
“Email is boring but good. Like pencils, it just works.”

–Tom Jennings



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# GraphicsBlackBox 3.0: Flat Design Edition

ATTENTION: Internet Marketers and Web Entrepreneurs...

## INTRODUCING... GRAPHICS BLACKBOX 3.0

Flat Design Edition

# 17 MODULES, 287 GRAPHICS



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## After men's razors, Harry's Launches Shaving Brand for Women

By: Alexandra Olson, The Associated Press

NEW YORK - Harry's has carved out a niche selling men shaving razors direct to their doors, elbowing in on an industry long dominated by names like Gillette and Schick.

NEW YORK - Harry's has carved out a niche selling men shaving razors direct to their doors, elbowing in on an industry long dominated by names like Gillette and Schick.

In the process, the company says it found that 1 million women were Using its products for their shaving needs.

So, its logical next step is Flamingo, a direct-to-consumer hair removal and body-care brand for women that launched in October.

Flamingo's leaders say their aim is to make women more comfortable Talking about shaving and waxing.

"We want to normalize the fact that women might have hair here, or there, and if they choose to remove it, we want to support that," Allie Melnick, the general manager for Flamingo says in an interview with The Associated Press.



(photo) In Thursday, Oct. 11, 2018, photo Brittania Boey, left, and Allie

Melnick, right, leaders behind Harry's new shaving and body care brand Flamingo pose for a photo in New York. The company behind men's shaving brand Harry's is launching Flamingo, a new direct-to-consumer hair removal and body care brand for women, that aims to make women less uncomfortable about shaving. (AP Photo/Bebeto Matthews)

Flamingo is the first brand to emerge from Harry's Labs, an offshoot of the company that has chipped away at the market share of industry giant Gillette, capitalizing on consumer frustration with pricey razors. Harry's received \$112 million in new funding earlier this year to develop new brands, with a vision to becoming a major consumer-products company to compete with the likes of Gillette parent Proctor & Gamble.

Flamingo offers a five-blade razor, waxing kits, shaving gel and body lotion for women. The products will be sold on its own direct-to-consumer web site, a space where the brand's leaders Brittania Boey and Melnick hope to open frank conversations about women and body hair.

The duo says Harry's internal research shows nearly all U.S. women choose to shave or wax off some of their body hair. They say Flamingo wants to offer products and tips to help women do that while talking openly about furry toes, back hair and fuzzy upper lips.

Harry's launched as a direct-to-consumer company in 2013. It has since expanded into body care for men and now sells its products in Target and Walmart. Along with rival Dollar Shave Club, the company shook up the \$2.8 billion U.S. men's shaving industry, forcing Gillette to slash its razor prices and revamp its marketing strategy to stem a decline in market share.

Harry's remains a relatively small player, with 2 per cent of the market, according to Euromonitor International market research firm. But its direct-to-consumer model has helped create a sense of intimacy with its customer base that bigger brands find hard to replicate.

Consumers have a growing appetite for tailored offerings that make small companies appealing, according to a recent report from management consulting firm Bain & Co., which cited both Harry's and Dollar Shave Clubs as examples. Chobani's and Noosa's have similarly disrupted the yogurt industry, while digital upstarts like Casper's helped drive Mattress Firm into bankruptcy.

Flamingo hopes for the same success in the \$1 billion U.S. women's shaving industry, where Gillette holds 50 per cent of the market, according to Euromonitor. The new brand will compete in a more fractured landscape than the one Harry's encountered for men's shavers five years ago.

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Several new online brands have already seized attention, if not yet significant market share.

Among them are Angel Shave Club, which donates part of its sales to the Malala Fund to promote education for girls abroad. The start-up Billie made a splash since launching last year with ads showing body hair — including a gif of a woman shaving her toe — while declaring war on the "pink tax," the notion that women typically pay more than men for the same product.

"It is likely that more women's shave clubs will enter the U.S. market before one or two players emerge on top," Kayla Villena, senior analyst at Euromonitor International, said in a recent report that preceded Flamingo's launch.

Melnick and Boey said more than 1 million women have bought Harry's products, making Flamingo a logical first choice for the company's newest brand.

"My wife uses Harry's now, too. She was stealing mine, so I got her one," said Cody Chastain, a 42-year-old Roseville, California, man who likes Harry's because of the convenience of its delivery service.



Flamingo mirrors Harry's in pricing and the simplicity of its offerings. It has one five-blade razor with a handle that comes in three different colors, priced at \$9. Cartridge replacements are \$2.25 per blade. It's a deliberate contrast to the array of women's razors from Gillette and No. 2 player Schick, which range from disposable razors for around \$1 a piece to higher-end razors at 4\$ or \$5 per blade replacement.

One notable difference separates Flamingo from the men's razors Harry's offers. Flamingo will offer its products a-la-carte only because women's shaving routines vary too widely for subscription plans, Melnick says. Some shave only during warm seasons. Other might not bother shaving their legs if they are not in a romantic relationship. And, she says, women are very particular about which part of their body to shave or wax.

Melnick has clearly gotten comfortable talking about her own lifelong

"I keep my arm hair, except when I demonstrate our wax strip. But I choose to remove my toe hair," she says. "It's all very personal."

# Amazon May Ban You For Factors Beyond Your Control

Selling on Amazon can almost seem too good to be true. You source a product, list it on Amazon and start making sales.

Except... Amazon is in control of your business – not you. And Amazon can ban you anytime it likes for whatever reason it chooses, and there's not a lot you can do about it.

When you are a seller on Amazon, you've got to remember that in any dispute or with any problem, you are guilty until proven innocent. And proving innocence can be tricky.

The #1 threat of getting your Amazon seller's account revoked? Getting a string of negative feedback on 'product quality policy violations.'

You might not think this is something that will affect you. After all, you only sell great products.

Except... there are services out there that will leave an array of bad seller feedback on your products. And they'll only charge your competitor a nominal fee for destroying your business.

In one case, a seller shipped over 8,000 products in a year. 6 of those customers complained to Amazon that their product arrived damaged or used. And a small percentage listed the item as defective or "didn't match listing" when they returned the item.

Why do buyers say a product is defective or "didn't match listing" when it's not true? To avoid having to pay for return shipping. That's right – customers who don't want to pay postage can literally kill your business.

And when this happens, you can be stuck with liabilities and retail merchandise in stock that you cannot sell...

Unless. Unless you are smart enough to set up your own store in addition to selling on Amazon. Those Amazon sellers who also have their own stores have an insurance policy against Amazon totally wiping out their business overnight. Remember, you never want to depend 100% on someone else's website for all of your revenue.

One last thing... if Amazon shuts you down, they can also freeze money in your account indefinitely. Some sellers report getting the run-around from Amazon for months, with Amazon refusing to send their money despite return periods being long over.

If Amazon is holding your money and not transmitting within the timeframe agreed upon and you live in the U.S., contact your state agency where Amazon Payments is licensed as a money transmitter. You'll find the list here: <https://pay.amazon.com/us/help/82972> Once you have filed your complaint with your state, let Amazon know. Sellers report suddenly receiving funds that have been held for months, once they notify Amazon of the filed complaint. HINT: Amazon's license is at risk of being suspended in a state if there are too many complaints.





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## 10 Inspiring Ways To Generate Profitable Business Ideas

Internet marketing or online marketing are the vehicles to take a business big. But first, you need a business idea.

True, you can basically copy other businesses – information marketing, for example – and do fine.

But if you want a HUGE business with a brand that stands apart from all the rest, then you need not just the same idea as someone else, but an even better idea.

Here then are X ways to generate profitable business ideas. Who knows – your next million-dollar business might be right underneath your nose.

### 1: Ask Questions

Get interested and involved in what's going on, both around you and around the world. Read popular blogs, watch the news, and find news portals that report on the unique, odd and different.

Find out what start ups are launching and see what their initial idea is.

Never stop learning. You'll be surprised how something you read in a science magazine, for example, will give you an idea for your next information product and so forth.

### 2: Focus on Problems

If you can solve a real problem for people, you might just have a million-dollar business.

Pay attention to the problems people face in their daily lives. Talk with others to find out what's bugging them, and check out forums to find the questions people are repeatedly asking.

Watch for problems in your own life. Is there a chore you hate doing? Can you find a better or easier way to get the same benefit, without the drudgery?

Look for anything you can improve or positively change.

### 3: Go on a Web Quest

Exploring the internet is not only fun, it's also a great way to get new ideas.

Go to websites you don't usually visit on topics you know little about. Ask yourself how this might apply to a product or service you are considering.

Often times the best ideas are simply the melding of two ideas into one new solution and finding the inspiration could be as easy as surfing the web.

### 4: Become a Traveler

There is something about travelling to new places that inspires your creativity and helps you generate new ideas.

I know some of my best ideas have come on the plane ride home from a trip, thinking about everything that I experienced while also making mental notes of what I need to do when I get back to work.

The two – travel and work – seem to meld into new forms and ideas, and pretty soon I'm feeling so creative, I have to grab pen and paper just to hold all the ideas before they flit away.

### 5: Carry a Notebook

Speaking of writing things down, always carry an old-fashioned pocket notebook and pen with you. Or if you are truly resistant to the notebook, then take notes on your phone.

Either way, make it a habit to immediately write down new ideas and you'll find you become an idea machine.

One note: Do not judge your ideas when they come to you. Rather, just write them down so you don't lose them. Later, you can better judge if a particular idea is any good. But if you judge ideas as soon as you have them, new ideas will become scarce.

### 6: Build a Mastermind or Network

Having plenty of people you can turn to for ideas can be a tremendous help. It's said that two heads are better than one, and it's true. Two people working together can come up with twice as many ideas as two people working alone. And just imagine how many ideas an entire mastermind might have?

Better still, having knowledgeable people you can turn to is a priceless resource. That problem you're having? You might spend six months trying to solve it on your own. But if you have a friend who had the same problem, or knows someone who did, you can get your solution in minutes.





## 7: Do Something New

A great way to inspire creativity in yourself is to do something brand new. When we engage in a new activity, all of our senses are engaged, too, and our mind is paying full attention and making new connections.

And with these new connections can come new ideas. Not to mention the fact that sometimes it's just plain nice to get away from your usual thoughts and focus on something entirely different. When you do go back to your brainstorming and idea generating, you'll feel refreshed and rejuvenated.

## 8: Practice, Practice, Practice

Perhaps the best way to become an idea machine is to write down ten new ideas every single day, regardless of whether or not you feel like it.

The habit of continually finding new ideas can exercise your 'idea muscle' and earn you a reputation for problem solving and innovative ideas.

## 9: Focus on Making Life Easier

People love things that simplify their lives. As you go through your day, continually ask yourself what takes up your time, how can you make it faster or easier, and how you simplify things for the better.

If you can offer people convenience and save them time, you likely have a winner.

## 10: Combine Random Words

Let's say you're looking for the hook for your next book. The book's topic is Publishing on Kindle, but of course there are already lots of books out there on that very topic.

Here's what you do: Take a list of random words. Perhaps you use one of the online random generators to do this, such as this one:

<https://www.randomlists.com/things>

The random objects that come up are (for our example) a purse, a banana, a key chain and packing peanuts.

Combining each one with your idea for a book on Kindle Publishing, you come up with these possible (and sometimes silly) angles for your book:

- With this book, you'll make so much money on Kindle you'll need a bigger purse to carry it in
- This book makes Kindle publishing so easy, a monkey could do it (banana)
- Your book is the KEY to (benefit) (benefit) (benefit)
- You're packing so many insider secrets in this book, it's likely to explode the moment you open it.

The more you use these techniques to generate ideas, the better you'll get. And you'll surprise yourself with just how creative you become, too.

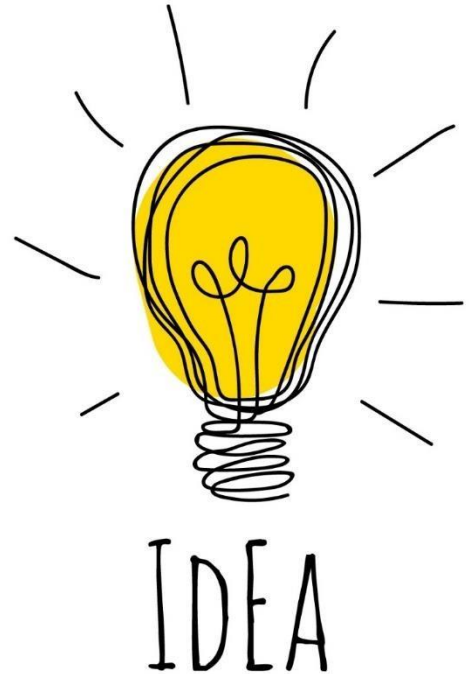
# Copy Blogger Publishes Guide To WP Tools

This Buyer's Guide answers questions like:

- What are the best options for WordPress hosting?
- Which WordPress themes can you trust?
- What kind of security tools will protect your site?
- Which SEO tools deliver benefits that are worth the price?

How do I know which plugins provide the best functionality?

<https://www.copyblogger.com/best-wordpress-tools/>



## Facebook To Rely On Instagram For Its Ad Revenue Growth



When Instagram founders Kevin Systrom and Mike Krieger announced last month they were stepping away from Facebook, there was a collective gasp: Instagram's future was suddenly at risk.

So far, Facebook's acquisition of Instagram has been a total success — one of the biggest of the internet era. The app, which Facebook acquired for \$1 billion in 2012, now has more than a billion users and should generate \$8 billion to \$9 billion in revenue this year, depending on whose estimate you use.

Facebook has been warning for two years that its revenue growth would start to slow. When that happens, Instagram will have to drive the next phase of growth.

<https://www.recode.net/2018/10/9/17938356/facebook-instagram-future-revenue-growth-kevin-systrom>

## Doing What They Say Can't Be Done

**Sir James Dyson** is a former art student who didn't know a ball-bearing from a ballpoint pen, but still set out to invent a vacuum that would revolutionize cleaning our homes.

Not a qualified engineer, James didn't even have an O level in physics. Yet, he invented the first vacuum cleaner which discarded the bag and replaced it with a little typhoon that spun at the speed of sound in a chamber that couldn't clog.

James is a keen enthusiast on the importance of a good-looking product with an intangible style, which sets that product apart.

The Dual Cyclone is uniquely on permanent display at both the Science Museum and the Design Museum, and in the Twentieth Century Gallery at the V & A.

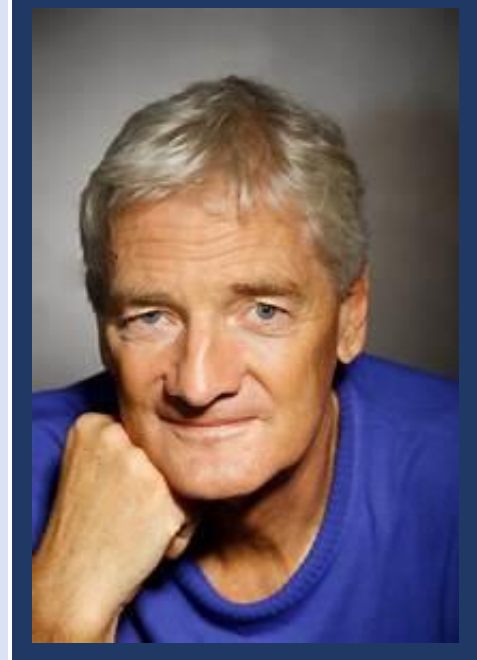
James's personal success steps:

Observe objects in daily use which are assumed cannot be improved.

Using lateral thinking, it is possible to find an improvement that can be made.

There's no need to worry about not being an expert – after the idea there's plenty of time to learn the technology. The first cyclonic vacuum cleaner James built, was out of cereal packets and masking tape, long before he understood how it worked.

Retaining the patent, he tried to raise money for research and then production by selling licenses to America and Japan.




**Sir James Dyson**

**British inventor,  
industrial designer  
and founder of the  
Dyson company**







The Japanese market was a success, with the machine being sold as the 'G Force' and produced in pastel pink, it became a luxury status symbol selling at £1,200 per machine.

America was not a success, because after a licence agreement was terminated, a gargantuan manufacturer began production and marketing a cyclonic vacuum cleaner under its own name. James took out a lawsuit and fought against the company for five years.

James Dyson took his idea from a cereal box and masking tape to the instantly recognisable, stylish Dyson Dual Cyclone cleaner. Now James heads his company, Dyson, which is turning over £100 million.

Questions:

Thinking out of the box, what industry or product can you turn on its head?

Are you letting your lack of knowledge stop you from getting started?

Can you partner with an expert and work together to make your idea a reality? Or can you learn as you go, as Dyson did?



# Branding and Facebook Ad Success

**Are you one of those entrepreneurs who is focusing on branding their business or company?**

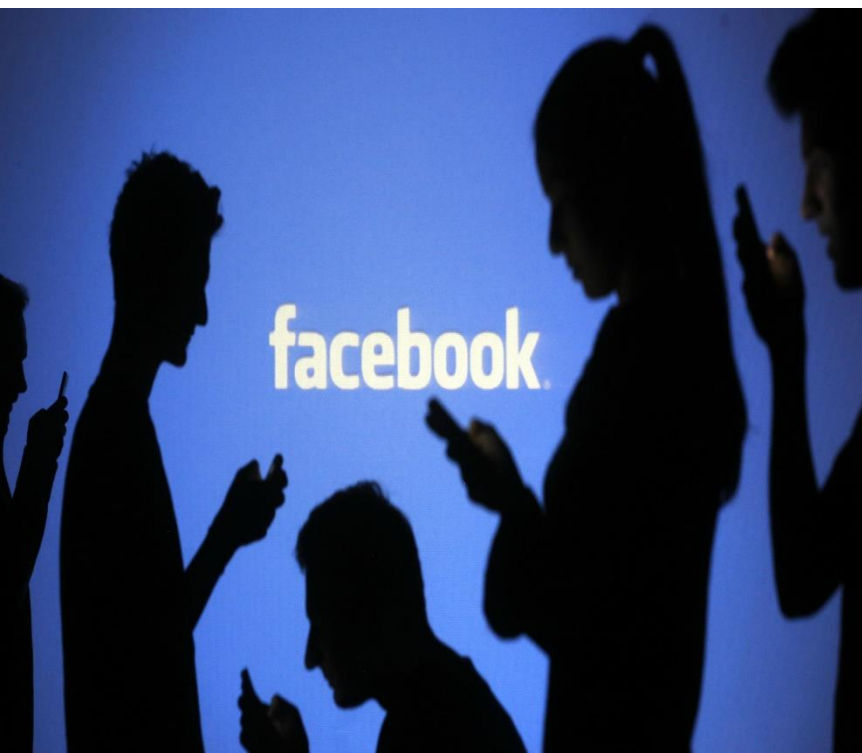
If your answer is "yes", you may want to link your Facebook ad to your Facebook page.

What's that? Don't have one? Well. Let's have a look at Facebook pages... and then you can tell me why not. Okay?

A Facebook page provides "a customizable presence for an organization, product, or public personality to join the conversation with Facebook users", according to Facebook. Its main focus is the "stream of content" provided by page administrators.

In other words, create a page for your company or yourself, providing real-time feedback, updates, screen shots and photos. Then give it a strong voice (yours), endowing the page with a definite, deliberate personality - one which you want aligned to your company mission and values. Chances are you will find you've created a powerful connection with your visitors.

The content on your page and the feedback from real readers may help convince them to then click on your sales page link or the link to your main site, once your ad appears and people see that yours is a lively, positive page.



# Charm Potential Customers Into Regular Visits

Another thing a page can do is charm potential customers into regular visits - particularly if they know you are going to:

- Provide them with an "insider" peek into your company's heart
- Give them inside information
- Provide them with the latest news about your product or company
- Give them a "reward"; perhaps a special discount link, a game against other fans, or the chance to enter a contest or draw (run the latter two events by Facebook first!)

Regular users are your biggest asset - and a sure sign that you're doing things right.



## *Beware of "Selling"*

One thing that is key to creating a successful, strong Facebook page: be honest and up-front with your readers. Avoid anything that even faintly resembles hype or a sales pitch.

This should be the place they go that makes them feel as if you've let them slip into your private lunchroom, chatting with them like a friend and sharing things you wouldn't share with outsiders. (your posts will also appear in their news feed, adding to the feeling of immediacy).

On top of this, Facebook has provided some great features to enhance your readers' experience on your page: options such as...

- multi-media functional wall (you can control what content you allow your fans to post)
- the ability to publish or not publish your posts to your fans' news feed
- status update option



# Check Your Stats

**But perhaps its most exciting option is allowing you the ability to check your stats on viewer engagement. You'll be able to see stats on comments and news feed use. (This is provided through their Facebook Insights platform.)**

**Go visit your competitors' Facebook pages (and especially the professionally-produced pages of Big Guns like Nike and Coca-Cola) and see what features and elements you like... and what you don't like.**

**Facebook pages allow you a flexible range of applications you can choose to add... or not.**

**These include:**

- Videos**
- Photos**
- Events**
- Reviews**

**The only real drawback?**

**Once you've created your page name, it can't be changed or edited.**

**(Everything else on the page can be adjusted). So make sure you take your time, picking exactly the right name, and putting it in the best category for your ad campaign. (The category also is permanent.**

**And if these don't meet your needs, check out the Facebook Applications Directory to uncover further apps that can help enhance your new Facebook page.**

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