

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

FEBRUARY 2015

**Requirements of  
Internet  
Marketing P.22**

Stephen Holloway



**PLUS  
GADGETS  
INTERVIEWS  
PRODUCTS  
Q AND A**

**INTERVIEW WITH SEO  
EXPERT KEVIN LEE**

Kevin Lee



Cameron Gibson



**THE ROLE COLOUR PLAYS IN  
INTERNET MARKETING  
P.44**

Randi Zuckerberg



**RANDI ZUCKERBERG DOESN'T  
LIKE BEING PAINTED AS "THE  
OTHER ZUCKERBERG" OR  
MARK ZUCKERBERG'S "SILLY  
SISTER WHO SINGS."**

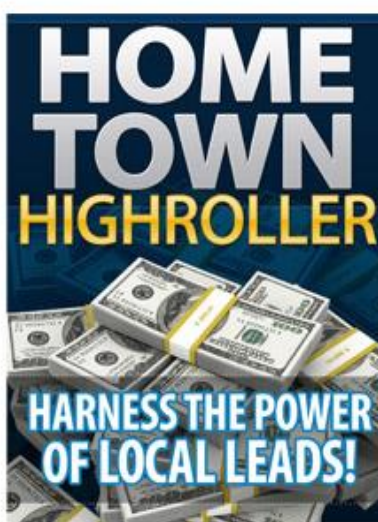
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**Old Arthur kicking in on you?** Find out simple home remedies that will have you *up and going* in no time at all!

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***And thats not all, there is much,much more that I will be covering...***

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Welcome to the **FEBRUARY 2015 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 opportunities for you.***

**Tips on Content Marketing** By: Lila Dunn **Requirements of Internet Marketing** By: Stephen Holloway **How to Go about Your Online Marketing Strategy** By: Stephen Holloway **Internet Marketing – Basic facts, Milestones and Rationale** By: Ginger Barnett **Modern Marketing Techniques for Progressive Internet Marketers** By: Wilfred Burton **The 3 Most Used Online Marketing Tools** By: Lila Dunn **The Role Colour Plays in Internet Marketing** By: Cameron Gibson **Advantages of Internet Marketing** By: Cameron Gibson **Aggressive Internet Marketing Campaigns that Pay** By: Douglas Howard **MWM Success Story** The Entrepreneur: Martyn Dawes, Coffee Nation **MWM Ask the Expert** Interview with SEM Expert Kevin Lee **MWM Q & A** The Shift to Global Content Marketing: An Interview with Content Innovator Pam Didner

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



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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..  
Write to me at: **harry@harrycrowder.com**

facebook

Follow me on Facebook: Facebook.com/burkeleigh



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Contributors

Various experts in their fields

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

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

## Press Release Software



## TOP EMAIL

### What is the easiest way to create an iPhone app?

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

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

### What is Offline Marketing?

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

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

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

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

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

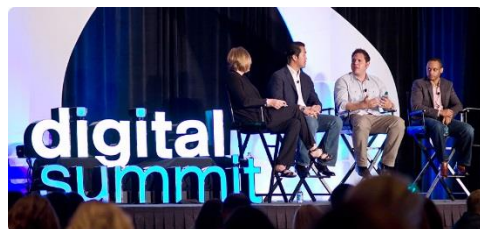


Did you know:

**80% of all pictures on the internet are of naked women.**



# MWM what's on



FEB  
4-5

Digital Summit Phoenix will feature dozens of speakers – leading digital thought leaders who are excited to share their insight with you on the latest strategies, trends and best practices. You'll hear from the experts at top brands including Google, Microsoft, Salesforce, Bing, Citi, The Washington Post and more. They'll be covering all the topics you'll need to help your digital marketing succeed in 2015 including:

- Content Marketing
- SEO
- Social Media
- Email Marketing
- UX & Design
- Analytics
- Emerging Tech
- and much more

FEB  
10-12



These two hour sessions are a chance to work with smaller groups of attendees, in an activity and discussion-driven environment. Get all your burning questions answered and take advantage of one-on-one time with workshop facilitators.

#SMSsummit can help you. Our speakers are eager to share their experience with and knowledge of the plethora of marketing technology out there, and help you and your company understand how to choose the right tools for your strategy goals.

## what's on

### TFM&A

TECHNOLOGY FOR  
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FEB  
25-26

Catering for all marketing professionals regardless of specialism or industry sector, TFM&A 2015 will provide a tailored experience in keeping with your specific level of expertise and needs. With a brand new education programme, new learning formats (think Workshops, Training, Roundtables, 1-2-1 Clinics), a brand new Marketing Leadership Programme, plus an array of features showcasing cutting-edge marketing technology and marketing start-ups - shouldn't you get involved?

## DEFINING DIGITAL SUCCESS IN 2015

**DATE: Tuesday 3rd February**

**TIME: 8:00am - 10:30am**

**WHERE: Mirra, Fortitude Valley**



Do you define success by your Facebook likes, your conversion rate or by your contribution to the organisation's bottom line? Is your organisation's strategy focused on attracting more customers or greater share of wallet? Faster churn or higher life time value?

In February, Interactive Minds will explore what are the appropriate KPIs for digital initiatives and how to align these with your business' broader strategic KPIs. Find out how digital works with finance, the important questions to ask, and what rate of return is expected for a digital marketing investment.

This event will help digital practitioners at all levels to understand the levers behind defining their success.

Don't miss out on Interactive Minds first event for 2015.

Tickets can also be bought to this event as part of the 2015 Annual Pass which is available now for a limited time only. Simply select the annual pass option on the registration page.

Inclusions - This event is a Deep Dive event and includes:

- The opportunity to network with attendees (8am-8:30)
- Tea, coffee and a muffin will be served during the networking time
- The audience will sit (theatre style) to listen to the presentations
- We will have four speakers each presenting for 20 minutes
- Question and answer time will be held at the end
- Enter our business card draw on the day to have a chance to win great prizes!



Quotable:

**“Computers themselves, and software yet to be developed, will revolutionize the way we learn.”**

**~Steve Jobs**



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## FACEBOOK DOMINATES SOCIAL SHARING WHILE TWITTER SEES A DECLINE

ShareThis's new report shows that Facebook overtook Pinterest, Twitter, and Reddit in terms of sharing activity during the fourth quarter of last year, garnering a whopping 81 percent of shares.

Facebook continues to lead the pack when it comes to social sharing activity, according to a newly released ShareThis report based on data from the fourth quarter of 2014.

In its latest sharing trends report, ShareThis analyzed sharing behavior of more than 2 million U.S. consumers across more than 3 million sites and mobile apps. It found that during the fourth quarter of last year, a staggering 81 percent of social shares came from Facebook, up 8.2 percent from last January. In comparison, sharing activity on Twitter, Pinterest, and Reddit declined 3 percent, 0.6 percent, and 0.7 percent, respectively.

"Facebook is a basic social media outlet, while the other channels, like Twitter, Pinterest, and Reddit, have become outlets for niche interests," says Michalene Becker, manager of strategy and analytics at ShareThis, noting, however, that Pinterest is the leading channel for food and drink and beauty and fitness content.

Indeed, the report indicates that social users share different content on each platform. While shares about beauty, food, and shopping are most common on Pinterest, health-related content is more likely to be shared on Facebook, and sports have become the dominant conversation-driver among Twitter users.

Because of this, it's likely Twitter will see a boost in sharing activity during the Super Bowl, but Becker suggests marketers should pay attention to other social channels as well.

"It's important for marketers to leverage all social channels when aligning content with the Super Bowl. Twitter is a reactive channel and we see a jump in activity within two to three days of an event. Meanwhile, Facebook tends to be a dominant platform for discussing major updates in the weeks surrounding major events," she explains. "Also, keep in mind that consumers are engaging with the advertisements and entertainment, not just the game."

## AAPL EARNINGS PREVIEW: SAMSUNG GAINS ON IPAD, BUT APPLE STILL DOMINATES

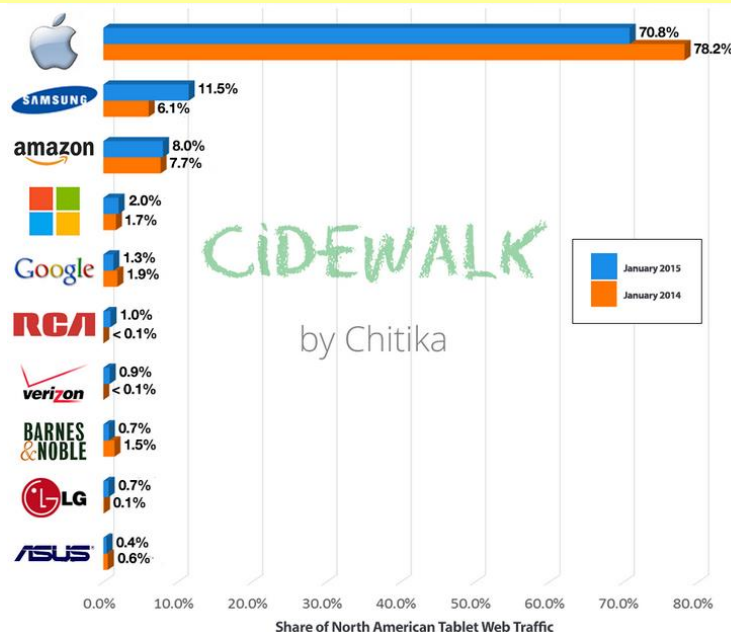
Apple is scheduled to announce quarterly revenues this afternoon. All eyes will be on the number of iPhones sold but also on iPads and whether its tablet "slump" has been reversed. Analysts are expecting roughly 21 million iPad sales in the previous quarter.

Apple has dominated the North American tablet market since the company effectively created it with the iPad. The overwhelming majority of traffic from tablets continues to come from iPads. (Yesterday Microsoft announced a big gain in Surface Pro 3 sales.)

In a new report, however, ad network Chitika says that Samsung has made double-digit traffic gains in North America. The company's market share data come from "tens of millions of U.S. and Canadian tablet-based online ad impressions" in January.

According to Chitika, the iPad is responsible for about 71 percent of tablet traffic. But Samsung has now jumped ahead of Amazon Kindle to claim second place with 11.5 percent. Collectively Android tablets generate nearly 28 percent of all North American tablet based internet traffic.

Aggressive discounting and holiday related sales were undoubtedly partly responsible for what appears to be a big sales jump in Samsung tablets. Existing iPad owners have not upgraded with the same frequency as smartphone users. And overall growth in the market has slowed except at the low end for less-expensive tablet offerings.



Quotable:

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

**~Douglas Engelbart**



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- The importance of **sticking with the SEO basics**, and why over complicating it can actually cost you time and money!
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- Learn SEO from start to finish. so that you know exactly what to do to **get all of your sites ranking** in the top of the search engines...



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# TIPS ON CONTENT MARKETING

By: Lila Dunn

By January 2015, content marketing was said to have generated thrice as many leads as the customary outbound marketing. Content is a very instrumental tool in Internet Marketing. Everyday, there are millions of web content published. They range from podcasts, videos and blog posts to images.

It is very important to be a leader in the content generation field. This means you should be accomplished in the making of content. You must bear in mind that you are competing against brands that have already achieved. As a starter, you should take note of the following as you generate content for internet marketing:

- Be more creative: To be good at the game, you need to be creative. This is because advertising agencies may be more creative than you are. A giant brand may also have a bigger budget than you do. For the above reasons, you must up your game. You can harness resources from information and technology so that you can become an amplifier with a hefty power of influence.
- Be more educational and entertaining: You should be able to create content that can challenge readers' opinions, behaviour, actions and perception. You should ensure that there is a remix of both entertainment and education in your content at the same time. However, this shouldn't compromise the alignment of content with your business goals. The entertainment and education embedded in your content must fit with your branding.
- Learn from your competitors: The ideation of content is a very important process in its marketing. To ensure you are as awesome as possible, learn from your competitors. You must embrace competitive intelligence as the fundamental approach in content ideation. Using various web tools, you should be able to identify working content. Such tools include BuzzSumo and many others.

You should be able to create content that can challenge readers' opinions, behaviour, actions and perception. You should ensure that there is a remix of both entertainment and education in your content at the same time.



# **MWM success story**

## **THE ENTREPRENEUR: MARTYN DAWES, COFFEE NATION**

**Founder:** Martyn Dawes

**Company:** Coffee Nation Ltd

**Website:**  
[www.coffeenation.com](http://www.coffeenation.com)

**Description in one line:** I created the new market category of 'self-serve coffee bars' – unmanned kiosks selling gourmet coffee to take away.

**Previous companies:**  
Consulting firm  
Coachmatch Ltd



### **Quotable:**

““

**“Man is still the most extraordinary computer of all.”**

**~John F. Kennedy**

## Describe your business model and what made your business unique:

- Coffee Nation squeezed a coffee bar product and experience into a tiny footprint, meaning we could sell authentic gourmet coffee in locations where it was not previously available.
- People can buy our coffee from convenience stores, petrol forecourts and motorway service areas.
- We split the revenue with each retailer and in most locations outsold every other product.

## What is your greatest business achievement to date?

*Having built two successful businesses – both of them survived, grew and became profitable and Coffee Nation was one of the fastest growing companies in the UK for two years running. Both Coffee Nation (now Costa Express) and Coachmatch are market leaders today. Not many entrepreneurs can say that!*

## What numbers did you look at every day in your business?

*I have now sold Coffee Nation but we used to look at sales per day per machine and how they were trending, like for like sales on an annual basis and payback time for each machine at each monthly board meeting. Gross margin was our other key number.*



***“Having built two successful businesses – both of them survived, grew and became profitable and Coffee Nation was one of the fastest growing companies in the UK for two years running.”***

## To what extent did your business trade internationally?

*We took Coffee Nation into the Netherlands and Germany before it was then sold to Whitbread/Costa.*

## Describe your growth funding path:

*I used my own funds to prove the concept and then a business angel and a Small Firms Loan enabled me to further develop the concept and start to build a leadership team.*

*We then raised £4m private equity funding to accelerate the company's growth. Long term senior debt followed once the company was profitable and could demonstrate sufficient trading history.*

## What technology has made the biggest difference to your business?

*Our ability to link each machine back to base via the internet meant we could see how many cups of coffee were sold each day and if the staff on site had cleaned and refilled the machine. Real 'Big Brother' stuff but it gave us enormous control over our business!*



## Now that you have sold Coffee Nation what is your other focus?

As well as Coachmatch, I now mentor ambitious entrepreneurs and CEO's of high growth companies. Many entrepreneurs want to build a high growth business but it is a lonely path and one with many challenges. Having successfully navigated that journey myself it puts me in a good position to help others achieve their full potential.

## Growth challenges

### What is the hardest thing you have ever done in business?

To decide never to give up in the early days when everything seemed against me.

### What was your biggest business mistake?

Probably too many to mention but I believe I learnt something from all of them.

### What is the most common serious mistake you see entrepreneurs make?

Making too many assumptions about what their customers want and so they start to try and build a not completely proven and understood business. This usually unravels down the line.

### What is the single most important piece of advice you would offer to a less experienced entrepreneur?

Being an entrepreneur has become very 'cool' but very few make a fortune. Start a business if you absolutely have to bring some change to the world, you'll need passion and tons of energy.



## Personal growth

### Biggest luxury:

The time to live my life to the full.

### Executive education or learn it on the job?

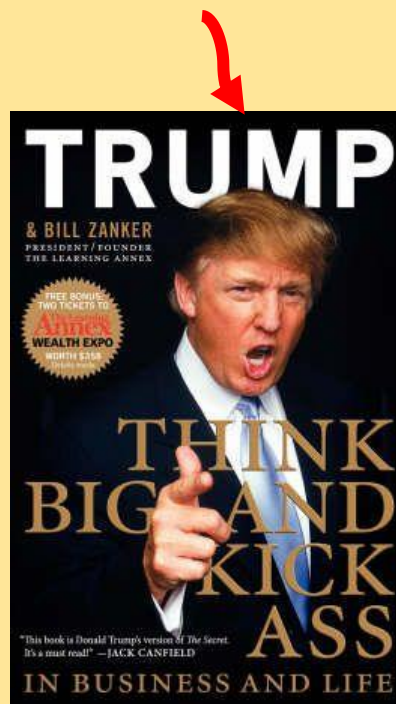
Education has a massive part to play – it builds confidence and self-belief. You can't be taught how to be an entrepreneur – you'll either do it or you won't.

### What would make you a better leader?

Who I am now – I realise it's less about me now than I did a decade ago.

### Business book:

Think Big: Make it Happen Big in Business and Life by Donald Trump.



*“Education has a massive part to play – it builds confidence and self-belief. You can't be taught how to be an entrepreneur – you'll either do it or you won't.”*

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# MWM ask the expert

## INTERVIEW WITH SEM EXPERT KEVIN LEE

By: Nick Stamoulis



Recently I had the chance to interview search engine marketing (SEM) expert Kevin Lee. Kevin has been a part of the SEM world practically since its inception (long enough to earn the title of “godfather of SEM”) and is a founding member of SEMPO. Kevin is also the Co-Founder & Executive Chairman of SEM agency Didit. He is also a frequent writer over at ClickZ and his “Paid Search Strategies” column is a great resource for anyone looking to further their own SEM and PPC management knowledge.

*“Sure any marketer could use promotional tactics to improve conversion rate, but the key is to improve conversion while holding projected profit per conversion steady (or even improving it).”*

Did you know:



The term “surfing” the internet was coined in 1992 by an upstate New York librarian Jean Armour Polly, aka “Net Mom.”



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How **The Covert VideoPress Theme**  
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**To Your Blog!**



## SEMPO®

This interview is rather long, but is worth the time to read through all of it! Thanks so much to Kevin Lee for spending the time to answer all of my questions! :)

**QUESTION: YOU'VE BEEN INTRODUCED AT SEVERAL INDUSTRY CONFERENCES AS "THE GODFATHER OF SEM." BACK IN 1995 (WHEN YOU BEGAN YOUR SEM CAREER) GOOGLE WASN'T EVEN A THOUGHT BETWEEN LARRY PAGE AND SERGEY BRIN. WHAT MADE YOU GET INVOLVED IN SEM SO EARLY ON?**

*Answer from Kevin Lee: In 1995 my current business partner, David Pasternack (Didit President) was a client of mine at my previous agency, and asked about both search engine visibility and the process of search engine submission. I decided to brush up on SEO and got fascinated by it. At my prior agency, we got his sites some more traffic using extremely basic SEO, and then learned about Submit-it.com (later owned by Tony Hsieh of Zappos fame) and Dave and I along with an earlier partner decided that we could do submission better than Submit-it (or at least as well). From there we decided to get into SEO because in those days there weren't even rules about black hat or cloaking and we got pretty good at what would these days be called cloaking in addition to SEO services. But once the engines decided to define the concept of cloaking and start policing it we moved on to standard SEO and PPC.*

**QUESTION: HOW DID SEM CHANGE ONCE GOOGLE ENTERED THE SCENE?**

*Answer from Kevin Lee: About the time Google entered the search engine scene the other engines decided cloaking wasn't acceptable so we pivoted the company and started offering email bid alert services for GoTo.com (which became Overture.com and then Yahoo Search Marketing) and moved into purely consultative SEO which at the time was exasperating. Companies thought that the web presence should be managed by IT and the IT departments rarely let an external entity touch anything, and even if you just provided instructions in 9 times out of ten a year later the IT team would have ignored at least half of the recommendations. Of course in the meantime SEO was getting harder as Google introduced PageRank simultaneously gaining ever increasing market share. Didit recently got back into SEO with the purchase of Inceptor in August 2012 because finally IT teams are either out of the picture or listen to external SEO experts.*

**QUESTION: WHAT MADE YOU DECIDE TO GET INVOLVED WITH SEMPO AS A FOUNDING BOARD MEMBER?**

*Answer from Kevin Lee: The industry needed a trade association, simple as that. By that time, Didit had put SEO on the back burner having become a leader in campaign automation technology yet having come from an SEO background I knew the challenges that the industry faced. Barbara Coll and a few others felt that the industry could thrive better with an industry trade association to assist in education, clarification of terms, and also to help evangelize SEM/SEO to the press and to business owners. I also thought it would be fun because I respected all the other founding board members.*

**QUESTION: COULD A PPC CAMPAIGN ALONE EVER BE ENOUGH TO HELP A WEBSITE SURVIVE? MAYBE EVEN THRIVE?**

*Answer from Kevin Lee: It's certainly possible for a website to survive and even thrive with PPC and other media if they have enough of a cost and profit advantage to be able to afford the high positions on high volume keywords for their industry sector. However, it's generally not advisable for a business to rely exclusively on any form of advertising (which PPC certainly is). In the offline world businesses mix PR (earned media) with paid media. So, in the online world, a balanced campaign generally contains both paid media (PPC search, Social and display media). Earned media SEO and shared media Social are great if you can get them, and with the new flavors of paid social media, you need great earned media press mentions and shared media social messages because your paid social media is designed to amplify those social media messages.*

**QUESTION: SOME SITE OWNERS THINK THAT SEO IS "FREE" BECAUSE THE COSTS AREN'T QUITE AS UPFRONT AS WITH A PPC CAMPAIGN, BUT IT TAKES A LOT OF TIME AND ENERGY TO BUILD AN SEO CAMPAIGN FROM SCRATCH AND A LOT OF MONEY TO RUN A POWERFUL PPC CAMPAIGN (ESPECIALLY WHEN YOU'RE BIDDING ON EXPENSIVE KEYWORDS). WHEN BUDGETS ARE TIGHT WHERE SHOULD SITE OWNERS CUT BACK?**

*Answer from Kevin Lee: SEO is far from free; it's a form of earned media just like PR and shared Social Media. A big challenge for all businesses is trying to decide how much to invest, especially if they are trailing the competition. It's like starting a marathon late; you have to run even faster to get to the front. However, in SEO, there may be some smaller "wins" in the long tail and therefore some level of investment is almost always appropriate if only to determine what wins are achievable. Cutting investment in SEO (regardless if in house or outsourced) is a dangerous game because you'll need to over-invest to regain SEO momentum after the internal budget outlook improves. A better solution might be to take half of any temporary paid media budget and invest in SEO and the form of social that generates inbound links. The key is to have reasonable expectations given the competitive set (SEO competitors) and the level of current investment. The great news these days is that within many industry categories, well executed social media can act as a form of link bait which means that marketing managers can now invest in SEO while putting many of the tactics under the currently-sexy social media initiative.*

**QUESTION: HOW CAN A SMALL BUSINESS EFFECTIVELY COMPETE WITH BIGGER BRANDS IF THEY JUST DON'T HAVE THE PPC BUDGET?**

*Answer from Kevin Lee: PPC budget can be applied from the highest profit margin segments moving budget in steadily as the highest ROI and profit areas prove themselves. That means that hyper-segmentation can often empower a business to swoop in and grab the most profitable clicks out from under the nose of competitors. To isolate the most profitable clicks often takes some combination of dayparting and hyper-geosegmentation on top of all the other standard best practices of keyword, match type and an awesome campaign structure (of course going forward that campaign structure will be under Google's new "Enhanced Campaigns" not what we are used to now.*

*In some cases and with some businesses a combined social media / SEO / PR initiative can work wonders. They need to find a way to change the rules within their industry category and give themselves an advantage that over time will manifest itself into BOTH social and SEO success.*



**QUESTION: IN YOUR EXPERIENCE, IS THERE IS A PARTICULAR TYPE OF BUSINESS THAT SEES BETTER CONVERSIONS FROM PPC? WHY DO YOU THINK THAT IS?**

Answer from Kevin Lee: Actually conversions don't matter much in a vacuum. It's conversions and predicted profit (taking CPC into account) in comparison to one's competition on a specific keyword. So, sure any marketer could use promotional tactics to improve conversion rate, but the key is to improve conversion while holding projected profit per conversion steady (or even improving it).

**QUESTION: WHAT VALUE IS THERE TO BE HAD, AS A SITE OWNER, FOR BIDDING ON MY OWN BRANDED KEYWORDS? IS RANKING WELL ORGANICALLY NOT ENOUGH?**

Answer from Kevin Lee: In almost every case that we've tested it the ability to increase click yield from a SERP, plus route more clicks to landing pages that convert better (since we can fully personalize PPC landing pages and use PPC site links to further tune user intent) the marginal profit from bidding on brand keywords (after removing cannibalization) has still been significantly positive. I urge every marketer to test it using a longitudinal test (turn paid search on and off). Marketers that have competitors or channel partners bidding on brand terms do even better when they leave the bidding on.

**QUESTION: WHAT ARE SOME OF THE MOST COMMON MISTAKES YOU SEE SITES MAKE WHEN IT COMES TO MANAGING THEIR PPC CAMPAIGNS?**

Answer from Kevin Lee: A big mistake is thinking they can set it and forget it if a bid management platform is enabled. If your competition is improving and you aren't you'll soon find yourself unable to bid on any non-brand keywords.

Another common mistake is inheriting a campaign from someone else and failing to do a comprehensive audit of the campaign from the power-keywords down.

**QUESTION: HOW CAN A SITE OWNER TELL IF THEY ARE A VICTIM OF CLICK FRAUD? ARE THERE ANY 3RD PARTY TOOLS YOU'D RECOMMEND THAT SITE OWNERS USE TO CATCH AND STOP CLICK FRAUD BEFORE IT GETS OUT OF HAND?**

Answer from Kevin Lee: Click Fraud and Invalid Clicks are related but click fraud is a subset of invalid clicks. Within click fraud there are two types, publisher click fraud and competitive click fraud. All forms of invalid clicks are really hard to catch and as marketers we have less information that the search engines or social media platforms. Before one even gets started in understanding whether one has an invalid click problem or click fraud problem one needs to look at the data between observed clicks and billed clicks for each engine. Engines routinely filter out a big chunk of invalid clicks of all types so it's not unusual (depending on industry and traffic source) to see differences from 5% to 35%+ in clicks observed vs billed clicks. Therefore, when starting any analysis on one's own data one would need to know which clicks had already been classified as invalid and we have no information on that. Competitive click fraud when perpetrated by non-professionals is the easiest to catch because the IP addresses can often be traced back to the competition.

Most marketers have decided that unless something anomalous shows up in the data or they have a case against a competitor, that pursuing click fraud is a fruitless endeavor given the level of energy and cost required to claw back the value of those clicks from an engine. Also, setting your campaign to eliminate the sources of "bad" clicks can help a lot.



**"Every business has an optimal audience (demographically and/or psychographically) and that audience is often more likely to convert or converts at a higher value than an average audience self-selecting simply by keyword."**

**MWM 20**

***"A big mistake is thinking they can set it and forget it if a bid management platform is enabled. If your competition is improving and you aren't you'll soon find yourself unable to bid on any non-brand keywords."***

**QUESTION: BACK IN AN INTERVIEW YOU DID IN 2006 YOU PREDICTED THAT THE RELEVANCY OF PAID LISTINGS WOULD APPROACH OR EVEN SURPASS THE RELEVANCY OF ORGANIC LISTINGS. DO YOU FEEL THAT PREDICTION HAS COME TRUE?**

Answer from Kevin Lee: For searches with high commercial intent and in particular local searches I think many people would agree that we have reached the point where paid searches are in fact more relevant and useful than organic listings.

**QUESTION: WHAT DO YOU THINK THE FUTURE OF SEM HOLDS?**

Answer from Kevin Lee: That's probably an entirely separate interview :-). However, when you think about the level of personalization that can be driven off of both social media data and voluntary profile data I expect to see some amazing improvements. It's too early for Facebook's "Graph Search" this year, but it has potential. Even more exciting to me is the idea that schema.org, rich snippets and microdata could allow a search engine to tune my search. It could happen any day where I do an apparel search and I've told Google my size and the SERP only includes ads and organic search links that lead to landing pages that have my size.

Voice Search is also a fun area to explore, particularly within the hyper-local and mobile space.

**QUESTION: CAN YOU EXPLAIN HOW MAPS HELPS BUSINESSES BETTER MANAGE THEIR SEM CAMPAIGNS?**

Answer from Kevin Lee: MAPS is actually quite simple because we are sculpting audiences using geography. Every business has an optimal audience (demographically and/or psychographically) and that audience is often more likely to convert or converts at a higher value than an average audience self-selecting simply by keyword. So why not use the fact that geographic accuracy has improved to clone a national campaign into thousands of child campaigns (only for the geographies where the likelihood of a profitable customer is higher) all synchronized to the parent campaign. That way the child campaigns can bid more aggressively and generate significant volume increases on the keywords that advertisers could never afford top positions on before. Geotargeting for audience profiles not perfect, but it doesn't have to be, it just has to move the average user in the right direction. It's sort of fun having developed a system that has maps for just about anything from wealth and income to home ownership or body mass index (yes we have a FAT map).

**QUESTION: WHAT MAKES THE REAL-TIME BID MANAGEMENT SYSTEM OF MAESTRO SO VALUABLE?**

Answer from Kevin Lee: For high volume keywords in high volume campaigns a 24 hour batched process is too slow. Real-time data analysis and real-time decisions can make a material difference in some campaigns.





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## Feature Article .

# REQUIREMENTS OF INTERNET MARKETING

By: Stephen Holloway

To begin, we must know what Internet Marketing is. You will find thousands of definitions on the internet, most of which come to say that this is "a set of techniques of Internet use which are employed in order to publish a website and increase sales." However, the goal of internet marketing is not just to sell more. It is about getting more traffic to your website and gaining reputation. Below are the top most requirements an internet marketer must possess.

- **Good knowledge of Internet Marketing.** An online marketing professional should have a thorough knowledge of SEO marketing. He should be well-versed with social networks, programming, design, statistics, customer service and project management. Your job is to orchestrate all these factors to get the online project evolving. The more you know about all these issues, the better.
- **Must be keen to experiment:** If you have already acquired the minimum knowledge, you can now get down to business. The theory and tutorials are great, but you will never really know what is ahead of you unless you do some experiments. Testing, taking risks and broad thinking can finally make you succeed. Implement the firsthand techniques and strategies learned if you are to get motivation to move forward. Be sensible when performing experiments and do not risk your client projects. Create accounts in different Google services, social networks and blogs.



- **Always stay up to date and connected:** The latter requirement is essential: It is that you must always stay up to date and connected with news and professionals. If at first staying updated costs a lot, just try to follow several interesting lines on twitter, subscribe to some blogs and force yourself to spend half hour to find out about what's going on Online Marketing. Take time to meet people from the online scene and learn from them.

*Be sensible when performing experiments and do not risk your client projects. Create accounts in different Google services, social networks and blogs.*



# HOW TO GO ABOUT YOUR ONLINE MARKETING STRATEGY

**By: Stephen Holloway**

*Not everything is sold online!*

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

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

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

## **Search Engine Optimization – The Best Way to Go**

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

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

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

**SOME STUDIES CLAIM THAT 60% OF PURCHASES MADE ON THE INTERNET, HAVE THEIR ORIGIN IN A SEARCH ENGINE. IF WE CONSIDER THAT APPROXIMATELY 80% OF SEARCHES ARE CONDUCTED THROUGH GOOGLE, WE HAVE TO POSITION ITS IMPORTANCE AS THE FIRST ONLINE MARKETING TOOL.**





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Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

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# MWM gadgets & toys

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- ✓ Stop pestering your colleagues to borrow their charging cables



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

## Bluetooth Suction Cup Speaker *plays back music while you take a shower!*

Bluetooth-enabled speakers are useful – as you do not need to get tethered to a particular device, and not only that, this means that there are no wires for you to trip over – literally speaking. However, when you take a shower and would want some background music to accompany your bath time singing, then a waterproof speaker is just the thing for you. Here is the \$29.95 Bluetooth Suction Cup Speaker – which as its name suggests, will be able to be stuck to a wall, thanks to a powerful suction cup base that can secure it instantly to majority of smooth surfaces out there.



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

# You want it

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

## This Compact Charger Is No Bigger Than Apple's But Powers Two Devices

Prepare to have one those "hey, wait a minute!" moments because it turns out the compact charger that Apple includes with iPhones could actually be doing so much more for you. The similarly-sized ChargeTech not only has folding prongs so it's even easier to transport, it also comes with two side-by-side USB ports that can charge a smartphone and a tablet at the same time.



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

## MIMOPOWERTUBE DELIVERS PORTABLE



Are you looking forward to the upcoming Star Wars film that is set to hit the silver screen in due time? Surely, the continuation of this space opera franchise, to continue from where Star Wars: The Return of the Jedi left off all those years ago, is a massive undertaking. Since then, we have had three underwhelming prequels, not to mention a whole slew of fiction that accompanied it, in addition to numerous toys and other merchandise. Well, you might want to add the \$29.99 MIMOPOWER Tube to your list, as this Star Wars inspired portable battery pack certainly looks the part.

It mainly resembles that of a lightsaber hilt as well as other Star Wars characters, where you can choose from numerous styles, as each of them will come accompanied with a USB charging cable – not to mention its fair share of tips in order to make sure that it will be compatible with just about every smartphone out there as far as possible, even throughout the galaxy. The various designs from which you will be able to pick from include those of C-3PO, Darth Vader, a lightsaber, and Stormtrooper, stashing 2,600mAh of juice within, taking approximately 3 to 4 hours to charge up. Definitely one of the cooler looking portable battery designs around to date.

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

Did you know



Mark Zuckerberg's original Facebook profile number ID is 4.

## Feature Article .

# INTERNET MARKETING – BASIC FACTS, MILESTONES AND RATIONALE



By: Ginger Barnett

**Internet marketing increase sales opportunities, thereby boosting profits.**

**This is because it creates a more direct and simple approach between businessmen and buyers.**

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

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

## How internet marketing works

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

## What has boosted internet marketing?

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

## Reasons why companies should adopt internet marketing

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



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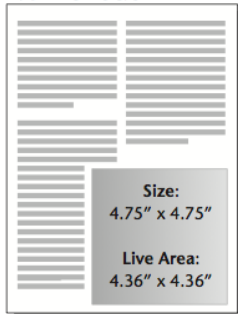
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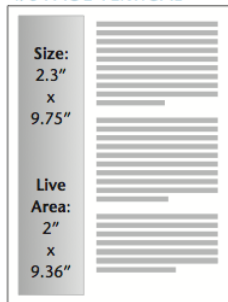
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We will match your ad size buy x 2 with Article Space about your product.

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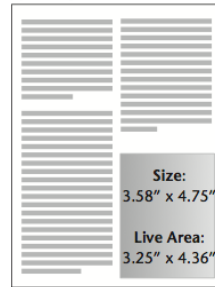
1/3 PAGE SQUARE



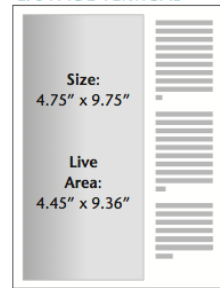
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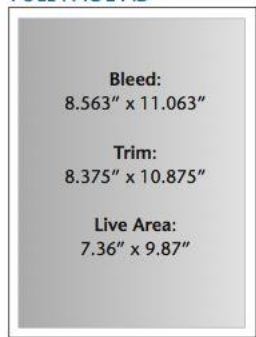
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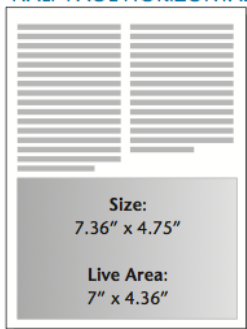
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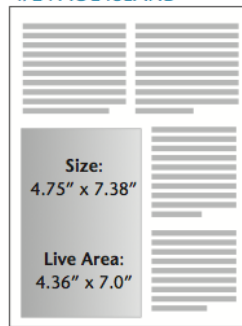
FULL PAGE AD



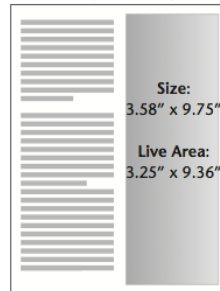
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# MWM tools

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

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



### LEARN:

Learn the ins and outs of the major social media platforms, including major sites such as Facebook, YouTube, Vimeo, Google+, Twitter, LinkedIn, Pinterest, Instagram, Reddit, Scribd, Slideshare, Evernote, TripAdvisor, and Academia.edu. Learn how to establish a social media strategy in line with your goals, organize it all with Evernote, and how to market your content based on your product, service, or credentials. Fire up your brand via social media, Kindle ebooks, or podcasts using this guide.

Learn how to integrate your social media accounts, embed content into profiles, build out your YouTube and Vimeo channels, maximize your Pinterest boards, use Facebook Graph Search, insert social plugins to your blog, and interact within groups to build dynamic connections.

### DEVELOP:

Develop your social media skills with the help of step-by-step explanations and videos. Discover how to host webinars, increase your search engine optimization, and conduct effective searches in social media platforms for market research.

### EXPAND:

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

### UNDERSTAND:

Understand the social ethos of social media, how to engage others in the social environment that expands the reach of your content and your brand, and why some platforms are more difficult to integrate into than others.

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



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

### How to Achieve financial Freedom

This method is proven to help you build an audience. Its done everywhere by everyone! Companies, YouTubers, Bloggers, and what everyone fails to mention is how to brand yourself! Why do you watch a TV show? You like the unique characters. Why do you go see every movie one actors puts out? Because you are a fan! That's what this book will help you do. It will help you appear as a celebrity among your readers or viewers so that you can start growing an audience, which is followed by Money and Financial Freedom.

My eBooks never leave you out in the cold, I provide links to useful sites, like where to get professional logos done for \$5. Yes that is true!

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



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

*Delighted*

Gather **actionable** feedback from your customers.

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

## Did you know:



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



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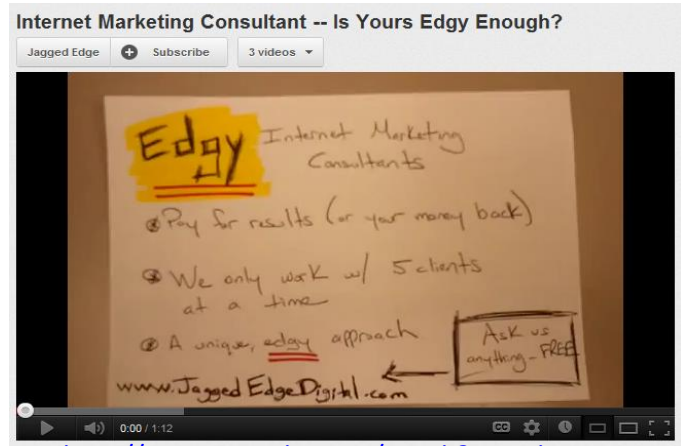
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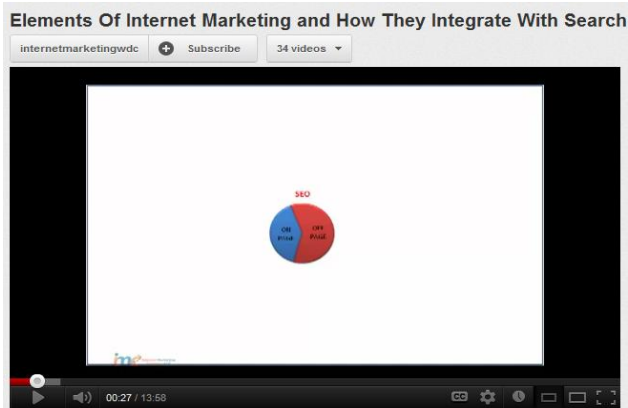
# MWM videos



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<http://www.youtube.com/watch?v=EYN1BjtZ6nc>

<http://makingwebmoney.com/videos>

## Feature Article .

# MODERN MARKETING TECHNIQUES FOR PROGRESSIVE INTERNET MARKETERS

By: Wilfred Burton

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

## Link Campaigns

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

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

## Online PR

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

## Advertising and Sponsorship

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

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





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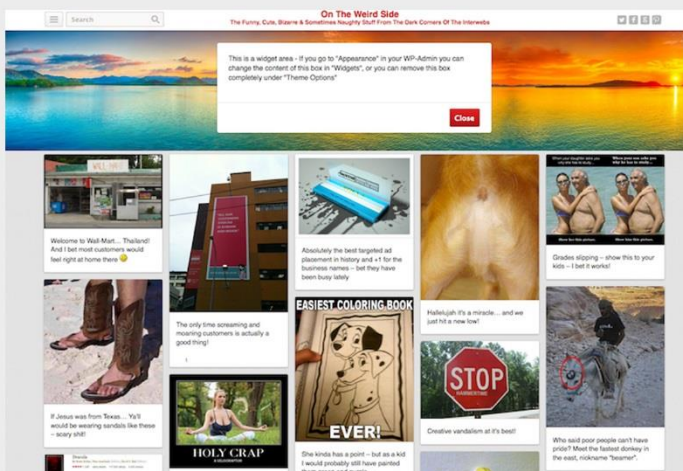
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in ANY niche  
you want!



# MWM Q&A

## THE *SHIFT TO* GLOBAL CONTENT MARKETING: AN INTERVIEW WITH CONTENT INNOVATOR PAM DIDNER

By: Ted Karczewski



*"Networking is a big part of my inspiration. Talking to peers, and reading blogs and books as well as articles about related areas—such as developments in technology—all suggest ideas to me about ways to leverage information to help improve content marketing."*

We caught up with Pam Didner, who pioneered global content marketing strategy at Intel before setting off on her own as an author, blogger, and consulting strategist.

Didner has years of experience in uncovering the nuanced challenges to marketing at a global scale. And with Skyword preparing to enter the global market with a range of new strategic offerings for our clients, her wisdom comes at just the right time.



Read the full interview to learn about the challenges and opportunities of global content marketing:

**1. What would you say to marketers thinking about going global? Any words of warning on where to start or what to watch for?**

Clearly define your business and marketing objectives before you go global. Organizations go global to grow their businesses, but they need to focus on specific marketing objectives to accomplish that growth. Your marketing objectives will help determine the type of content you need to create. Global, in the context of enterprise organizations, is a continuous collaboration between local teams and their headquarters. When you start your global go-to-market plan and effort, it's important to include your local teams.

**2. For enterprise software businesses such as Intel, figuring out which stories to tell through digital content has traditionally been difficult. It's such a step away from "talking product." What advice could you offer enterprise marketers looking to elevate their content strategies so they're telling stories their audiences actually care about?**

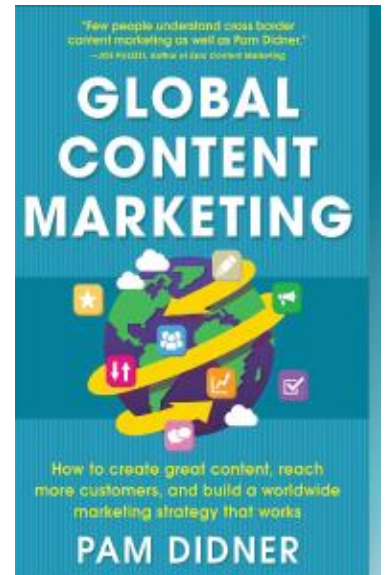
Talk to your customers and understand their pain points and challenges. Weave the benefits of your products seamlessly into your customers' stories. By the way, there will still be places for product-specific content, such as product comparison guides, feature pamphlets, white papers, and product demos. You need to find a balance between the two.

**3. You've developed a unique personal brand in an industry cluttered with noise. How did you differentiate yourself as a content innovator at Intel and in the content space, and learn to put a unique spin on your work?**

As with many people, my path found me rather than the other way around. I have been lucky in the sense that my job has had a global focus over the past 15 years. I understand the dilemma of glocal (global vs. local); I synthesized my experience and shared that with my audience.

Working in a global marketing capacity at Intel, I identified internal requirements and trends that suggested a need to put a greater focus on content marketing. Over time I began to pursue expertise in global content marketing in order to better connect Intel's marketing efforts with its customers. After years of trial and error as well as interacting with peers in the same boat, I was able to start blogging about the topic and eventually published my book.

***"Talk to your customers and understand their pain points and challenges. Weave the benefits of your products seamlessly into your customers' stories."***



**4. What do you see as being the biggest content marketing challenge in 2015? How should brands overcome this challenge?**

The biggest challenge is that current marketing organizational structures and budget allocations are not set up to fully implement content marketing efforts. For example, editorial planning is essential for content marketing, yet not every organization has the appropriate people and processes. Proper organizational structures with appropriate talent and skills are essential.

You may not see any organizations tout it as a core competency, but global content marketing strategy has been adapted and implemented in bits and pieces within organizations. Content marketing is situational; each organization will make changes at its own pace.

**5. What inspires you as a person? Where do you draw inspiration and motivation to think differently about content strategy?**

Networking is a big part of my inspiration. Talking to peers, and reading blogs and books as well as articles about related areas—such as developments in technology—all suggest ideas to me about ways to leverage information to help improve content marketing.





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- \*\* AUTOMATED Traffic Generation - With AssociatePress's Automatic RSS Submissions, you will generate traffic directly to your post on complete auto pilot.
- \*\* EASY Niche Site Creation - Use AssociatePress today to start your niche site empire – Create 10, 20, 50 or more content-packed sites a day
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# MWM useful links

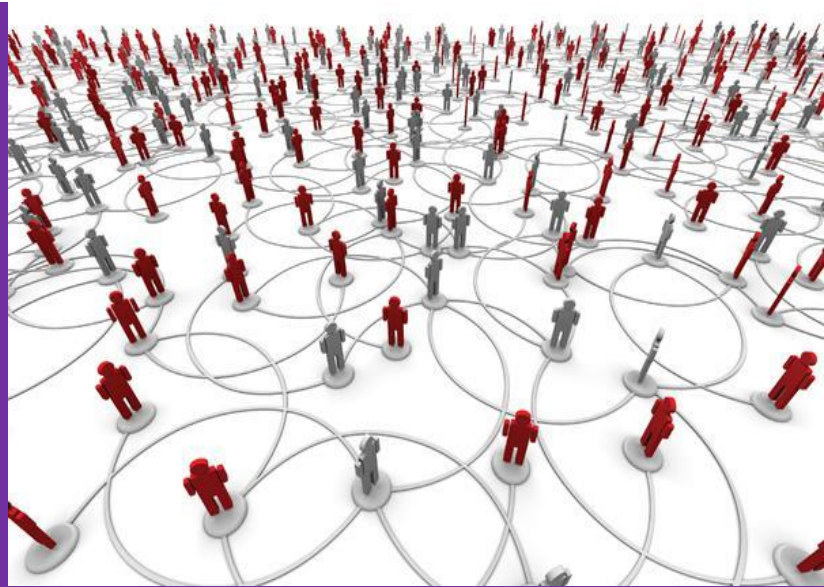
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# THE 3 MOST USED ONLINE MARKETING TOOLS

By: Lila Dunn



Today, almost all companies have an Internet presence; have their own website, although the number is drastically reducing. If we ask how many of these perform an active online marketing and carry out marketing activities on the Net, you will realize that many of them are actually passive.

In this article, we will look at some of the tools that you can use in your online marketing and how to coordinate them within an online marketing plan targeted to specific and measurable objectives.

## Tool #1: E-Mail Marketing

The e-mail marketing is not just e-mailing. It is a series of coordinated actions of sending personalized messages to a database in search of the much talked one to one marketing. Obviously these actions can develop own customer base and increase their level of purchase and loyalty. A company can send a commercial offer to a database segmented according to various socioeconomic variables (age, sex, province ...) and interests (interested in training, driving ...) etc

## Tool #2: Viral Marketing

The ability to perform certain advertising pieces, which by its enormous notoriety can be transmitted from user to user direct, free way is the goal of viral marketing. You can plant the first seed of your message by sending several thousand e-mails to a database with the aim of it being transmitted by each receiver to their respective spheres of influence, or use guerrilla marketing techniques to promote their dissemination. It is true that when you send a message to a group of potential customers, it will be forwarded by them to their acquaintances. This is a profitable strategy.

## Tool #3: Micro-sites

The creation of small websites oriented to a promotion or service, is increasingly used in Internet marketing. It offers you the freedom to create a site distinct from corporate that focuses on a very specific goal, often in a very specific period time, such as the support of a particular promotion. For instance, you can use a URL with a name that supports the objective of the site. For example, you can choose a site that is [www.example.com](http://www.example.com) to promote these services.

It is true that when you send a message to a group of potential customers, it will be forwarded by them to their acquaintances. This is a profitable strategy.



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

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

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

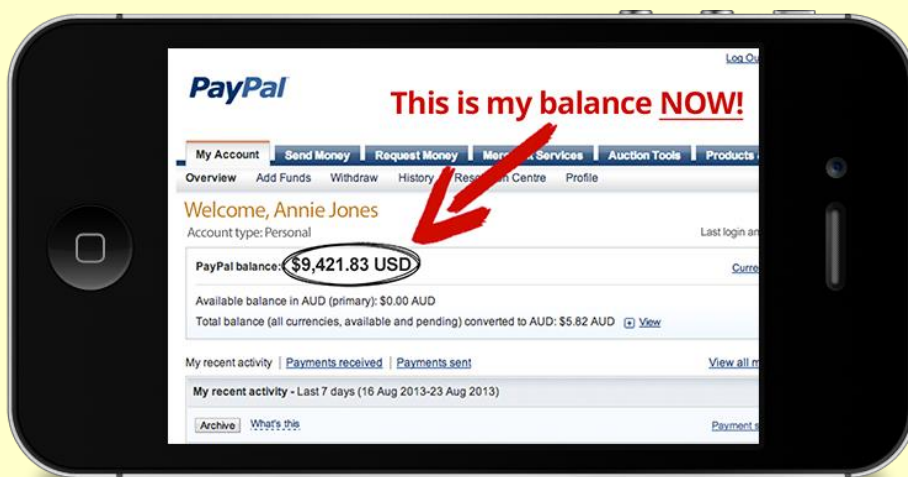
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

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

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

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

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



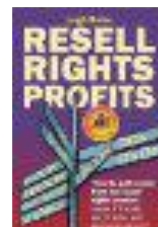
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# MWM featured products

## [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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## [iPad2](#)

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





# MWM contributors

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## Ginger Barnett

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



## Wilfred Burton

Wilfred Burton is an Internet marketing expert based in Melbourne. He works with passion and his world revolves around keywords, search engines and other online business essentials.



## Lila Dunn

Lila Dunn has been managing her digital marketing company since 2007. From only content writing, she now also provides website development, SEO and other services.



## Cameron Gibson

Cameron Gibson is a full-time mom who works her SEO magic at home. She helps businesses improve their online rankings and offers trainings to those interested in this field.



## Stephen Holloway

Stephen Holloway is an expert content writer and entrepreneur. He also specializes in keyword and data analysis, as well as Google Analytics.



# MWM contributors

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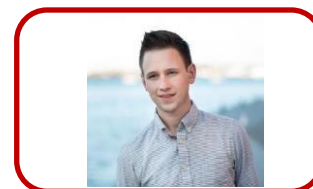
## Douglas Howard

Douglas Howard has been providing digital marketing services since 2009. With his expertise, he can help you boost your business.



## Ted Karczewski

Ted Karczewski is the Marketing Content Specialist at Skyword and the Managing Editor of the Content Standard (TCS). He oversees the editorial direction of TCS, and focuses on engaging readers through compelling stories. Ted has a background in print journalism and B2B content marketing, working both for agency clients and brands. He has launched four websites, from concept to execution, for businesses like Skyword, the Content Standard, Brafton, and ContentLEAD.



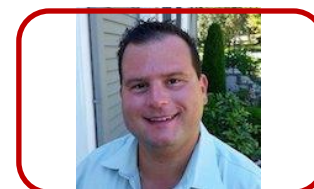
## Kim Lachance Shandrow

Kim Lachance Shandrow is a senior writer at Entrepreneur.com. She frequently covers cryptocurrency, future tech, social media, startups, gadgets and apps.



## Nick Stamoulis

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

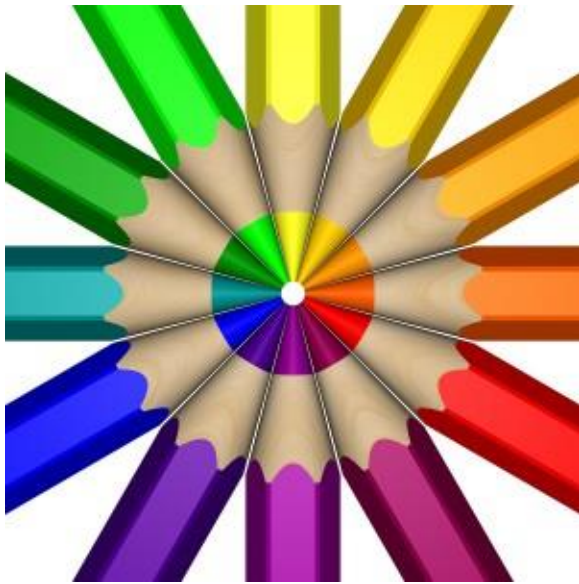


Quotable:



**“We're entering a new world in which data may be more important than software.” ~Tim O'Reilly**

# THE ROLE COLOUR PLAYS IN INTERNET MARKETING



**By: Cameron Gibson**

*Green: Green is associated with wealth. It is also a colour that the eyes find easier to process. If your campaign targets a group of holiday makers, you could use it.*

An internet marketer shouldn't underestimate the power of colour in marketing. There are very many interpretations the colour you choose in your internet marketing campaigns can attract. For this reason, web designers and internet marketers should choose colours that blend with the type of business being promoted.

Colours have cultural interpretations too. For instance, blue is considered a corporate colour in North America. Columbians associate the same colour with disease and death; meaning you wouldn't really apply it in a hot campaign for venture capital in the country. In Africa, colours make particular signatures. Ghanaians, for instance, revere the Vlisco cloth. In this article, we will discuss the colours that symmetrically blend with internet campaigns.

1. **Blue:** As already noted, blue is symbolic of corporate signature. However, other connotations that the blue colour sends out are: Trust, security and sensational attachment. You could probably see this with many banks.
2. **Red:** Red is a colour of passion. It increases a person's heart beat, creates intensity and urgency and should be applied in campaigns where one is seeking clearance sales.
3. **Yellow:** A colour laden with youth and optimism. If your strategy in the internet marketing campaign is to grab attention or attract window shoppers, yellow works best here.
4. **Green:** Green is associated with wealth. It is also a colour that the eyes find easier to process. If your campaign targets a group of holiday makers, you could use it.
5. **Purple:** This is a soothing and calming colour. It should be used in marketing anti-ageing or beauty products.
6. **Black:** Is a sleek and powerful colour. It can be best used in the marketing of luxury goods.
7. **Pink:** Pink is a feminine colour. It is also considered romantic too. It can be best used when marketing to girls or women.
8. **Orange:** Orange is an aggressive colour. It calls buyers to action. If you intend to have this achieved, use it.



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# Advantages of Internet Marketing

By: Cameron Gibson

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

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

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

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

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



# AGGRESSIVE INTERNET MARKETING CAMPAIGNS THAT PAY

By: Douglas Howard

*PPC is the most effective tool of online advertising more used by the vast majority of advertisers, given its high effectiveness. The advantage that comes with it is that it allows any modest investment volume but offers measurable results.*

## 1. Pay Per Click Campaigns

In order to appear prominently in search engines, you need several weeks and months of SEO effort. A handful of keywords or hundreds of combinations of keywords can put your business many miles ahead. You ought to realize that netizens are very creative when searching. That is why, together with enormous synergies, pay per click advertising campaign positions you highly in the search engines; especially if your key words are properly crafted.

### How pay per click works

When your ads appear by any combination of keywords on a website, an interested person will click on it. The moment this link is clicked on, it directs the user to your website. In this way, you will know how many people visit your site for certain keyword in a time interval, and even what the cost of acquiring a customer through every keyword at all times is. The charges you incur on such campaigns are termed "per click" charges.

Currently, this is the most effective tool of online advertising more used by the vast majority of advertisers, given its high effectiveness. The advantage that comes with it is that it allows any modest investment volume but offers measurable results.

## 2. Affiliate Programs

Affiliate programs allow us to bring our advertising messages through dozens or hundreds of sites and only pay for targets fixed for each visit. It can also be modeled on each valid information request or even per sale.

It is a high capillary advertising campaign that can reach everywhere. It is wrapped within the context of media to which your potential customer, on one who is associated with your sales message. It is associated with a number of very desirable values. Affiliate programs are usually conducted when the marketing objectives are more ambitious. Its actions have a broad depth and require a certain budget level.

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# MWM back story

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## RANDI ZUCKERBERG'S SIMPLE SECRET FOR JUGGLING CAREER AND KIDS

By: Kim Lachance Shandrow

RANDI ZUCKERBERG DOESN'T LIKE BEING  
PAINTED AS "THE OTHER ZUCKERBERG" OR  
MARK ZUCKERBERG'S "SILLY SISTER  
WHO SINGS."

*"Work. Sleep.  
Family. Friends.  
Fitness. Pick three.  
And remember, you  
can choose a  
different three  
every day. As long  
as it balances out  
in the long run,  
you're ok."*



True, her childhood dream was to sing on Broadway and, true, she recently did in 30 Rock of Ages shows. And, yes, the Harvard psychology grad also fronts a cover band called Feedbomb, made up of current and former Facebook employees (she left a sweet gig at the elite global advertising firm Ogilvy & Mather to create and run Facebook's marketing arm from 2005 to 2011). But belting it out on stage is only one of the plates the busy mom of two spins these days.

On top of being an accomplished actor and musician, Zuckerberg, 32, is also an Emmy-nominated TV producer and contributor. The Zuckerberg Media founder and CEO regularly appears on CNBC and on the Today Show to discuss the demands of life in the digital age, the focus of her New York Times best-seller *Dot Complicated* (HarperOne, 2013). She also wrote a children's book around the same theme called *Dot*. (HarperCollins, 2013), which The Jim Henson Company recently optioned the TV rights to.

Heap on to an already hectic schedule caring for her newborn son Simcha, keynoting one women's leadership conference after another and hosting a weekly SiriusXM Business Radio show, and it's a wonder Zuckerberg has time to catch her breath.

**You recently welcomed a second child to your family. Congratulations! What apps and tech do you lean on two make your life a little easier?**

Zuckerberg: We're new to this whole "having two kids" thing, so I'd say we're definitely still figuring it out. The baby is so much easier this time around, but the combination of the two? Chaos!

Luckily, behind every great parent are a whole bunch of great apps and gadgets. A few of our favorites include: Nest thermostat (so we can keep our room perfectly chilled, while also keeping the nursery toasty warm and manage it all from our phones), DropCam (to check in on the little guy during nap time), Dropbox and Evernote to store important documents and to-do lists (baby brain is a real thing!), my Swash laundry device (so I can "refresh" that blazer that just got baby spit up on it, before rushing out the door to host my SiriusXM radio show), the Rock-a-bye Baby channel on Pandora (you haven't lived until you've heard a lullaby rendition of Metallica), PayPal to manage all the expenses going in and out (babies are expensive!), and the Timehop app so we can compare Simi to what Asher looked like at his age -- an instant smile every day!



**What's a typical day in life of Randi Zuckerberg like?**

Zuckerberg: I have a mantra that I started following a few years ago: Work. Sleep. Family. Fitness. Friends. Pick three.

If you had asked me this a few weeks ago, I would have told you that I've chosen: family, family, family. Definitely no sleep. Now that I'm beginning to emerge from the tunnel of newborn-land, I wake up around 7 every morning (well, I never really go to bed, so interpret "wake up" as you'd like) and I try to go a full hour without checking my email. It's difficult, but I find that if I check email first thing, I get thrust into the weeds, whereas not checking it allows me to get centered and figure out my goals for the day.

After seeing my toddler son off to school, I then dive straight into work. I'm either off to the studio to record my radio show, or working out of my home office on the phone with the director of the show I'm producing (Application Pending, a comedy about kindergarten admissions), one of the clients or companies I'm advising, or one of the writers for my website, *Dot Complicated*. When my husband gets home from work, it's dinner and family time until about 8 p.m. Then, as soon as we get both the boys to bed, we're both back on our laptops. Sigh...the modern marriage.



### How do you get it all done? Do you enlist help?

Zuckerberg: I'm so lucky that my parents live close to us. My mom is over almost every afternoon to help with the baby so I can have some "me" time. And I'm even luckier to have an incredible husband who enthusiastically does his lion's share of the work around the house...and then some.

If you swung by our house on a Saturday morning, you'd likely find my husband wearing the baby in the Ergo carrier, baking cookies with our older son, while letting me sleep in. We also have an au pair who lives with us. I love the idea of exposing children to people from other countries, hearing other languages, etc. We had several au pairs when I was growing up, and I'm still in touch with a bunch of them on Facebook. With two full-time-plus working parents, who both travel for business a great deal, it's nice to have another adult living in the house with us. Plus, thanks to her, our older son now speaks a good deal of Japanese.

### Do you think work-life balance is a myth?

Zuckerberg: I actually don't like chasing the ideal of finding balance. It's like the mythical unicorn of getting to inbox zero. It's completely unattainable. I think it's okay to be "well lopsided," just as long as it balances out over the long term.

It's okay to be super focused on your career at certain points, and super focused on your family at others. Before I had our second son, I told my husband that I really wanted to double down on my career for a few months. I upped the amount of business travel I did. I even spent six weeks living in New York by myself to star in a Broadway musical, knowing that I was also going to take a few months completely off on maternity leave to focus on family.

When I look at 2014 as a whole, I feel like everything balanced out, even though each day was pretty lopsided in one particular direction.



### How squeeze in downtime for yourself? What do you do to relax?

Zuckerberg: Downtime? What's that? Seriously. I remember before I had children, thinking I was so busy. But now, I think: WHAT ON EARTH WAS I DOING WITH ALL THAT FREE TIME?! Before kids, my ideal evening involved a spontaneous trip to Vegas. Today? My ideal evening involves a glass of wine, at least 10 minutes of uninterrupted conversation with my husband, and an episode of "Orphan Black" on Amazon. (If you haven't heard of that show before, go watch it. You're welcome.)

### If you could give busy mompreneurs just one piece of advice, what would it be?

Zuckerberg: Work. Sleep. Family. Friends. Fitness. Pick three. And remember, you can choose a different three every day. As long as it balances out in the long run, you're ok. So don't put pressure on yourself to do all five of those things well every single day.

**What are some of the biggest challenges you see women in tech facing right now and how can they overcome them?**

Zuckerberg: Tech moves at light speed. There might be one app everyone is talking about and throwing money at today, and then two weeks from now, it's completely out of business.

Entire businesses get launched, sold, and shuttered in a matter of months. Which means that in other industries where having a baby sets you back a little bit, in tech -- taking a few months off for pregnancy/maternity leave -- sets you back five-fold.

After both of my sons, I had clients and businesses putting pressure on me to get on conference calls and travel to meetings just a few weeks after giving birth. Three weeks is a long time in the tech world, so surely you must be able to move on with your life by then, right? At some point, we need to be able to manage the frenetically paced world of tech innovation against the ACTUAL realities of biology and childbirth. Otherwise, women will never stand a chance in keeping up in a traditionally men's world.

*“Tech moves at light speed. There might be one app everyone is talking about and throwing money at today, and then two weeks from now, it's completely out of business.”*

**You're keynoting virtual-reality company Next Galaxy's Business Innovation and Growth summit on Jan. 20 in Miami Beach, Fla. How did you first get interested in virtual reality (VR)? Also, which business sectors do you think are best poised to benefit from VR and why?**

Zuckerberg: Virtual reality is one of the trends I'm most excited about. Of course, I'm excited about the opportunities it provides for media and entertainment, with the creative genius of folks like Christopher Nolan and Pixar.

But even more than that, I'm excited about the innovations it will bring about in industries like healthcare and recovery. Recently, a team of doctors was able to conduct an incredibly complicated heart surgery on a fetus, thanks to advance practice through VR.

I've heard of instances where VR has helped people suffering from PTSD or extreme phobias, by allowing you to face your fears, a little more each session, through VR immersion. I've even heard about VR being able to cure lazy eye! I'm looking forward to keynoting Next Galaxy's VR Summit, but I'm even more excited to learn about all the exciting innovations going on in the space that I'm not even aware of!

