

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

JUNE 2012

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION » RECREATION

2 Internet Marketing Tips - Press Releases
And Podcasts

p.11



Randall Magwood

Sandra Brown: Starting a
Baked Goods Business

p.43



Sandra Brown



plus
Gadgets
interviews
products
Q and A



Brian Scudamore

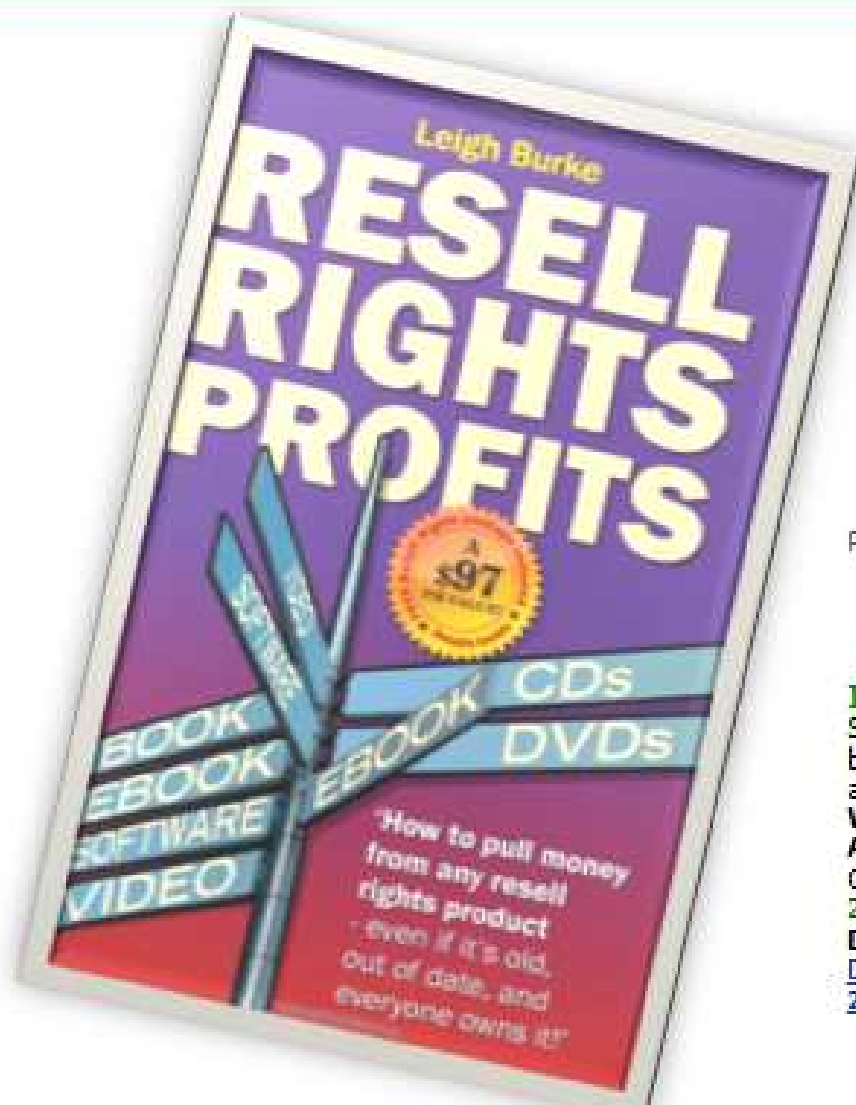
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Brian Scudamore

The Rights and Wrongs of 2012
Online Marketing p.20

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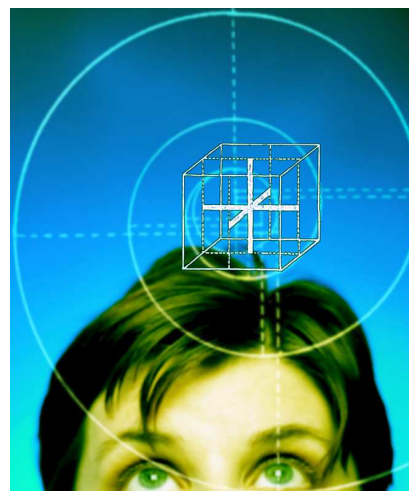
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mwm editors letter



Welcome to the JUNE 2012 Issue of my

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

Again this month we have some great articles and insights from **Randall Magwood, Robert Corriveau, William Burnell, Anna Marie Farone, and Lee Schraner - IM marketers** contributing useful, great information plus success stories **Sam Franklin and Sandra Brown and so much more,**

We are heading into summer 2012 and your marketing efforts should be well under way. You should now be putting into place marketing strategies for Fall and Winter – the many 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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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.

Press Release Software



TOP EMAIL

What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

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

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

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

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

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



Did you know:

Of the 247 BILLION email messages sent every day, 81% are pure spam.

mwm what's on



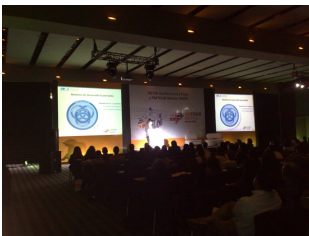
**7th Annual
Internet & Digital
Media
Conference** >



This is THE forum for institutional growth and venture investors to meet and interact with pioneering private and public companies in the internet and digital media world. Over the course of the day, investors can attend presentations by public and private company CEOs – including a track dedicated to our research team’s interviews with CEOs of their “Top Stock Picks” and with other thought leaders in the sector. The conference will also feature thematic panels titled: Next Generation e-Commerce; Emerging Social Media’s Disruptive Use of Big Data; Value Creation and Destruction in the Online Advertising Ecosystem; Education Technology and the Learning Revolution; Monster Category in the Making or Something Else?; How Mobile Changes Everything; Content Moves Online; and The Next Generation Customer and Their Social Spheres Inspire a Social Marketing Revolution.



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Services
Conference**



Needham & Company’s 2012 Software & Services Conference is a high-impact forum for institutional investors to hear the latest updates from senior management teams of high profile Infrastructure Software, SaaS, FinTech, and IT Services companies. The conference is designed for high impact based on its sector focus, and management access through “fireside chats” and 1x1s. One-on-one meetings with companies will be available for qualified institutional investors only. Please contact your Needham salesperson for registration details as space will be limited.

what's on

Join us at HostingCon 2012, the premier conference and trade show for the hosted services industry. The best and brightest from the industry will be in attendance to learn about the latest news, ideas and

**Hosting
Con2012**



> 16-18

technology affecting their businesses. Whether you are showcasing your new services, or you are simply checking the pulse of the industry, this is your opportunity to meet and network with your business partners, in a fun and educational atmosphere.



Inbound Marketing Summit

**JUNE 12-13, 2012:
SAN FRANCISCO**



The must-attend conference for digital, social and mobile marketing is returning to San Francisco on June 12-13 to the Fort Mason Center. With a unique mix of inspirational speakers including Kare Anderson, Rick Bakas, Chris Brogan, Laura Fitton, and Tim Hayden, industry watchers and experts like Allen Bonde, Jim Ewel, Esteban Kolsky, Scott Liewehr, Sameer Patel, and Paul Taylor, cutting edge content and real-world case studies, IMS is where innovative marketing professionals meet up, participate in sessions and network with their peers.



Quotable:

**The Internet is just a world passing around notes in a classroom.
~Jon Stewart**

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

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Mobile Innovation: Commuter Grocery Shopping

By Cynthia Boris

Chicagoans spend more than 200 hours a year commuting to and from work. Much of that time is spent mindlessly wandering the transit platforms of the city, waiting for their train to come in. Now, thanks to Peapod, commuters can use that time to grocery shop.

Peapod has turned the busy State and Lake Station Tunnel in Chicago into a virtual grocery store by lining the walls with larger-than-life photos of stocked grocery store shelves.

To order groceries, customers simply use their smartphone to scan the bar codes printed along the wall. 2 boxes of Barilla pasta, 10 Chobani yogurts, a six-pack of Powerade. Then they schedule delivery for the next day or the next week. Groceries can be delivered to their home or to the office. Perfect for the office manager who needs to keep the company break room stocked.

Once they've connected with the Peapod app, they'll have access to over 12,000 items including fresh meats, specialty foods and pet supplies so they can complete their list.

Peapod ran a smaller version of the campaign in Philadelphia earlier this year but the tunnel takeover in Chicago is the first of its kind. It's a large scale example of what mobile can really do for us. People don't have to shop from giant, virtual aisles, all they need is their phone, but creating an interactive wall draws folks in and sharpens the idea. There's something cool about scanning groceries then having them show up at your house the next day. And since the process starts on the platform, they've got plenty of train time to work out the details on their phone.

CTRs on Facebook ads increase 50% in the past 12 months

Click-through rates on Facebook ads have increased 50% over the past 12 months, according to data from Marin Software.

It also found that the cost-per-click of social ads increased by 26%, while the CPC of marketplace ads decreased by 26%.

Marin said the improvement in CTRs is thanks to Facebook's new social ads, such as Sponsored Stories.

These ad formats are targeted based on brands that you and your friends have 'liked', which Facebook says makes them more relevant.

Sponsored Stories form part of Facebook's strategy to encourage businesses to pay for ads to complement their existing brand pages.

As we all know, if Facebook can prove the success of its social ads then the revenue potential is massive.

Econsultancy's new Facebook Pages for Business Best Practice Guide includes data that shows 65% of companies use Facebook as part of their marketing strategy.

Furthermore, in October 2011 Facebook reached more than half (55%) of the world's global audience.

So if it can encourage even a small proportion of businesses already using its platform to pay for Sponsored Stories then it can easily justify its \$90bn IPO.

However the social network does not publish CTRs for its social ads, instead suggesting that CTRs are irrelevant.

It claims that you can't click on a TV ad, but that doesn't mean it didn't encourage you to buy a product.

The accepted CTR for Facebook ads is less than 0.03%, but Marin states that this now stands at 0.04% in the UK and 0.06% in the US and Eurozone.

Marin's statistics also show that the amount of Facebook ad budgets allocated to social ads has risen from 3% to 26% globally over the past year.

It predicts that 50% of Facebook ad budgets will go to social ads by the end of 2012.

This tallies with data from Econsultancy's Marketing Budget Report 2012 which shows that 70% of marketers plan to increase their budgets for off-site social media this year.

However, almost 40% of companies believe they are poor at measuring ROI from this channel.



Quotable: Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks. ~Author Unknown

2 Internet Marketing Tips - Press Releases And Podcasts

By Randall A Magwood

Do you know how to get traffic to your website? Many people don't, and it's no wonder in my personal opinion. Most people who start out online think that they will only have to run advertising campaigns and manage their website for about 2 hours per day. But if you didn't already know, it will take a lot more effort if you want to have success on the internet.

If you think that advertising to get instant traffic will solve your money problems, then you are sadly mistaken. First of all you have to make your advertising become profitable to you (or at least break even) if you want to continue to run these advertising campaigns. And at the beginning of your website career, you don't know how much the average customer is worth to you.

If the average customer is worth \$400 to you, then you don't need to worry about losing a few dollars on the front end sale. You will easily recoup this investment as time passes. So your goal should be to just get as many front end customers as you can, then put them into your profitable backend marketing funnel after they buy.

Now I mentioned that I wanted to share with you some tips on how to get more traffic to your website, and that's what I want to share with you here. Both of these techniques are free to do, and you can earn a lot of money in the process by doing them also. Here's the first technique that you can do to get free traffic to your website now:

1) Press releases

Press releases are good for getting a lot of exposure and traffic back to your website. Many people will come to your website from this technique, and you can easily boost your website profits the more you do this. You will see that you can easily get lots of publicity for your site using this technique alone, and it will definitely get you traffic back to your website.

There are many press release sites out there on the internet, and some of them require payment to post a press release, and some are free. I personally have been getting good results from the free press release sites, so they definitely do work. Now you will have to strive to write a press release everyday if you want to get the full benefit from it. Here's another free traffic technique that you can use:



2) Podcasts

iTunes is the largest podcasting site on the internet. So after you create your podcast, be sure to upload it to iTunes quickly. A podcast is simply an audio recording where you talk for about 20 to 60 minutes, and share this information with the world. They usually come in MP3 files, and are typically just filled with a lot of information.

Now you will want to mention your website information at the beginning and at the end of your podcast. If you're interviewing someone, mention their website information along with yours when you publish the podcast. Outside of iTunes, there are many other podcast directories, but iTunes is definitely the largest. So submit to them first.

These 2 tips for getting free website traffic are things that you can do to make your business profitable. They don't require a lot of work, and they're something that you can use to have success in your business today.

Good luck with using these tips to earn more money in your online business now.

You have to make your advertising become profitable to you (or at least break even) if you want to continue to run advertising campaigns.

mwm success story

Sam Franklin:

Going Green With an Electronic Invitation Business

By: Isabel Isidro

College life for Sam Franklin means hitting the books — and keeping on top of the online business he started from his dorm room.

Despite his heavy workload as a college student at the Washington University in St. Louis, Sam created Greenvelope.com <http://www.greenvelope.com>, an electronic invitation business offering a personalized approach to paperless wedding and formal invitations. He has turned his passion for going green into a business venture. Greenvelope provides clients an environmentally-friendly service to easily customize and send formal wedding invitations electronically (via e-mail)



“I’ve learned it is important to take the extra time upfront to plan, which will likely save more time down the road.”

Quotable:

“ The Internet is the world's largest library. It's just that all the books are on the floor. ~John Allen Paulos

We talked with Sam about Greenvelope.com and the challenges he is facing as a startup entrepreneur:

Can you give a brief background about yourself?

I have always been an outdoor enthusiast. Growing up in Seattle provided me the opportunity to experience hiking, biking, fishing, camping – and enjoying the beauty of the Pacific Northwest. This love of the outdoors fueled my passion for Greenvelope, my start-up that provides an eco-friendly alternative to “traditional” printed invitations. I am currently an undergraduate student at Washington University in St. Louis and am majoring in entrepreneurship.

What is Greenvelope? What makes it different from other online invitation services and why should people use this e-vitation solution?

I strive to deliver the most elegant electronic invitation service by emulating the experience of opening a “traditional” printed invitation. By creating a positive online experience, I hope more hosts will consider sending invitations electronically for formal events – to help save trees, and additionally save time and money. To express my commitment towards this goal, I donate a significant percentage of every sale to Mountains to Sound, a non-profit organization that maintains forests.



e-INVITATIONS . REDEFINED

How did you get the idea for Greenvelope?

I realized that millions of electronic invitations are sent through services cluttered with advertisements. Lacking traditional design choices and desiring to avoid advertisements, hosts of formal events find minimal online options, so consequently order traditional paperinvitations. I wanted to fill a void within the landscape of current services by offering a formal, advertisement free web-product appealing to formal events such as weddings or corporate gatherings.

Who is your target market?

The young tech savvy generation that has grown up with Internet and email. Also, I've been impressed

by how many middle-aged people are joining this “tech-savvy” group and trying Greenvelope. I think this market is growing every

day as people become willing to sacrifice the tradition of paper invitations for a more eco-friendly, cost-effective, attractive, and easier alternative.

What has been your biggest challenge in starting Greenvelope?

Assembling a team and finding talent. Through freelance sites like Odesk and Elance, I've been able to build a network of reliable contractors and part-timers, but I am still looking to bring on a full-time person to help me with some of the day to day tasks (customer support, outreach, and sales).

How are you financing Greenvelope?

I started a pressure washing company in high-school and delivered pizza at night. After a few years of savings, I had enough initial investment to bootstrap Greenvelope myself. I've also secured a loan to provide additional funding to support continued growth and my current marketing efforts.

How are you marketing the business?

Search engines. I do most of my own SEO (search engine optimization) to rank organically, but also pay for some PPC (pay-per-click.) In addition to search, I am in the process of building an affiliate network of event planners in the Pacific Northwest so they can educate their eco-conscious clients about my "green" invitation service.

How are you using social media to promote Greenvelope?

I use Facebook and Twitter to communicate with my customers, meet potential collaborators, and let followers know about new features I've launched. I also, try to post on my blog (greenvelope.com/blog) at least weekly about trends in my industry.

As a 21 year old doing this business in your dorm room, how do you address skepticisms that this business is something you can do?

I've actually been surprised by how little skepticism I've received. Most of the people I work with are young and energetic, so age is never a topic of concern. The success of more famous young web-entrepreneurs has paved the way for the rest of us, so my age has not limited me.

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

When I started, I was so eager to get developing that I didn't spend the necessary time on hammering

out the small details of the website. This made it hard for my initial developer to know the scope of my project and lead to lost time that could have been avoided with more careful planning.

***Keep it simple.
Discuss your ideas
with people you trust.
Surround yourself
with talented people.
Don't be afraid to ask.***

How do you see the business 5 years from now?

I still have two years left at Washington University in St. Louis. When I am not in the classroom, I'll be working on Greenvelope. I am more concerned about being the best at serving my niche market than expanding into all types of events. By focusing on special occasions I can really tailor my product to these more formal events. In five years, I want to see enough volume that my company is making a difference on a large scale (through my donations and saving paper.) I want to have a reputation as the most reliable online service for elegant electronic invitations for special occasions.

What advice can you give other would-be young entrepreneurs?

Keep it simple. Discuss your ideas with people you trust. Surround yourself with talented people. Don't be afraid to ask.

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mwm ask the expert

Own Your Niche: An Interview with Business Expert Stephanie Chandler

By Lynda Lippin

It is always interesting to me how our lives intertwine with others. Way back before I even considered leaving the US to live in the Caribbean, let alone returning to the states, I was contacted by a woman who wanted to feature my business story in a book she was writing about the ins and outs of starting your own business. The author was former Silicon Valley software sales expert Stephanie Chandler, and that book, *The Business Startup Checklist and Planning Guide*, is still selling with 5 star reviews on Amazon.



Over the years Chandler and I have stayed in contact, and I watched her grow from a business author and website owner, to a renowned speaker, to a bookstore owner, and now to a book publisher while at the same time starting a family and writing more informational books. If her own success is any indication of how much she knows, Chandler is brilliant!

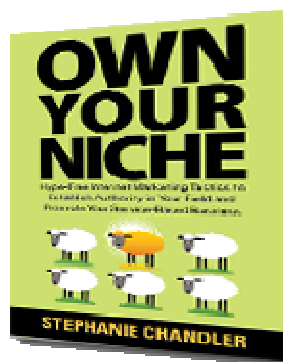
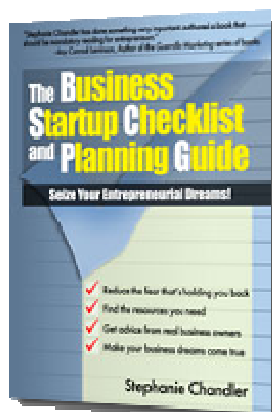
Her latest book, *Own Your Niche*, is aimed at "bringing authenticity back to internet marketing." With all the crap on the internet, the long sales letters and scam sites, is it possible for any expert or business owner to show herself off and gain customers while still having some integrity? According to Chandler, it is both possible and necessary.

Did you know:



Internet terrorism is very much a real threat. In February 2008, 5 deep-sea cables that provided Internet connectivity to the Middle East were cut. Curiously, US-occupied Iraq and Israel were unaffected.

mwm ask the expert



So how does this high powered woman keep it all together both personally and professionally? I recently sat down with Chandler to find out.

LL: In the 10 years or so that I have known you, you went from Book Seller/Book Author to Book Publisher. Is this new role less painfully stressful even though it seems like it would be more so? Please explain.

SC: It has been quite a journey. In 2003 I opened a bookstore in Sacramento and planned on writing novels from the back office, but along the way I fell in love with small business marketing and started writing business books. Several years later I sold the store and launched Authority Publishing, which allows me the freedom to continue writing business and marketing books while also helping others get their books published. No part of my entrepreneurial journey has been as stressful as my past life in Silicon Valley software sales! That's not to say that there aren't challenges—there always are in business—but it's different when you wake up in the morning and really love what you do. I feel fortunate to do work that I love and that far outweighs any stress of daily life.

LL: As one of your first interview subjects, I can say that you really made me think about what I was doing in my business from the outside. And that was crucial to my long term success (thanks). How has writing your books and working with owners/authors helped you develop personally and in your own business?

SC: Ooh, I love this question! My goal is to learn something new every day, and my clients, peers and interview subjects all give me endless opportunities to do that. From my clients, I learn about what is most challenging for them based on the questions I'm asked repeatedly. I'm also an avid blogger and the comments, retweets, and feedback also help me tap in to what's on the minds of my audience. I think it's incredibly important to stay in tune with your audience and understand their challenges—that's how we can develop solutions that are in demand!

LL: Your niche has shifted in several ways over the years. How important is it to be flexible about your niche? And when should somebody consider changing their niche?

SC: My business has certainly shifted several times over the years, and I think that's been a key to building success. If we hold on to what's not working for us, we can miss opportunities. My bookstore was a great example. Sitting in a retail store stifled my creativity and just wasn't a good fit for me. I'm always open to what the next step will be and willing to take those risks.

We're going through some new changes at Authority Publishing right now and adding social media services. This is something I've personally been doing for years, and after listening to my customers, I know there is a need to offer these in a high-integrity way. I think that when it comes to making changes to your niche or your services or products, it comes down to understanding two important factors: (1) where market demand is headed and (2) what kind of work satisfaction you can create for yourself. When these two factors converge you strike gold.

LL: How crucial have your books been to establishing your authority? Should every business owner write a book?

SC: Writing books has without a doubt been a huge career-builder for me. It wasn't something I even expected when I wrote my first book (*The Business Startup Checklist and Planning Guide*). As soon as that came out I started getting invitations to speak and consult. It launched a whole new career for me that I wasn't expecting. *Own Your Niche* is my eighth book and with each book new opportunities have shown up. My books have generated a tremendous amount of revenues from the services I've sold as a result of the books. A book is the ultimate business card and I definitely believe that every business owner can benefit

Establishing a niche has been essential in helping us connect with prospective customers.

LL: In what I do, finding a niche is easy. I can do fitness for celebrities, back pain, joint replacements, etc.; Rehab-oriented or bootcamp; home or studio. What is the first step in finding a niche for folks just getting into products or information marketing?

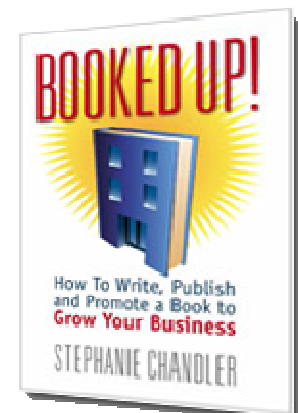
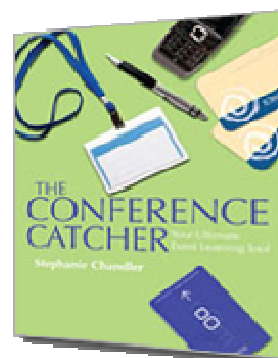
SC: It's also important to make sure you don't cast the net too broad, but instead narrow it down to a niche that's small enough so that you can stand out and large enough that you can earn a living. You can study keyword search demand with Google's free keyword tool for starters. You can also evaluate potential industries to see what kind of competition is out there. Also look to your existing client list. What trends do you see?

For Authority Publishing, we specialize in custom publishing for non-fiction books. Most publishers will produce anything in exchange for a check, but not us—we're selective! We want our authors to know they are in good company, which differentiates us from competitors and creates demand with professionals who want to get their books done right the first time. Establishing a niche has been essential in helping us connect with prospective customers.

LL: Finally, how do you keep the balance of business and personal life? Favorite exercise? Massage? Reiki? Meditation? Girl's nights? Do tell!

SC: Oh goodness, I think when I realized that balance is something that shifts and changes, that was the first step in taking some of the pressure off! I'm a mom to a 5-year-old boy, which completely rocked my world. If it wasn't for him I'd be a total workaholic. But because I don't want to miss anything, I set boundaries for myself. Most days I work from 9am to 4pm.

I used to sit at my desk until midnight, even on the weekends, so this has been a dramatic shift for me! But I also try to incorporate activities that I enjoy as much as possible: long walks (while listening to audio books—always non-fiction!), meditation, monthly massages, date nights with my hubby, voracious reading on my Kindle, a girl's night out at least once each month, visits with family, and lots and lots of laughter. I lead an incredibly busy life, but I wouldn't have it any other way.



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The Rights and Wrongs of 2012 Online Marketing

By Robert J Corriveau

Online marketing of 2012 is much different then it was let's say 6 years ago. 6 years ago people were just getting to know more about multi-level-marketing, affiliate marketing and promoting online. Then, 6 years ago you had a good chance at achieving some success (and by that I mean make more than 100 bucks a month) if you worked at it. Today there are more than 500 million (if not more) promoting online so it goes without saying competition is a little harder than it was 6 years ago.

Ever since the big financial downfall people were looking to find an added income resource and online marketing was one of the big ones. As a professional online marketer for the past 6 years I have seen many changes in the multi-level-marketing and affiliate marketing arena, some good and some bad but that is not what this article is about this article is about what marketers of today have to look at.

In the past you could get away with just promoting your opportunity with a landing page and a little about yourself. Today if you tried that you would surly get nowhere. Today with so many marketers out there promoting if you are to achieve any success at all you have to stand out.

Now there are many things you can do to stand out but I would like to offer you the best to remember.



Right Things to Remember

- A) Be yourself- talk and write about things you know and can offer your readers valuable information.
- B) Patience- Take the time to work at it and the traffic and income will come, don't expect it overnight.
- C) Have fun- If you are not having fun writing and talking about what your website or blog is about then you will lose interest fast.

Wrong Things To Do

- A) Don't just put your opportunity out there and expect wealth overnight it will not happy no matter what the website or landing page is telling you.
- B) Make sure your sponsor knows what they are talking about- 9 out of 10 sponsors out there today have fallen into **The Vicious Circle of Doom**. Don't be one of them as well and instead of getting into the circle of doom here you can read more about that at my website. **A MUST READ!**
- C) Look at the company you are looking to join- are they right for you?, is it affordable? Is there plenty of info about them? And many other things you should look at.

There is more to know but just can't add it all here. But I do hope this has help.

Thanks for reading and I do hope this has help.

Marketing On The Internet - Use Some Free Tools To Help You Start Making Online Money

By William Burnell

The idea of making a living online is very appealing. We can work to our own timetable, please ourselves how we run our lives and not answer to a boss. Best of all, we can tap into a huge stream of online money as millions of people search the Internet for products and services. All we have to do is meet their needs. This is the essence of Internet marketing and it is why it attracts so many people.



The fact is, building a business on the Internet takes the same skills, patience and perseverance that you need to build any business. In the beginning, most people cannot give up their day job. They will earn very little money and many people will not be able to earn a full time living. But the great advantage is you can get started with no money and few technical skills and gradually earn while you learn.

Here are some free tools to help you get started:

1. **Do your own research for free.** Whether you have already decided what product or service you are going to sell or you are looking for a product, you will need to do some research. You can do this by using the free resources of the Internet itself. You simply use Google to find out the number of websites that are already covering that product. You do this in the same way as you do any other Google search, except you put your keywords in inverted commas or quotes. This will tell you the number of competing sites.

You will be hard pressed to find a niche that is not already well serviced but don't let that deter you. In fact, you should expect this. The more interest people have in a particular niche, the greater the potential traffic. Of course, this also means greater competition. You may have to look for a sub-niche - a niche within a niche. For example, if your niche is weight loss, which is already saturated, your sub-niche could be weight loss from a specific part of the body. Your research can be as specific and as detailed as you want it to be - and it will cost you nothing.

2. **Do your own marketing for free.** Once you decide on what you are going to market you then need to find a way of spreading the word about your product or service. An easy, cheap way to do this is to start writing about it. You can start a blog. This will cost you nothing and will give you a chance to promote your product and let people know how passionate or knowledgeable you are. You can then write articles, post them in article directories and direct people to your blog so they can buy what you are selling. These two tools work very well together and are used by thousands of Internet marketers. The only cost is your time.

If you have original content for your blog and your articles and have information people can use, they will come to look to you as an expert in your niche. They will read what you have to say and they will recommend you to others.

If you are thinking about marketing on the Internet, start now and use your passion and enthusiasm to give you early momentum. As you gain experience and confidence you can expand your presence by building a website or several websites, but in the beginning all you need are the free tools I have mentioned and a good product or service to sell.

Building a business on the Internet takes the same skills, patience and perseverance that you need to build any business.

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You want it

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Stratasys Mojo 3D Printer Unveiled

Stratasys has this week announced a new addition to their 3D printer range with the unveiling of the Stratasys Mojo 3D Printer which is priced under \$10,000 and been designed for professional use.

Stratasys says the Mojo 3D Print Pack is the market's lowest-priced professional-grade complete 3D printing system, priced at \$9,900. The Stratasys Mojo measure just 64 x 53 x 46 cm and has a 5 x 5 x 5 inch building platform

The new Mojo 3D printer has been designed to use an innovative alternative to traditional FDM material extrusion machines, and the ABS material spool and the print head are integrated to a single system, called the QuickPack print engine.



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

Razer Naga MMO Gaming Mouse Revamped With Interchangeable Side Panels



Three years since Razer first introduced their MMO gaming mouse the Razer Naga. Razer has now released a new updated version of the popular Naga mouse, with three interchangeable side panels. That have been designed to provide gamers with a anti-slip, anti-fingerprint matte finish and a more ergonomic styling.

The Naga is still equipped with its trademark 12 button MMO thumb grid layout on the left side of the mouse, but now have three separate and distinct panels which can be change to provide the most ergonomic fit for your hands and gaming style. Robert 'RazerGuy' Krakoff, President, Razer USA explains:

"When we released the Razer Naga three years ago, we knew its twelve-button thumb grid was an amazing, revolutionary interface that was going to change the way gamers enjoy MMO action," "Three years on and the number of gamers armed with the Razer Naga continues to grow. We want to keep updating the Razer Naga with the best features, and keep arming gamers with the best MMO gaming mouse in the world."

Its also still equipped with Razer Synapse 2.0, 5600dpi Razer Precision 3.5G Laser Sensor, 1000Hz Ultrapolling / 1ms response time, 200 inches per second max tracking speed and Zero-acoustic Ultraslick mouse feet. The latest updated Naga MMO gaming mouse is now available to purchase for \$80 from the Razer website.

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

Did you know



Google estimates that the Internet today contains about 5 million terabytes of data (1TB = 1,000GB), and claims it has only indexed a paltry 0.04% of it all! You could fit the whole Internet on just 200 million Blu-Ray disks.

Why You Need A Mobile Website for Your Business

By AnnaMarie K. Farone

Have you noticed the trend towards mobile devices and applications? Are you interested in using these methods to grow and expand your business? Compared to even ten years ago, mobile devices are in use more than ever. Mobile devices outnumber desktop computers in some areas up to four to one- with some users having multiple mobile devices.

What does this mean for local business? It can mean two things- that there are more people than ever before looking for businesses just like yours- while they're on the bus, in their carpool, on their lunch break at work or simply taking a walk. This can mean a whole new level of reaching your customers- direct, and on the go.

Mobile devices outnumber desktop computers in some areas up to four to one- with some users having multiple mobile devices.

The second thing this can mean, is that if you have an older-style, html based website, or even a fully functional blog- if it's not optimised for MOBILE DEVICES that targeted business can fly right out the window- to someone else.

If you have a smartphone, or know someone who does, type in your website- does it appear slick, and formatted to the size of the screen, or is it trying to cram the entire website, squished and hard to read- into a four inch screen?

If your website is difficult to read on a mobile device such as an Android, iPhone or tablet, then chances are, customers won't be able to find the information they're looking for- which can be as simple as your phone number- and they will go to someone who does. If you own a local business, you **MUST** have a mobile website for your customers.

Imagine, someone is in his/her house, and a pipe bursts. Rather than go to the computer, they take out their mobile phone, and search for "plumber"- up comes your website, your new mobile website, and they see all your information clearly, with three easy pages- one with your location, one with your hours, and one with your tap-to-contact phone button. Within moments, they are directly connected to you, and- viola! Your phone rings.

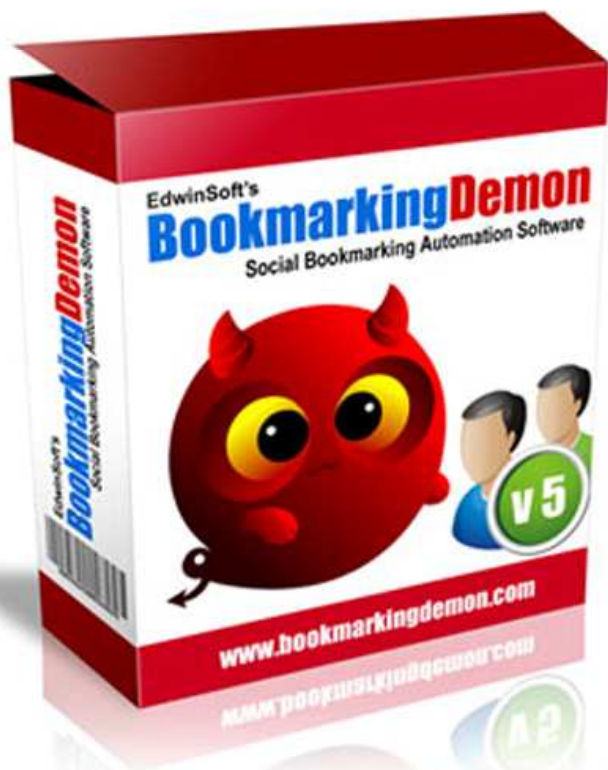
If you own your own website, selling multiple services and products, why not consider also your own mobile application? Imagine you own a restaurant, why not have your catering options as an app, and have customers build a custom wedding feast right from the comfort of their own couch! One touch, and that order is sent off to you with the occasion, menu, confirmation of number of guests, and the contract is set between you and the customer.

Mobile devices have made it easier than ever for local businesses to take advantage of just how many hungry customers there are looking for services they provide- you just have to know how to cash in on the numbers.



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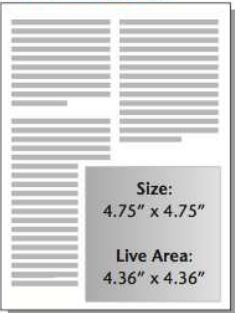
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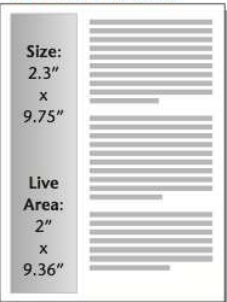
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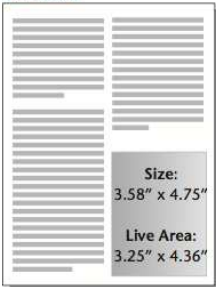
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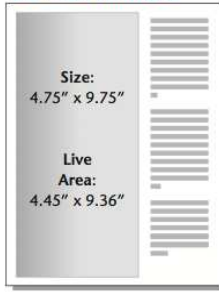
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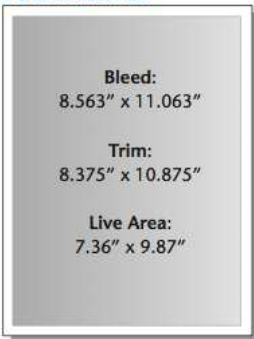
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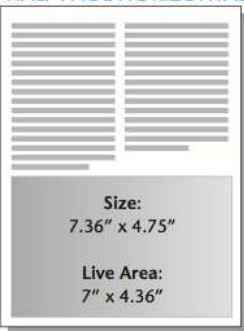
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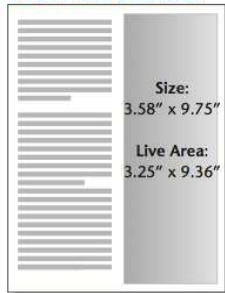
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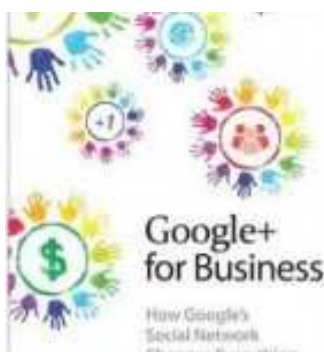
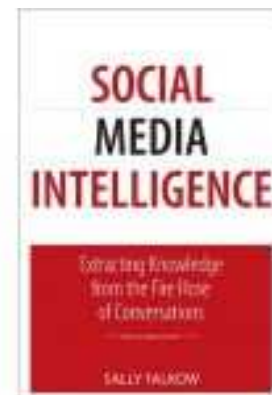
Mobilized Marketing: Drive Sales, Engagement, and Loyalty Through Mobile Marketing by Jeff Hasen

Jeff Hasen, CMO of mobile marketing forerunner Hipcricket, provides timely mobile strategies and tactics leveraging his experience from more than 130,000 past campaigns. As mobile marketing continues to move to the forefront of the marketing world, the insight Hasen provides into mobile optimization, budgeting, and measurement should prove to be indispensable in 2012.

Social Media Intelligence: Extracting Knowledge from the Fire Hose of Conversations

by Sally Falkow

Upcoming in June of 2012, *Social Media Intelligence* illustrates how to use the leading social media analytics tools in order to gauge the effectiveness of social media marketing and make strategic decisions. Sally Falkow will guide you in moving from reactive brand monitoring to proactive information gathering in order to take advantage of business opportunities. This is a great read for those looking to progress from just doing social media to using it as an effective piece of their marketing strategy.



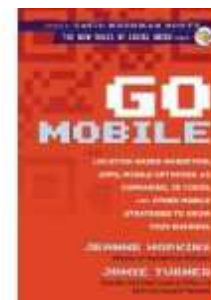
Google+ for Business: How Google's Social Network Changes Everything by Chris Brogan

The much buzzed about Google+ seems likely to have a big impact on search in 2012. Author, Chris Brogan, discusses how businesses should be taking advantage of the newest social network and defines those strategies and tactics to use for business.

Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business

by Jeanne Hopkins and Jamie Turner

Go Mobile offers a step by step guide for mobile marketing in 2012. It includes practical campaign instructions in order to develop a mobile website,



deploy SMS for business, utilize QR codes, leverage mobile apps and more. One can also benefit from strategic instructions to use location based marketing in order to build your customers base and how to integrate social media into mobile campaigns.



Did you know: 20 hours of video are uploaded to YouTube every minute. That's comparable to Hollywood releasing 86,000 new films every week!



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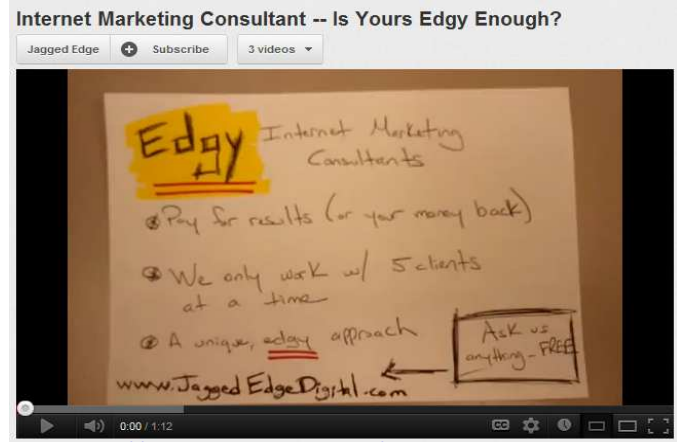
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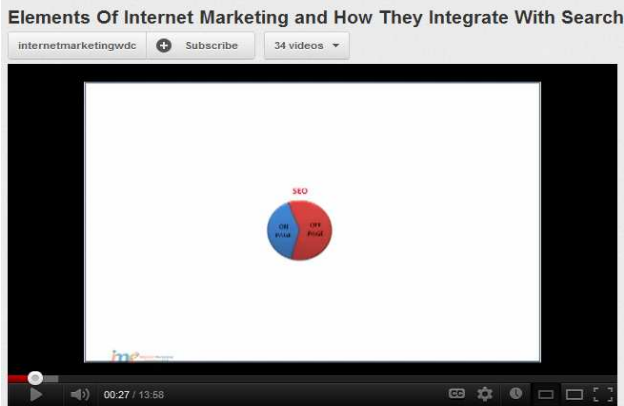
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Feature Article .



The Potential Of Online Business

By Lee Schraner

The internet is flourishing and so are the possibilities of earning a living either working or running a business. People with special interests and passionate about a specific niche or skill, or even a hobby, setting up an online business can be a great way of turning the passion into a source of income. To succeed, you have to be zealous about what you do, be creative and stay committed.

Proper planning is Crucial

Starting an online business closely resembles setting up a conventional offline business, and requires that you follow specific procedures, including a well drafted business plan. A plan is a perfect starting point as it helps potential business owners to stay focused on their business. You must outline what you would like to offer, your potentials, marketing, advertising plans, capital like money to design and host a website, among others.

Unique Sells

The internet is filled with millions of website offering various products and services. You must therefore settle on a unique and viable service or product, or use a different approach. An industry analysis should be conducted to help you identify the intensity of competition, the funding opportunities, financing needs, and target market as well as business resources along with the marketing plan.

Curving Out a Niche and Marketing

Choosing the right niche can make or break your online venture, and that is the reason it should be chosen with great care and consideration. Having a niche in mind is insufficient as you have to market and advertise online. Optimize your website for the search engines, use pay per click and make good use of social media. Tapping into the right niche can be immensely rewarding for businesses in the form of long-term profits and success.

A plan is a perfect starting point as it helps potential business owners to stay focused on their business.

Benefits Of Online Businesses

One of the main advantages of setting up a business online is the amount of capital. While conventional businesses require a lot of capital to be set up, online businesses do not need the huge start up costs. There is a lot of flexibility in terms of the hours that one can work. As long as the work is delivered on time, working hours are very flexible.

With online work, the owner and the rest of the team work remotely, which saves them the stress of travelling to work every day. Further to that, there is also tremendous flexibility in terms of the size of the business. The business owner can localize the business by targeting customers from a specific geographical location or expand to wider regions, cities and even global with time. Another advantage of online business is that people with other jobs can as well set up and run them part time. This is a great alternative for residual income to supplement income on the sides until they can rely on the online business for full time income.

All these are aspects that make online businesses doable. With the right planning, commitment and business strategy, you can attain massive success doing what you love most online.

mwm Q&A

An Interview with Brian Scudamore, Founder & CEO of 1-800-GOT-JUNK? And 1-888-WOW-1DAY!

By Donna Marrin



You started 1-800-GOT-JUNK? in 1989 and grew it into a hugely successful global business (see <http://blog.staples.ca/2010/09/08/an-interview-with-brian-scudamore-founder-and-ceo-of-1-800-got-junk/>). Now you and a partner, Jim Bodden, have teamed up to launch an entirely new venture. Please tell us about it.

In the summer of 2010, I needed to get my house painted. After receiving several quotes, I came across a company called One Day Painting, owned by Jim Bodden. He said he could paint my house in a single day. I was skeptical but intrigued so I decided to use his services. When I came home at the end of the appointed day, the house was completely transformed. The job had been completed, the results were high quality, and there was no mess whatsoever. I knew then that I had found my next home-service business. By the end of 2010, Jim and I had become partners and created 1-888-WOW-1DAY! Painting with the first franchise, owned by Jim, operating in Vancouver.

What made you decide to expand into a new area?

With the painting industry, like with junk, we see a fragmented, mom-and-pop-type market that lacks professionalism and a national brand. Both industries are very similar and by leveraging all of the knowledge, systems and infrastructure of 1-800-GOT-JUNK? we're basically able to replicate what we've been doing all these years, except this time it's in the painting industry. It's our next \$100-million business!

BRIAN SCUDAMORE is best known for being the founder of 1-800-GOT-JUNK?, a company he started in 1989 and grew from \$1-million in revenue then to the \$100-million company it is today. 1-800-GOT-JUNK? is recognized as one of the world's most successful franchises and Brian has been awarded several accolades, including the International Franchise Association's Entrepreneur of the Year award. Brian's story has been told in Fortune Magazine, Business Week, the New York Times, Huffington Post as well as the Wall Street Journal, and Brian has appeared on Dr. Oz, Dr. Phil, CNN and was even a guest on the Oprah show in 2003. 1-888-WOW-1DAY! Painting is Brian's new venture and promises to be as successful as 1-800-GOT-JUNK? The concept: your home or business painted in ONE day.

Any reservations about launching a new venture during an uncertain economy?

Not at all. I feel that the systems and processes we developed at 1-800-GOT-JUNK? have really helped propel 1-888-WOW-1DAY! Painting to early success. We started franchising this business in 2010 and in just a few short months, we've gone from one to six franchises. By the end of 2012, we'll be at 50 locations. We feel this aggressive goal is realistic, even in a down economy because of the knowledge, infrastructure and resources we can leverage from 1-800-GOT-JUNK?

How do you determine whether or not an idea is worth pursuing?

I always go back to question of why and this is something I learned after reading Start with Why, by Simon Sinek. Most businesses know what it is they do and how they do it, but very few are able to articulate why they do what they do. So before I decided to pursue this venture in the painting business, I asked myself, why do this? The answer is to help make people's lives easier by taking the hassle out of painting and providing the quality they expect in an unexpected timeline.

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

One thing I really believe in is that it's all about the people! We've identified some of the great people we have at 1-800-GOT-JUNK? and have moved them over to 1-888-WOW-1DAY! Painting in order to give us the best chance to experience success as quickly as possible.

What business tool or resource could you not live without?

My amazing Executive Assistant who manages my schedule and organizes the many, many emails I get each day!

What do you think is key to your many years of success?

I see three main factors that have led to our success. The first is people. I believe that a fantastic team of passionate, knowledgeable, customer-focused professionals can take even a lukewarm idea and make it work in any market. At 1-888-WOW-1DAY! Painting and 1-800-GOT-JUNK? our focus is always to find the right people and treat them well. The second factor that I attribute to our success is systems. Every part of our business is systemized and all of our people are trained to follow those systems whether they're in the corporate office, the call center or on the front lines driving the trucks. PR is also a huge reason for our success. Being able to get our brand and story in front of national TV and print audiences has been great for our business and is a big part of how we got to where we are today.

“One thing I really believe in is that it’s all about the people!”



What advice would you give to small business owners who are thinking about branching out?

Systemize EVERYTHING. When I moved to Victoria to start the second office and operation of The Rubbish Boys (predecessor to 1-800-GOT-JUNK?) in 1995, I picked up The E-Myth Revisited, by Michael Gerber and read it cover to cover—twice! Gerber's assertion that "people don't fail, but systems do" inspired me to write an operations manual filled with one-page best practice summaries for each activity required to grow and operate a 1-800-GOT-JUNK? franchise. But I challenged each "best" practice as I documented it. By the end of 1997, my operating systems were so tight that the business looked and felt so much like a well-oiled franchise business that franchising became my model for growth. We are following this same formula for 1-888-WOW-1DAY! Painting and it's a huge factor in our initial success.

Do I have to be a painting pro to operate a franchise, or is training involved?

No painting experience needed! What we're looking for are motivated ambitious individuals with strong management and leadership skills and the drive to grow their business aggressively. They must also possess sales and marketing experience. When someone becomes a 1-888-WOW-1DAY! Painting franchise partner, we provide all the training they will need from how to estimate and paint a house to marketing, best practices for hiring and everything else they need to be successful.

Where can I learn more about how to buy and operate a franchise?

Check out <http://wow1daypainters.com/franchise/franchise.php> and fill out a request info form. Jason Isley, our all-star Director of Franchise Development will then contact you to go over this awesome opportunity.

What's up next on your busy agenda?

To push 1-888-WOW-1DAY! Painting to become the largest painting franchise in the world!

P.S. Which interior paint colour is most requested? And which is your favourite?

It seems like most people prefer earth tone type colors like beiges or browns. As for me, I love them all as I'm colour blind!



Local Mobile Monopoly

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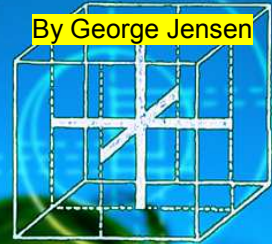
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Online Business 101

By George Jensen



More and more businesses are using the Internet as a medium to reach potential customers and to make their companies known to target groups. This is because of the popularity of the medium all over the world and how it has become accessible to practically everyone. This also explains the emergence of many web hosting sites that offer cheap domain registration to online businesses.

Venturing into online businesses offers more benefits than starting normal ones. First, it lets you save a huge deal of money. When you put up a business on the Internet and make use of its advantages, you will no longer worry about monthly bills and rent that can make business owners stressed out. Also, you will not need a large amount of capital, since all you have to pay for is the domain registration and there are a lot of web hosting sites that offer this service for reasonable rates. You will not be required to spend a huge amount of money just to advertise your business outdoors; putting your business online is, somehow, a form of advertising already.

Time and effort will be saved, as well, if you put up your business on the Internet. Web hosting sites that offer cheap domain registration will provide the system tools and applications that you will need for your domain; they will help you make and design your websites easily. You will not need to hire several people to do particular tasks for your businesses, too.

The state of the global economy suggests that it will be a good idea for businessmen to venture online.

The state of the global economy suggests that it will be a good idea for businessmen to venture online. More and more people are trying to tighten their belts, so that they will be able to cope with the ever-changing world. They try to remove obsolete things out of their lives and let the most important ones remain; that includes the Internet. The Internet has become a necessity among people and this is one of the things in life that they are not ready to give up. Because of people's attachment to the Internet, business owners are sure to reach any kind of target group that they need for their businesses to flourish. They would not have any problems of getting people to patronize their products and services, as these will surely reach people not only within the nation, but even around the world.

Because the Internet has now become involved in business marketing, many business strategies are constantly being developed to attract potential customers. Because of these techniques, online businesses will find it easier to sell their goods and services, provided that they use the right kind of strategy to promote their products.

Businesses will surely earn huge profits once they are put online. The Internet is a very powerful medium; it can attract groups of people that seem impossible to reach and appeal to, at first. This is why business owners must avail of cheap domain registration as early as possible to reap the benefits that online businesses have to offer.

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Quotable: **One of the Internet's strengths is its ability to help consumers find the right needle in a digital haystack of data. ~Jared Sandberg**

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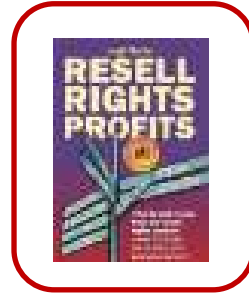
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[Resell Rights Profits](#)

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

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



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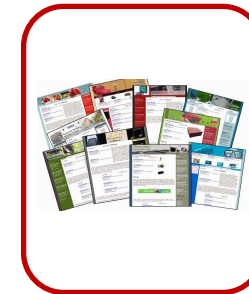
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[iPad2](#)

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



mwm contributors

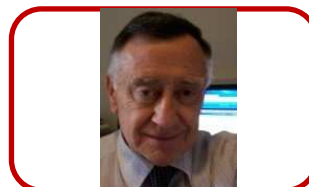
Cynthia Boris

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



William Burnell

William Burnell 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.



Robert Corriveau

Robert Corriveau 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. If you are looking to become a successful online marketer then Working Creation is the place for you.



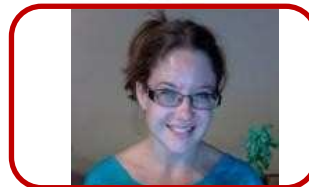
Joseph Diego Diamante

JosephDiego Diamante, a former New York City construction worker; Now a Current Internet Home Business Entrepreneur <http://www.JosephDiego.com>; is currently working side by side with the industries Top Online Entrepreneurs.



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



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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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Lee Schraner is the Chief Financial Office (CFO) and Public Relations Manager at Miimarket, the Global Business Marketplace.

He is also a Partner of GenZ Web Solutions, a business dedicated to Search Engine Optimisation (SEO), Social Media Optimisation (SMO) and other website services.



Jasmine Webley

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



7 ONLINE BUSINESS OPPORTUNITY IDEAS

By Jasmine Webley

Are you looking for online business opportunity ideas so that you can give up your 9 to 5 job and work from home?

In this article I will introduce you to 7 business opportunity ideas that may appeal to you. Any one of the following have the potential to make you wealthy enough to give up your regular job but you will have to work for it.

Whichever online business opportunity idea you choose, be prepared to give a lot of your time and commitment to it, just like you would with a traditional offline brick and mortar business.

Anyone can start an online home based business. It really doesn't matter whether you have an experienced business background or not, or even where in the world you live, so long as you have the desire to be successful and make an honest living there are many business opportunity ideas available for your consideration.

Anyway, here's the list of 7 business opportunity ideas that you may like the sound of:

- Affiliate marketing - marketing other people's goods/services
- Internet marketing - basically learning internet marketing and using these new skills to market goods/services online
- Network marketing - owning your own business opportunity (very popular option)
- Online franchises are available
- Become a coach - online consultation
- Data entry jobs are also very popular
- Do you have any hobbies because you may be able to market yourself and profit from your hobby online?

Also, if you are a fan of social sites such as Facebook or Twitter, you could offer your social skills as an opportunity to help those who really don't know how to use these platforms, like certain businesses trying to build their exposure.

If you chose the social marketing route, of course you wouldn't need any special degree in 'social media'. All you would be doing is applying what you already know how to use and perhaps manage a company's Facebook or Twitter account for them. You can set yourself up as an Online Social Media Consultant or something and charge a fee for setting up and managing other people's Facebook and Twitter accounts. (Yes you can actually do this!)

If you are new to the internet, then it would be very wise for you to join a business opportunity that offers you a decent amount of training to help get you started. There are always informative ebooks available from various websites such as Amazon or other independent sites, to support your new chosen online career path.

When a large majority of internet marketers first started out on their online journey, many of them had to learn the hard way. They made many mistakes, some of these mistakes were quite costly. However, you can learn from their mistakes and cut your learning process down dramatically by signing up to an online marketing course in your chosen field and propel your new business to more advanced levels.

Prepare yourself for business and be open to learning modern techniques and strategies that you can apply to your new business opportunity.

I hope this article has helped you on your online journey to finding the business opportunity idea that's right for you.



Learning The Basics of Social Photo Sharing With Pinterest

By JosephDiego Diamante

Now what do we have here? A social photo sharing where one "pins" images from the web and groups it by collections or boards? Sounds appealing, what is it? It's Pinterest, a virtual pinboard just like the interactive, shareable scrapbooks. Launched in 2009, the site allows users to create boards and do social photo sharing of whatever interest one might have.

Similar to other social networks, a user can follow either users, share contents, tags and even make comments. You can also get real-time post and social photo sharing can easily be made even on Twitter and Facebook.

Pinterest stands out among other main social networks because most people use it to find inspiration in areas like hosting a party, a wedding, room and house renovations, or even cooking recipes for enthusiasts. Pinterest leads people in their buying decisions through source links to make a purchase.

Let's see how does social photo sharing work in Pinterest

Two of the most intimidate elements of social media are visual content and sharing. In Pinterest, these two are arranged by social photo sharing. Pins or images are categorized by topic, called boards that can be renamed or deleted depending on the user's interest. There is an option to follow all of other users boards and select certain boards to follow. If you already have a twitter or Facebook account it will make it much easier for you to find all your friends and contacts that are already using Pinterest.

Repins in the Pinterest world is social photo sharing images pinned by a user you followed or found while browsing Pinterest. It gives credit to the user who first pinned the image. When repinning something it gives you the option to edit or add descriptions. Repinned items retain its source links no matter how many times the pin is shared. You can also add a "Pin It" button into your browser (currently available only through Chrome only) for easy pinning of things you chance upon the internet. Everytime when you pin something, social photo sharing can be done on Facebook and twitter.

So far, this community is appropriate for retail, lifestyle, food, design, home decor, publishers and travel brands.

Benefits of social photo sharing for brands

- **Advocacy on brands** - if you get people to like your products not only they will pin your stuff but might dedicate an entire pin board promoting your brand. The key is finding what your followers like.
- **Being visible** - for smaller businesses tight on the budget or resources in terms of search results, Pinterest can quite level the field. It helps people in finding new products or brands that people would not normally come across when plugging keywords into search engines. Social photo sharing reveals similarities in interests, by checking out their pin boards one can probably find the product he is looking for. It also allows a variety of choices since results change as new pins are updated.
- **Creating links** - a link is pulled out together with the image every time someone pins from your site. The chance for an image to be pinned is multiplied building up a healthy amount of backlinks. It is a natural place to promote small business only, do so with caution. Followers would not want a board spammed with nothing but your own products. Self-promotion is allowed just do it moderately to stay in the good graces of the community.

So far, this community is appropriate for retail, lifestyle, food, design, home decor, publishers and travel brands. A brand with appealing visual contents with something to offer for the community is eligible for social photo sharing. However, consider adding value to the community to make your business unique. It's amazing how well it works.

It's Time To Write Content That Panda Loves

By Govind Singh_Kushwah



When we talk about Google Panda content, there is no defined elaboration of the term. Although Penguin update is now on the platform to throw more realistic aspects, Panda still enjoys its relevance in the domain with quality and original contents. The article illustrates the ways in which an Internet marketing company professionals can develop panda specific contents.

Be Original, Unique and New:

This is probably the most important aspect that a content writer should think while writing web contents or articles for the business websites. Your readers are very special to you so you must give them an opportunity to read something good and original. When you wrap up a topic in the content, cover it in full details and offer final insight to the audience. You may add more creativity to the articles by adding videos, slide-shows and images if possible.

Highlight The Portions for Visibility:

Every content has some striking points that may attract readers instantly. Bold or highlight them. You should also highlight those content elements that are important to the text. It will give a big impact to your article if you highlight keywords within the content. This will not only help search engine bots to index your article efficiently but also offers an opportunity to readers to go across the important points of the content.

Target Your Potential Audience Only:

Every website has a special business motive to accomplish. You have to target only those customers who are relevant to your business domain. Internet marketing experts therefore write their contents by keeping the requirements of the potential readers in the mind. All you have to offer quality articles to your readers without losing the core motive of paragraph optimization.

Add Heading Tags:

Proper headings and headlines play a significant role in the article. For the main title of the article, highlight the titles with the appropriate labels. Putting descriptive and illustrative titles may serve more information to the user. Include the keywords in the headings in very meaningful manner and use them only if need arises.

Strict 'No' To Plagiarism:

Copied contents have no meaning in the contents and they serve almost no purpose for the author and reader as well. You are therefore advised not to copy content from competitor or other sites in the domain. Search engines don't like copied contents and hate to see duplicate content in their index.

Include Social Media Gadgets:

A professional writer from the SEO content writing company can also take advantage of the social media platforms like Facebook and Twitter. There is no better way if you want to spread your article among masses.

mwm back story

Sandra Brown: Starting a Baked Goods Business

by Lyve Alexis Pleshette

Sandra Brown started a business doing what she does best: baking. After years of receiving compliments from family and friends about her baked goodies, Sandra decided to turn her passion into a business.

She started Sandy's Dessert Cafe <http://www.sandysdessertcafe.com> in Atlanta, Georgia, offering yummy treats and eye-catching deserts.



Learn how Sandra is starting her baked goods business, the challenges she is facing, and the difficulties of starting a business part-time:

Can you tell us about Sandy's Dessert Cafe? What products do you currently offer?

Sandy's Dessert Cafe is an online, family owned and operated business located in the west Metro Atlanta, GA area. All of our products are made from scratch using the simplest and freshest ingredients available. We offer brownies, cakes, cookies and muffins; perfect for self-enjoyment or can be given as a gift. Catering services are also available.

What made you decide to go into the baked goods business and start a dessert business?

Family members, friends and co-workers always love the various desserts I bring to events so I thought to myself "Why not start my own business"?

You started the business as a part time business. What are the challenges in creating a business on the side?

The challenges of any side business are balancing home, work (day) and the actual side business itself. Time management is something I definitely strive hard to manage since my products are all made from scratch—including my frostings and marshmallow fondant.

Sandy's Dessert Café is a family owned business. Who is involved in this family business? What are the challenges when working with your family together in a business?

I am the owner, my husband (Patrick) is the co-owner, and our two children (ages 23 & 20) help with deliveries, product ideas and marketing. The main challenge I face is from extended family members offering “unauthorized” discounts to their co-workers or friends.

“Time management is something I definitely strive hard to manage since my products are all made from scratch”

How are you managing the offline part of your business with the online part?

Managing the offline part of my business is a lot trickier to handle because it involves envisioning a cake design or other edible product, creating the product, taste testings and pricing the products. Once the offline decisions have been made, all info is then applied to the website.

The challenges of selling baked goods on the web is that there is no smell-a-vision! People—especially the hungry ones—buy products based on 2 key senses: sight and smell.



How tough are the government regulations in the baked goods business?

Government regulations are tougher on smaller business rather than larger companies and, unfortunately, this discourages a lot of wannabe entrepreneurs from pursuing their true passions. I choose to look at it as a mountain that must be climbed in order to plant my flag!

How are you marketing your business?

I use social media, e-mails and good old-fashioned mailers/flyers for marketing purposes.

How has social media helped you spread the word out about your business?

Social media—depending on the site—is a free marketing tool that EVERY entrepreneur must use. I use Facebook (Sandys Dessert Cafe), Twitter (@SandysDesserts) and Constant Contact to reach new customers. As a small business owner, pinching pennies is a must.



How are you balancing your business with your personal life?

I am determined to keep a balance of faith, family and business at all times (in that order). My immediate family members and 2 best friends know/understand this. My extended family members initially had trouble understanding this but are slowly beginning to understand that every little incident in their lives should not be turned into a major crisis just for sympathy.

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

The main lessons I've learned as an entrepreneur are:

- Remember your faith and family. You will need them both.
- Have/Raise a lot of capital.
- Learn time management and be organized.
- Be knowledgeable about your product. Be even more knowledgeable about the ongoing trends in your industry.
- Keep up with technology.
- Give great customer service.
- Love what you do!

How do you see the business 5 years from now?

My prayers and goal for the next 5 years is to have a brick-and-mortar location here in the Metro Atlanta area so that I can say goodbye to my daytime cubicle!!

What lessons can you share other women entrepreneurs out there?

We, as women, are naturally strong and when an obstacle gets in our way we overcome it. The best advice I can offer to other women entrepreneurs is to be true to yourself, remain confident in the face of adversity and have a great support system. You'll need it for the journey you are on.

“

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

<http://regeditcleaners.com/>

