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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

*February 2018*

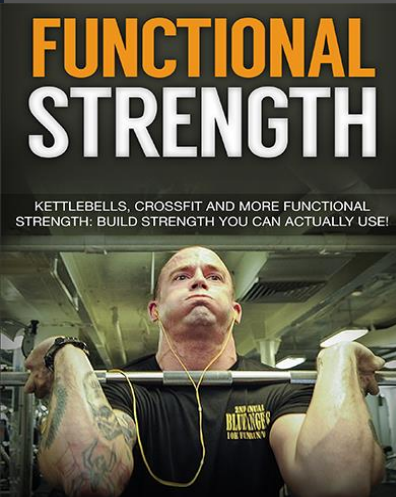
**The Entrepreneur:  
Neil Westwood,  
Magic WHITEBOARD**

**MOD GIRL**  
MARKETING

**SOCIAL MEDIA INTERVIEW:  
with MANDY MCEWEN**



**Stacey Beck**  
INTERNET MARKETING &  
CUSTOMER ATTENTION



**Alexis Garcia - Young**  
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**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 **FEBRUARY 2018 Issue** of **MWM** our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have **MORE** great articles and personal success insights, interviews, plus some **ONLINE** opportunities for you.*

- **CONTENT MARKETING** – By Chad Rogers - **IN TUNE WITH THE POTENTIAL MARKET BASE** By: Neil Johnston - **SOCIAL MEDIA MARKETING** By Wilfred Johnson - **INTERNET MARKETING & CUSTOMER ATTENTION** By Stacey Beck
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- **MWM Q&A - Mod Girl Marketing – Social Media Expert Interview**
- **MWM Back Story - How a Young Franchisee Got a Taste of Sweet Success**

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



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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.  
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**Advertising** See Above

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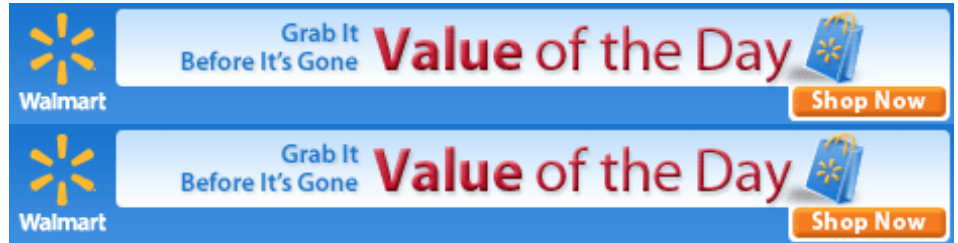
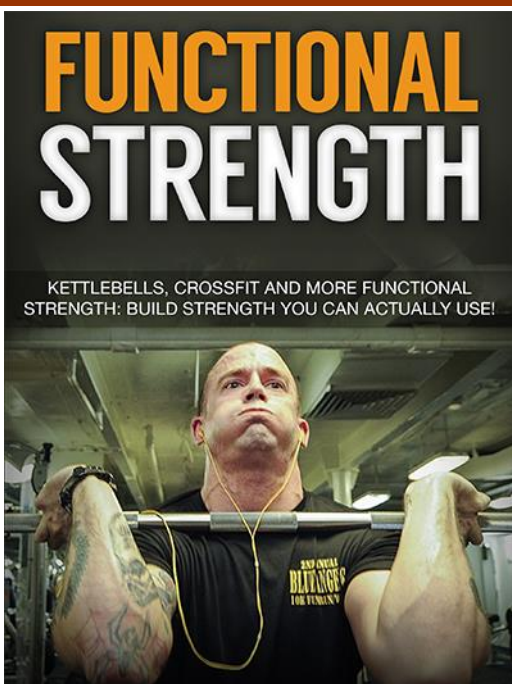
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

[harry@harrycrowder.com](mailto:harry@harrycrowder.com)



## How Handy is This?

You can NOW **Shop Walmart Online**,  
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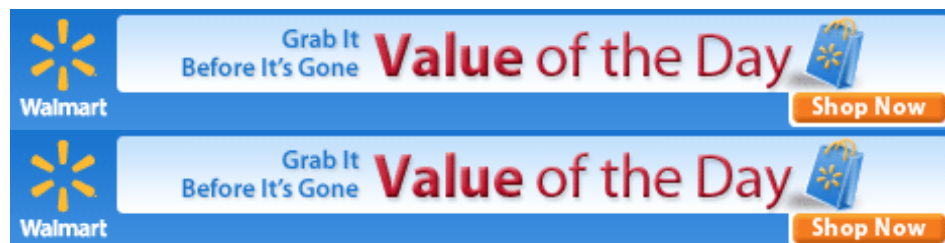
**Pick from everything at Walmart and**

**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!**



# ARE YOU A **VICTIM** OF INTERNET MARKETING?

By: Celia Mann



Internet marketing is one of the ways of advertising one's business or products. It is a boon for business owners, advertisers as well as publishers. Even the customers find it easy to navigate to their desired products for an easy buy through internet marketing. But at times a boon turns into a bane when exploited or misused, as is the case with internet marketing as well. The privacy and security of consumers is at stake with the current state of internet advertising in following ways:

- **Privacy Concerns:** Advertisers use behavioural targeting in order to track a consumer's preferences or need for a product. But when seen from a consumer's perspective, it seems to be a violation of their privacy. Due to this reason internet users choose Do Not Track option in order to restrict the advertiser's or publisher's tracking of their preferences and prefer avoidance of web bugs and use of cookies to avoid future nuisance.

- **Malware infection:** Consumers also face the risk of malware, which is adware installed without the permission of the computer user, through the use of internet marketing. Most of the times this malware or malvertising, leads to infection of a virus into the computer ending up as a big trouble for the user.
- **Scammers:** A consumer needs to be cautious of ads which look tempting but might lead to cases of phishing or scams. These scams take place when a consumer reveals his or her identity, personal or bank details while interacting with a fraud online advertisement.
- **Spam:** Another common nuisance for a consumer is spam or junk e-mails in bulk which are a result of internet marketing.

In response to these issues related with internet marketing, consumers have become wary of using online advertised services. But the marketers have also made various efforts to retain their number of online consumers by providing opt-out options, following self-regulatory principles and a code of conduct in order to develop standards of the industry.

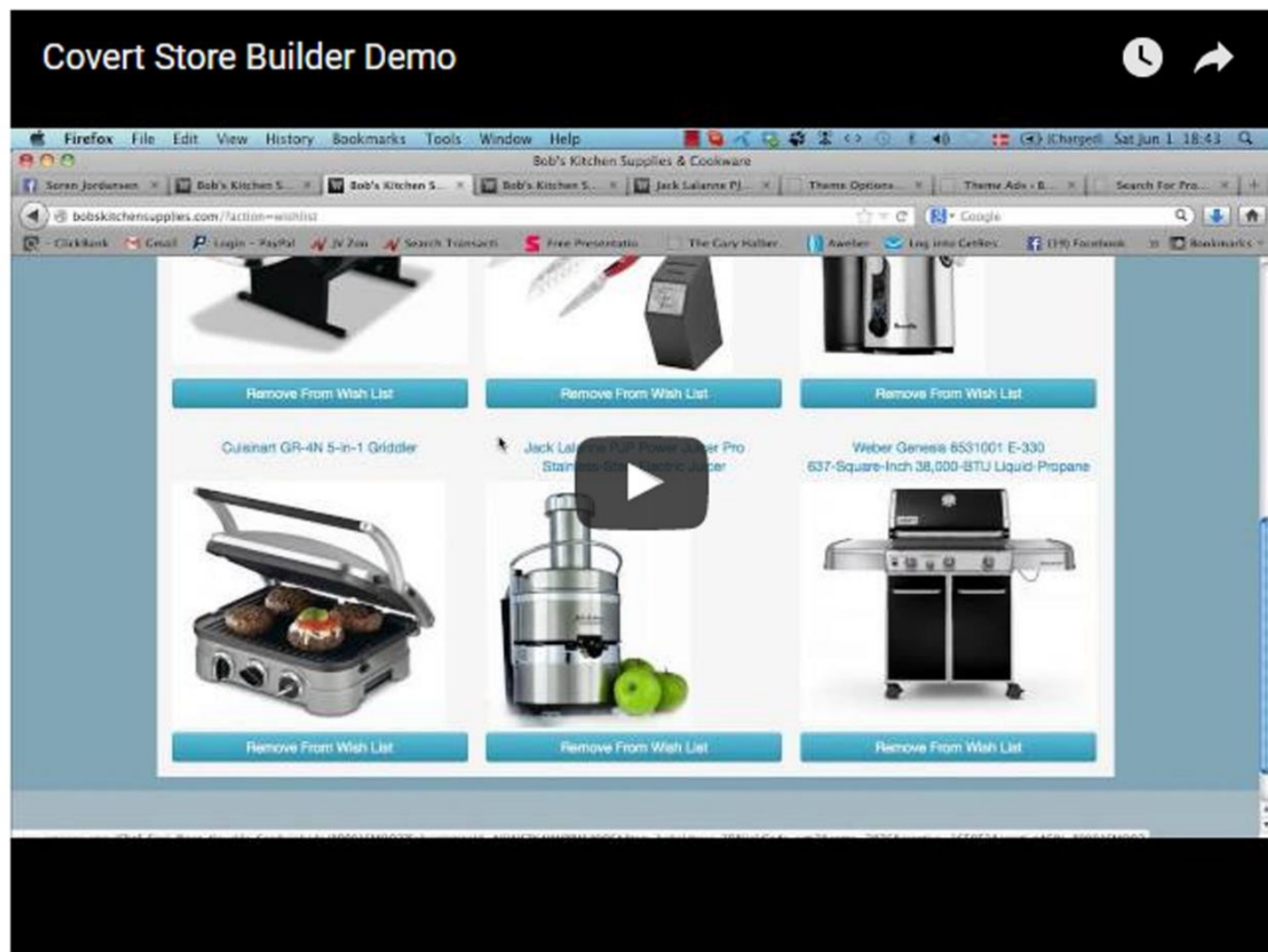
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***A consumer needs to be cautious of ads which look tempting but might lead to cases of phishing or scams. These scams take place when a consumer reveals his or her identity, personal or bank details while interacting with a fraud online advertisement.***

.....

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**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!**

## BITLY'S AUDIENCE INTEL GIVES MARKETERS MORE DATA ABOUT CONSUMER SHARING

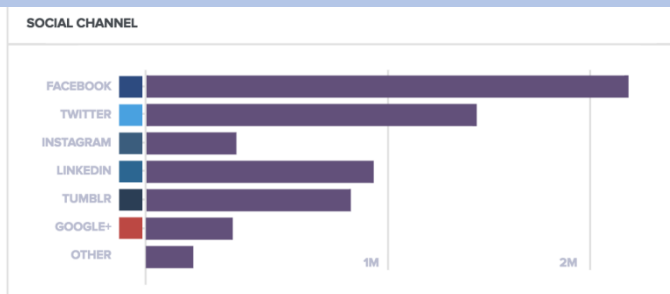
Link-shortening service introduces new analytics feature that gives enterprise customers a picture of how their content is being shared across the full Bitly network. Bitly has launched a new feature to give marketers more information about how people share and consume content.

Called Audience Intel, the tool offers enterprise level Bitly Brand Tool customers insight into how consumers interact with content shared using Bitly's popular link-shortening service. Most notably, the feature isn't limited to data about links that brands or publishers share themselves, but also provides information from the full Bitly network.

That network is giant — Bitly says more than 800 million links are shortened every month and there are more than 10 billion clicks from 2 billion unique people on those links — and Audience Intel has been designed to help marketers take action based on the data.

The tool parses the information into categories that will be familiar to users of social analytics platforms. Along with comparisons of total unique clicks on brand content versus content shared by the Bitly network, it gives info about which social networks are most used to share that content. It shows the time of day and day of week when people are interacting and has breakdowns for device (mobile, tablet and desktop) and operating system (iOS, Android, Mac OS and Windows).

The tool allows marketers to filter across multiple categories, meaning, for instance, that they could see when consumers are most apt to click on content on mobile devices and adjust their publishing tactics accordingly.



## Remember Just a Couple of Years Ago

## APPLE CARS HIT THE ROAD TO RIVAL GOOGLE STREET VIEW

California, New York, and Florida among locations to be covered by cars in coming weeks. (2015)

**Apple has confirmed that a fleet of cars will be sent out across the U.S., U.K. and Ireland to capture images from roads and create a rival to Google's Street View service.**

The company said that locations including California, Florida and New York in the U.S, as well as London, Dublin and Birmingham in the U.K. will be covered.

Apple has published a web page confirming the plans, under the heading Apple Maps vehicles, in which it said that the information being collected will be used to "improve Apple Maps", and that updates based on the data will be published in the future.

The tech giant has also promised that no identifying information will be collected. "We are committed to protecting your privacy while collecting this data," the company noted.

"For example, we will blur faces and licence plates on collected images prior to publication. If you have comments or questions about this process, please contact us."

The plans are not a huge surprise as Apple had long been expected to create a rival to Google Street View, which has proved highly popular with web users.

Apple will be hoping to avoid the legal problems suffered by Google when it was discovered that Street View cars had been snaffling WiFi information from homes as they passed by. Google has always denied this.

The news comes during a busy week for Apple after the unveiling of future software enhancements at its Worldwide Developer Conference, including updates to its mapping software to offer more public transport data.

Apple also provided an insight into several other changes coming to iOS 9 when it launches later this year, including improvements to Siri, deeper search functionality and a battery-saving mode.



Quotable:

**"People think computers will keep them from making mistakes. They're wrong. With computers you make mistakes faster."**

**~Adam Osborne**

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# CONTENT MARKETING

**By: Chad Rogers**

Content marketing is a tactical method of marketing and is concentrated on generating and issuing valuable, appropriate, and reliable matter to charm and maintain clearly described spectators and to push profitable client action.

The kind of matter that one stocks is carefully connected to what they are marketing. To put it simply, business men are enlightening people so that they like, trust and know, like, and trust one enough to do business with them.

A content marketer needs to able to generate a stream of ideas, which are very unique and interesting at the same time and are valuable enough to grab and hold one's attention.

Content marketing is not just publishing a few articles and blogs. It requires one to give their full commitment of time and money. One can encounter a lot of obstacles that need to be dealt with appropriately. One can face problems such as writers block or not being able to manage the content properly. These struggles need to be dealt with appropriately.

The whole point of good content writing is to create an excellent content and ensuring that it is found over the Internet via the search engines very easily. One also needs to focus on the aspect of promoting the content to their followers.

One of the most effective content writing strategy is based on two most important points. One is a strong and strategic persona and second is an understanding of typical buyer behavior and their journey. Each aspect of the content must be applicable and appealing to its reader's persona at every stage of the journey where they are buying the product. The content should be such that it should push the people to the next stage.

Social media is one of the chief mediums for a content marketing crusade particularly the additional entry-level, interesting bits. There are three levels of social media raise for one's content, which are owned, paid or earned. Earned is the most difficult one to create and social media promotion happens when one shares the content with other networking websites.

**Each aspect of the content must be applicable and appealing to its reader's persona at every stage of the journey where they are buying the product.**



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

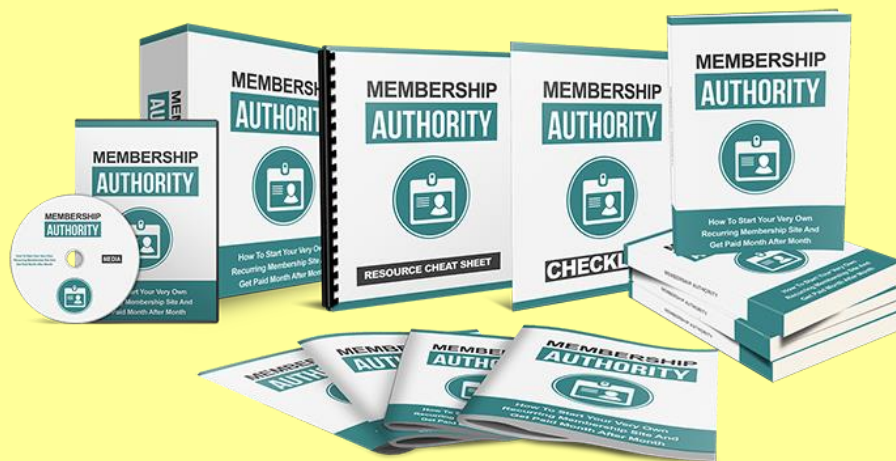
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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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I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

## THE ENTREPRENEUR: NEIL WESTWOOD, MAGIC WHITEBOARD

Dragons' Den success story, the co-founder of the "whiteboard from a roll" discusses exports, SEO, and buying back shares from Theo Paphitis

**Co-founder: Neil Westwood**  
.....

**Company: Magic Whiteboard Limited**

**Website:**  
[www.magicwhiteboard.co.uk](http://www.magicwhiteboard.co.uk)

**Description in one line: Magic Whiteboard allows you to create a whiteboard from a roll**

**Turnover: £1.2m**  
**12 month target: £1.5m**



### Quotable:

“Your computer needn't be the first thing you see in the morning and the last thing you see at night.”

~Simon Mainwaring



***You need to keep  
focused and  
disciplined and you  
must also remember  
to make a profit!***

## **Business growth**

**Describe your business model and what makes your business unique:**

- We produce innovative static cling products that are better than existing solutions
- We market online, in retail stores and supermarkets and export to 20 countries
- We focus on keeping costs low and making healthy profits

**What is your greatest business achievement to date?**

Going on BBC Dragons' Den, receiving £100,000 from Deborah Meaden and Theo Paphitis and then buying back their shares for £800,000 in 2014. We now have a very successful and profitable businesses that continues to develop new products and grow.

**What numbers do you look at every day in your business?**

Sales in £ and number of orders received. I also look at how much we are spending on a daily basis.

**To what extent does your business trade internationally and what are your plans?**

We export to 20 countries, including the USA, Australia, France, Germany, Spain, Finland, Iceland, Egypt – 20% of our sales are from exports.

We have recently translated our website into French, German and Spanish and optimised SEO in all these languages so that we appear on the first page of Google.

**Describe your growth funding path:**

We started Magic Whiteboard with £1000 in 2006, in 2007 I sold some Alliance and Leicester shares for £5000 and reinvested that into the business. In 2008, my wife Laura Westwood and I went on BBC Dragons' Den and received £100,000 investment. We have since funded our growth from profits generated by Magic Whiteboard and have no debts.

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

When we started in 2006 we optimised our website to appear in organic searches in Google and this made a big difference to sales. In 2014 we made the site mobile friendly across mobile phones and tablets – our sales have increase by £500 a day on mobile.



## Where would you like your business to be in three years?

At Magic Whiteboard we always strive to do better and to develop new products like our new reusable whiteboard notebooks that we recently launched. This a new category in the UK market and we aim to give four million free reusable notebooks to every primary school child in the UK.

In three years, we expect revenue to be £3m and we want all 26,000 schools in the UK to use Magic Whiteboard and our reusable Magic Notebooks. We're looking to introduce two to three new products a year (these must be market leaders and mass market products) to keep ahead of any competition.

We also expect to be exporting to 50 countries and our online sales will be substantial in France, Germany and Spain because we are marketing proactively in these countries. We have also been on a market visit to Japan and will start exporting to Japan this year.

## Growth challenges

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

Buying back 40% of Magic Whiteboard [from Theo Paphitis and Deborah Meaden) was a difficult thing to do in one go. One year on, we have rebuilt our cash reserves and are introducing new products and expanding into new markets.

**What was your biggest business mistake?**

Over ordering for supermarkets (they usually don't sell as much as you expect them to sell).

**Piece of Red Tape that hampers growth most:**

When exporting it can be time consuming to get Certificates of Origin and EUR1 forms from the Chambers of Commerce. I also don't understand why we have to pay VAT on goods we import and then claim it back three months later as it ties up our cash flow for three months.

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

Spending too much money, not getting enough sales and getting distracted by doing too many things.

**How will your market look in three years?**

We focus on developing innovative products that customers have not seen before. Stationery is a very traditional market and more sales will be online, via Twitter and Facebook. There will be fewer trade customers and more competition due to changes in technology. Same day delivery will be common in three years, especially in London and major cities.

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

You need to keep focused and disciplined and you must also remember to make a profit!

## Personal growth

**Biggest luxury:**

My Range Rover Sport

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

I think learning on the job is better but we actively employ young people from college and university. Members of our team come from Worcester Technology College, Aston University and Swansea University.

**What would make you a better leader?**

Being more patient and taking slightly more time to make decisions. I would save more money if I did this.

**Business book:**

How to Get Rich by Felix Dennis. Anyone Can Do It by Duncan Bannatyne is also inspiring.





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## WHAT SHOULD A SITE OWNER DO TO INCREASE THEIR ADWORDS QUALITY SCORE?

The Quality Score in Adwords looks at rating an advertiser's ad to determine how relevant they are to the searcher. This is grounded in ensuring the quality of ads in search results are good—so searchers will continue to click on them with confidence. Google's systems are looking at ads, keywords, and landing page relevancy. The best way to optimize for quality score is simple: be sure that keywords match up tightly to search queries, then to the ad copy, and finally to the content on the landing page. This requires that each campaign and ad be highly customized to the keyword theme. While it seems simple, many advertisers can overlook it.

## CAN YOU BRIEFLY EXPLAIN WHAT MAKES GOOGLE ADWORDS ENHANCED CAMPAIGNS

The new enhanced campaigns include a number of feature upgrades from Google. The most notable and controversial is the inclusion of tablets—not allowing advertisers to opt-out of advertising on tablets. People don't like this because it makes the assumption that tablet behavior is the same as desktop behavior. The only way to know for sure is to look at the results for each advertiser. Besides, this several great enhancements include bid strategy capability, bid modifiers for location, and upgraded site links. I've been writing on the topic and recommend this article for the basics on why it was launched.

## WHEN SHOULD E-COMMERCE SITE OWNERS START RAMPING UP THEIR HOLIDAY PPC CAMPAIGNS?

It's never too early to start planning and early **birds are already starting to think about their online shop** 'til you drop list. This post by Google Insights shows survey data that 30% of consumers plan to begin shopping before Halloween! How crazy is that? Right now, advertisers should be planning out their promotional schedules for the season and getting this set-up in Adwords or Bing. Timing is everything, so matching up key consumer shopping days to messaging and promotions will can give one advertiser an advantage over another. Budget management will be very critical to capture available searches but not lose efficiencies in the process. Considering up to 40% of annual sales can be due to the holidays, according to the National Retail Federation, can advertisers afford to wait?

## MANY SMALL BUSINESS OWNERS HAVE TO GO-IT-ALONE WHEN IT COMES TO PPC CAMPAIGN MANAGEMENT. WHAT ADVICE DO YOU HAVE FOR SOMEONE TRYING TO GET THEIR FIRST PPC CAMPAIGN OFF THE GROUND?

Small business owners should research search behavior to determine how customers search for the business. What keywords do they use and what does that tell you about intent? Bidding on keywords that are descriptive of what you sell is not necessarily the way to get the best results. Also think about how they do not search so those keywords can be used as negatives. Let's take the example of an auto repair shop. For one, customers are likely to be searching for a shop that is close by so a geo-targeted approach will be key for them. On the other hand, anyone who searches for "how to buff out a scratch" is likely a DIYer and a less qualified search.



**Lisa Raehsler of Big Click Co.**

***"Bidding on keywords that are descriptive of what you sell is not necessarily the way to get the best results. Also think about how they do not search so those keywords can be used as negatives."***

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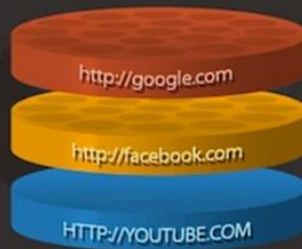
And It Sucks In Free Traffic From Facebook, Twitter,  
Pinterest & More - On Complete Auto Pilot!

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*Click Throughs, Leads & Sales*

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One Click Away From You

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according to alexa.com



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(time that the average  
YouTube user spends  
every day on the site)



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That's 2,000,000,000 every day



**10%**  226,723M  
of internet traffic

**24** hours worth of  
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EVERY MINUTE

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# MASTER RESELL RIGHTS MEMBERSHIP SITE

**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...



**"Prepare To Rake In *\*\*Enormous\*\** Profits While Ravenous Customers With Cash In Hand Stampede To Your Site, Hungry To Buy Your Brand New, In-Demand, Sizzling Hot Products...All Without You Having To Lift So Much As A Finger!"**

**5 Brand New MRR Products Every Month !**

## Resale Rights Monthly

GET READY TO GO DIGITAL PRODUCTS EACH MONTH!



## DO YOU THINK MOBILE IS A GOOD PLATFORM FOR PPC?

Mobile is a platform that will be proving itself to us over time. Right now, it depends on the audience (demos) and the ability of the website to be mobile friendly. We also know that consumers are device jumping and completing transactions on desktops that began on mobile phones. This creates a huge challenge for attribution, so the poor mobile phone is deemed too inefficient for PPC. When the attribution issues can be resolved and advertisers spiff up the mobile conversion experience, we'll see this device come alive in PPC.

## IN YOUR EXPERIENCE, ARE THERE ANY INDUSTRIES THAT NEVER SEEM TO DO WELL WITH PPC?

I have seen PPC fail because of websites, landing pages, internal processes, legal issues, human resources, etc etc but not because of the PPC itself. Even for products that have challenges making the click-to-conversion model, branding in PPC is one of the most cost effective (in comparison to other branding marketing channels). I just wrote about branding for PPC.



**Multi-channel attribution is holding us all back from being the best advertisers we can be.**

***"I have seen PPC fail because of websites, landing pages, internal processes, legal issues, human resources, etc etc but not because of the PPC itself. Even for products that have challenges making the click-to-conversion model, branding in PPC is one of the most cost effective (in comparison to other branding marketing channels)."***

**JUST BECAUSE SOMEONE CLICKS ON AN AD THAT DOESN'T MEAN THEY ARE READY TO BUY RIGHT THEN AND THERE. HOW CAN A SITE OWNER CONNECT THE DOTS BETWEEN A VISITOR THAT INITIALLY CAME TO THE SITE THROUGH A PPC AD AND RETURNED LATER VIA SEARCH, SOCIAL, OR DIRECT?**

Multi-channel attribution is holding us all back from being the best advertisers we can be. At present this can't be done to the degree that most people want, but new reporting is surfacing that will give us additional clues to conversion behavior. Google recently released several reports that take us in this direction, such as multi-conversion types, integration of Google analytics data (including organic data), search funnels, conversions across multiple accounts. The most intriguing is a new online to offline capability that uses a "click ID" that can be associated with an offline sale then uploaded into Adwords to try to close the loop. Look for this tracking ability to get more advanced in time with useful insights for advertisers.

**Lisa Raehsler of Big Click Co.**



# SOCIAL MEDIA MARKETING

**By: Wilfred Johnson**

While marketing is a relatively old phenomenon, internet is young one and even more young are the social media sites and platforms. Social media have fast gained attention because the so-called addiction of youth to it. They have become a crucial part of the new generation and are spreading its influence on other generations as well. Sites like Facebook and Twitter have become a sign of prestige as well as the symbol of youth while those who are not a part of it are considered "old" and ignorant. In language of the so called cool people they are the "aliens".

These social sites have also become a platform of marketing for various firms and companies. The side advertisements, two minute teasers etc. are quickly being adopted worldwide. The hoarding and pamphlets have been replaced by commercial videos, social site teasers and so on. Through such measures, youth can be easily targeted and so can other audiences. This has helped the companies to incorporate these trends and is even designing the promotional strategy keeping current trends in focus.

The technique on which the social networking sites work is the need to be connected all the time. With the advent of the smartphones, it has only become easier to harness this advantage. The effect of the social media on the business can be estimated by the fact that the business houses now prefer the social platform to introduce the newest innovation rather than traditional way of launching it. The other benefit of this is that it is easier now to make promotion by the "word of mouth" method.

It is widely accepted fact that both social media and the social media marketing are here to stay. This is the best of the technology combined with best of the business sense.

*Sites like Facebook and Twitter have become a sign of prestige as well as the symbol of youth while those who are not a part of it are considered "old" and ignorant. In language of the so called cool people they are the "aliens".*

e-Commerce is growing like never before!

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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.



**With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted**

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**Get Your copy of your “eCommerce Made Easy” Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!**

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



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- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- Know how to **quickly and cost effectively** create the type of digital product you want

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- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- 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!

**[Get your copy today!](#)**

# IN TUNE WITH THE POTENTIAL MARKET BASE

**By: Neal Johnston**



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

## **The brand of success**

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

## **Feathers in the cap**

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

## **The story to become bigger**

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



# CRACKING THE CODE OF INTERNET MARKETING

By: Molly Huff

With the advent of technology in our modern urbanized lives, everything is available on a click of the mouse. Things which once took time to be available in the malls or roadside markets are now available inside our home to be bought on just firing up our laptops. What has brought about this revolutionary change?

The answer is an easy two-worded term of Internet Marketing or Online Marketing! All the pop-ups, banner-ads, e-mails, promotional messages or search ads come under the umbrella term of Internet Marketing or Online Advertising. Internet Marketing or Internet Advertising refers to advertising and marketing through the means of internet. It uses the web or e-mail services as a promotional base in order to gain direct sales through e-commerce or electronic commerce.

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**Internet Marketing includes e-mail marketing, web marketing which covers the domains of search engine marketing (SEM), display advertising and promotion through websites, social media marketing and mobile marketing**

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This does not mean other modes of advertisement are ignored. In fact other marketing options such as television, radio, magazines and newspapers are also used in addition to the internet one for effective advertisement. Just like these traditional modes of advertising, Internet Marketing also involves a publisher and an advertiser. The publisher incorporates the advertisements into its online content while the advertiser offers the advertisement to be published.

Along with a publisher and an advertiser, advertising agencies might also act as middlemen. They help in the conception and placement of the advertisement through an ad server which not only technologically puts up the ad but also tracks statistics. Advertising affiliates might also be involved by the advertiser for doing any additional promotional work.

Internet Marketing includes e-mail marketing, web marketing which covers the domains of search engine marketing (SEM), display advertising and promotion through websites, social media marketing and mobile marketing. These delivery methods provide promotional messages and advertisements to current as well as prospective customers. Though quite beneficial to all, many of the Internet Marketing practices are subject to regulation in privacy, data collection and methods of delivery.

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# MWM gadgets & toys

## SPHERO BB-8

THIS IS THE DROID YOU'RE  
LOOKING FOR

- Meet the Droid™ you've waited lightyears for
- BB-8™ is more than a toy - it's your companion
- This app-enabled Droid shows a revolutionary range of expressions
- Guide BB-8's authentic movements with your tablet, smartphone or voice
- Create and view virtual holographic videos
- BB-8 has a mind of its own. Watch his personality evolve as you interact



<http://firebox.com/>



## TASER AXON BODY 2 CAMERA

Taser is no stranger when it comes to personal protection ideas and devices, as their name has become synonymous with the self-defense device as much as Coke is to fizzy drinks, or perhaps Colgate is to toothpaste. As for photos, remember the time when Polaroid meant that? Well, the company certainly isn't resting on its laurels, just in case you were wondering. While we have seen the Taser Axon at work here in the previous decade, the company has certainly kept itself rather busy in recent times, coming up with what it calls the Taser Axon Body 2 camera, where it will retail for \$399 a pop and come with unlimited HD storage as long as you pick up the Unlimited pricing tier for \$79 per month.

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

# You want it

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spend your hard earned cash.

## UE Speakers Now Let Three People DJ At Once

Ultimate Ears make some of the best Bluetooth speakers you can buy and now they have just added a neat feature which makes them even more sociable: you can now have up to three people sharing songs through the same speaker at once.



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

## Aegis headphones developed to help



Personal music players have liberated us from the home hi-fi system and made music mobile. But there is a downside, particularly for younger listeners. According to the World Health Organization, over a billion young music lovers risk hearing loss by exposing themselves to unsafe volume levels when grooving on the move or having a good time at noisy bars and sporting events. The Aegis Pro headphones from 16-year-old Kingsley Cheng are designed to ensure that audio output never strays above a safe level, while also promising optimum sonic quality.

The new Aegis over-ears are by no means the first headphones aimed at keeping volume at a safe level for kids. Griffin's MyPhones from 2009 and newer HeadFoams bendy headphones do exactly that. But though teenager Kingsley and his father Rayman have youngsters in their sights, the Aegis Pro headphones haven't been designed to look like something a child would wear, and also come with the promise of studio quality audio performance.

"We didn't want to make kiddie-looking headphones," revealed teenager Kingsley Cheng. "Aegis headphones are all about looking and sounding great. They're stylish and they sound amazing, and the best part is that you'll be able to hear them well into the future because you're not damaging your hearing by listening to them."

The Aegis Pro headphones feature something called JamsDefender technology. This combines three mode active noise cancellation to block out up to 95 percent of unwanted ambient noise with a digital decibel equalizer that's said to optimize the source audio volume to ensure that audio quality isn't sacrificed when the volume limiting circuitry kicks in and keeps everything below 85 decibels.

A dual driver design with onboard digital signal processing sees a tweeter handling the higher frequencies and a second speaker taking care of the low to mids. Integrated Bluetooth connectivity means that the Pro headphones can be used cabled or wireless, and a claimed 14 hour Li-ion battery life should satisfy even the most avid mobile listener's all-day music enjoyment needs.

Playback, volume and phone controls can be found on the right earcup. Parents and guardians can monitor a wearer's continuous listening time, with LED indicators on the earcups showing blue for less than two hours, yellow for up to eight hours and red for more than that. Comfort comes in the shape of hypoallergenic memory foam cushions and headband.

To bring what are being pitched as the world's safest headphones to production, the Chengs have launched on Kickstarter. The campaign is and has already surpassed its US\$25,000 funding target.

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

Did you know ?

**CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart"**

# **INTERNET MARKETING & CUSTOMER ATTENTION**

**By: Stacey Beck**

Consumers tell you what they want through their behavior online. You don't even need a profile to learn of their demands and requirements. What they click upon and explore is something that interests them and internet marketers can use this data to predict future customer demands. You can reach out to different groups of consumers and display your understanding of their needs. This is how online business relationships are built.

The best way to get and keep customer attention after gathering data based on what they like, prefer or want is to time your moves. Timing is everything in internet marketing. When you send a customer an update or newsletter be sure to include things that they had shown an interest in. As the owner of your site, you can easily gather data on such things and not violate any rights as long as you use the information to serve the customer.



***Timing is everything in internet marketing. When you send a customer an update or newsletter be sure to include things that they had shown an interest in.***

Once you have the appropriate data included in an advertisement, discount sale or offer, you simply need wait. Not all customers will respond or click yes but you never know what can happen. Your chance of success has vastly increased because of timing. A simple example will be sending Christmas offers and shopping suggestions during the X'mas season and not before or after. Such timing makes customers silently like you for your thoughtfulness. When they decide to shop, you'll be first on their memories.

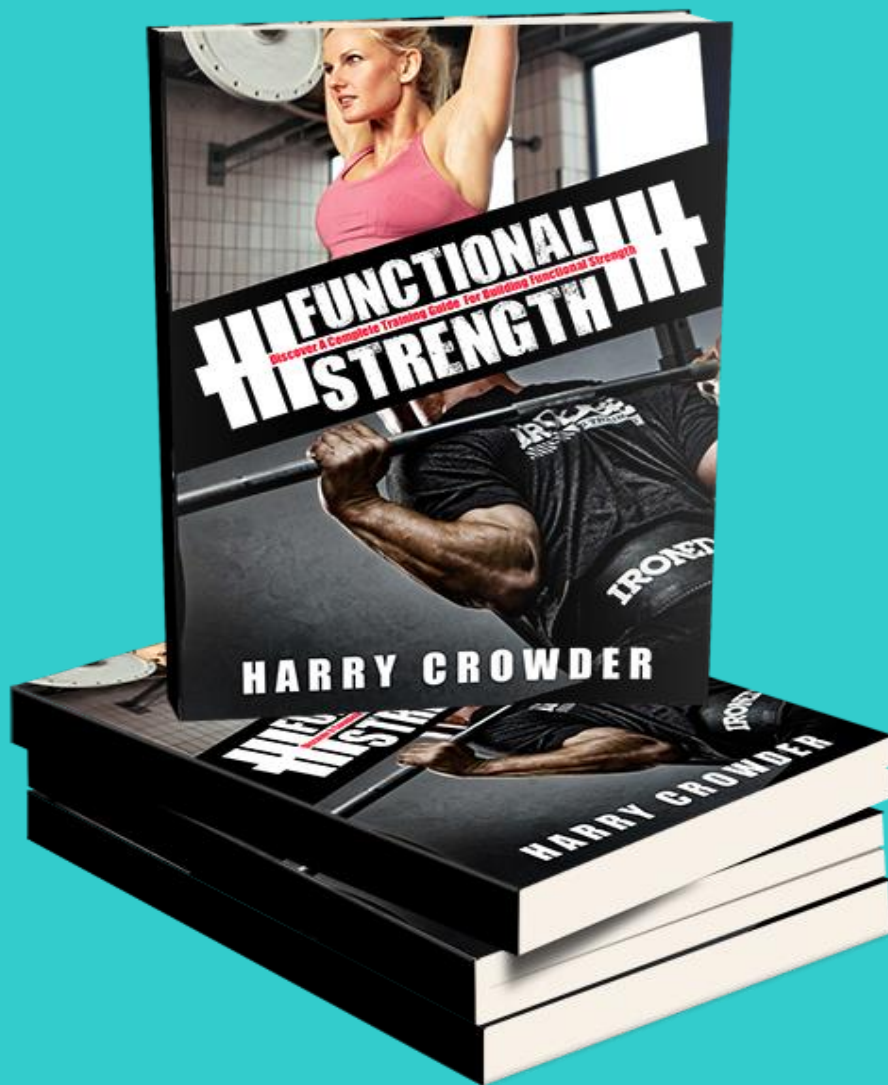
Personalized messages are must-haves in your content. Using their names or using words to show that you're talking about them and only them will help enhance your internet marketing methods. 'Dear Mr.X or Ms. Y, we noticed that you recently shopped for [service/product]. Here are some suggestions you might find interesting.' When you use the right words at the right time, your online marketing will boom.

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

**The Functional Strength Guide...**



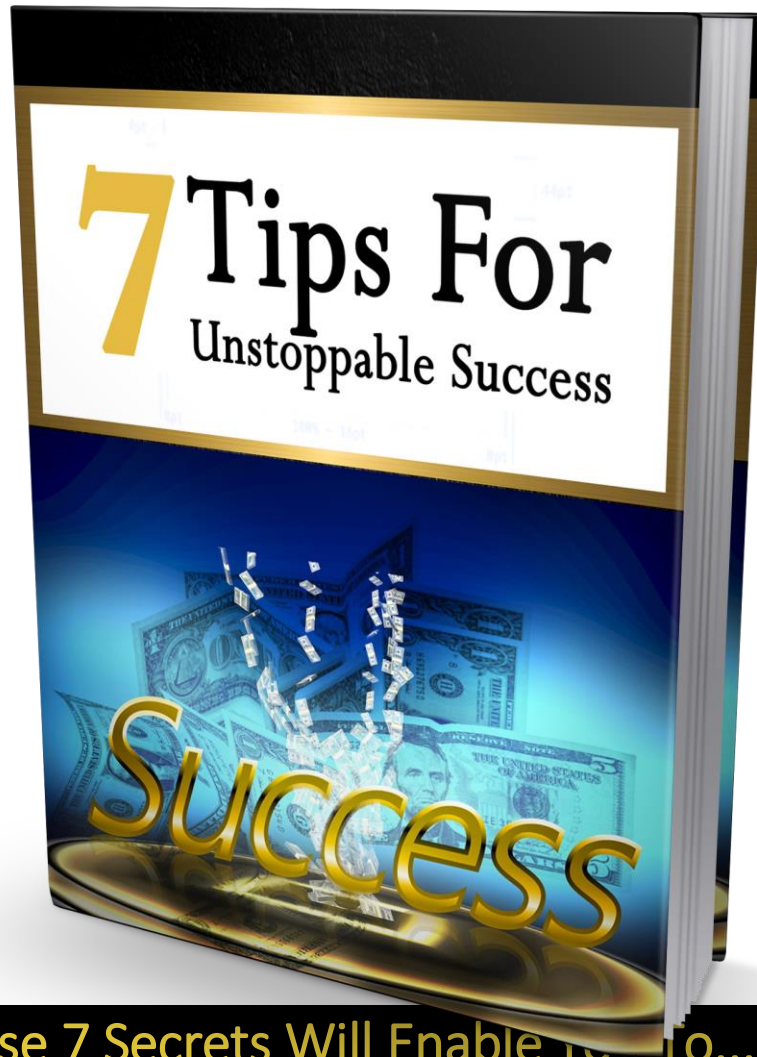
For the Whole Story [go here:](http://www.functionalstrengthnow.com)

<http://www.functionalstrengthnow.com>

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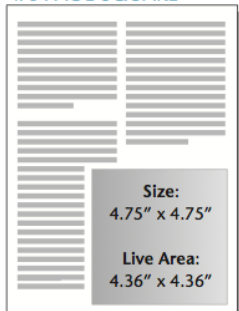


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

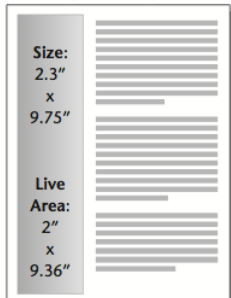
Please contact us at <http://makingwebmoney.com> to book your advertising slot,  
We will match your ad size buy x 2 with Article Space about your product.

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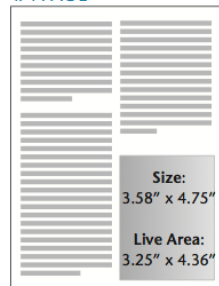
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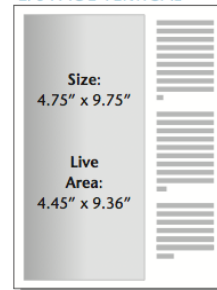
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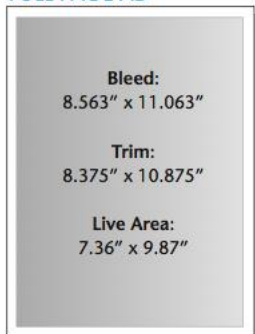
1/4 PAGE



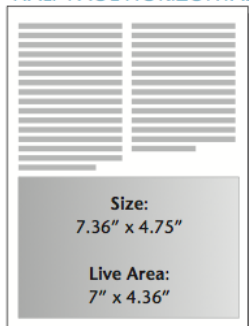
2/3 PAGE VERTICAL



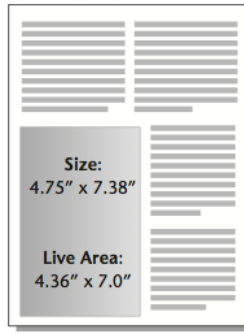
FULL PAGE AD



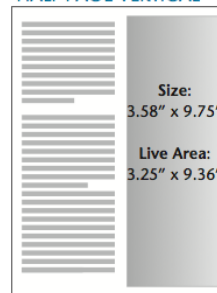
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# MWM tools

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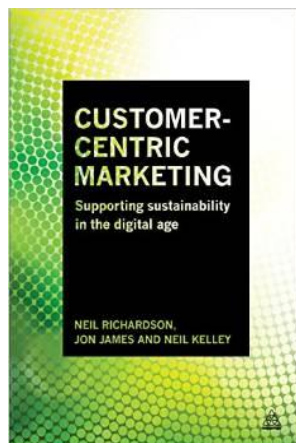


- ✓ Increase the amount of every sale through last minute customizable



- ✓ Offer relevant add-on products to customers based on cart content, total \$ in cart or even a combination!
- ✓ Promote various specials or items based on order value. Pair it with the Product Discount app and run BOGO Buy One Get one offers!

### Customer-Centric Marketing: Supporting Sustainability in the Digital Age By Neil Richardson, Neil Kelley and Jon James



A major challenge facing businesses today is how to grow while engaging in recognizably sustainable practices. It is not enough to just be sustainable; the challenge is communicating it and getting the customer involved in the message. Customer-Centric Marketing addresses sustainable marketing planning, its barriers, and how to overcome them by demonstrating how sustainable development practices and digital marketing techniques work naturally together to add value, leading to improved customer satisfaction, better relationships and increased effectiveness.

Ideal for senior marketing professionals and students of digital marketing and marketing strategy, this accessible and straight to-the-point book uses case studies to show how the marketing theories and tools work in actual business scenarios.

- ✓ Capture and broadcast your most valuable sales conversations



### Did you know:

?

'Electronic brains'! That's what computers were called in the 1950s.

### Online Marketing for Small Businesses in Easy Steps: Includes Social Network Marketing By Julia Doherty



Online presence has become vital for all businesses; large, small or the self-employed. Whether you like it or not, if you don't take steps and manage your online presence, your customers and clients will. It's not enough to just have a website; social networking sites are the new word of mouth marketing channels and they're very powerful in spreading the word.

Online Marketing for Small Businesses in easy steps guides you through the essential steps you need to take to set your online strategy, make your website work for you, and then covers the key social networking sites to generate a stronger and more loyal customer base. It concentrates on activities that are essential and free, and steers clear of costly forms of online marketing.

This new guide in the In Easy Steps series will help you learn about online marketing in digestible chunks.

Chapter 1 will help you work out where your customers are talking and set your social media goals.

Chapter 2 covers getting the most out of your website.

Then, start working on the social networking site(s) where your customers are most active. Covers Facebook, Twitter, LinkedIn, Pinterest and Google Plus.



# Instagram

**By: Beth Jackson**

***With many websites claiming to offer the option of buying 1000's of Instagram followers for an individual's account, it is first important to know what an Instagram follower is.***

Internet Marketing is not just about marketing about a company or a product, a person can very well promote stuff about them! One of the effective mediums to do this is using Instagram.

Instagram is used everywhere. Marketers on the internet and entrepreneurs are increasingly using instagram to suit their purposes. It can be a very useful medium to share anything a person wants to, photos, videos and simple posts.

People visiting another's Instagram account are likely to form an opinion based on the number of followers the individual has. The higher, the better! It gives an impression that the individual is generally liked by a lot of people.

Instagram is a social media link which has quickly made its name in the world's social media space. People increasingly follow other person's accounts to keep themselves updated about the activities of the individuals they want to know about.

There is a word which we all are very familiar with – Instagram followers. With many websites claiming to offer the option of buying 1000's of Instagram followers for an individual's account, it is first important to know what an Instagram follower is.

A simple search on the search engine will enlist many sites which offer the service of buying Instagram followers. From any of the websites, it is possible to buy Instagram followers. After the payment is done, the instagram followers will be added to an individual's account in some time.

You can easily show case about what you are doing by using this amazing platform. Put pictures and videos about your creations, your hobbies, just about any and every thing you want to promote about yourself.



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PLUS This Amazing Solution Makes it EXTREMELY Easy for YOU to Run a Password-Protected Membership Site... Even if You Don't Know PHP from a Bar of Soap!

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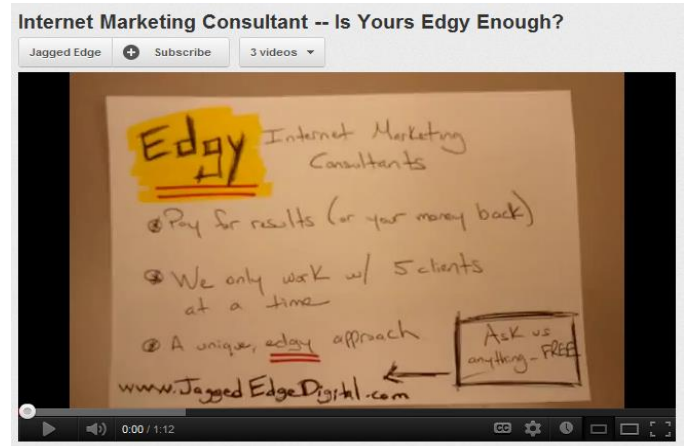
**Get this simple yet powerful, secure and affordable software for running your password-protected membership sites!**

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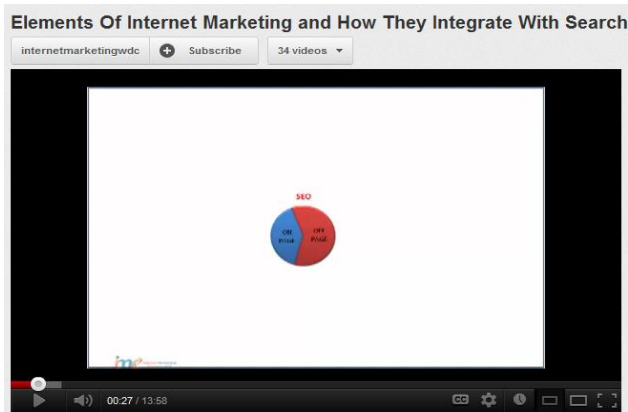
# MWM videos



<http://www.youtube.com/watch?v=RSkWqI7M3Ts>



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



<http://www.youtube.com/watch?v=h5GQm55cTkcTk&feature=related>



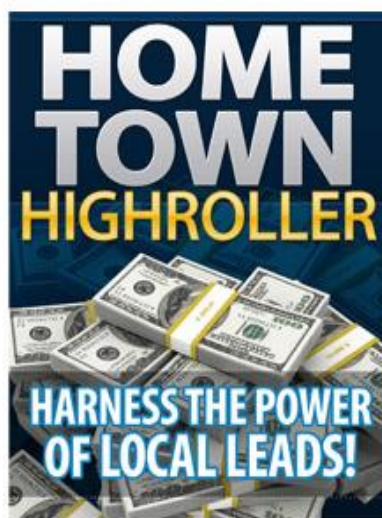
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# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



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**+ 2 Brand New Reports Each Month!**

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**Don't miss this INCREDIBLE opportunity**  
**Because every smart business builder needs great content!**

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the elite in **marketing** who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.



## **How and why did you get started in social media?**

I started my digital marketing journey over a decade ago when SEO marketing was all the rage. This work naturally evolved into SEO AND Social Media Marketing, as the social media sites became popular. You really can't perform effective SEO without focusing on content and content promotion. Blogging has always been my SEO weapon of choice. Blogging without social media is like trying to drive a car without the right type of fuel.

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

At first, no one was sure what the quantifiable returns of social media would be. But, over time, we saw that customer engagement and loyalty could really be solidified through these channels. Furthermore, social media was an excellent thought leadership platform. It's a great place for businesses to demonstrate expertise, differentiate themselves from the competition, and stay ahead of trends in their respective industries.

## **What are the common mistakes business owners make when building brand awareness through social media?**

The most common mistake businesses make with social media is the tendency to "set it and forget it". They think that creating a social media page alone makes them look more desirable to prospective customers. In reality, having a social media presence is as bare minimum a requirement these days as having a main website or a customer service hotline. If companies are going to invest in social media at all, they need to do it right by creating fresh, daily content. They also need to develop long-term marketing strategies to sustain their profiles over time. You're better off having no profile than an old, static profile that hasn't been updated. If the budget is limited, we recommend focusing on managing one social account well, rather than spreading yourself.

## **SOCIAL MEDIA INTERVIEW: with that Mod Girl Marketer MANDY MCEWEN**



## **What qualities do you think social media managers should have?**

The best social media managers are social butterflies by nature. They aren't the quiet wallflower types who hide behind a computer. They are people who love all aspects of socializing

– quick thinkers who are up for new, innovative ways to tell stories and engage audiences. They are hosts, networkers, entertainers and communicators, first, but their secondary hat is that of a student. They are committed to understanding the latest technology and how to use social media tools to further their goals. They are proactive, but also quick on their feet, in responding to negative reviews, comments or posts that threaten everything they've worked to achieve. The best social media managers are upbeat and positive, quick to move on from any speed bumps that will inevitably arise.

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

Business owners know if their social media campaign is working if they see:

Increases in website traffic from social media outlets.

Increases in engagement on their social media (as demonstrated by likes, shares, comments, or direct messages.)

Their social audiences continue to grow.

## **How do you see social media evolving over the next 5 years...what do you hope to see?**

Live video is hot right now and we expect that to only grow larger. Video, in general, has continued to play a big part in our clients' social media efforts

– often surpassing our expectations for likes, shares and leads. The 'live' feature just adds another fun element to the mix. Virtual reality is said to be on the horizon, so we've got our ear to the ground for ways our clients can get involved with the sort of experiences prospects are looking to have. So much can happen in five years, that it's almost impossible to fully imagine the possibilities. This Pokemon Go craze, the Internet of Things, and the potential for augmented reality is going to fuel the next generation of social media. It all begins with a handheld device and transcends into just 'life' in general, I think, for sure.

## **What do you think are some of the consequences of not getting on-board with social media?**

If you don't have an active social media presence, you are missing out on tons of potential revenue. You are also giving your competitors an advantage and not showing the world how amazing your company is. Thus, it will be hard for your company to ever reach its full potential.

## **What are your thoughts on social media versus more traditional marketing activities?**

Social media should be inextricably intertwined with all offline marketing materials. Mailers and brochures should include company's social media links and QR codes if possible. Likewise, you can use your social channels to push and promote your offline marketing events.

Here at Mod Girl, we personally have seen huge success with LinkedIn and Twitter as our mediums of choice. I love Twitter as an outlet for brand building and thought leadership. It's the ideal space for our clients to connect with like-minded individuals who are doing great things in their industries. LinkedIn is a B2B goldmine, worth every cent invested. Our clients have built strong connections with prospects and business partners that have paid dividends to their bottom lines.

## **Which one best practice would you recommend about using social media to grow a business?**

If you want to grow a business using social media, focus on mastering one network. Get a solid content calendar with a month's worth of social media posts off the ground. You can mix in news links, but develop at least 1-3 posts of original content each week. Allow some room for spontaneity and keep your ear to the ground for industry news or trending topics. Blog, blog, blog! The importance of blogging cannot be overstated. Finally, take advantage of social media management tools like Sendible, Sprout Social, and Hootsuite to push your content to bigger audiences and remain competitive



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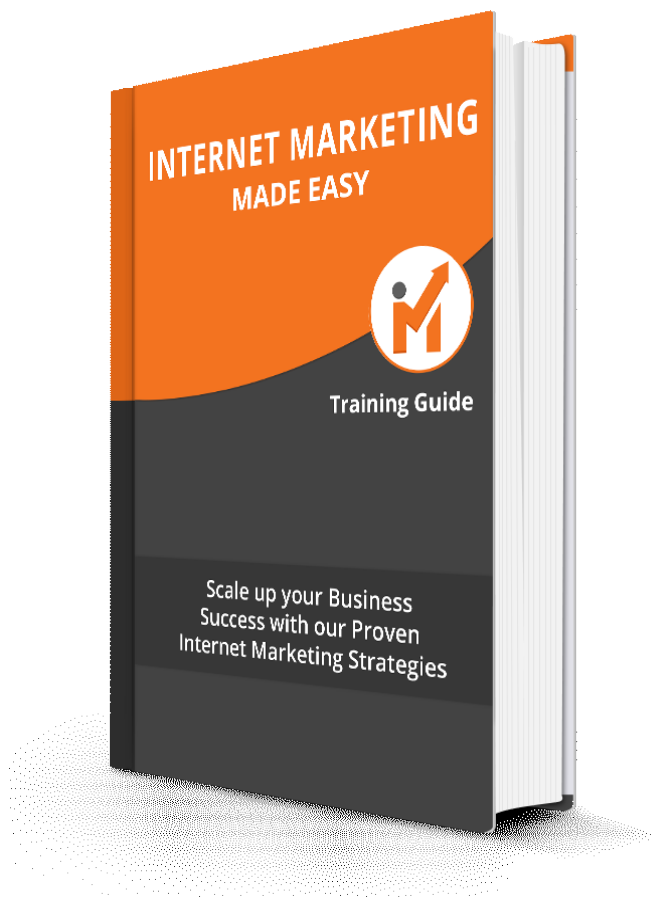
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# GOLDEN RULES FOR INTERNET MARKETING

By: Daryl Jacobs

Internet marketing is a relatively new strategy that is being employed by businessmen all over the world however clichés have already been developed in this regard. There can never be any substitute for variety, creativity and improvisation as far as marketing is concerned.

## The way forward for internet marketing

The mind-set of the customer must be taken into account before planning strategies to expand one's market. It is no longer necessary for the brands to highlight the fact about their commitment to customers as it is an imperative measure and provides nothing new. In fact it is not engagement with the brand that the customers are looking for. They would rather go for a balanced relationship and like the base of every relationship it is the truth about one's brand that matters to the potential customers. The newer strategies as identified by a research in the Harvard Business School would rather be the aesthetic and moral values of a brand or product. For example, eco-friendly products have a huge market in the present context of the world.

## Colour codes

Psychology is playing another important part as far as marketing is concerned. The colours used for specific products and highlighting the viability of product are absolutely essential. For example, yellow has proved to be the happiest and most attractive colour, but black, silver and grey are most popular among the



**Honesty,  
sincerity  
and  
integrity are  
still the  
golden rules  
of  
marketing  
only in a  
smarter  
form.**

## The importance of analysis

To understand the pulse of the market is an absolute essential nowadays. The viability of the product, customer satisfaction, after-sales services and price determination plays an important role in determining the same.

Polls and yes or no questions are much easier ways to survey the market rather than some elaborate questionnaire that few people have the time to go through.

Thus, honesty, sincerity and integrity are still the golden rules of marketing only in a smarter form.

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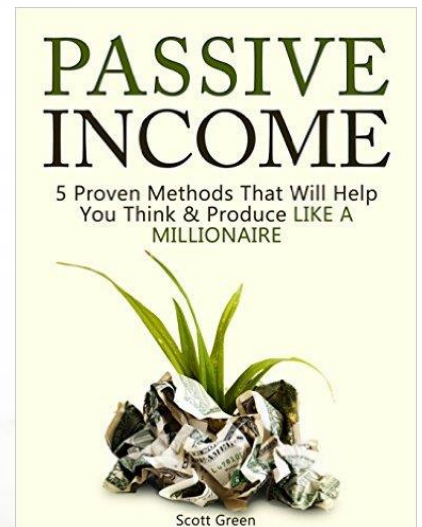
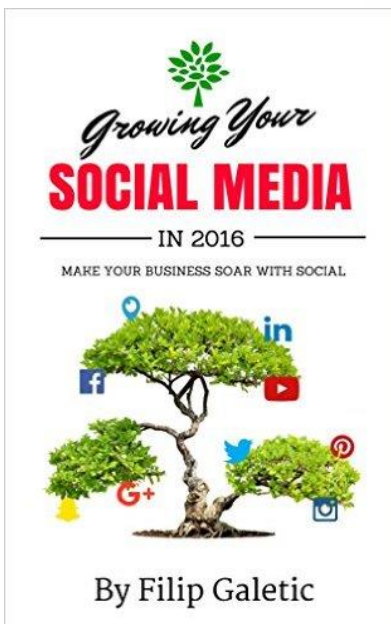
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"One of the most feared expressions in modern times is 'The computer is down.'" ~Norman Ralph Augustine

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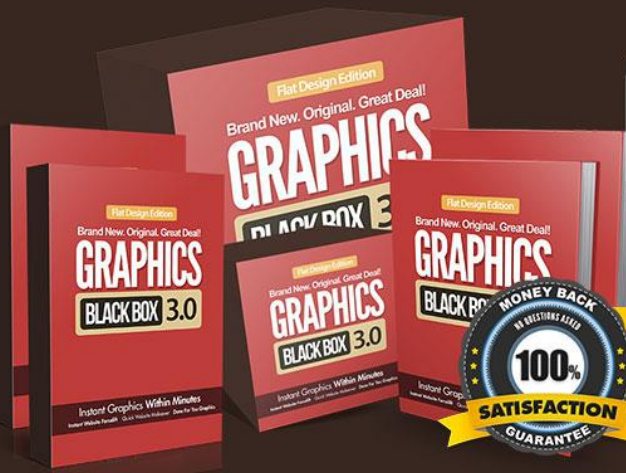
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## **Molly Huff**

Molly Huff may look sweet, but when it comes to digital marketing, she is one tough cookie. She writes her own blog and she manages social media accounts of several businesses.



## **Wilfred Johnson**

Wilfred Johnson is a journalist who broadened his expertise and is now excelling in the field of online marketing. With his knowledge, skills and experience, you will surely get data-driven results.



## **Beth Jackson**

Beth Jackson is a bit new in the Internet marketing business. She started on 2012 and continues to excel in her field of specialization, which is social media.

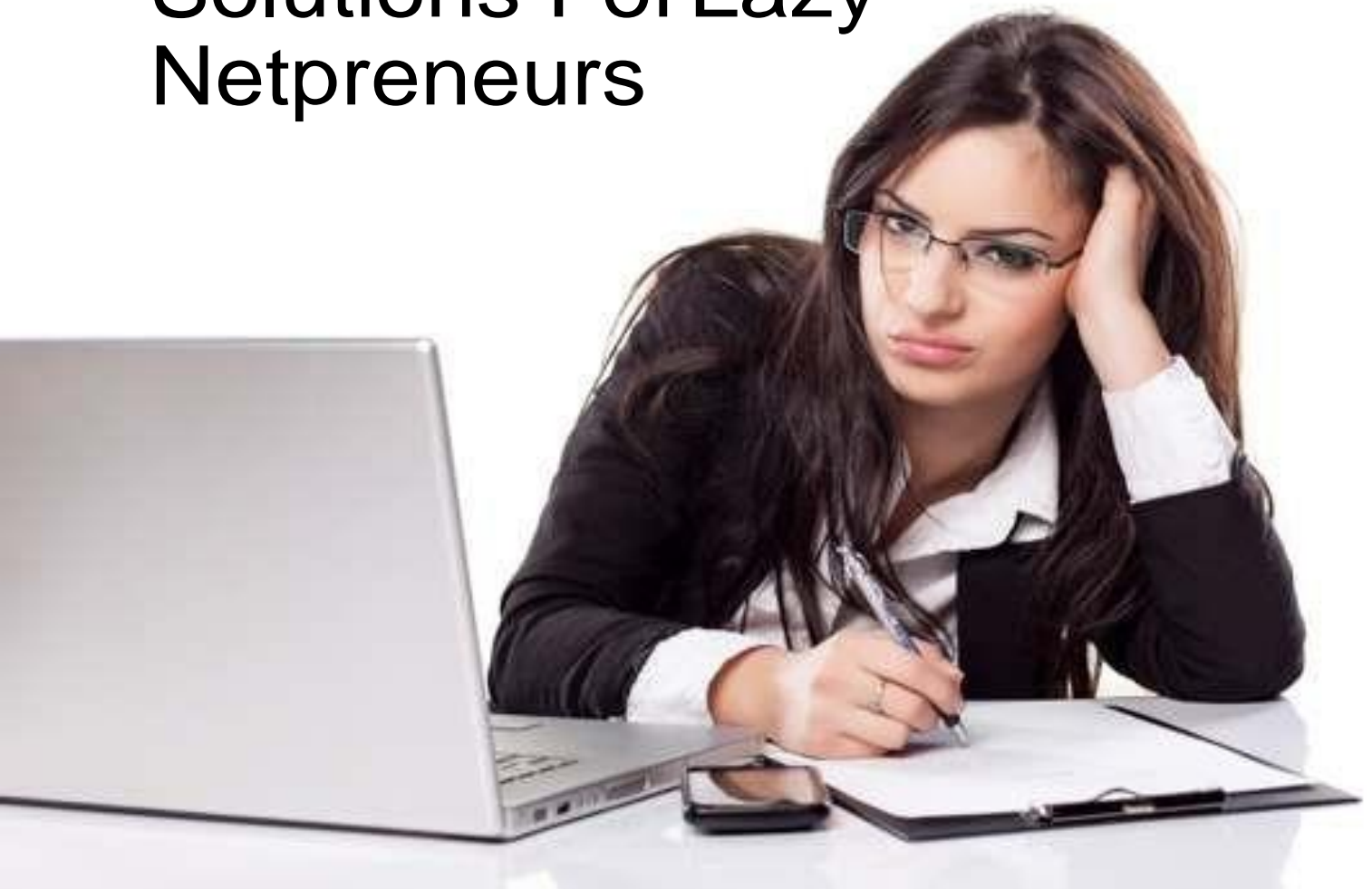


## **Chad Rogers**

Chad Rogers still believes that “content is king.” He enjoys writing about different topics, from real estate to advertising. During his free time, he explores social media.



# Physical Product **Creation** Solutions For Lazy Netpreneurs



## 13 Amazing Create Your Own Physical Products For Free And Make Money Online

**C**reating your own products used to mean a significant up-front investment — purchasing a minimum amount of the product as dictated by the manufacturer, paying for warehousing, packaging, point-of-sale systems, and other overhead costs. And that was all before you even took a single order!

Thankfully, for many types of products, print-on-demand technologies have made it possible for anyone to create and sell goods over the Internet with little or no up-front costs.

Below is a roundup of 13 great print-on-demand sites that will help you create and sell everything from t-shirts to clocks, from books to skateboards, from board games to fabric. If you know of additional print-on-demand sites to make and sell your own products, let us know in the comments.

### 1. [CAFEPRESS.COM](http://CAFEPRESS.COM)

CafePress is one of the oldest print-on-demand services online and they offer one of the largest catalogs of products on which you can print your logo or designs. From apparel, like t-shirts, sweat shirts, and hats, to calendars, posters, mugs, water bottles, stickers, stuffed animals, buttons, messenger bags, and even clocks. CafePress offers hundreds of different products to sell and its thriving community of users creates over 45,000 new items each day on the site.

2. **ZAZZLE.COM**

Like CafePress, Zazzle offers a huge number of customizable products including t-shirts, sweat shirts, bags, ties, and even aprons, jackets, postage stamps, and shoes. They offer both custom on-demand printing and embroidery on many of their clothing products, and also offer a range of non-apparel items, such as skateboard decks, calendars, magnets, and post cards. Zazzle users have created a mind blowing 19.5 billion items.

3. **SPREADSHIRT.COM**

While the focus on Spreadshirt is on t-shirts and sweatshirts, they also offer a range of accessory items that can be printed with your designs, including bags, aprons, buttons, and neckties. One of SpreadShirt's strengths is the ease of use of its online product designer, making is really easy for anyone to make or customize products that can then be sold to the public.

4. **PIKISTORE.COM**

Pikistore does t-shirts and a few other customizable items, such as mugs and mouse pads, and does it with a flair that other print-on- demand publishers

would be hard pressed to match. For those who want a really great looking storefront from which to sell their t-shirts, perhaps one that matches the look and feel of an existing web site, then Pikistore might be a good option to check out.

5. **LULU.COM**

For authors and photographers (and musicians and filmmakers), Lulu offers an amazing service. Lulu is a great way for anyone to publish a printed book (in either hard or softcover, perfect bound, spiral bound, or saddle stitched), CDs, or DVDs. One of the best things about Lulu is that they can help you get your products listed for sale on Amazon, Barnes & Noble, and in bookstores, as well as tools to help you sell and promote your work through social networks like Facebook.

6. **CREATESPACE.COM**

CreateSpace, which is owned by Amazon, lets authors, musicians, and filmmakers create print- on-demand books, CDs, and DVDs. The main advantage to using CreateSpace is that because it is owned by Amazon, your products' inclusion in the Amazon catalog is guaranteed. That means you can also sell on the Kindle, via the Amazon MP3 store, and offer movie downloads (which means availability on the Xbox 360 and certain TiVo players).

7. **BLURB.COM**

Blurb specializes in creating printed books that definitely don't have a print-on-demand feel, and because they create such great photobooks, the site has attracted many artists and photographers. As a result, many of the books they create are right up there in terms of design with those coming out of the major publishing houses. Blurb also makes it easy to automatically create books with your content from Flickr, SmugMug, Picasa, and TypePad.

8. **TASTEBOOK.COM**

If you're creating a cookbook, then TasteBook might be for you. TasteBooks are stunning hardcover, spiral bound cookbook binders that hold up to 100 recipes. But what really sets TasteBook apart from other print-on-demand publishers is that users can upload their own recipes or choose recipes from a large number of third-party providers, including Food & Wine, Cooking Light, Food Network, Better Homes and Gardens, Epicurious, Recipezaar, and more.

9. **THEGAMECRAFTER.COM**

The Game Crafter is an awesome new service for making and selling your own board games and collectible card games. Just upload your artwork and game rules, and pick out which pieces (dice, pawns, etc.) need to be included and go! The Game Crafter will print, package up, and mail out your game for every order.

10. **SPOONFLOWER.COM**

Spoonflower, a print-on-demand fabric seller, easy way to have your own designs turned into printed fabric, letting designers create and sell printed fabrics on either quilting or upholstery weight cotton or organic cotton sateen.

11. **PONOKO**

Ponoko takes your 3D designs and turns them into actual products using a variety of materials, such as MDF, bamboo, cardboard, leather, acrylic, and felt. The result is that you can make toys, housewares, furniture, jewelry, and even electronics and put them up for sale in your own storefront.

12. **SHAPEWAYS**

Like Ponoko, Shapeways lets you upload 3D designs and turn them into real products using 3D printing technology. The site then lets you sell your products via a custom storefront. People are using Shapeways to sell art, toys, jewelry and other gadgets, and some people are using the site for rapid prototyping of products.

13. **DEVIANART.COM**

Deviantart is one of the largest art sites on the web, with over 81 million submissions. Every member of the site is also eligible to sell their art through the site's store on mugs, mouse pads, coasters, magnets, puzzles, prints and other items. Prints can be offered in a variety of sizes and with a handful of different frame types.

# INTERNET MARKETING & KEYWORD PLACEMENT IN CONTENT



By: Rickey Flowers

The importance of keywords in online content can't be stressed enough. Use them right and don't use multiple keywords for the same page and your internet marketing can improve in leaps and bounds.

1. **Tagging The Title** – The title is like the headliner for your page. People take one quick look at it and judge the rest of your content no matter the size or wordcount. Even Google uses these headlines and sub-titles to rank or list you accordingly.

Use the keyword in your title and creatively craft meaning out of it. That way, search engines can find you and people who click on your link will be interested to read on. Use the keyword tag in your title only once. For instance if you're selling your services as a party planner, use something like 'Party Planning: 5 Ways We Can Throw The Best Party Ever'. Notice we didn't repeat the same words like 'Party Planning: 5 Ways To Plan Your Party' or something like that.

People won't be interested and any excess for search engines to use can ruin that chance. Create balance in your title tags and you've done good by your business. You know what they say about first impressions.

2. **Keyword Placement** – Now that you've come to the actual content, where do you place your keywords? Keyword stuffing is useless and besides your site can be penalized for it. The first paragraph or the top of your page could use a sprinkling of them, perhaps one or two mentions. Use your keyword once every one hundred words and you'll have made both search engines and customers happy.

Of course, by 'key' word you can certainly understand that the words are important and speak to the core nature of your content. Using the first one hundred words to describe exactly what your brand or service is all about can make people go on reading and keep search engines choosing your site for page one.

USE THE KEYWORD  
IN YOUR TITLE AND  
CREATIVELY CRAFT  
MEANING OUT OF IT.  
THAT WAY, SEARCH  
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# Internet hospitality marketing and social media solutions

**By: Greg Baker**



The companies who have knowledge of the hotel industry work with multiple hotels, resorts and management companies all over the world. Web and mobile sites, social campaigns and cross promotions development are the areas where they expertise and they also provide integrated solutions for promotions in the field of hospitality and clients for tourism.

They take clients to a competitive edge. To connect with people internet marketing strategies are the best way which helps people who visit the site to turn them into guests. For higher visibility and conversions hotel and resorts require integration of web and promotions along with the mobiles. These promotions could be social and local promotions that is offered or put in front of the travelers. If the content used in the website is creative and engaging it helps in the expansion of the hotel identity and the travel experience of the user.

The website does a great deal in communicating with the customers to book. Destination packages are encompassed with website development. So are the local attractions and modules to aim the local search inquiries. This determines the demands of the travelers.

## **Milestone as an Internet Hospitality market solution**

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- Known to be a Premier Hotel Internet Marketing & Website Design Company, it provides the best marketing solutions.
- They provide synergistic online products. Website design, social media marketing and dynamic SEO strategies are a few to mention. These deliver enhanced visibility, engagement and ROI.
- This company has a deep understanding about the technologies. Companies do need to be successful. They are connected to the web development, search engine technology programming architecture and software design.
- The visions of the company can be communicated with perfection as they are all connected to the mindset technologically.



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# IMPORTANCE OF EMAILS FOR INTERNET MARKETING

By: Betsy Wheeler

It is believed that the concept of email marketing is losing its existence over the course of time after the popularity of social media started growing. However proving it false, email remains one of the most effective means of communicating to customers.

Users of a website are potential clients. Emails play a great role in converting those visitors to the website potential clients. It helps to reach out to someone who could be brought back or pulled back to a landing page.

Such a tool can be displayed through which users can be converted to clients. Email acts like a teaser of a content that one would want to create. The blogs are sent out each time they are updated. These could also act as strategic offers to lure clients to buy again. To segment and target emails for internet marketing, email marketing capability review is used to assess current use of it. Ways are introduced through which it can be improved. The two main advantages of using emails to reach one's clients are

Its non-intrusive way to reach out to people.  
People change their email ids very rarely.



*A good sale never is pushy. A good sale is one where the customer is offered something good and which is not pushy.*

## Strategies of email marketing

- **Offers:** Making offers through emails is common in many e-commerce businesses. The basic thought behind this strategy is to inspire people to get what they really want. For eg; giving them a coupon or a discount for the product they have shown interest in. A good sale never is pushy. A good sale is one where the customer is offered something good and which is not pushy.
- **Content:** Software as a service businesses and bloggers often use the marketing strategy of using content email. The emails could be content rich and be used as a tool for people to see the business as a trusted source. This would make the customers buy what any business is selling.

# *SOCIAL MEDIA* LISTENING

**By: Jeffery Garrett**



## **The social media is an all important part of the internet marketing.**

Yet, for optimizing your presence on the social media, what needs to be first done is – Social media listening. This does not have to be an activity which has to be carried out most of the day but definitely has to be done before chalking out your social media strategy.

### **1. Find out where you are needed**

The procedure begins with knowing where the online audiences are talking about you. It basically comes down to finding the channels where you or your music is being talked about. For instance, people may be discussing your business on Face book or Twitter or any other social networking site. Remember, it is very likely that somewhere, someone is discussing you. Therefore, the first step should be to monitor this and have an idea of the general feeling people have towards you.

### **2. Explore your horizons**

Although this may not apply to all, remember that only the very popular social networks like Face book and Twitter do not make up the entire social network framework. Many times people tend to just check on these networks to monitor the opinion of people about them. It is recommended to also carry out your social listening on other smaller social properties on the internet.

### **3. Make people feel your presence**

Now, if you have a team or a couple of people who take care of your social presence, make sure that everyone is continuously looking for what is being written about you. It does not matter whether the information is negative or positive, the effort should be to keep you updated with every new post that is written about you.

Make sure you are not wasting your time waiting too much for the start of your campaign!

## HOW A YOUNG FRANCHISEE GOT A TASTE OF SWEET SUCCESS



*“Even though I already had responsibilities prior to CREAM, any business owner knows that launching a business takes blood, sweat and tears.”*

Many college grads can feel a bit lost after graduating, so they work part-time jobs and take a year (or more) to figure out where their passion lies. Not Alexis Garcia. She knew she wanted to be a business owner, and when she discovered the family business CREAM -- a sweets shop based in Berkeley, Calif.-- and the franchising opportunity they offered, she had to dig in. In less than a year, she's opened two stores, and she has plans to expand! Here, she shares a sample of what she's learned.

Name: Alexis Garcia

Franchise owned (location): CREAM in San Francisco and Elk Grove, Calif.

## ***How long have you owned a franchise?***

My first CREAM location opened on August 2, 2014 and my second one opened on November 15, 2014.

## ***Why franchising?***

I wanted to be a business owner but I wanted to get into something that already had a stable base. What attracted me to the franchise model was the fact that there are already policies in place and franchisees receive guidance from the company.

I definitely needed all the help I could get, and being part of a franchise like CREAM assured me that I would not be alone in the business.

## ***What were you doing before you became a franchise owner?***

I had just graduated from college a few months before signing with CREAM. I was also working for a marketing firm and part owner of my father's auto body shop.



## ***Why did you choose this particular franchise?***

I chose CREAM because I wanted to be a part of something that I would love and look forward to doing every single day. I have an insane love for desserts and anyone that knows me will tell you that this was the best fit for me. I fell in love with their ice cream sandwiches the moment I tried them and their other menu items made me a regular customer. Everything on the menu is so affordable and anyone, whether they're 2 or 92, could enjoy an amazing customized treat.

What made it even more appealing was the fact that CREAM started as a small family business. There's such a great dynamic among all the staff. That, in addition to their growing cult following, showed just how much CREAM was positively impacting the community. I knew I wanted to be on board.

## ***How much would you estimate you spent before you were officially open for business?***

The cost of my first CREAM store was about \$315,000. This included build out, equipment, furniture and fixtures, grand opening marketing and working capital.

### ***Where did you get most of your advice/do most of your research?***

I received most of my advice from my father. He has been a business owner for as long as I can remember and I value his opinion more than anyone else. I did a lot of research myself. This included anything from tasting the ice cream sandwiches 100 times to watching the business for hours to get a better idea of how they handled day-to-day operations. I also met with the CEO of CREAM, Jimmy Shamieh, many times and he went into detail with any questions that I had until I felt comfortable.

### ***What were the most unexpected challenges of opening your franchise?***

Being so young (I am only 24) has definitely provided the most unexpected challenges. I didn't realize how much I had to shuffle my priorities and change my daily routine. Even though I already had responsibilities prior to CREAM, any business owner knows that launching a business takes blood, sweat and tears. Since I had no previous experience in the restaurant industry, I had to figure a lot of things on my own and make sure that I understand all the ins and outs of the business. The first few weeks were a rude awakening, but I have definitely gotten the hang of things.



***"My advice is to be very aware of the kind of business you are going to get yourself into. Take your time and gather as much research as you can so that there are no surprises"***

### ***What advice do you have for individuals who want to own their own franchise?***

My advice is to be very aware of the kind of business you are going to get yourself into. Take your time and gather as much research as you can so that there are no surprises. The last thing you want is finding yourself not happy with what you're doing every day. Before I signed with CREAM, I knew without a trace of doubt in my mind that this is what I am passionate about and I was willing to give it 100 percent.

As far as money goes, you absolutely need to have a cushion in the first few months to help you get through if needed. Finally, you need to make sure that you like and understand the CEO's plan for your business so that you are on the same page and want the same things.

### ***What's next for you and your business?***

I currently have opened two stores in five months and I plan on having seven total stores. We are in the works for the third location. I love CREAM and I can't imagine being part of any other business.

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