

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

LEARN HOW TO MAKE MONEY ONLINE

JULY 2012

Grover MacDaniel

Twitter

p.11



Delivering The Waters Of Life
An Interview by Robert Masters

p.43



Scott Harrison



plus
Gadgets
interviews
products
Q and A



Demyan
Hampson

DIGITAL
PUBLISHING
p.20

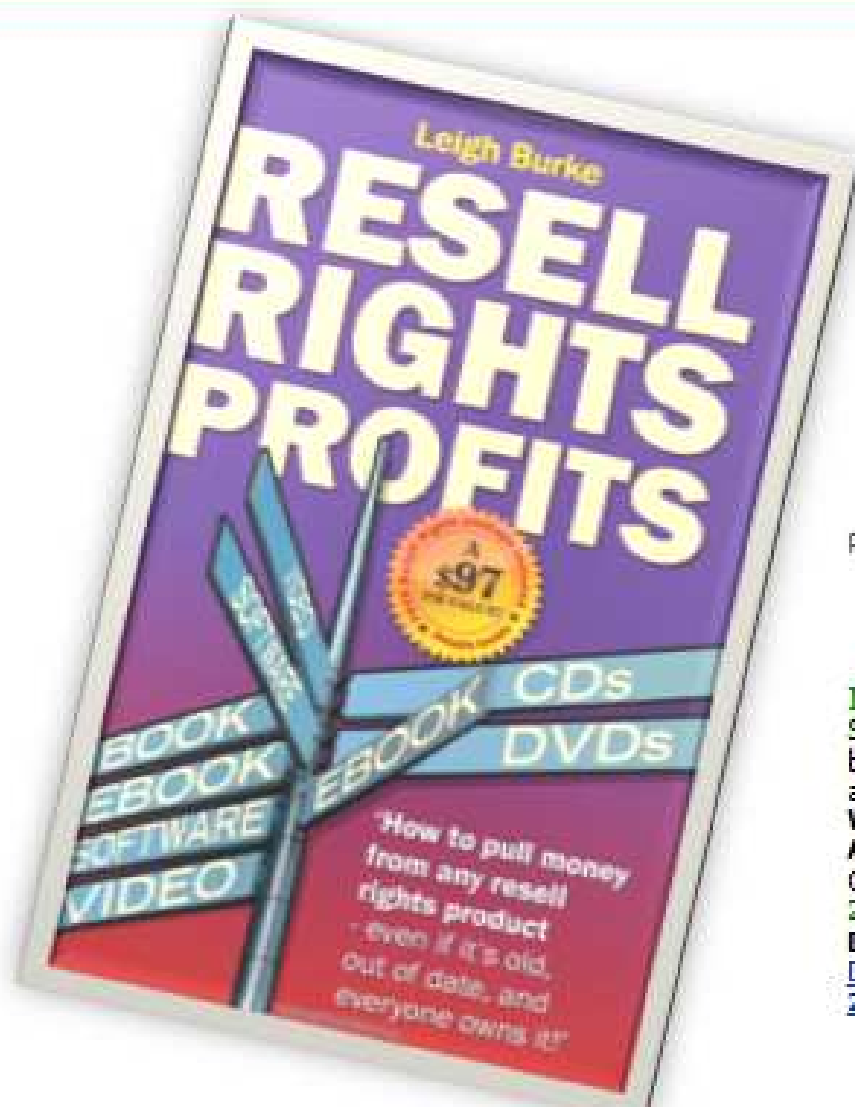


AMBER George

p.30



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Press Release Software

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

"Using my press release software, in a short while from now, your product, service or website could be announced to hundreds of news and media outlets around the entire world - giving your product unprecedented press exposure, boosting traffic to your website, and adding bucketloads of cash to your bottom line."



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mwm editors letter



Welcome to the **JULY 2012** Issue of my

**“Making WEB Money”
Online Marketing
Magazine.**

Again this month we have great articles and personal insights from Ferdinand Tamboia (**Affiliate Marketing**), Ustinya Hawking about **Marketing on a Shoestring**, plus **Increasing Traffic** By Maverick Macdonald - **IM marketers** contributing useful, great information plus success stories Robina Bananuka: Facing The Challenges Of Introducing A New Product In The Market and Delivering The Waters Of Life An Interview by Robert Masters and so much more.

We are heading into summer 2012 and you should now be finalizing your marketing strategies for Fall and Winter – the big holidays in the rest of the year. For those readers having some viewing problems with the Online Version of “Making Web Money” there are now **Free available PDF downloads** to make reading on your computer more convenient. Enjoy!

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

Harry Crowder

“
An
economist
is an expert
who will
know
tomorrow
why the
things he
predicted
yesterday
didn't
happen
today.

-Laurence L. Peter

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Making Web Money

Online Marketing Magazine

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Advertising See Above

Contributors

Various experts in their fields

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*What worked for you
Or what you think
sucks,
Then we can make it an
Even better magazine.
So come on,
Send us an email
And let us know.*

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 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.

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.



Did you know:

The Japanese also use emoticons, but theirs are the correct way up instead of on the side, and a lot

mwm what's on



iMedia Brand
Summit



JULY

4-6

iMedia Brand Summit, the most influential, marketer-centered event helping brand leaders drive ROI and their own success is **BACK** with the **2nd edition**. Scheduled from **4th - 6th July 2012** at luxurious **Grand Hyatt, Goa**, iMedia Brand Summit is an invite-only event designed to help marketers formulate and implement their Digital strategy. This collaborative summit will bring together 200+ Senior Brand Marketers, Heads of Agencies, Publishers and Technology Providers to learn, share ideas, network, build lasting relationships and meet potential partners.

JULY

10-11



MobileBeat2012

Venue: The Palace
Hotel San Francisco, CA



The most successful players are focusing on one thing: How to make products, services, and devices as compelling and delightful as possible – both visually, and experientially.

MobileBeat 2012 is assembling the most elite minds to debate how user interface and experience (UI/UX) is transforming every aspect of the mobile economy.

You'll learn firsthand where the biggest opportunities lie, the pitfalls to avoid, and how to position your company to win on the new "design" battleground. Join us for two days packed with insightful content and high-level networking onns

what's on



O'Reilly
OSCON



JUNE

16-18

OSCON is where all of the pieces come together: developers, innovators, businesspeople, and investors. In the early days, this trailblazing O'Reilly event was focused on changing mainstream business thinking and practices; today OSCON is about how the close partnership between business and the open source community is building the future. That future is everywhere you look.

Digital Sail 2012

DATE: July 5 2012

TIME: 9:00am – 5:30pm

VENUE: Gunwharf Quays, Portsmouth,
United Kingdom



Digital Sail from Econsultancy is now in its third year for a day of digital 'piracy' on a glorious day on the Solent. The aims of Digital Sail aren't lofty — just to get together the key buyers, providers, movers and shakers of the digital marketing and e-commerce industries to have some fun, meet each other and race each other round the Solent.

You can either sponsor a boat for the day and bring along up to 10 of you in the team or you can just book individual places and come along to network and join others in a mixed team. Alternatively, if you have your own boat (and can bring it to Portsmouth for the races) then you are welcome to bring it along too.



Quotable:

The Internet is becoming the town square for the
global village of tomorrow. ~ Bill Gates

"FORMERLY HOMELESS MILLIONAIRE ASKS THAT YOU
PAY CLOSE ATTENTION
AS HE PUTS HIS TEAM,
MONEY, AND INFLUENCE
TO WORK
FOR YOUR
SUCCESS!!"

**auto
power
blogs
.com**



click here

Microsoft Advertising Introduces VPAID Interactive Video Ads

Microsoft Advertising has enabled VPAID ads across MSN, MSNBC, and the Microsoft Advertising Video Network.

VPAID is an Interactive Advertising Bureau (IAB) standard protocol between ad units and video players that enables rich ad experiences and detailed event reporting back to advertisers. VPAID stands for Video Player Ad-Interface Definition.

"We're excited about VPAID because it not only drives interactivity, it also helps with ad sequencing, and dynamic creative optimization (DCO)," wrote Microsoft on its ad blog. "Ad sequencing reduces waste and enables creative storytelling by enabling brands to tell a progressive story without repeating themselves. And with DCO, video advertisers can provide more relevant offers and messages to consumers by leveraging audience data and real-time optimization."

Microsoft Advertising has certified seven partners to serve VPAID across its US display offerings, with international markets soon to follow. Those partners include MediaMind, PointRoll, Mixpo, Adotube, Innovid, Vindico, and Tremor.

Microsoft has released a demo featuring Nordstrom, created with MS partner Mixpo, in which the location of the nearest Nordstrom store is populated within the ad unit. Users can click through not just to the advertiser's website also to two different social destinations.

InMobi: Tablet Impressions Grow 88% In Six Months

Of course a mobile ad network provider is invested in high results, but these results are staggering. InMobi has released its first "North America Tablet Insights Report," unveiling an 88% growth in tablet impressions on its network for the last six months. The report is based on data from InMobi's global network.

InMobi reports that tablet impressions have grown nearly twice as fast as those on smartphones in North America. Chalk that up to the larger screen size and the lower cost of tablets, says Anne Frisbie, Vice President and Managing Director, North America of InMobi. "The nature of the tablet environment allows advertisers to create deep, rich ads that truly engage users and enhance their experiences—a trend that will positively continue in the future," Frisbie predicts.

InMobi was in fact the publisher of the iPad-enabled "Macy's Holiday Look Book" in 2011, which IAB featured in its Tablet Creative Showcase. The catalog took advantage of the larger screen size to create interactive features with nearly full-sized images, and without the need for scrolling (impossible on an iPhone).

Consumers are clearly enjoying the large-screen mobile experience, but Frisbie believes that marketers are not keeping up with the demand. "Although huge amounts of marketers have realized the power of mobile, many are still playing catch-up, and certainly consumers' adoption of mobile is faster than marketers," Frisbie told MobileMarketer.

Android Gains on iOS

The report finds that while Apple still dominated Q1 with 71% of impression share versus Android's 29%, Apple with its iPad lost 10.8% of its market to Android in just six months, driven largely by the Android-inside Kindle Fire. The top performing among tablets for sheer number of impressions are the iPad—again, with 71%, followed by the Kindle Fire which did not exist a year ago taking 9.2%. The Asus Eee Pad holds third place, with 5.2% of impressions in Q1—a boost of 2.5% from Q4 2011.

InMobi leveraged consumer surveys via mobile devices, combined with data sourced from its network across six continents and 200 countries. The data was sourced directly from the InMobi ad serving system as ad requests came in from publishers and apps worldwide. InMobi claims the ability to reach 578 Million consumers through more than 93.4 Billion mobile ad impressions monthly.



Quotable:

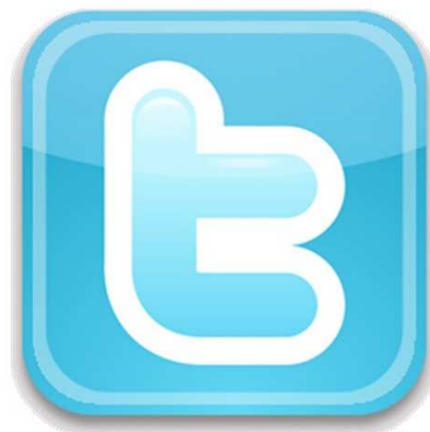
National borders aren't even speed bumps on the information superhighway. ~Tim May

TWITTER

By Grover Macdaniel

When it comes to social networking, Twitter indeed takes the crown, with regards to maximum number of active users across the globe, and its unending possibilities of marketing, fetching employment, conversing with celebrities, sharing one's ideas and states of mind; all within a limit of 140 words! How exciting and incredibly unique it sounds, right? In fact, it is the crispness and the simplicity that lends Twitter an edge over other social networking websites. Initially, Twitter shot to fame with more and more famous personalities started hitting the website to stay in touch with their admirers. So, naturally Twitter experienced a breakthrough with huge numbers of new profiles being created, all thanks to this brand new concept of staying in touch with eminent personalities in the online domain. This, in turn, has opened up a wide range of possibilities in the website. People started 'tweeting' (the term used for posting messages in one's Twitter accounts) more often and a few even developed a brand name for themselves. The 140 words limitation was always there but the same aspect, on the other hand, was an exciting factor as well; because of which the users tried to make their tweets crispier and slicker.

Many organizations and newbie business have started using Twitter as a marketing tool these days. So, what exactly are the dos and don'ts of Twitter marketing? Well, first of all we need to understand the dynamics of Twitter. The significance of using simple language while tweeting, using the aspects such as "trends" and "hashtags" in the websites. Trends refer to those issues/subjects on which the maximum numbers of people in a specified country or region are talking about. So, as soon as you create your account, you should set the region to which you would like to target your business. The next step would be to upload an attractive and suitable display image and Twitter background, along with a neat, sleek description on what the Twitter handle is based on. Then, you may kick-start tweeting valuable information in precise, correct English.



It is very much acceptable to have multiple Twitter accounts on the same concept or idea if you know how to manage them efficiently without repeating the tweets used in another handle. Make sure that you understand the concept of 'hashtags' properly while tweeting. Hashtags are widely accepted and followed entities in the world of Twitter. They will be of major use to you because those who will searching for relevant information in Twitter with these hashtags will end up with your tweet and hopefully, your handle and the idea behind it will ultimately receive more and more exposure, or let's just say 'Followers' in Twitter lingo. Once your tweets start reaching people, you will be getting followers who have similar interests as you and thus it will help you form a circle in the website. Also, it never stops offering you better prospects. The best thing that you should be doing is to keep on tweeting quality stuff; rest assured that your business will get due recognition, although patience is definitely required in this domain.

.....

***Make sure that you understand
the concept of 'hashtags'
properly while tweeting.***

.....

mwm success story

ROBINA BANANUKA:

Facing the Challenges of Introducing a New Product in the Market

By Isabel Isidro

Launching a new product in the market is not for the faint-hearted. Creating the product, and perfecting it to meet the needs of the market require a lot of planning, leg work and strategizing.

Robina Bananuka recently launched her own line of haircare products and treatments at Robbinka.com designed for black women who wear hair extensions. The startup process was long, and much needs to be done to penetrate the market.



“Our offer is simple, to offer you confidence with continuous fragrant and fresh hair.”

Quotable:

**Internet: absolute communication, absolute isolation.
~Paul Carvel**

Read Robina's journey to success with Robinkka Hair Freshener:

Can you tell us about your product Robinkka Hair Freshener?

Robinkka is the creator and manufacturer of Hair Care products and treatments. Our first product launched is a Hair Freshener especially made for black women who wear hair extensions; for human & synthetic hair; bonded, weave, wigs, hair pieces and units. What makes this product unique is that it is made from essential oils.

Utilizing the best quality of supplies, all Robinkka Hair Fresheners are of the highest-grade in ingredients. The 6 different fragrances have a clean fresh smell, not heavily scented and will therefore not clash with your perfume.

Our offer is simple, to offer you confidence with continuous fragrant and fresh hair.

How did you come up with the idea for the product? What need did you see in the marketplace?

The brand and the brand name is me (one of the nick names I have). It represents me the user and the one who has a need, a woman who regularly wears hair extensions and needs to keep my hair smelling clean and shampoo fresh in-between salon visits. My hair freshener was created out of a common need and I knew there would be other black women who required it – if they are wearing hair extensions at the time.

“The brand and the brand name is me. It represents me the user and the one who has a need.”



The majority of black women wear hair extensions at some point of the year, they too will be facing a similar challenge; unable to wash their daily but wanting to keep it clean smelling and fragrant. After I created my first hair freshener which worked and I use every day, I knew that I had to start Robinkka to help other black women who have similar needs.

What were the challenges you faced in turning the product from an idea to an actual prototype? How long did the process take?

The biggest initial challenge was getting the composition right in all 6 fragrances and ensuring there was the right balance to create the best scent.

How are you financing the business?

Through my savings and my salary from the full-time job I still hold.

Your product has a patent pending right now. How else are you protecting your business from potential copycats?

I've also trademarked my Logo and I'm waiting for the completion of my slogan as well.

How are you marketing your business?

I am marketing the business in a number of ways:

- Press releases and samples sent to targeted Magazines and Blogs. As my product is a unique product I'm targeting the industry innovators in black hair and beauty.
- Telemarketing and Face to face selling; contacting prospective distributors/wholesalers/retailers.
- Social Media; directing potential users to the Robinkka website.
- Giveaways; using competitions and building a mailing list via the website.
- Networking.
- Trade shows and events
- Currently working on testimonials.

How are you balancing your business with your personal life?

Honestly... the majority of my time and money is being poured into Robinkka. I'm in the introductory stage of my product life cycle, I have to hit the ground running to build product awareness. However I make an effort to have relaxed weekends to spend as much time as possible with my husband.

What lessons have you learned so far about being an entrepreneur?

Dedication, determination and discipline keep things moving forward. This is a road that delivers small rewards along the way to your final destination – the biggest reward. Creativity helps when you are faced with obstacles/challenges.

How do you see the business 5 years from now?

Robinkka will be global. I already have global interest, now it's about building brand awareness in global markets. Robinkka will be expanding its range; it'll be all about hair care and beauty products using as many natural ingredients as possible.

What lessons can you share other women entrepreneurs out there?

Continue to research. Continue to read books by entrepreneurs and business people in the same field as you. Continue with training courses; keep up with the times, the trends and whilst this improves your knowledge, it'll go further in establishing you as the brand leader and/or authority in your field.

All this activity will continuously keep you in the loop but it's also very important to step away and take a break, even if it's for couple of days or so – you come out with more ideas when you're relaxed.



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mwm ask the expert

Meet Comedian and Marketing Expert Brian Carter

By Evan Bailyn



“We have to keep riding the wave of the most mature but least competitive opportunities if we want to stay ahead, but at the same time, don’t stay so close to the cutting edge that you end up bleeding.”

Brian Carter is an Internet marketing expert and the bestselling author of *The Like Economy* and *Facebook Marketing*. He is also a consultant, working with a wide variety of companies, including Universal Studios, The U.S. Army and Hardee’s. His specialty is building search visibility and social marketing fan-bases via new media.

With his prolific background in Internet marketing and his experience as a stand-up comedian, Carter is a sought-after speaker for marketing events worldwide. He has been quoted and profiled by U.S. News & World Report, ABC News, The Wall Street Journal, Forbes, Inc. Magazine, and Entrepreneur Magazine.

Did you know:



Ever since the birth of the Internet, file sharing was a problem for the authorities that managed it. In 1989, McGill University shut down their FTP indexing site after finding out that it was responsible for half of the Internet traffic from America into Canada. Fortunately, a number of similar file indexing sites had already been made.

mwm ask the expert

How did you get involved with marketing and social media?

Short version: I developed a passion for communicating clearly when I went to Toastmasters in 2000. I taught myself SEO while running my own alternative medicine site from 1999-2004. I did well and enjoyed learning internet marketing so much that I switched careers. I kept experimenting, reading, learning and helping clients, then built a search/social department at an internet marketing agency, then went freelance again. I was drawn to Internet Marketing because it combines creativity and statistics- left and right brain. You can quantify psychology- figure out what words and phrases and ideas and images people respond to or don't. It's endlessly fascinating. I also love writing, so I blogged and tweeted my way to some prominence (I call it micro-fame), which gave me more speaking opportunities.

How has the playing field changed over the past couple of years?

Internet marketing, much like history, always has a new opportunity, along with fading stars and oversaturated networks. Just like the automobile pushed out the horse and buggy, Internet marketing has overshadowed traditional marketing. The same cycle repeats when Google outdoes AOL and Yahoo, or when Twitter comes out of nowhere, or when Facebook overtakes Twitter in social media and challenges Google for dominance on the entire Internet. And now, we have to wonder how big Pinterest will get and if there's an opportunity for marketing there. We have to keep riding the wave of the most mature but least competitive opportunities if we want to stay ahead, but at the same time, don't stay so close to the cutting edge that you end up bleeding.

It's clear that social media has presented businesses with new tools for connecting with consumers. Is there a down side?

There are a few issues. There can be negativity from consumers, but there's less of this on Facebook since there's no dislike button. There's already negativity on sites like Yelp and YouTube, so you can't avoid consumers expressing their opinion, but you can moderate and lead the conversations that happen around your brand, if you're proactive in creating and contributing to a community.

Just like the automobile pushed out the horse and buggy, Internet marketing has overshadowed traditional marketing.

If you engage in social media without goals, metrics or strategy, you could waste your time. There are a lot of different ways to do social media, and some are very labor-intensive. Some areas require skills like persuasive writing, tracking and analysis of analytics, creativity, and branding- there's this misconception that because anybody can type or talk that somehow all interaction is equally good, but it's not- boring social media on Facebook can lead to people not seeing your brand's posts anymore.

People doing your social media without PR or marketing experience (the "just get any young person to do this" syndrome) can lead to public missteps that hurt your brand, or at best keep you from getting the kind of results that proficient social media marketers get.

There are so many people out there looking to you for guidance. Do you ever feel bogged down by your army of Facebook and Twitter followers? How do you avoid burnout?

No, but it is very time-consuming. You have to shut it down sometimes and remember to have a life! Go outside, exercise, have family time... the most active social media people can be connected several times per hour all day, every day. There's not really a weekend for this kind of work. Personal and professional are merged more than ever before. In a way that's more fun, but you also have to seek balance and be selective about what you share.

How do you keep your presentations fresh and exciting?

I'm always trying to evolve how I say things, how I can make it clearer, what the last audience taught me, what I'm learning, and what I'm realizing. I am still trying to get across the more basic things about how I think and work- fundamental things that are natural to me after 12 years of work (these are like Seth Godin or TED Talk concepts). I feel like the most important things I say are the most basic ones, and I can't get basic enough. Experts don't have the patience to listen to those things, sometimes, but these are the things that can multiply someone's business by 10x rather than just 10%.

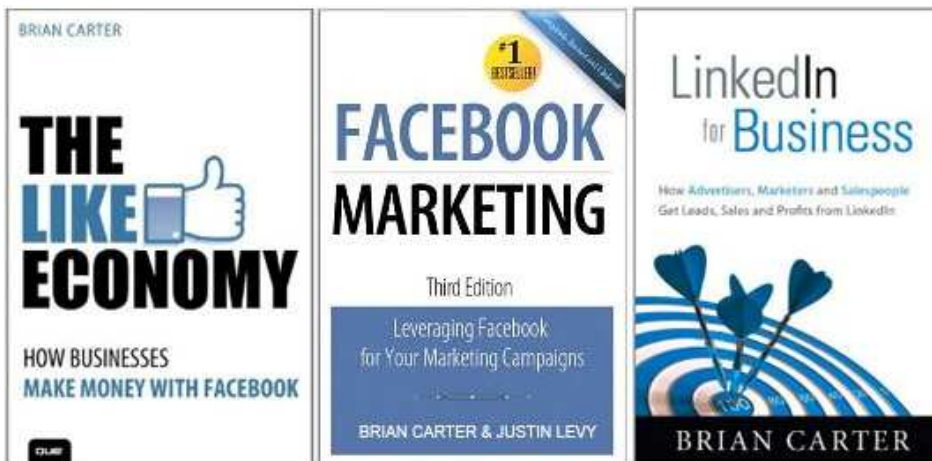
As social networks have become an integral part of people's lives, have you found it easier or more difficult to use those venues for advertising? In other words, do you find that there has been a change in consumer attitudes towards profit-driven messages in their feeds or on their profiles?

It's easier to advertise- and in a way that people like. The advertising isn't necessarily profit-driven... Political ads aren't profit-driven, nor are charity or awareness-raising ads. What is an ad? It's an opportunity to place a message in front of someone, to create a bridge between a person and a webpage or Facebook page, or even to just change perceptions. Ads can complement marketing and PR.

To answer the other part of the question, there's nothing that 100% of people pay attention to or act on, whether it's marketing, advertising, conversation, or a blog post. The best ads I've ever seen get at most one out of 10 people to respond to them. But usually it's more like one out of 100 or 1,000. That doesn't really matter, because you only pay for the people that respond. If what happens from that click is profitable for you, that's all you need.

Describe your marketing philosophy in three words.

Empower individual dreams.



What is your favorite social network and why?

Facebook. It's the most positive, most popular, most affordable, and most fun.

If you could give aspiring keynote speakers one piece of advice, what would it be?

Do stand up comedy and improv for a year. After that, all other speaking is a piece of cake and you can handle any situation that arises.

I Made Up To
**\$500, \$600, &
Even \$1,000 Per Day...**

**Steve Iser's Commission Crusher
Top #1 Converter On CB**

Earn Up To 100% Commissions And Make
up to \$541 a sale. Net EPCs upwards of \$6.10.
Promote Commission Crusher Today Learn
more by grabbing your affiliate links right now
at www.commission-crusher.com/affiliates



It's Time.

[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea_img.jpg\) **click here**](#)

It's Time To Open Yourself Up To A NEW Money Making Universe...

STEP 1 



Configure The System

STEP 2 



Activate The Software

STEP 3 



Copy, Paste & Profit



COMMISSION CRUSHER

Affiliate Marketing

By Ferdinand Tamboia

Affiliate marketing is a very commonly heard term in the online business domain. What is it all about? To put it into the briefest words, it deals with making money online where you are a publisher who helps businesses to promote their product or service. There are several variations of affiliate marketing but in most cases, the marketer makes money on the basis of commissions. They become eligible for a specified amount when a customer clicks on the link provided on the promotional site or blog setup by the marketer. Other ways by which a marketer earns a commission is when he/she successfully makes the visitors perform an action such as signing up in the respective website, leaving their contact number or email address, completing a particular survey, or agreeing to receive the company's newsletters and advertisements, etc. Commissions are at times a percentage of the sales received or otherwise a specific amount irrespective of the amount collected during sales.

Affiliate marketing is very beneficial for advertisers because they are supposed to pay only their product fetched sales thanks to a particular marketer. If there are several affiliate marketers appointed, it is certain that the overall sales will grow leaps and bounds while there will be no necessity to

pay each and everyone on a fixed basis. It benefits publishers in a big way as there will not be much pressure from the advertisers' side. The affiliate marketer can choose a product of which he/she holds some idea so that marketing can be done precisely according to tried and tested formulae. Blogging is one of the best methods for affiliate marketing. Although it isn't every blogger's cuppa tea, a smart blogger can easily succeed as a reputed affiliate marketer.

Yes, affiliate marketing is considered to be a source to earn easy money online. But, is it that easy as we imagine? Not really, because there are so many criteria involved in successful affiliate marketing where high traffic to the marketer's blog or website will be highly beneficial. Finding relevant and quality products by the affiliate marketer to promote would be another factor. The person who runs the website or blog should create a trust based relationship with the readers. If they end up promoting the wrong product or promote a product with the wrong publicity tactics or with incorrect details, it can end up affecting the company's reputation negatively! The affiliate marketing strategy should be meted out in such a way that more and more readers turn up, who are in the mood to buy the product or service that the marketer has in his/her anvil. It also depends on how well written the marketer's sales copy is. One major risk concerned with affiliate marketing is that incorrect or over-promotion can lead to the destruction of the brand. Also, affiliate marketing cannot be performed on all blogs. Some blogs will be based on such niche topics where finding a reliable or suitable product would be difficult. All said and done, affiliate marketing can be highly advantageous to all parties if performed professionally as well as diligently!



Digital Publishing

Demyan Hampson

In today's times, where almost every entity has been digitised or is getting digitised, digital publishing is one of the most popular concepts. Digital publishing, also known as ePublishing or electronic publishing, is all about publishing books, articles, etc. electronically over the Internet. This, in turn, is performed with a perspective to develop digital libraries as well as catalogues.



The scientific publishing domain has also started switching to digital publishing as it is a more convenient method in the current scenario. Today we see more and more magazines, books, journals, newspapers and weeklies being made available to consumers digitally. This has gained more momentum after the breakthrough of tablet PCs with their 'Internet-on-the-move' facility. People no longer have the patience to grope for books in stores and delve into them in their hectic schedule. Hence, more and more marketers who venture into books of all sorts make their products available to the target customers or users digitally. This forms the essence and need for digital publishing.

Today digital publishing has an incredible market because of which electronic bigwigs such as Apple, Amazon, etc. have come out with their own online vendors: Apple iTunes Bookstore and Amazon's bookstore for Kindle. Digital publishing can be summed up in two ways. One is the manner with which a non-digital book or any readable entity gets converted into electronic format. Examples from this category are Electronic Books (E-books), online magazines, online newspapers, online journals, PDF files of newsletters and other valuable information, CD-ROMs etc. The other categories are the breakthrough innovations brought out as a result of Internet. For example, blogging is one form of digital publishing which is unique, free of cost, and super-effective! It deals with posting or publishing one's thoughts or ideas in a private blog created in a recognized website. Mobile Apps are also effective forms of digital publishing;

especially amongst the current gizmo-crazy youngsters. Digital publication app is yet another credible example. Collaborative software, file sharing and podcast applications also contribute to the digital publishing domain in a big way.

The business models for digital publishing vary considerably. Online advertising could be targeted effectively using different methods of digital publishing. With more and more people using Internet and with the increased popularity of social networking websites, advertising online is something that is impossible to ignore! Online distribution is also very much possible with digital publishing. If the publisher knows the target customer, then the process would be a mere cakewalk. Print on demand is yet another innovative domain where digital publishing comes into picture. Subscription services of digitally published data could be a wise way to make money if the content being circulated is of superior quality and is in demand. Open access and self-publishing are other popular business models of digital publishing which hardly require big time investments. On the whole, with computers replacing piles of books and papers, it is high time that more and more publishers start digitizing their books, magazines, journals, and newspapers for longevity and marketability with a bright future in mind.

***Collaborative software, file sharing
and podcast applications also
contribute to the digital publishing
domain in a big way.***

mwm gadgets & toys



The Vroominator

Did you ever want a muscle car, one with power and speed? Do you want a muscle car but simply can't afford one, don't really have a great use for one or simply have precious cargo that a muscle car simply doesn't hold? With the Vroominator, now you can actually achieve that great muscle car sound without the sticker shock or the actual car!

<http://www.gadgetfind.com>

Magic Laser Projection Keyboard

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<http://www.originofcool.com>

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All-Hazard Weather Radio

The All-Hazard Weather Radio is unlike most weather radios because it uses S.A.M.E. or Specific Area Message Encoding. Rather than getting all of the severe weather in a hundred mile radius you can program this weather radio to limit its broadcast to your specific area. It uses a 90dB alert siren that can be modified to warn you of the most dangerous weather that is headed your way. With 7 NOAA channels, the NOAA Weather Radio can also be programmed for up to 23 counties in your surrounding area so chances are you'll get the alert before the storm is near.



<http://www.gadgetfind.com>

Bluetooth Watch



While sitting in an important meeting, during a class, or in the middle of church it is generally considered rude to get your cell phone out to see who is calling, even if the ringer is set to silent. And if you are one of those people who cannot go a minute without knowing who is calling or texting you then this is the perfect gadget for you. The Bluetooth Watch will keep you updated on who is calling or when you receive a text message without even having to look at your phone.

The Bluetooth Watch is designed to look just like a normal analog watch with a digital display; however to users it is much more. The watch is equipped with caller ID which is shown on the watch's face in a bright OLED display. When your phone rings the watch will vibrate along with showing you the name and number of the person calling. It also notifies you of a text message with a vibration and a text icon.

When you receive a call, the Bluetooth Watch also enables you to reject the call with the simple push of a button. There is also a button that allows you to silence the ringer without having to get the phone out of your pocket or purse. While the text message feature does not work with all phones it is compatible with most cell phones that are Bluetooth equipped.

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Did you know



One THIRD of all Internet searches are specifically for pornography. It is estimated that 80% of all images on the Internet are of naked women.

FORUM MARKETING

By Jochem Hoffman

In recent time, Forum Marketing has become one of the most effective tools in the Internet marketing domain. With more and more active members on various forums and discussion boards, marketing has a perennial scope there. The focus should be on right presentation of what you would like to promote. If this dictum is not followed, you and your product/idea will be slammed into the 'spam' category in all probability. What should we take care of while we market something in forums? Let's have a detailed analysis.

The first thing to make sure is that your move should be smart and seamless. It's a fact that the people active in a forum are not interested in your business by default. You can't generate interest in them by bombarding the entire concept on board all of a sudden. The move should be such that people open their eyes and show receptivity towards your business when you put it forward at the right juncture. The idea is to stay active in a relevant forum and introduce your business at the opportune moment. It is very important to build cordial relationships so that people value the information that you have in your kitty to share. Secondly, you should create your forum signature with precision. If you become active in a forum and have reached a position where people look up to you, then your signature will fetch the spotlight as well. Make sure that all the relevant links are added in the signature.

Oozing the right attitude is the perfect way to go in a public forum. You shouldn't give out negative vibes by acting as if you know everything. It is necessary to develop leadership qualities, but at the same time, you must respect the opinions of other individuals on board as well. Another virtue to keep in mind is to be consistent with your efforts. You should stay active, interact with people jovially, and present your ideas at the right opportunity. It will not be wise if you go

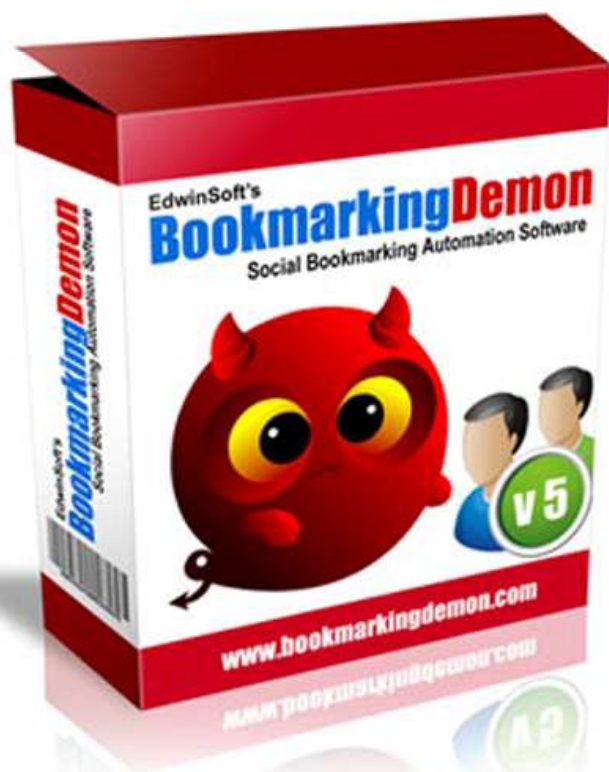


***"Slow and steady
wins the race"***

around joining various forums across the Internet and are making half-baked contribution to each of them. It is most recommended to concentrate one forum at a time, especially during the initial stages of your business. One should not hesitate from joining forums on different topics. If you are someone with ample knowledge about cinema, you may join a forum which discusses it and can become an active member. At the same time, you can add a clever signature with all the links and information about your business in a crisp, attractive manner and there are high chances that you may emerge successful. The choice of the forum should be wise as well. Always go for one which is bustling with activity, for obvious reasons. It will give you more visibility and in turn, more opportunities. Nevertheless, patience is a virtue in online marketing as well. You may not reap big time benefits overnight. But as the proverb says, "Slow and steady wins the race", in this case as well.

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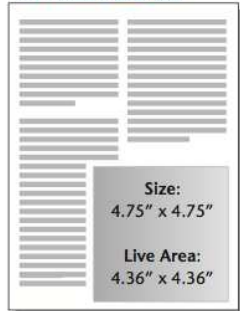
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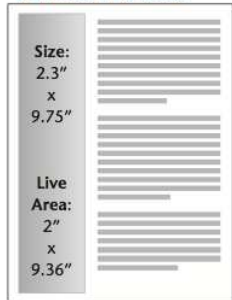
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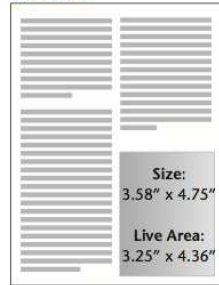
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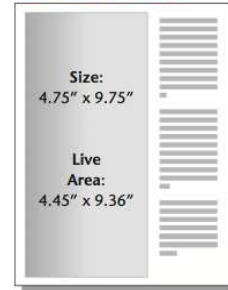
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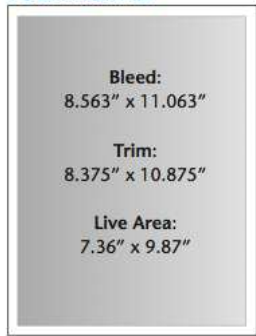
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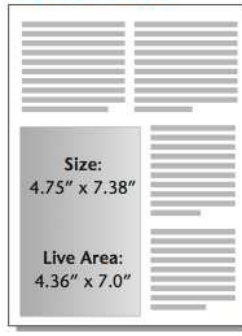
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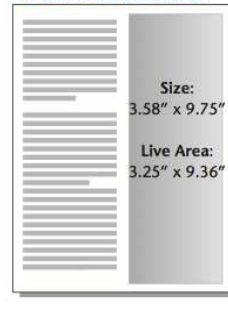
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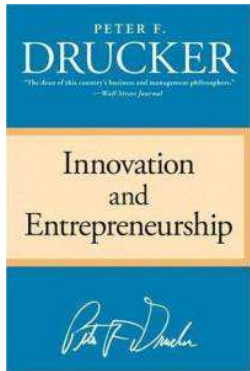
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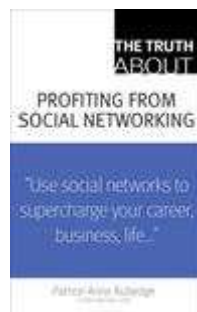
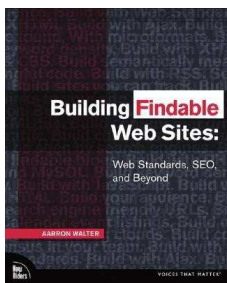
INNOVATION AND ENTREPRENEURSHIP by Peter Drucker

This is the first book to present innovation and entrepreneurship as a purposeful and systematic discipline that explains and analyzes the challenges and opportunities of America's new entrepreneurial economy. Superbly practical, *Innovation and Entrepreneurship* explains what established businesses, public service institutions, and new ventures need to know and do to succeed in today's economy.

BUILDING FINDABLE WEBSITES: WEB STANDARDS, SEO, AND BEYOND by Aaron Walter

This is not another SEO book written for marketing professionals. Between these covers you'll find practical advice and examples for people who build websites aiming to reach their target audience. Each chapter will introduce you to best practices and fresh perspectives on how to accomplish these simple, yet indispensable goals:

- Help more people find your site
- Help users find content within your site
- Encourage return visits

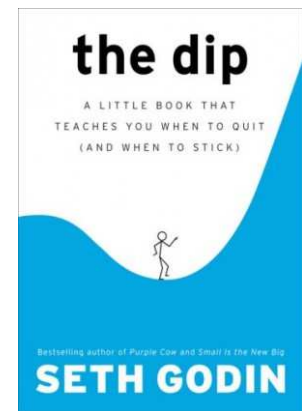


THE TRUTH ABOUT PROFITING FROM SOCIAL NETWORKING by Patrice-Anne Rutledge

Facebook, LinkedIn, YouTube, & beyond: "social network" your way to success, step by step!

- The truth about using social networks to supercharge your career
- The truth about building your business through social networks
- The truth about social networking privacy, safety, and security

Social networking is one of today's hot topics, and its popularity is predicted to grow over the next decade. An integral part of the Web 2.0 strategy of online collaboration, social networks are enabling millions of people to make the most of online connections and social networking strategies. This book reveals 50 **Proven Social Networking Principles** and bite-size, easy-to-use techniques that work.



THE DIP by Seth Godin

The old saying is wrong—winners do quit, and quitters do win.

Every new project (or job, or hobby, or company) starts out exciting and fun. Then it gets harder and less fun, until it hits a low point—really hard, and not much fun at all.

And then you find yourself asking if the goal is even worth the hassle. Maybe you're in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac, which will never get better, no matter how hard you try.

According to bestselling author Seth Godin, what really sets superstars apart from everyone else is the ability to escape dead ends quickly, while staying focused and motivated when it really counts.

Whether you're a graphic designer, a sales rep, an athlete, or an aspiring CEO, this fun little book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. If you are, *The Dip* will inspire you to hang tough. If not, it will help you find the courage to quit—so you can be number one at something else.

Seth Godin doesn't claim to have all the answers. But he will teach you how to ask the right questions.



Did you know: According to legend, Amazon became the number one shopping site because in the days before the invention of the search giant Google, Yahoo would list the sites in their directory alphabetically!



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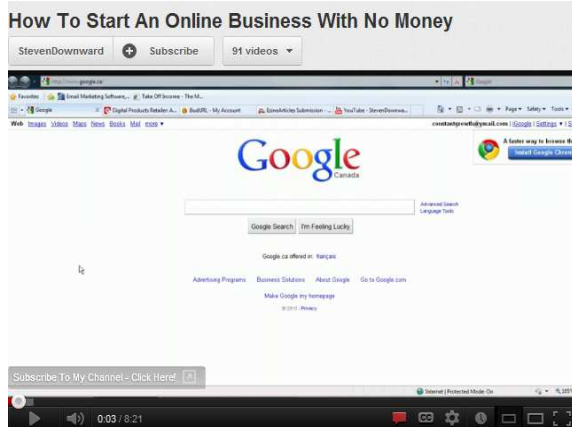
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Increasing Traffic

By Maverick Macdonald

Online marketing is entirely reliant on the traffic characterizing the respective blog, website, Twitter handle, page, or community in a social networking site. Fetching traffic is no cakewalk as it demands some amount of hard work. We need to consider the factors which would attract more and more people to your endeavour.

The first and the most important factor in increasing traffic is to keep updating your website, blog, or social networking website page as regularly as possible. Fill the respective site with quality content, that too with constant frequency. The next thing to be done is to submit your website or blog to search engines such as Google or Yahoo! Most people who are looking for anything specific will search for it in a search engine first for relevant information. So, what if the content on your website is exemplary but doesn't have a place in the search engine results? That would be disastrous waste of time, energy, and efforts, in every sense. Submitting does not mean that your blog will top the search lists all of a sudden. But, the fact is that it would get listed at least and slowly and steadily it will escalate to better positions if you keep on doing well with the process. One must also realise the importance of comments in the blog or web pages. Always respect all sorts of comments being made by the visitors or group members. Appreciate varied opinions and deal with them constructively. Respond instantly to each and every comment in the initial stages, at least. Leaving comments in other websites or blogs belonging to similar category is yet another tool to drive traffic to your site or blog. Always make it a point to leave a URL to your site while posting the comment because you never know from where and when you will be getting a good client. Creating backlinks with popular websites is amongst the most widely performed tools to increase traffic.

Adding tags to your blog posts is another route to reach our goal. Search engines notice tags very easily and it would fetch you better traffic if you tag your posts. Search Engine Optimization (SEO) tactics need to be applied adequately in the website or blog in order to get better visibility in the search results. Relevant keywords should be spread across the blog posts with grammar and spellings intact. Always make it a point to make the content of your website or blog attractive. Add images and other eye-catching paraphernalia in order to improve the look and feel of the blog/website/page. Join online forums, online groups, and other relevant pages to improve the visibility of your site or blog. Start being active in those sites, and ensure that you build a zany signature containing all relevant links and details. Consider promoting your blog or site outside it too. Always share it with friends and colleagues, because if they find it appealing they will promote it for sure. Last but not the least; you should not be shy and submissive in the venture. Be confident and secure about your website and your entire endeavour.

Search Engine Optimization (SEO) tactics need to be applied adequately in the website or blog in order to get better visibility in the search results.

mwm Q&A

An Interview with Amber George, owner of Verve Hair Lounge in North Vancouver, B.C.

By Donna Marrin



AMBER GEORGE With 13 years of experience and a passion for education and artful hair design, Amber's background as a successful technical director, department head and salon mentor have led her to open her own salon, Verve Hair Lounge. During her career, Amber has been fortunate to train with some of the top educators in the industry. With extensive training by Colour Masters, Dennis Gebhart and Peter Valenti, she was given the foundation to become an educator herself, having done so for the past decade. Her cutting mentors are equally impressive, with such names as Cindy Schaber, Sharon Biro and Sam Villa. Most recently, Amber has returned from a Master's Cutting Class with Shu Uemura, featuring the US Director, Rick Cooper and UK Director, Darren Fowler. Amber's salon business training comes from International Trainers: Peter Mahoney, Michael Cole and Blair Singer. Amber now rounds out her skill in the world of Session Styling, lending her talents to editorial photo shoots, having trained with New York Session Stylist, Noah Hatton. Visit the website at <http://www.vervehairlounge.com/>

Tell us about your business and how you started it.

I am the owner of Verve Hair Lounge. Verve is a boutique hair salon located in the Lower Lonsdale neighbourhood of North Vancouver BC. I brought Verve into being after over a decade in the hair business. My career had taken me through various stages and I found myself at a crossroads in my career, where a decision needed to be made as to "where do I go next?" I had left my position as the Department Head of Haircolour for a local hair school and was trying to define what the next stage would be. At this time, I was given the opportunity to interview for a position as Director of Education for a chain salon in Washington DC. During the interview process, several things became clear to me...I was qualified to be third in command of a chain and I didn't want to leave Vancouver. And with this it became crystal clear; I was ready to start out on my own.

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

The early vision for the salon was to grow an artistic team of motivated and passionate hairstylists who were interested in working as a team with the idea that they could help elevate each other to higher levels. All of this while providing amazing service and maintaining a neighbourhood feel. This hasn't really changed at all over time. It may not have come to immediate fruition, but the vision has definitely stayed the same. It has been hard at times to keep on track, as it has meant that certain sacrifices or decisions have had to be made, some of which may have appeared risky to outsiders, or felt risky to me at the time. In the end though, keeping faith in myself and my vision has proven to be the answer time and time again. If you can't keep your vision, then what else do you have? Dream big! With that said... I did think that business plan, financing, construction, etc., would all be completed in a much, much, MUCH shorter time period than reality delivered. So that part of the vision was not accurate.

Your biggest learning curve?

Oh my, there have been many. Many, many, many. Finding my boss voice has definitely been a very big learning curve. I had spent over a decade in numerous leadership roles, but being the boss was a whole different ball game. I went into owning my salon thinking that I could rely on the professionalism of the teammates to do what was expected. But what I learned was that people need rules and consequences, and that it is my job to not only set an example, but also to voice the expectations and enforce them, as well. I have learned that a culture is really just a set of guidelines agreed upon by all members. And as the boss, it is my responsibility to see that all members are regularly held accountable to the team, to perform to these standards. The next biggest learning curve was definitely learning to ask for help; accepting that I couldn't do everything and that I need time for myself as well. This is still part of my learning stage. I am learning to not feel guilty for not working. I have a really hard time taking time off if there are still things on my to-do list. I recently had an a-ha moment about this...if I no longer have a to-do list, then I am in trouble, therefore, I will always have one. And most things can wait until tomorrow.

Describe a day in the life...

There is no set answer to this, as every day drastically differs from the next. I wear many hats as the owner, which include hairstylist, PR, marketing, leader, payroll, mentor, educator... One day, I may have a full book of clients, and on these days, my clients are my main focus. Then on my admin days, I can be in meetings with distributors, brand strategizing, or helping my teammates with their work, or doing my least favourite—paperwork.

With discipline, structure and passion, we will continue to stand out.

What makes your business stand out?

I think we are doing a lot of really little things very, very well—the little things that often get overlooked by other businesses. And these little things add up to something big. I think my team's belief in the vision is the key to our success. And with discipline, structure and passion, we will continue to stand out.

Do you have any entertaining stories to share about your line of work?

Every day is entertaining. This is an ever-changing landscape at the hair salon. Dynamic changes happen from day to day, moment to moment. Our team has a lot of fun with each other and with our guests. We love our jobs and our clients, and we all have a good sense of humour. This makes for many entertaining stories. But we are also hairdressers, so to share the stories publicly goes against our code of honour. What is said behind the chair, stays behind the chair. :)

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

Is there such a thing? Just kidding. Sort of. Trying to achieve this takes a lot of work at my end. I am still working on it, actually. I am trying to give myself at least one day off per week, as well as go home at a decent time. I learned early on that a good night's sleep makes all the difference. I am now working on getting more social and family time in, and I've been dedicating more time to yoga and other physical activities.



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

I like the leadership side of things. It is really a wonderful experience to watch stylists grow and reach their potential and goals. I also really like brainstorming and problem solving and the implementation of the ideas that evolve. Watching the business grow and acting and reacting to the ever changing landscape is a lot of fun.

The most challenging is probably finding my balance. This takes a lot of work and a lot of sacrifice by me, my friends and family. Also challenging was building the right team to fit the vision. And then, once the right team members were found, it has sometimes been challenging finding the flow within the relationships. These are things I hadn't anticipated.

Do you have a favorite business tool or resource?

I am fortunate to be a third-generation entrepreneur, with grandparents, parents, aunts and uncles who run their own businesses. This is by far my favourite and most valuable resource. The love and support, as well as heartfelt and real advice I receive is amazing. Second to them is my network of close friends, who also are entrepreneurs. They lend me support in a different way—they give me advice and act as sounding boards for me. I get lots of love and support as well. They offer me an understanding that only they can give, as we are at similar places in similar journeys. Peers. I love that.



What is the key to your success?

The key to my success is that it didn't happen overnight. I spent a decade gaining the experience necessary to open up a hair salon, and then I spent the next three years gaining more and learning from past experiences. The success that I have achieved began a very long time ago and continues on the same way as it started—one step at a time. I have learned from my mistakes—and there have been many mistakes. I value mentors who have shared their expertise. I have dedicated myself to learning all I can about hairdressing, the salon business and leadership, and I continue to do so with diligence and discipline. It has been a long journey of learning and gaining experience. Success is very rarely an "overnight" thing, and luck rarely has anything to do with it.

What is the one piece of advice you would like to give to others thinking about starting a business?

Make a plan. Think it through. Understand the risk, sacrifice and work involved. Get some sleep. And learn to laugh at it all. But most of all...LOVE it. Have PASSION for it.



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JOINT VENTURES

By Kurt Shaun Traversi



A business being run by two different parties, on the basis of an agreement which clearly states how the profits and losses of the venture shall be shared, is usually called a Joint Venture. This is a widely practised form of business undertaking which reduces the risk of financial liabilities as well as possible negative aspects which may arise if a single person or entity mismanages a business. Let us have a look on the three different types of joint ventures. One would be the ventures in which resident and non-resident individuals contribute. One party's business is transferred to the company in question and as consideration of such a transfer the party is issued a specified share in the profit. In such a way, there will be different shareholders with varying stakes in the company. Another modus operandi is to start a new company as a joint venture with the profit earned by being another company's shareholder.

So, how should one prepare to start a joint venture? The objectives of the venture and the financial structure should be specified unequivocally before one sets out for such a venture. One should be crystal clear about the product or service that he/she would be providing out of the joint venture. Proper market analysis of the competing parties must be done prior to setting up the venture. Costing has to be done cleverly as well with right estimates of the production cost and appropriate pricing of the goods or services. Since, it is a joint venture; areas such as marketing should be discussed in the initial stages to avoid conflict of ideologies later on.

Partner selection, if not done wisely, can end up being disastrous for your joint venture.

Partner selection, if not done wisely, can end up being disastrous for your joint venture. Diligent, hard-working, flexible, professional individuals should always be preferred for such ventures. If a foreign investor is collaborating with your business, make sure that you make the person understand the regional nitty-gritty's of setting up a new business in your country. A joint venture can be introduced in 4 different ways. One is when a foreign investor is buying an interest in a locally based company. Two, when both local as well as foreign investors join hands to form a new business. Next one is when a local firm buys an interest in a foreign company. Finally, two parties may kick-start a business with publicly generated capital or bank loan. The shareholders' agreement in a joint venture should be fleshed out precisely with emphasis properly laid upon on how to tackle all sorts of possible disputes which may arise. As the number of shareholders increases, there is a higher chance of disagreements and disappointments. The agreement must ensure that it gives ample significance to all parties concerned.

Lastly, a joint venture is not a permanent structure. It can dissolve anytime due to different reasons. If the aim of the venture is met or the parties involved develop new business goals or when legal or financial issues ensue, the contributors may have to dissolve the agreement. Nevertheless, a joint venture is a good idea for entrepreneurs who are looking for a shared managerial structure for their business which reduces various kinds of market risks as well.

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Quotable: The Internet is a telephone system that's gotten uppity.
~Clifford Stoll

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

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

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

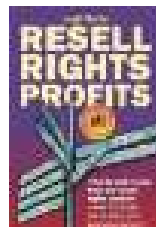
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mwm featured products

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.



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Evan Bailyn

Evan Bailyn is a search engine optimization, social media, and crisis management expert. He has elevated the online presence and revenue for Fortune 500 companies, celebrities, small businesses, and non-profit organizations. As the bestselling author of *Outsmarting Google*, Evan is a highly sought-after keynote speaker and social media educator.



Mayra Bray

Mayra Bray has been in the Network Marketing industry for just over two years now, but she has been an Internet Marketer even longer.



Demyan Hampson

Demyan Hampson has developed a number of interests over the years: financial planning, his profession; a healthy lifestyle, which he has practiced for many years; article marketing to support niches he is interested in promoting. He is interested in sharing his life experience and in promoting quality products on the internet that are aligned to his interests and expertise.



Ustinya Hawking

Ustinya Hawking is a local business consultant and expert in SEO, search engine and social media marketing, as well as running her own online businesses.



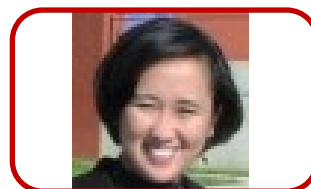
Jochem Hoffman

Jochem Hoffman has been a professional online marketer for the past 10 years offering free training and marketing tips to his readers. He enjoys helping others find the success they are looking for and asks nothing in return.



Isabel Isidro

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



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Grover Macdaniel developed article marketing to support niches he is interested in promoting. He is interested in sharing his life experience and in promoting quality products on the internet that are aligned to his interests and expertise.



mwm contributors

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



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



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Robert Masters is an English born writer, producer, director, cameraman, editor and facility owner. His productions include several classic windsurfing videos - Rigmarole, Instant Replay, Fast Forward - and the Emmy Award winning Heart & Soul. Current projects include working on global water awareness media, creating specialized relaxation videos for people in stressful situations - and working on ongoing production and editing projects for clients in various fields.



Nóra Lavena Spellmeyer

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



Kurt Shaun Traversi

Kurt Shaun Traversi is a veteran internet marketing expert and trains others in what has helped her succeed in online marketing.



MARKETING ON A SHOESTRING

By Ustinya Hawking

Budget is always a constraint in marketing. It often happens that a company leaves very less amount for marketing, publicity and promotions, probably because they have gone over budget with the conceptualization or production of what they are trying to introduce into the market. Armed with less bucks in the reservoir, internet businessmen who opt for conventional promotional strategies may not always succeed. What the need of the hour is a little bit of quirkiness! Let's dissect the dos and don'ts of marketing on a shoestring budget.

The first thing that we should make sure is that the product that we are banking on is an exemplary one. There is no excuse for mediocre quality these days. The better the quality, the safer would be your marketing plans. Also, customer satisfaction should always be maintained at any cost. Treat every customer as if he/she is going to be your last customer. Such unbelievably amazing service can lead to prosperity of your business. Apart from that, you must give ample time to yourself to learn about the product, the marketing scenario, and the strategy to be executed. Opting for the wrong marketing strategy would result in unsatisfactory outputs. Always try to craft out-of-the-box ideas. The more conventional you go the more would be the chances of your product fizzling away unnoticed in the market. Be creative and churn out ways to promote your product which have not been pitched in the market by many.



Marketing on a shoestring budget always requires you to keep a constant eye on the amount you have in your kitty. You must not spend a single penny unless and until you are ready with a marketing plan which details how much each and every marketing activity would cost you. Also, do not go overboard on one particular form of publicity. For example, even if you have proficient publicity-based articles and reviews on the product in question, you must not overdo it. On the other hand, equal focus should be provided to different types of publicity strategies. Always double-check on the demand for the product or service in the market. The publicity strategy should always have its focus on the economic climate in that situation. Consistency is yet another key for keeping the marketing flag hoisted in all seasons. Even in challenging times, the marketers should not stop communicating with existing as well as potential customers. Do not make random trials and give up soon because it would result in nothing but financial losses.

Creating a buzz would be yet another significant tactic for marketing on a shoestring budget. Word-of-mouth is one brilliant marketing methodology and it never ceases to work. Create awareness about the product amongst your friends and peers and that might lead to ample publicity. Social networking is a cost-free form of marketing. Creating pages in websites such as Twitter, Facebook, MySpace, Orkut, etc. could do wonders for your business. This would open you the window towards a vibrant world which offers multiple prospects for your newly introduced product or service.

Product Creation

By Nóra Lavena Spellmeyer

Product creation is something that every internet marketer desires but not necessarily succeeds in, thanks to the lack of innovative ideas and fresh, out-of-the-box concepts! Yes, there is an importance for such mind-blowing ideas to create a new product since the initial stages of marketing are all about grabbing the right eyeballs. But, we cannot really attribute the success of a product only on such campaigns. For a product to reach the right customers, it might take several changes, refinement, etc. on the initial product. Sometimes it may take even generations to get a massive following for a product. It has been observed that it is truly difficult to make a product click in the initial marketing stage itself as product creation is all about perseverance.

For a product to reach the right customers, it might take several changes, refinement, etc. on the initial product.

Most often, a company or an individual might be proposing an idea and marketing it even rather gracefully. But, what if the target customers don't get impressed with it on its first arrival? If other companies or market counterparts find this particular idea feasible, then in all possibility they will also try to explore the domain in question. If they succeed in bringing out a product which is of exemplary quality and of reasonable price, there are chances that they may hook the target customers. So, who is at loss in the bargain? The first company who has proposed the idea might score brownie points for the same fact but they didn't really succeed in creating the product boom in the market. This is the essence of product creation in the Internet domain.

Product creation involves keen market analysis. One must study and understand what the customers really desire. Optimally developing a product that might cater to their interests is the very first step in the direction of product creation. You must not make any compromises on the quality of the product in question as it will always be the parameter for the judgment of your product. Pricing is also of utmost importance for the fact that customers since eons look for the price of a product, first and foremost! Optimally priced products with appreciable credentials have all the merits to develop into successful ones. The next step would be to market the product in the right direction. Sometimes your marketing endeavours may somersault as it may not click with the right targets! Hence, proposing an absolute marketing plan prior to the campaign is of supreme significance.

Nevertheless, the longevity of a product in the market doesn't depend on how successfully it was created. It depends on how the manufacturers rediscover themselves and make admirable changes time and again to cater to changing needs of the consumers. Also, with the arrival of a successful product in the market, competitors will not stay idle. They will also strive to bring out products which are better, and hence, offer stiff competition. Therefore, nurturing the products in the right direction is one of the most important factors to be kept in mind during product creation. Quality concerns should never be relegated to the back burner, or else your brand and product may vanish into oblivion in no time.

REPUTATION MARKETING

By Mayra Bray

The power of Internet marketing is undeniable today. Nowadays, the world literally runs on the Internet. So, no wonder that reputation marketing has also garnered enough takers over the years. According to a recent survey, more than 75% of US population are online these days and more than 57% apparently spend more time online than they do in real life. Reputation marketing deals with managing the reputation of a company. The company in question can be a huge corporate trying to safeguard its reputation or a new company trying to build its own brand. Reputation management can be categorized into three classes, viz. building, maintenance, and recovery. Building reputation management deals with building a good reputation for a newly setup brand. Maintenance reputation management deals with maintaining the good reputation of a company. This is meant for well-to-do firms which have respectable reputation in the market. Public relations officers are often hired to keep the company in the news and in such a way that their positive reputation is maintained. Recovery reputation comes into force when a company has faced bad reputation for some reason. It deals with rectifying the factors which caused the tainted reputation and building a new, fresh image worth appreciating.



So, what could be the possible benefits of reputation marketing? First and foremost, reputation marketing lets a company connect with the customers directly. Customer feedback is perhaps the most important aspect for upholding the reputation of a company. If customer grievances are not heeded the way they should be, the company is certainly on the way to its doom, for the fact that every product or service is ultimately reliant on customer satisfaction. Give the power to the customers to be a part of the company's changes and growths. Give them an option to post or comment on what they feel would make a positive difference to the company's reputation. This would let them connect to the company on a more personal level and hence make them feel bonded. Always be willing to listen to the customers. Excellent customer service is something that would shoot up your product ratings unbelievably. As long as the existing customers are satisfied, there will not be dearth of new ones as there is no publicity as effective as word-of-mouth.

Online reputation management is no mean deal, in fact! It is a very tedious and elaborate process which needs to be handled with maturity. There are several strategies involved in this type of management. Blogging is one of the most widely practised methods with frequently updated posts in the company's official blog. Listing a website in directories is yet another tactic to be performed as a part of this strategy. Usage of search engine optimized keywords is highly recommended. Hiring a professional review writer to post favourable reviews about your product or service online is yet another strategy which has been found to be immensely successful. Online publicity using miscellaneous links, banners, and articles along with publishing information on various social networking websites will also do the trick for your business!

mwm back story

Delivering The Waters Of Life

An Interview by Robert Masters



"I wanted to throw my life at service, and start a non-profit organization. The need for clean water was the biggest problem I saw facing the poor, and the first thing I'd tackle."

As a young man growing up in New York City, Scott Harrison spent 10 years as a party promoter. At the age of 28, he decided that he had not done enough with his life, so he came back to his faith and decided to serve God and the poor in Africa. That led him on a 2-year volunteer journey with Mercy Ships as a photojournalist.

It was during that time that he discovered the problems associated with water quality and quantity issues. Motivated by what he saw, he set out to raise money with his new non-profit organization, charity: water.

Scott's goal is to bring clean, safe drinking water to people in developing nations. His charity gives 100% of the money raised to direct project costs, funding sustainable clean water solutions in areas of greatest need. Sponsors include actor Hugh Jackman, who has recently donated \$50,000 to the cause. To date, charity: water has raised 9 million dollars.

I had the opportunity to catch up with this inspirational innovator on a mission - and ask him twenty questions.

What got you involved with water?

While on the ship, one of my best friends took me into the communities. I saw people drinking green water from swamps I wouldn't even step in. We were serving on a medical ship there to treat the sick, yet 80% of all diseases was directly attributable to unsafe water and a lack of basic sanitation.

When you saw the problem, how did you come to decide on this course of action?

I wanted to throw my life at service, and start a non-profit organization. The need for clean water was the biggest problem I saw facing the poor, and the first thing I'd tackle.



What exactly does charity: water do?

charity: water is a nonprofit organization that provides clean, safe drinking water to people in developing nations. We work with over 18 partners on the ground in 15 countries to develop sustainable water solutions for the local communities.

How do you select the spots for setting up wells?

Each country is so different. Terrains, cultures, solutions. Each of our partners have different matrixes that help them triage the need. The availability of ground or rainwater, village population, accessibility and quality of current water source are some of the factors that determine the order by which communities are served.

And then - how do you get things going?

Our partners on the ground work with the local community to develop water committees to help oversee and maintain the projects. Labor and materials such as stone, gravel and rock are contributed by villagers. Families contribute small amounts monthly to the committee into a corpus fund for future repairs.

"I do believe there is room for collaborative partnerships."

How challenging is it to work with the local officials - are they always keen for the help?

We haven't had problems with governments, but as a new organization, we have avoided working in conflict zones or areas where our help is not wanted.

What would you consider to be your greatest achievement to date?

We've been able to serve over 730,000 people in less than 3 years.

Where do you currently focus your activities?

Ten of the fifteen countries we work in are in Sub-Saharan Africa. But we've recently expanded to India, Bangladesh, Honduras and Haiti in the past year.

What other regions will you be working in?

We're currently planning site visits to begin new work in Nepal.

Are there places you are unable to gain access - but would like to go to help out?

We'd love to help the people suffering in Burma.

What other challenges do people face once a well is in operation?

Water is a great and necessary first step. It allows women to get jobs, children to be in school and reduces health care costs. Water changes everything. But the other issues and challenges still face many of these communities. Many need help with hunger issues, education, women's rights violations, and human rights violations.

What are your thoughts about private corporations being involved in national water management. Is there room for collaborative partnerships or...?

I do believe there is room for collaborative partnerships.



You caused a bit of a stir selling water in plastic bottles to raise funds - what's your position on bottled water?

We went green this year, and are now selling eco-friendly Thermos in place of our water bottles. (<http://www.charitywater.org/thermos>). BUT, you can read our position and more about why we chose to sell water bottles in the past at charitywater.org/donate/where_we_stand.htm

Who is doing good work in the field of water?

Our partners do amazing work. Many have been recognized and awarded for the caliber of their work. You can see more about our partners at <http://www.charitywater.org/projects/partners/index.htm>

What do you see as the biggest challenges facing the world as it relates to water?

The sheer numbers. Right now there are 1 billion people without access to clean, safe drinking water. A sixth of the world. A person dies of a water-related disease every 15 seconds. That's a big problem.

How should we all be thinking about water?

We're not about guilt but about opportunity and compassion. We truly believe that individuals can make a difference in the lives of others. Some can give time, others of their talents, others of their money.

Talk about sustainability. What sort of planning do you do with regards to creating sustainable solutions? It seems as though in many parts of the world, we are mining water from the ground faster than it is being replenished by rainfall etc. So, what steps are being taken to create a situation where education and conservation are being applied to maximize the potential for saving water for future generations?

Many of these countries do have extensive groundwater resources. And most of the people we serve use less than 5 gallons of water each day. Here in the US we use almost 150 gallons a day per household. The difference is vast. In some areas, we're exploring check-dams and other aquifer replenishment solutions.

How good does it feel to be doing what you do?

It's humbling, challenging and an honor to be able to serve those in need. I try to live by a verse found in James 1:27 of the Bible. It says that "true religion is this: to look after widows and orphans in their distress, and to keep one's self from being polluted by the world."

How can people best help others in places where there is a shortage of water?

Donate or spread the word at www.charitywater.org!

What's your biggest hope for the future - and your plan on how to achieve it?

I want to see a day where every single person has access to clean and safe drinking water. I'll keep fighting until we get there.

Thank you Scott - for all that you are doing!

