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Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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January 2018



**INTERNET
MARKETING OR
DIGITAL MARKETING
- THE MODERN
BUSINESS FACET**



**Marlou and Sheena
started a Sitters
Agency in Barbados**



**Effective Internet
Marketing Using
a Website**



Chored also allows housemates to assign and track household chores. **Oliver Southern.**



**SOCIAL MEDIA
EXPERT INTERVIEW:
with Amy Jo Martin**

Learn How People Are Making Web Money Online Today!

YouTube Ads Made Easy!

Still burning your midnight lamps to get targeted traffic to your offer?

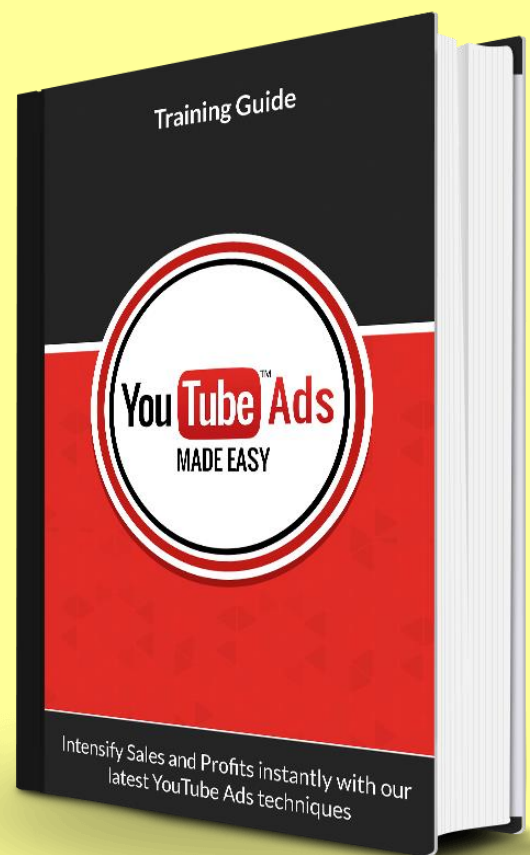
Would you be surprised to know that **YouTube Ads** are the magic stick to tap into a goldmine of targeted traffic and increase profits without making a hole in your pocket?

Now, let me prove that advertising on YouTube is the **ULTIMATE** need of the hour...

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This is an all-in-one guide to generate massive traffic and conversions with YouTube ads that you've ever seen before.

It will take you by the hand and show you how to generate as much targeted traffic as you could ever want with YouTube



You Asked and We Listened. HELP is HERE



How Would You Like To Get Your Hands On My Proven Marketing Strategies That Have Created A Multiple Six Figure Online Business?

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I'm not making empty promises. One thing you will not find on this site is a promise of "easy riches". I make no claims of how much you can make. I make no claims that you'll make any money at all. I don't know you. I don't know if you're a thinker or a doer. How can I promise you'll make X dollars? I can't. And I don't. That **SHOULD** be a sign of trust to you.

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Let me say it a different way...

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

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

- **8 Reasons A Webinar IS A GREAT MARKETING TOOL FOR YOUR BUSINESS - The Absurd Disconnect Between Marketers And Consumers - INTERNET MARKETING OR DIGITAL MARKETING - THE MODERN BUSINESS FACET** By: Florence Barker - **MAKE THE MOST WITH INTERNET MARKETING** By: Ross Burton - **INTERNET MARKETING: THE POWER OF SOCIAL MEDIA** By: Leo Wade - **16 "WAYS" You Can Turn PLR into Pure Gold in Your Business - Summary of An Amazing Article By John Stephens in Problogger - MONETIZATION STRATEGIES 4 FREELANCERS (7 Unique Ways To Maximize Your Gigs On Fiverr) - How to Stay Out Of the Noose of the CAN-SPAM Hangman.**

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



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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.
Email me at: **harry@harrycrowder.com**

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Making Web Money Magazine
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Making Web Money Online Marketing Magazine

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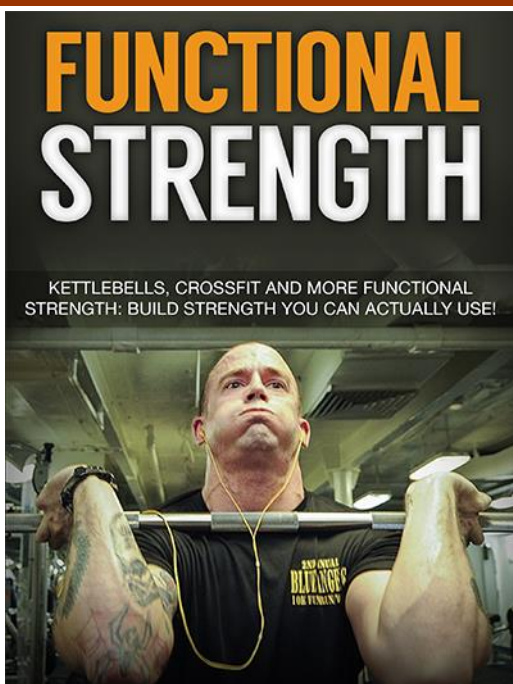
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So, send me an email with your feedback and let me know.

harry@harrycrowder.com



EFFECTIVE INTERNET MARKETING USING A WEBSITE

By: Felicia West

Having an internet presence is beneficial to every business. However, before you publish any content onto the web, it is important that you first design an internet marketing strategy that is effective. It should be one that dovetails your objectives and expands your business plans.

Effective internet marketing incorporates effective use of digital media to inform the market about the presence of your business. It should also be in a position to entice people to buy your products and services. The internet, in this regard, is a vehicle that helps you to reach greatly to your audience. If you want success, include effective internet marketing in your marketing plan.

Your website can be a centerpiece of effective internet marketing

No doubt, your website is generally a centerpiece of effective internet marketing. Much as most marketers prefer the social media, every business must be equipped with an effective website. Many people are on the look-out for information online. Many of them also buy products online. In addition, the number of people who use internet over their Smartphones has greatly increased. This implies that you should put into consideration:

- The appearance of your website on a smartphone
- How best your website is linked to major social media platforms like Facebook, Twitter and many others. This means that when someone is engaged on a social a network platform, there must be a link that can direct him or her to your website.

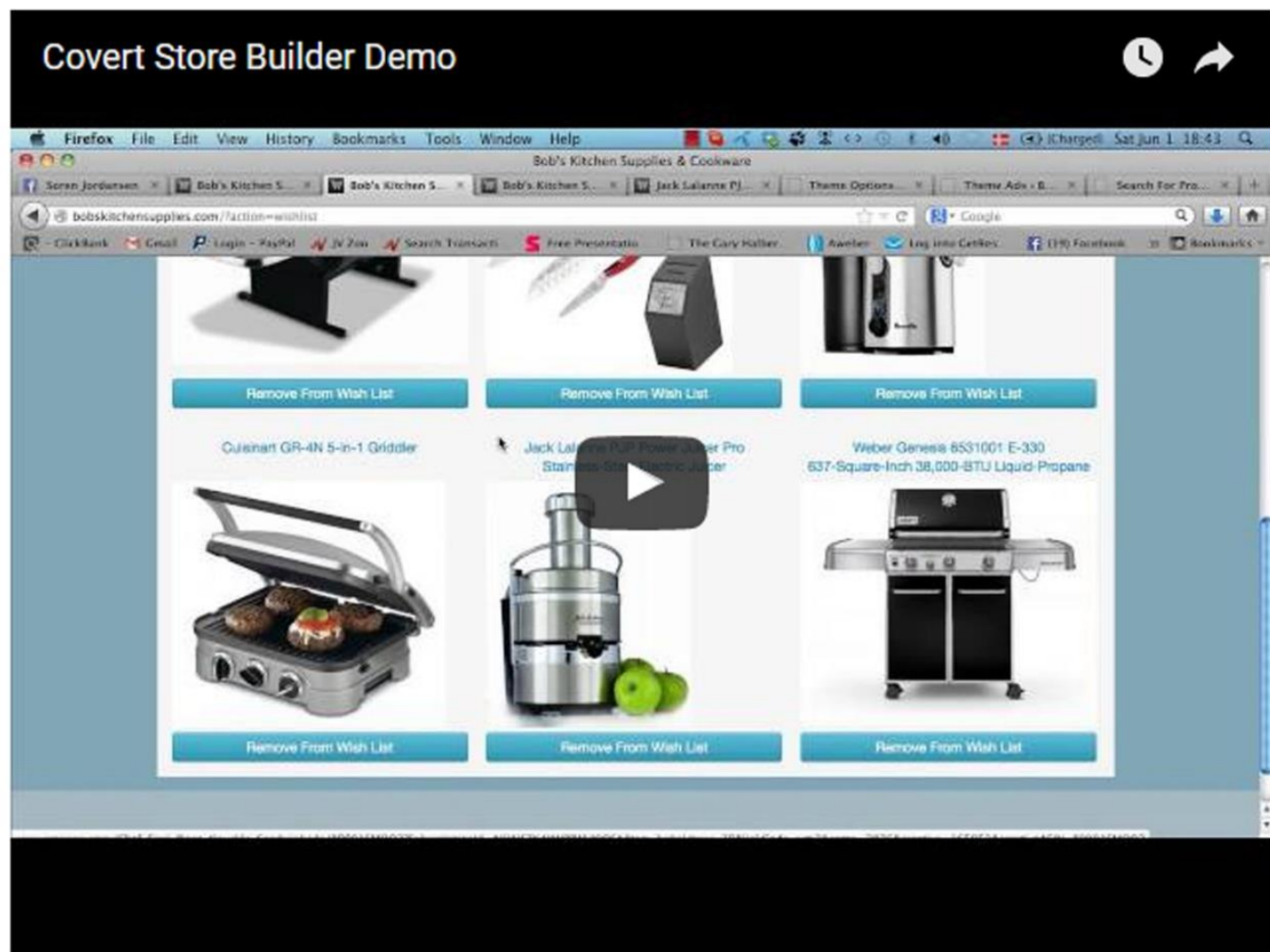


In conclusion, if a business is looking for massive results, its advertising strategies must be blended with effective internet marketing strategies. Having a good internet site can greatly improve the effectiveness of other forms of advertising. Very many clients who watch your advertising on TV and listen to radio will always want to evaluate your products or services online. If you bring together different platforms, you will create a cornucopia that enables your company to provide a dependable brand experience.

If a business is looking for massive results, its advertising strategies must be blended with effective internet marketing strategies.

Easily Point & Click Your Way To
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With The **World's First Intelligent,**
Self Optimizing WordPress Affiliate Theme

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TWITTER & PINTEREST ON COMPLETE AUTOPILOT



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HUGE Affiliate Paychecks From Your New Affiliate Stores



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

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

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

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

[Click Here to Start](#)

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

MWM news

ALLIANCE FOR AUDITED MEDIA LAUNCHES ITS AD BLOCKER DETECTION SERVICE

Organization touts the service as the first such detection tech “from an independent, unbiased third party.”

On the heels of the Internet Advertising Bureau’s (IAB) recently released primer on ad blocking, the Alliance for Audited Media (AAM) has launched an Ad Block Gauge so websites can detect ad blockers.

It comes in a standalone version or as part of the Illinois-based organization’s new Site Certifier tool for website and app metrics.

Vice President of Product Leadership Joe Hardin told me that the Gauge is free when included with the Certifier, but there is a fee when it’s standalone. The pricing, like that of Certifier, is figured out on a case-by-case basis, dependent on traffic.

AAM bills the Gauge as “the industry’s first ad blocking detection technology available from an independent, unbiased third party.” IAB also offers a free ad blocker detection script, and other such tools are available from various ad tech companies and other sources.

Hardin said the difference is that this is a service from a neutral third-party source that is not selling advertising. To use it, a site adds some JavaScript to pages on the site, which call the online service.

The Gauge provides data in a custom dashboard set up by AAM about percentage of page impressions blocked, as well as the operating system, geolocation and device type of the blocking visitor.

But there’s no information on how many or which ads were blocked, nor on the specific URLs of pages blocked, so the publisher can’t assess the financial impact. There’s also no indication of which ad blocker software has been employed.

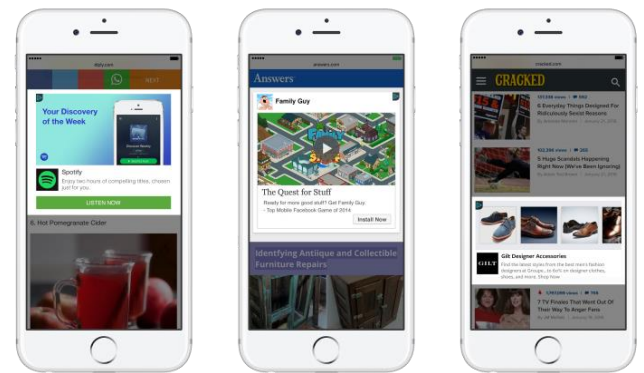
Earlier this week, the IAB released a “Publisher Ad Blocking Response Primer,” which included a four-step strategy for publishers to fight ad blockers, under the acronym DEAL:

- Detect ad blocking, in order to initiate the conversation
- Explain the value exchange that advertising enables
- Ask for changed behavior in order to maintain an equitable exchange
- Lift and Levy restrictions in response to consumer choices

Hardin said Ad Block Gauge was “a first step” by AAM to support the detect step in the IAB approach, helping to “initiate the conversation.”

Facebook Audience Network Opens Up To Mobile Web

In a head-on challenge to Google, Facebook advertisers can now access native ad inventory across mobile apps and websites.



It’s official: Facebook is expanding its Audience Network (FAN) to include mobile websites, not just just apps.

News that the social media giant was testing an expansion of what started as an in-app advertising network in 2014 broke earlier this month. Facebook says it has been working with global publishers such as Hearst, Elite Daily, USA Today Sports Media Group and Time Inc. to test FAN on their mobile sites in a closed beta.

Facebook’s 2.5 million advertisers can now access native ad units on mobile websites via the Audience Network. The company says native formats already account for 80 percent of impressions on FAN. This includes multi-image carousel ad units and is also helping publishers create native versions of standard ad formats.

Facebook is making it as easy as possible for mobile publishers to join FAN. They just have to add an HTML tag — no SDK integration required — and could be live the same day. Publishers interested in joining the beta can learn more here.

Some have called Facebook’s network expansion to the mobile web a potential Google AdSense killer. Where AdSense dominated desktop network advertising, Facebook hopes to be the network of choice for mobile. It’s certainly a threat, giving advertisers the ability to leverage Facebook audience data against their ad buys in addition to native ad units — as opposed to the text and banner ads available via AdSense — that are increasingly popular with publishers and advertisers alike. (Google does offer in-app native ad formats through DoubleClick Ad Exchange). FAN also supports native video, as well as banner and interstitial formats.

In the third quarter of 2015, Facebook generated 78 percent of its \$4.29 billion in ad revenue from mobile ads. The company recently announced that the Audience Network had hit a billion-dollar run rate, based on fourth quarter performance.

“Quotable:

“The good news about computers is that they do what you tell them to do. The bad news is that they do what you tell them to do.”

~Ted Nelson

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11 Great Sites

That Will Pay You For Your Articles

1. Squidoo.com

Squidoo is a publishing platform and community where you can share personal write-ups through their website. Articles on Squidoo are called 'lenses' or pages. Once you've posted a lens, ads of similar or recommended products of what's written is placed around your lens.

You keep half of whatever Squidoo makes off your lens which is then payable to you via PayPal or donated to a charity for you.

2. HubPages.com

Like Squidoo, in HubPages, you write 'hubs' or articles about an original and useful topic. Once you've posted your article, ads related to what you wrote are placed. These ads are generated from Google AdSense, HubPages Ad Program and/or affiliate programs such as Amazon and eBay products.

Once your article(s) earns the minimum amount on Google AdSense (\$100) or HubPages Ad Program (\$50), you can chose to cash out through PayPal.

3. ContentBLVD.com

ContentBLVD connects blog owners to writers. To be a writer for ContentBLVD, you have to send in an application and meet its criteria. Once you get in, you can start writing articles based on the topics or assignments as required by ContentBLVD's clients.

If your content gets used, you will be paid between \$12 to \$48 per piece. For now, ContentBLVD is still in beta mode (at the time of this writing) but it is worth checking out if you want to quit writing spam assignments.

4. Helium.com - Helium is a writing community where you can choose to write about your own topic or write for one of Helium's clients under their assignment dashboard. One way to earn money through Helium is with their assignment-based articles which are sold to publishers or brands that need content for their sites and products.

You can also earn money via their Ad Revenue Sharing program where they pay you based on the amount of traffic your personal article brings to their site. You can cash out after earning the minimum of \$25.

5. Triond.com -

Triond is another writing community where you write articles that are then posted on other popular websites. Triond allows you to post audio, video and pictures together with your written articles which are then published to relevant websites based on what you've written.

You can then track your article views, comments and earnings via your user dashboard. You can cash out 50% of the advertising earnings from your articles every month.

6. Epinions.com

If you love writing reviews (and who doesn't?), check out Epinions. You can write positive or negative reviews about products available for purchase on web stores all over the internet. From the reviews, you earn Eroyalties credits through the Income Share program, which is redeemable in US dollars.

The program rewards reviewers who help other buyers make their decisions on buying or not buying the product based on your review. US residents can redeem their check with a minimum balance of \$10 while non-US residents must have a minimum balance of \$100.

7. Fiverr.com

Fiverr is a place you where you can 'sell' your writing skills or services (among others) for a fixed price of \$5 – you get to keep \$4. When someone buys whatever you're offering to sell, they'll pay to Fiverr first. Once you've completed the task at hand, \$4 will be credited into your account. You can then withdraw your earnings via PayPal.

8. DigitalJournal.com - Digital Journal is a community with a rather serious tone. You can contribute by creating blog posts and interacting with groups by discussing and debating the latest news and important blogs. The more you contribute the more attention you bring to your post, the more you can earn from the site. Payments are done via PayPal. In order to begin contributing, you must apply to be a Digital Journalist by submitting a sample of your writing. For more details on how this works, hear it straight from the horse's mouth.

9. Constant-Content.com - Constant Content is a website that allows writers to get their content sold to multiple clients. There is also a Public Request System where writers can submit fresh articles to buyers who are looking for content on a specific subject. As you write more, you can join the Writer Pool to claim exclusive projects from clients. This is a great way to build your portfolio. Each article price is determined and paid by the client; Constant Content will take 35% while the writer receives 65% through PayPal.

10. Bukisa.com

Bukisa's aim is to give knowledge to others by sharing experiences. So most of their articles are 'How-To' guides. This is a great place to write about something you are interested or have knowledge in. Earnings are based on Google AdSense within your article. It's also a community where you can meet other writers. It's free to sign up so give it a go.

11. ContentRow.com

Content Row is a company that sells content written by you. However, their FAQ states that each content written is only sold to 1 customer and the customer can use their name instead of yours on the article. Technically you sell off your right of ownership to the content you produce.

You will earn 50% of whatever the customer pays and can write articles that are of interest to you. To be an author for Content Row, you'll have to send in an application with 3 writing samples.

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

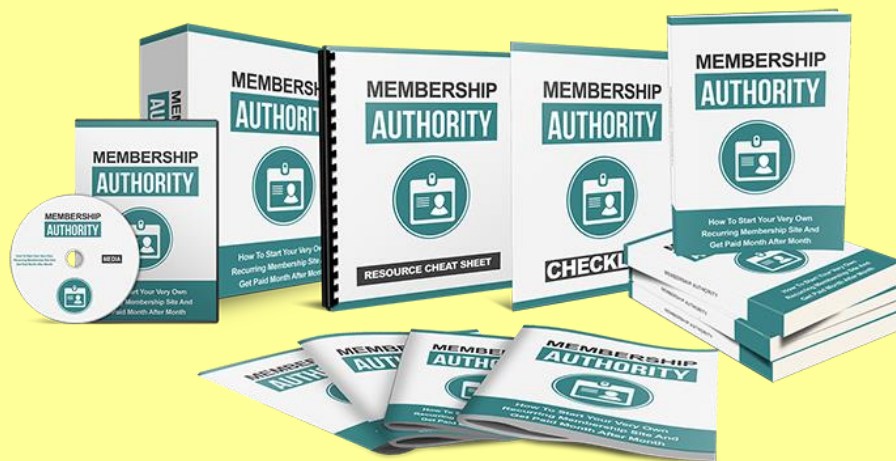
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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

Why Should You Create a Membership Site?

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

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



Membership Authority includes the following:

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- FAST-ACTION BONUS #2: Resource Cheat Sheet
- FAST-ACTION BONUS #3: Mindmap

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

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STARTING A SITTERS AGENCY

“Neither of us had ever started a business before but we knew from past experiences that we worked well together and were both passionate about the idea.”



Malou and her friend Sheena started a smart, simple service connecting people in Barbados with reliable nannies, house sitters, and pet sitters. Their story shows how it is possible to run a successful business with your close friend by having a clear vision and balancing each other out. They even juggle full time jobs at the same time.

Quotable:

“

“I do two things. I design mobile computers and I study brains.” ~Jeff Hawkins

WHAT MOTIVATED & INSPIRED YOU TO START YOUR BUSINESS?

I recognized the need for an agency here in Barbados after I worked as a nanny during my Masters in Amsterdam. I approached my close friend Sheena about starting this business together because I knew that Sheena also has extensive experience in childcare. Neither of us had ever started a business before but we knew from past experiences that we worked well together and were both passionate about the idea.

TELL US ABOUT YOUR BUSINESS...

Island Sitters is a fully comprehensive online agency service based in Barbados, pairing families with qualified and trustworthy babysitters, house sitters, pet sitters, nannies and tutors. The service is simple: Island Sitters saves their clients' time and gives them the comfort in knowing that they'll be provided with

Our business is built on trust, and since we're in a small island, word-of-mouth referrals has been our strongest communication tool so far.



ISLAND SITTERS

WHAT WERE THE FIRST FEW STEPS YOU TOOK TO GET YOUR BUSINESS UP AND RUNNING?

Before we launched, Sheena and I started indirect market research by recruiting sitters via Facebook and word-of-mouth and then offering their agency services to families free of charge, to get a feel for the business. We asked for a lot of feedback and it gave us great insight into the childcare sector. Through this research, we recognized that there was a gap in the market for the services we had in mind, for both local families and families visiting the island. Parents and homeowners often had a difficult time when trying to find suitable people to look after their children, pets or home. The community was excited about an easy to use, professional sitter platform in Barbados. With that experience, Sheena and I felt prepared to officially start offering Island Sitters' services on October 1st, 2013.

Just before we launched, we heard about a local Entrepreneurship Competition, which offered great prizes for the winning business concepts. We entered Island Sitters into the competition as it was a great opportunity to push the business concept even further. The competition was run very well with a professional team offering support and workshops to all of the competitors. Sheena and I put a lot of blood, sweat and tears into our entry, and really gave it our all when it came to pitching the idea. Thankfully, the judges shared our vision for what Island Sitters can offer Barbados and the region and we won the competition! What started with a simple, straightforward 'side business' has now developed into a full-time start up thanks to the competition.

WHAT HAS BEEN THE MOST EFFECTIVE WAY OF RAISING AWARENESS OF YOUR BUSINESS AND GETTING NEW CUSTOMERS?

Our business is built on trust, and since we're in a small island, word-of-mouth referrals has been our strongest communication tool so far. We offered the service for free to certain clients who have a strong network, so that they could help spread the word.

WHAT HAVE BEEN YOUR BIGGEST CHALLENGES SO FAR WITH RUNNING YOUR BUSINESS?

It's been one hell of a ride, and I've learnt enough in a short time to make this experience feel like another stressful Master's Degree. Both Sheena and I juggle Island Sitters with full time jobs in marketing and it's really difficult at times. We work around the clock answering emails, phone calls and any issues which may arise

HOW DID YOU OVERCOME THESE CHALLENGES?

There are as many horror stories as there are success stories of friends going into business together but we didn't think of that at the time. Truth be told, neither of us had a clue as to what we were in for and I think that naivety saved us in the beginning. Luckily, we both had a clear vision of what we wanted to do with the company and the competition. Our friendship is what helped us through the late nights and the never ending financial forecasts. Our personality differences help balance things out. The nature of our friendship is also what has kept things going; Sheena and I are both straight shooters and I'm so grateful for that. She keeps me in line when I get distracted, and I like to think that I can calm her down when things get stressful. I think being honest and frank is valuable in any relationship, and I feel very lucky to work with a friend who is both of those things.

We just hired our first staff member to help us out with sales and admin, so hopefully this will help ease the load! We eventually want to hire a manager to take over the administrative side



WHAT DO YOU LOVE ABOUT RUNNING YOUR OWN BUSINESS?

I love knowing that Island Sitters is 'our' baby – it's the same sense of pride you feel when you've finished a really difficult school assignment, or a piece of art that you've been working on for a long time. No matter what anyone else thinks of it, you feel a sense of accomplishment knowing that that piece of paper is YOURS and nobody can take that away from you. In hindsight, I would have done a few things differently, but the underlying principle would remain the same: bring an idea to life and make it happen.



WHAT ADVICE WOULD YOU GIVE TO OTHER ENTREPRENEURS?

'Go for it!' Too many people sit on great ideas and never do anything about it. Don't be afraid to ask for help! We recognized the value of mentors early in the game. If you're not seeking advice and learning from others' experiences, you're not optimizing your time and missing serendipitous opportunities. This is especially true in small communities, where it's really important to recognize the power of your network.

HOW DO YOU KEEP MOTIVATED THROUGH DIFFICULT TIMES?

We're learning to focus on the long term and not get disappointed by the lack of crazy growth numbers often cited in start-up success stories. It can take a lot of time for people to notice real value and to trust a new brand, but we're focusing on our client experience and offering a convenient service that people love.



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MWM ask the expert



Interview with
Mark Traphagen
Sr. Director of Online Marketing
at stonetemple.com

STONE TEMPLE
Consulting

Hello my fellow SEOers! This time I have Mark Traphagen, Senior Director of Online Marketing for Stone Temple Consulting. He is a well-known expert on Google+ and Google Authorship. He is also a speaker on major conferences like SMX, Pubcon, ConvergeSouth and SearchExchange.

Thank you so much Mark Traphagen for spending the time to answer all of my questions!

Q. I see that you're only active on Google+ with huge fan base. What do you think are the unique features in Google+ when compared to Facebook and Twitter?

A. It's true that I built my audience on Google+, but these days I'm just as active on several other social networks, primarily Twitter and LinkedIn (I keep Facebook mostly for personal use). I got into Google+ on its third day and was immediately intrigued by Google's plans to integrate the social network and profile system into many of its other products. My following there blew up (currently over 120,000 followers) because I was explaining Google integration and its implications for things like search in ways that few others were.

There's little doubt now that adoption of Google+ by the general public fell way below Google's original hopes. Nevertheless, it succeeded for Google by getting billions of people to create Google accounts and by adding a single-sign-in social layer to Google.

I think the two most interesting unique features of Google+ right now are:

1. Its effect on personalized search. Since I'm an active user, when I search Google while I'm logged into my account, I often see relevant Google+ posts from people and brands I have circled. Most of the time, those prove to be useful results for me.

2. Hangouts, which continue to be the one killer feature birthed out of Google+. I think the recent move to allow Hangouts to stand as their own app apart from G+ was a smart one by Google.

**Did you
know:**



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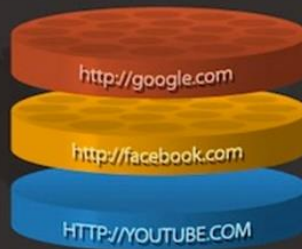
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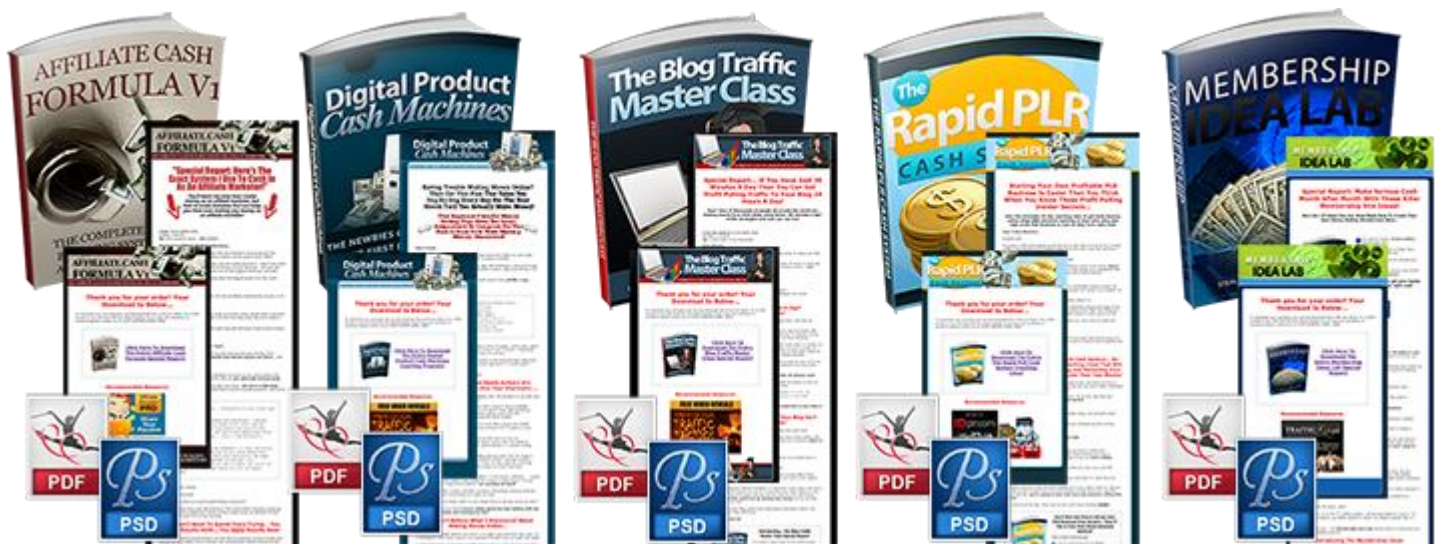
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MWM ask the expert

Q. Please share some tips on managing a large number of followers on Google plus! How do you keep engagement levels so high?

A. My number one tip for managing the people you follow on Google+ is to forget about trying to put people in topical circles. Communities are better for following topics. Instead, create three main circles: Notify Me, More Posts, Standard Posts, and Following.

Go to your Home stream and select the Notify Me circle in the top tabs. Click the bell icon on the upper right to turn on notifications for this circle.

Now, click on each of the other circles you created above and go to the settings for that circle (gear icon at upper right). Check the box to show the circle in your home stream and then, hover over the Amount menu and select the amount of posts you want to show corresponding to the circle's identity (More for More Posts, Standard for Standard Posts, and Fewer for Following).

Finally, go to People, then the Your Circles tab, and drag and drop everyone you follow into one of the four circles, depending on their priority to you. Keep your Notify Me circle small, as you'll get a notification for every post from people in that circle.

Doing this will make your Home Stream so much better! From time to time, I re-evaluate and move people up or down the circles.

Managing followers is harder. At my level of followers, you literally get hundreds of notifications a day. I've learned to quick-skim the notifications to look for what I need to see and what I can skip. The new Mentions tab is a big help, as it is a quick review of any posts where someone has mentioned me.

Q. Google officially stated that they have discontinued rel=author tag. What are your views on this and what do you think is the reason behind this move?

A. Well, that's a big topic. Fortunately, Eric Enge (CEO of Stone Temple Consulting) and I wrote a comprehensive post for Search Engine Land covering the demise of Google Authorship and our thoughts on why Google killed it.

I know that some people speculated the ending of Authorship-highlighted posts in search was caused by those results taking clicks away from the Adwords ads. However, I don't buy that and I give my reasons in the article linked above. I think it had to do with a combination of wanting to simplify the search results pages for the mobile age, along with a possible conclusion by Google that verifying quality authors was not something they could really do yet.

That being said, I don't believe for a moment that Google has abandoned the idea of author authority as a search factor. I just think it will be years before they will be able to really implement it. When they do it, it will be in a more subtle way than Authorship. However, I don't expect we'll ever see author photos in search again.

Q. If Authorship didn't work, then according to you, how else can Google to identify quality content and its ownership across the web?

A. I think the Knowledge Graph is the answer to that. For those that are unfamiliar with that term, the Knowledge Graph is the general name given to Google's project to build algorithms that can "learn" and understand the identities of people, places, and things, and also, understand the relationships and relative importance levels between all those things.

We see the first fruits of the Knowledge Graph in the boxes with instant answers and related facts you often get in Google Search now.

I think Google realized that Authorship based on rel=author markup could never scale. They would never get enough authors and publishers implementing it and many that did, weren't doing it correctly

However, the promise of the Knowledge Graph is that, over time, they will be able to better identify authors and connect them with their content via automation. Once they feel they can rely on that data with high confidence, they can then correlate quality and relevance signals for content to authors and include that as a factor in search.

"Our primary question is: is our content reaching our target audience (people who are likely to influence a large company's decisions about hiring a digital marketing agency)?"

Q. According to you, how will local SEO evolve and which factors/signals should marketers target?

A. I'm not a local SEO expert, so I'll refrain from sticking my neck out too far on this topic! Nevertheless, anyone with a local business should, without a doubt, create and/or claim a Google+ Local Page for their business and learn now to optimize it. The new Google My Business platform has made this a lot easier to do. Also, webmasters should become familiar with schema markup, which is a way to tell search engines what information on your web pages identifies your location, contact info, hours of operation, and other pertinent data points.

Q. How do you measure social media success? What KPIs would you like to measure?

A. I think the most important determinant of your KPIs is a clear understanding of your goals for social. In our case, we don't expect social media to be a direct channel for generating clients. We understand the sales cycle for our business. Our typical client signs a contract after a relatively long and gradual relationship-building process.

So for us, our content and social media presence exist more to help build and expose our reputation and authority in our industry. Following from that goal, our chief KPIs center around how and where our content is getting shared, and most importantly, to whom it's being exposed. Our primary question is: is our content reaching our target audience (people who are likely to influence a large company's decisions about hiring a digital marketing agency)?

Evaluating that has led us to some hard but important decisions, including abandoning some social media efforts that were fun for us to do, but didn't seem to be reaching or affecting our target market.

Q. How can a company motivate disengaged users to interact with their content?

A. The first thing I'd say to that is understanding the importance and meaning of social media engagement metrics. (I wrote about this at <http://stonet.co/1JmsmZ4>) Engagement should not be the main focus of your social media (likes and retweets don't put food on your table!), but they can be a measure of the effectiveness of your content.

You have to experiment with your content and social sharing until you find that you're producing things that resonate with your audience, things that truly hit them where they live, that speak to a need, or a problem they are trying to solve.

Listening to what others are talking about is an important part of that and one of the values of social media. However, I want to emphasize strongly on how important it is to invest in the quality of your content. People get inundated with so much online these days. If your content doesn't stand out and provide real value, it will get ignored.

Q. What are your tips for marketers to target the right audience with their content?

A. Really answering this question would require a book. Thankfully, there is an excellent one, so I'm going to cop out by recommending it: Audience: Marketing in an Age of Subscribers, Fans and Followers by Jeffrey K. Rohrs. That book revolutionized the way I approached both content creation and social media.

Q. What are the major misconceptions that you have heard from other authorities/experts and the greater SEO community? Which do you think are the most harmful?

A. Another question that could take a book to answer! Unfortunately, there are so many misconceptions. That's the downside of social media; with everyone being able to be a publisher, it's hard to discern good information from bad. There are so many bloggers, speakers, and tweeters who just repeat "conventional wisdom" they've heard other "experts" say without testing it for themselves.

My most important advice in this regard would be to choose whom you follow and read very carefully. Start with a few people who have a proven track record and then, look for the people and sites they share and recommend.

As far as the most dangerous myths and misconceptions, I'll share two that are particular pet peeves of mine at the moment:

1. The belief that there is a "silver bullet" or quick trick that can get you ranking high in search, booming in social, and driving more traffic to your site. In every case, the brands I know that are building long-lasting success in digital media ignore such foolishness and adopt strategies that consistently build their reputation and audience over time. As many have said, "be the site or business that Google can't afford to ignore."

2. The insistence that anything that you can't trace directly to ROI is worthless. Believe me, I fully know that everything in business has to contribute to the bottom line, ultimately. Yet, I see a backlash rising against content marketing and social media marketing based on the "finding" that they don't often produce direct sales. To me, this is shortsighted thinking. Yes, it is very possible to throw away money on such marketing. However, if its constructed out of careful strategy with an eye toward attracting and impressing the people or companies that may one day become customers, then those channels have a value unparalleled in the history of marketing.

Q. How do you maintain a work and personal life balance?

A. My wife would say I don't. Actually, I'm not a fan of the "work/life balance" terminology as it implies that there is or should be hard, uncrossable lines between the two. If you love your work as much as I do, it becomes one of your passions and it can stimulate and invigorate other aspects of your life. Nevertheless, no one profits from becoming a workaholic or by denying time to family, friends, and recreation. I'm finding that as busy as I am these days, I have to proactively schedule time for those things so I don't leave them out.

Our CEO Eric Enge has been a good model for me in this. As busy as I am, he has ten times the responsibilities and demands I do. However, he makes a priority for little ways to break away from the work. He plays basketball once a week, for example, and being committed to a team gets him away from work and into exercise. Also, he keeps a commitment to go out for lunch every day, even if it's just to pick up a sandwich and get right back to the office. That means that at least once a day, he's going to break away from his desk and computer.

Well that wraps up this very interesting interview. Thanks for sharing all of your expertise and insight with us, Mark.

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- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



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How to create a potential hot-selling eBook

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Reasons

A Webinar

IS A GREAT MARKETING TOOL FOR YOUR BUSINESS

Webinars are taking the digital marketing world by storm. Also known as web conferencing, webinars are services that allow real-time, multicast video conferencing or audio conferencing events to occur even when participants come from remote locations.

Many people today consider webinar as the next big thing in marketing since it offers real-time connectivity and interaction between the presenter or presenters plus guests and the audience that are interacting with them.

Here are the eight reasons why a webinar is a great marketing tool:

1. Webinars are Convenient:

On-demand webinars are quite convenient to have because at this point, everyone has an online connection and a means to access it. Conducting webinars allow you to connect with everyone around the world without having them to leave their home.

2. **Webinars Can Help with Your Promotions:** If you want to promote your site or company with the help of webinars, then it's all possible. Webinar presentations, even informational ones, can increase the exposure of your business or company altogether. Since videos increase people's understanding of your product or service by 74%, having a webinar with full video on demonstrating or explaining the virtues of your product through a presenter can have a huge impact on how people view what your company is providing, more so than simple advertising copy.

3. Webinars Establish Your Credibility:

By having a webinar, you'll be able to give more credibility to your ideas. The simple act of putting on webinars will allow you, the people you're talking to, and the people who are watching, to understand your concepts and establish agreements.

4. Webinars Have Huge Applications on Training and Education:

Webinar live streams and webcasts can include how-to videos that showcase training in various fields of study and concepts. It's the sort of training that can be done online, broadcasted live and in real-time (plus archived for posterity), and offers immediate feedback from the viewer in question through real-time comments.

5. Webinars Can Create and Increase Brand Awareness:

Brand awareness is a concept that involves making audiences more aware of a brand or product through consistent promotion, advertisements, marketing, and labeling focused on a single theme, message, or identity. Having a webinar set up will allow your audiences to have a visual image of your brand, resulting in a bigger consumer base when everything is said and done. The topic itself can lend towards increasing brand awareness if it's your product or the market it belongs to is being mulled upon by everyone on a given panel.

6. **The Consumer Reach of Webinars Is Quite Impressive:** Having a webinar, especially involving news and current events that are burning holes in everyone's minds, enables you to reach to most people, particularly your target audience if you play your cards right. By applying creative design and marketing every time you have a webinar up and running, you'll be able to draw an audience in. The more engaging your webcasts are, the more invested the audience will be to watching each "episode" of your webinar.

7. Webinars Build a Bigger Audience and Contact List:

Just like with podcasts or simply having a YouTube channel, every webinar you made forges new contacts. Webinars allows you and other presenters to build an audience in the form of viewers or even other people on your panel.

8. **Webinars Are Cost Effective Solutions:** Webinars aren't that much expensive and some of them are even available for free. Others have a fee, but that fee comes with the assurance of better, more flexible features and benefits when compared to the issues and bugs associated with free services. Regardless, the overhead for a webinar solution doesn't cost a lot. Like organic results in search engines or broadcasting yourself through YouTube, you won't have to spend hundreds of thousands or millions to use this very good marketing platform.

CONCLUSION - With that in mind, Webinars are considered huge marketing tools primarily because conducting them gets your service information out there in the form of communication with your clientele or conducting broadcasted board meetings across the Internet on short notice and with low overhead cost, sometimes done at the comfort of your own home. By conducting your own webinar, you're allowed to present your ideas to a greater audience and discuss with them and the people in your panel how valid they ultimately are, establishing huge marketing awareness and better consumer bonds in the process. By **Jomer Gregorio** To read full article go to: <http://www.business2community.com/digital-marketing/>

The Absurd Disconnect Between Marketers And Consumers

1. Marketer Often Forget to Look At Things From Perspective Of The Customer. Let's Look At Some Examples

Marketer spends days creating a Viral Video of More than 20 Minutes and then wonders why internet visitors can't spend 20 minutes to watch it! Have you ever tried to get somebody to watch 20 minutes of video about something they're not particularly interested in? It's impossible! Anything more than a minute is asking too much of internet strangers.

Marketer spends a fortune creating a branding app is so engaging and useful, and then is confused why Customers are not rushing to download it. The customer is probably thinking, What the heck is a branding app? Yeah, nobody's going to use that unless it's useful. The Irony of it all: If you have an amazing brand that people love, you're probably too busy building amazing stuff to worry about a "branding app".

2. Marketers Often Obsess About Minor Details the Customers Do Not Care About

Some serious concerns and obsessions by marketers include stuff like thinking and trying to resolve issues like:

· "This ad would work a lot better if the logo was just a bit more to the right."

· "If only the font was a bit bigger, I would sell more of my products!"

· "I love my s logan! It perfectly encapsulates the value proposition."

· "This new brand positioning changes everything for my business!"

But here are the way customers think about these 'serious issues': Truth is you are not going to see a huge increase in sales by changing your logo alignment or font size.



Most customers are not savvy enough to pay attention to such details like brand positioning, font sizes or logo position.

Most times, the customers that focused on such things would probably hardly ever be satisfied enough to buy and if they bought, most times they would end up cancelling or turn out to be customers from hell, making the life of your support staff miserable...

You should probably focus your resources on building a successful product instead of obsessing over arcane stuff like that.

3. Marketers Often Think and Talk About Technical Jargon That Customers Just Think Are Weird!

For example, Marketers worry a lot making a product more scalable for customers. But Consumers are like 'what is scalability?'.

What is a scalable solution from the perspective of a consumer? Why would a consumer care about scalability, anyway? He only has one scale to worry about: his own. Scalability does matter, but few customers even think that far before making a decision..... better to focus on pleasing your customers now, then thinking of their future for them.

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MWM gadgets & toys

Sola is an intelligent massager to provide a relaxing time

It goes without saying that life can get rather stressful after a particularly difficult day at the office – or even at home, so much so that you feel as though you need to get out of the house and enjoy a massage session. However, things do not always end up according to plan, and for all of the ladies out there, should the hubby end up being too tired to meet your amorous advances at the end of the day, perhaps it is time you fall back on a different kind of massager in the form of the Sola, where it has been dubbed to be the world's 1st intelligent 4-in-1 personal massager that has been designed by women – for women.



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RUNTIMATE MAGNETIC RUNNING BELT SYSTEM



Runners looking for a convenient way to carry smartphones, keys, water or anything else whilst engaging in their chosen sport, may be interested in a new magnetic running belt and arm band which has been created called Runtimate.

Runtimate has been specifically designed to hold your workout equipment and gadgets conveniently in place around your waist or arm. Providing easy access to everything you might need whilst out running without the need to stop, check out the promotional video below to learn more about its design and inspiration.

The creators of Runtimate explain more :

Magnetically secure your workout gear to Runtimate Running Belts and Armbands and unlock it whenever you need it. It's that easy. Keys. Towels. Water. Phone. Our worst nightmares when we decided to go out for running. We tried everything, from waist packs to running backpacks: carrying and using comfortably that stuff was almost impossible. We looked for something better:

- Something with the capacity of a backpack in the space of a waist pack.
- Something so comfortable that you would forget it while running.
- Something designed to maximize usability.

Runtimate Belt and Armband represent our vision of the future of sport waist packs and backpacks. We thought magnets could save us from the bother of carrying running gear efficiently. After more than a year, we can proudly introduce a state-of-the-art invaluable device for your outdoor training.

The Runtimate project is currently over on the Kickstarter crowd funding website looking to raise €65,000 in pledges to make the jump from concept to production. So if you think Runtimate is something your running could benefit from, visit the Kickstarter website now to make a pledge from €25 and help Runtimate become a reality.

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

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One million babies have been born from people who met on Match.com.

INTERNET MARKETING OR DIGITAL MARKETING - THE MODERN BUSINESS FACET

Digital marketing is an all-encompassing term for commercialization of products and services using digital technologies - which mainly means the internet but also does include mobile phones, display advertising, and any other digital medium.

How Did it Begin?

When you held your first personal computer with an optical wire connecting to the internet - it had all already started. People had started putting up private banner advertisements, and commercial space was being sold in the virtual world. It directly meant space on the website - on the website's domain address server, on the page's corner or center - the area was being sold for a lump sum or a rental like any other "real" advertising space.

You Said Phones...

With phones came caller tunes, ring tones and freedom from monotonous beepers. People could talk to each other, communicate with voice and hear tones and interact with humans per se. This revolution was a major thing for the world; companies bought caller tune rights, developed their own business ringtones and official circle's operating communication devices - who were then heavily paid to advertise on.

The Revolution Came With Which Company or at What Point in All This?

Of course, Microsoft was too traditional and safe-better. So it was Google which blasted itself on to the scene in the 1990s and the very early 2000s that brought Google AdSense with it. This technology cum marketing tool was a boon for consumers and business marketing agents alike. It was balanced. It was sensitive to everyone's needs. By design, it took into account the content of your website thoroughly before posting relevant advertisements for the end consumer or reader of the site. This changed everything, no more private rentals, no more confused ads that were static - this was all dynamic - all ads changed over time and with the content too if that was relevant. Amazon is one of its biggest supporters; it is an e-commerce website that invests in such advertising. Google's very own blog spot is one of its best-known applications that went well with new and novice business' that wanted ads which paid them through AdSense but not burst into the whole web page, Google decided which ad was relevant, put it there, paid the owner for the clicks later.

By: Florence Barker

Isn't Google or Alphabet Now in Trouble?

Yes, Europeans never really appreciated a good business model! They have applied their anti-monopoly laws that prevent any company from becoming the only player in the field. This is all still ongoing, so it best to sit back and watch.

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PEOPLE COULD TALK TO EACH OTHER, COMMUNICATE WITH VOICE AND HEAR TONES AND INTERACT WITH HUMANS PER SE. THIS REVOLUTION WAS A MAJOR THING FOR THE WORLD; COMPANIES BOUGHT CALLER TUNE RIGHTS, DEVELOPED THEIR OWN BUSINESS RINGTONES AND OFFICIAL CIRCLE'S OPERATING COMMUNICATION DEVICES - WHO WERE THEN HEAVILY PAID TO ADVERTISE ON.

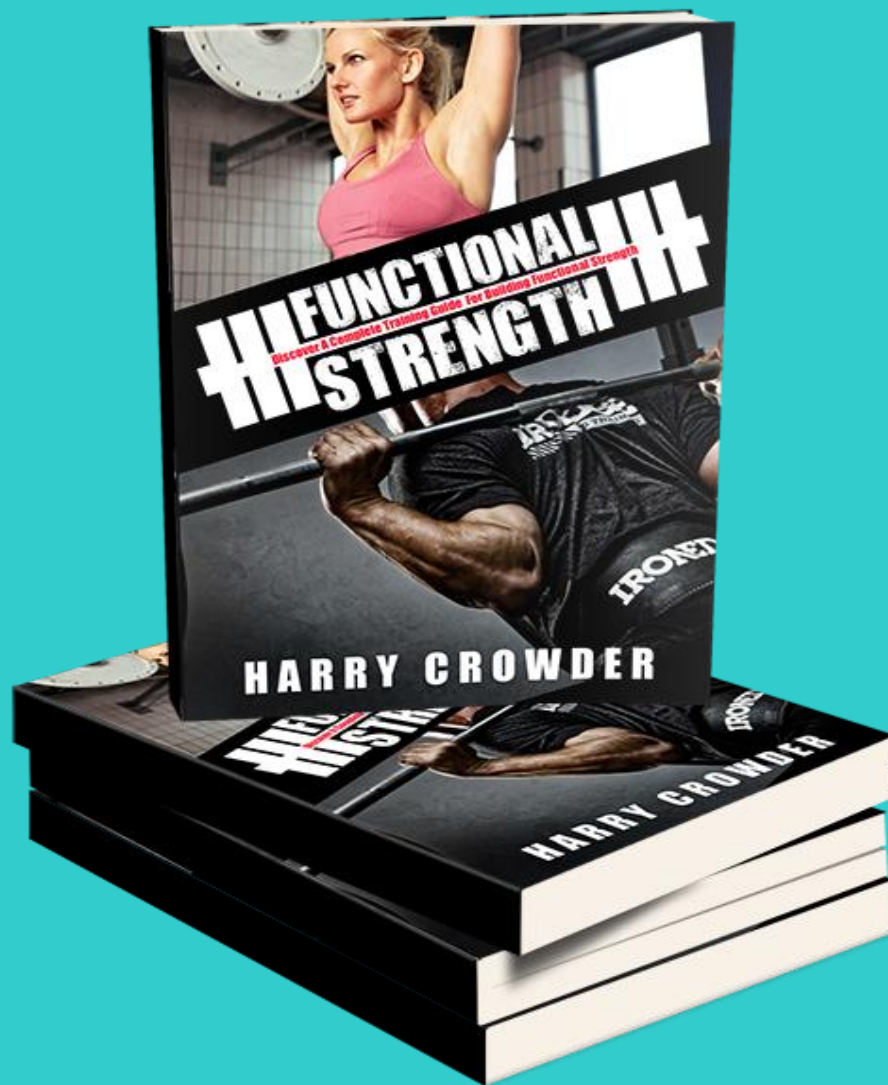


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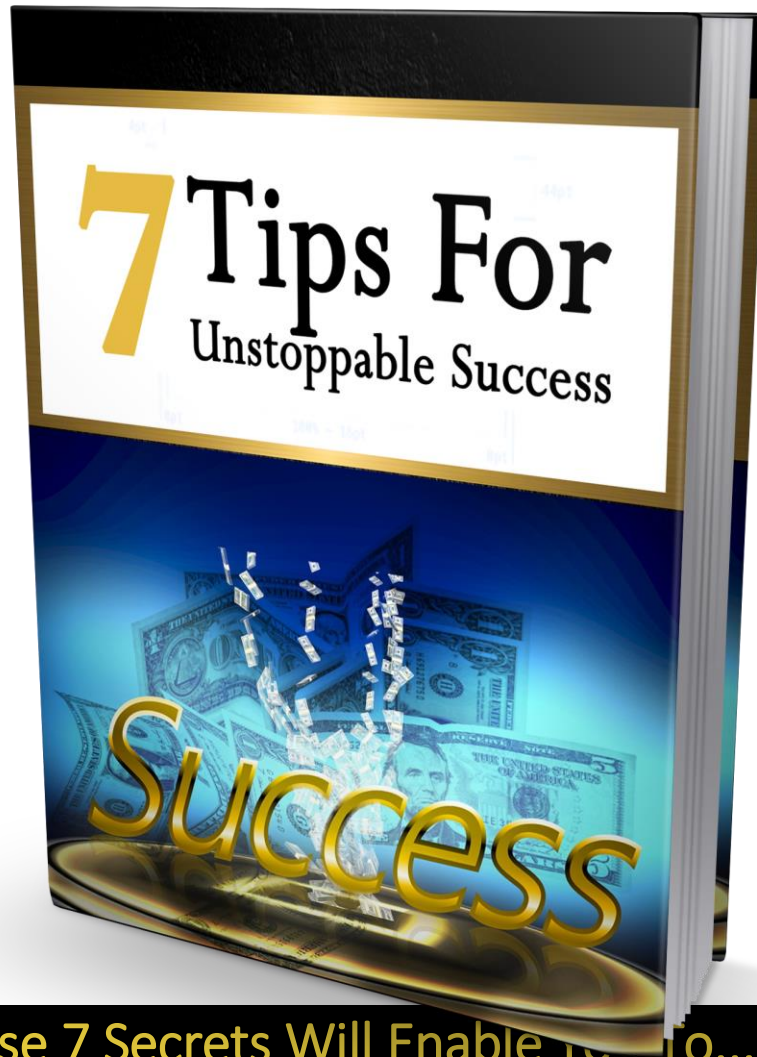
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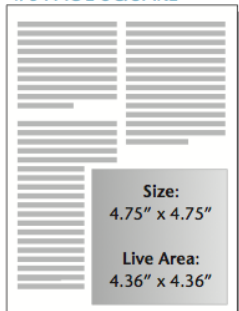


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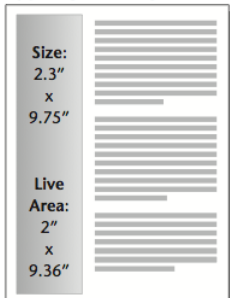
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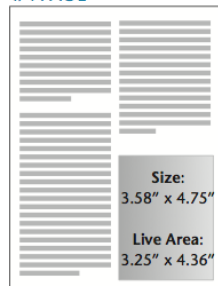
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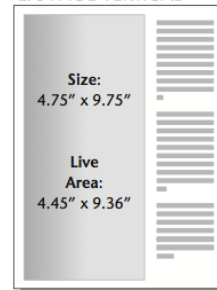
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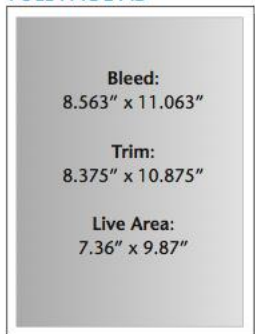
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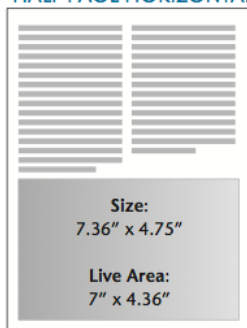
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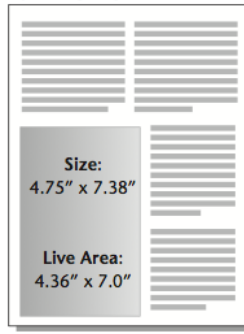
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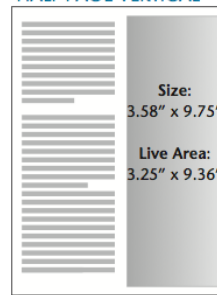
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1/2 PAGE ISLAND



HALF PAGE VERTICAL



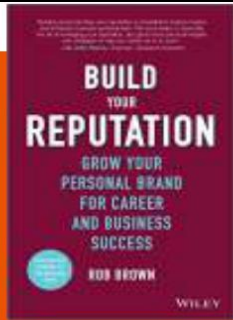
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Build Your Reputation: Grow Your Personal Brand for Career and Business Success

By: Rob Brown

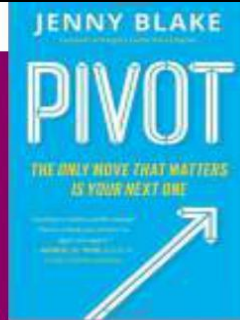
Stop being a well-kept secret and start being the go-to choice

Your reputation is what people say about you when you're not there. It's your most powerful asset for business growth, career enhancement and freedom of choice in many aspects of life. Yet too many people leave it to chance. They are a well-kept secret – it's not enough to be the best, you have to be seen to be the best.

Build Your Reputation will show you how to master the skills of brand-building to develop a powerful profile and a formidable name. You'll learn how to identify your brand and where it fits into the big picture, and then you'll learn how to become the obvious choice for whatever it is you do.

Becoming known isn't a matter of chance, nor is it a matter of luck – it's a practical set of highly coachable skills that anyone can learn. Learn how to build credibility, connect with the right people and make your achievements known.

- Identify and build your personal brand
- Position yourself strategically for maximum impact
- Attract the right relationships and the right attention
- Become the go-to guru for whatever you do



Pivot: The Only Move That Matters Is Your Next One Hardcover

By **Jenny Blake** - Author of Life After College and former career development program manager at Google, reveals how to methodically make your next career move by doubling down on what is already working.

Careers are not linear, predictable ladders any longer; they are fluid trajectories. No matter our age, life stage, bank account balance, or seniority, we are all being asked to navigate career changes much more frequently than in years past. The average employee tenure in America is just four to five years, and even those roles change dramatically within that time. Our economy now demands that we create businesses and careers based on creativity, growth, and impact. In this dynamic world of work, the only move that matters is your next one.

Drawing from her own experience and those of other successful pivoters, Jenny Blake has created a four-stage process that teaches anyone how to seamlessly and continually:

- Double-down on existing strengths, interests, and experiences
- Find new opportunities and identify skills to develop without falling prey to analysis-paralysis and compare-and-despair
- Run small experiments to determine next steps
- Take smart risks to launch with confidence in a new direction

This book is for anyone searching for an answer to the question, "What's next?"

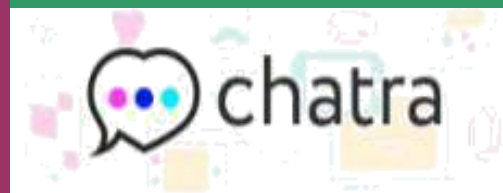


Have you been wondering to promote your exclusive products on the best social shopping sites like

Instagram, Wanelo, Polyvore, Pinterest, Fancy, WeHeartIt, Keep, Shopcade, Facebook, Twitter etc.. It is indeed a great idea to do that for showcasing your products to the world.

But have you ever thought if you had a tool which makes your life easier by collecting your products right from your Shopify store and sharing it on these networks within a snap. Guess your wait is over.

Outfy is the one stop productivity tool to manage the presence/distribution of your products on social & e-commerce networks.



Chatra Live Chat allows you to sell more, answering questions and alleviating concerns to help visitors place an order. Use it to collect actionable feedback to improve your store: identify problems, collect contact info and understand your customers better.

Chatra allows you to see shopper's cart contents in real time to identify most valuable customers and provide tailored assistance networks.

MAKE THE MOST WITH INTERNET MARKETING

By: Ross Burton

Every business needs some marketing to attract customers. The bigger the marketing platform, the better chance of increasing profits. There is no doubt that the internet is the most dominant marketing platform as of now, which is why Internet Marketing is booming!

Internet Marketing is Everywhere
Internet marketing or online marketing is slowly leaving all others forms of marketing behind. The flexibility and ease of online marketing, not to mention the massive worldwide platform it provides, has captivated millions of businesses.

The number of firms that have taken to online marketing is ever-increasing with no end in sight. And for good reason too. Today everybody, no matter how young or old, is becoming tech savvy. There are so many people who are glued to their computers or mobile phones, continually researching products or reading reviews of services that they wish to purchase. It is here where online marketing comes into the picture.

Imagine the amount of publicity a business would get if it simply opened up a website. Millions of people would come across that site every day, maybe every second. Out of those million, someone is bound to be interested in what that business has to offer. Slowly and steadily more people would begin to access that page every day, thus resulting in more consumers and increased profits.

If all this can happen just from a single website, just imagine what heights a business could reach if it incorporated all the other tools of internet marketing with a perfect marketing strategy.

Endless Opportunities:

Don't want to create a website for commercialization? No problem! You could even market by sending emails to prospective customers, or by simply creating a page on a social networking site.

Build a blog and let your words do all the talking, or just create an online video and watch it go viral!

The opportunities are endless in internet marketing. You just need to know when and how to make the most of it.



The flexibility and ease of online marketing, not to mention the massive worldwide platform it provides, has captivated millions of businesses.



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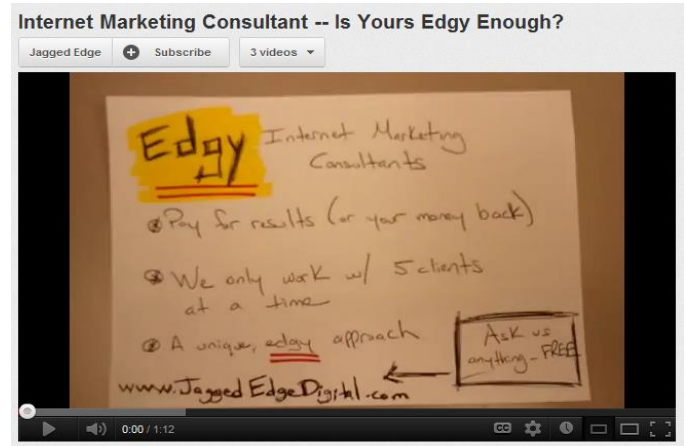
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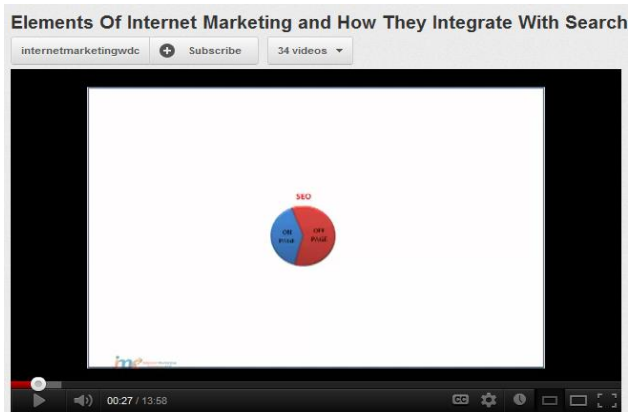
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INTERNET MARKETING: THE POWER OF SOCIAL MEDIA

By: Leo Wade

Internet Marketing has crossed all the boundaries of innovation. Companies are putting their creative teams to good use and are coming up with new and exciting ways to grab the attention of customers. And one great way to communicate with potential and existing customers is none other than social media. Perfect for Businesses

Social media is a powerful tool. It has the power to change the views of millions of people. It can unite as well as divide people. Amazing isn't it? So there is no doubt why this is one of the best platforms for businesses to thrive on.

Almost the entire world uses one or the other social media networking site.

Many people are on more than one site too. Imagine the market you will gain just by building your brand on a single social networking site.

Create an Impact

Being on social media should never be enough; you need to think about how to create an effect with it. Here are four great ways to take your business to the next level; through social media marketing:

- **Select the best platform**

Social media has hundreds of platforms and selecting the right one is going to be hard. So be sure to research well before choosing your platform.

- **Never be inactive**

One of the golden rules of social networking always stays active. You aren't going to accomplish much if you do not update your page frequently.

- **Participate**

Your page shouldn't only be about promoting your brand. You must try to engage yourself with your followers as well. This helps to create a sense of community.

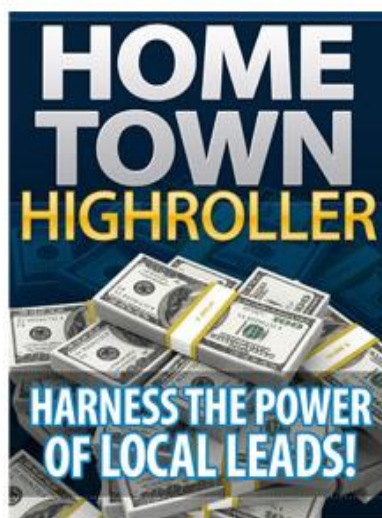
- **Consistency matters**

It is important to first create the perfect marketing strategy and then stick to it. Changing your approach in between or diverting from it may slow you down rather than speed you up.

And the most important thing to remember: never consider marketing as a chore, take it up as a challenge and try to make it fun.

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A portrait of Amy Jo Martin, a woman with long brown hair, smiling. She is wearing a teal top. The background is a textured, reddish-brown wall.

SOCIAL MEDIA EXPERT INTERVIEW: AMY JO MARTIN

Amy Jo Martin founded Digital Royalty three years ago to help companies, celebrities, professional sports leagues, teams and athletes build, measure and monetize their digital universe. In addition, Digital Royalty provides customized social media education programs through Digital Royalty University, which offers a comprehensive curriculum blending strategic and tactical training. In October 2012, Amy Jo published the New York Times Bestseller, *Renegades Write the Rules*.

Amy Jo herself has nearly 1.3 million Twitter followers and she travels the world to speak about the latest trends in social media, how to monetize various social platforms, and how to successfully build a personal brand by utilizing social media. Her audiences have varied from the Harvard Business School and National Sports Forum to the Design Leadership Summit in Venice, Italy. Amy is also a regular contributor to news outlets including the Harvard Business Review and Sports Business Journal. She and Digital Royalty have been featured in top-tier media outlets including Vanity Fair, TIME, Forbes, The New York Times, Fast Company, ESPN SportsCenter, USA Today, MSNBC and Newsweek.

Digital Royalty's clients include: Shaquille O'Neal, FOX Sports, The X-Factor, Chicago White Sox, UFC and Dana White, Dwayne "The Rock" Johnson, Los Angeles Kings, Jabbawockeez, Doubletree by Hilton, Tony Hsieh CEO of Zappos.com and author of the The New York Times#1 Bestseller, *Delivering Happiness*, Monte Carlo Resort & Casino, and Hard Rock Hotel & Casino.

Amy, tell us a little about what it is you do?

I help people humanize their brand and deliver value to their audience through social media channels. I encourage others tell their stories virtually and design their own day.

How important would you say having a social media presence is for businesses these days?

With over a billion people on Facebook alone, it would be irresponsible not to have a social media presence. Social media isn't really "media", it's just communication. It's more like the telephone and less like the television. Would you not answer your phone if someone were calling?

"Don't forget the importance of your personal brand. Your personality, confidence, and the way you conduct yourself define your brand."

What three bits of advice would you give a business that is taking their first steps into the world of social media?

1. Humans connect with humans, not logos. You have to humanize your brand to really connect with your followers.
2. Be a social rocket scientist. Your mixture of measurement and creativity is your X factor. Magic happens when we combine numbers with an emotional connection.
3. Don't forget the importance of your personal brand. Your personality, confidence, and the way you conduct yourself define your brand.

What do you think the future holds for social media?

Fatigue, consolidation, and the continuing struggle to remain relevant are definite trends today. There are simply too many options out there. People are busy, so social media platforms must continue to find interesting ways to engage users. With so many choices to choose from, simplicity and value reign, as evidenced by the success of platforms like Instagram. Too many platforms try to appeal to everyone; the **best ones do one thing and do it right.**





For The Next **12 Months**, I Will Show You Step-By-Step How To Implement **12 Channels** To Draw Targeted Visitors To Your Site.



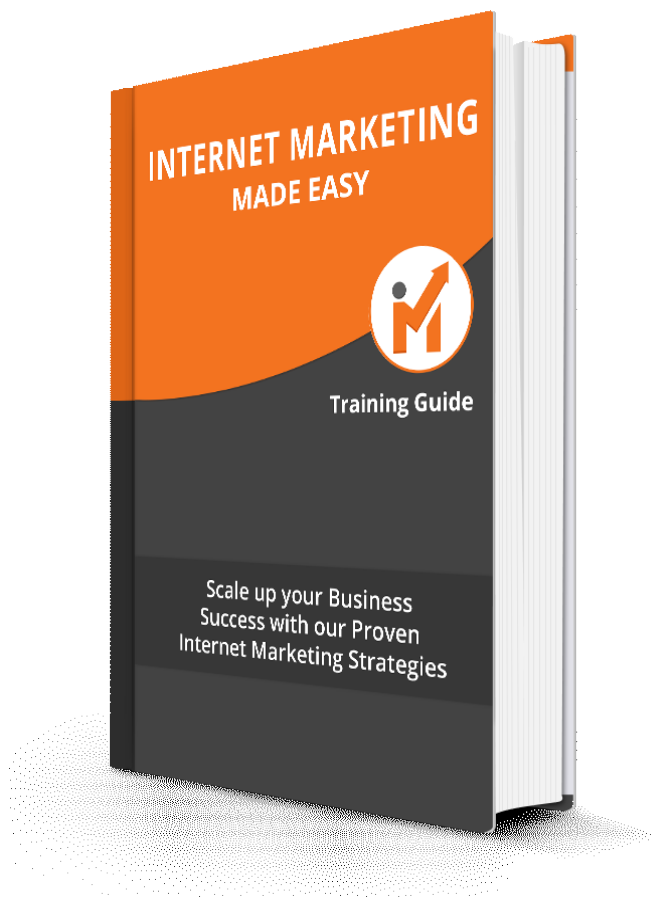
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16 “WAYS” You Can Turn PLR into Pure Gold in Your Business.

For those who may not understand what PLR means, it stands for **Private Label Rights**. Private label rights are special type of right or license which grants you legal right to own, sell, edit and publish the article, book or software as your own. You are also legally covered to use your own name as the author of the book, software or video material. When properly handled, most of those who purchase these products will see you as the author and celebrate your 'authorship' by paying you money for it.

This is one of the greatest weapons you can deploy in your internet marketing business. Of course, while you are encouraged to take a good source on how to use and monetize PLR, here are **16 ways you can turn PLR into GOLD in your business**.

1. Use PLR To Create Awesome Videos – Many PLR gurus are using PLR content to create videos for YouTube and other video marketing avenues. You can use article to video strategy to get 'unique' monetized videos into YouTube using your own keywords to rank it and make money.

2. Use The Build And Flip It Strategy

Use PLR content on websites for flipping – Build content-rich websites based on a particular niche using PLR content and sell them for a much higher price than you paid for the PLR content.

3. Sell It To Fresh Marketers By Translating Them Into Another Language
As the internet grows and expands, more markets are opened around the world. People may be searching for products in their own native language hence translating a PLR product into other languages is a great way to profit.

4. PLR packages often come packed with a lot of information. This information can be used to **create a brand new EBook** which can be put up for sale. You could even sell the PLR rights of your brand-new product to others or use it to generate traffic to your site by submissions etc.

5. Create Monetized Podcasts with PLR Content

Record weekly podcasts using PLR content and distribute them on the iTunes store

6. Use PLR content As Fuel for Your Autoresponders

This will help save time and effort in trying to think about what content to deliver to your list. PLR books can be broken down into small emails you can drip to your list for a long time.

7. Use PLR As A FREE Traffic Generation Strategy - Rebrand your PLR software and submit it to free software directories to generate more traffic to your website. The more downloads you receive, the more visitors you will get for your business.

8. Use PLR To Build Expert Credibility on Guest Blogs - Re-write a PLR article and submit it on another blog as a guest post – This helps to poise you as an authority for the topic you are writing about and helps drive the existing traffic of the other blog to your website/product. This will help you gain more exposure for yourself, business and products.

9. Use PLR To Jump, Start and Maintain a Paid Membership Site - This gives you ample time to think about and create original content. In the scenario where you run out of ideas, use PLR content to provide value to your database or as an inspiration to create a brand-new product.

10. Combine Several PLR Into a Complete Home Study Course - Everyone knows it takes a lot of time to create a brand-new product. However, with PLR content, you can gather different products and compile them together as one complete home study course for selling.

11. Turn Your PLR Into an Affiliate Income Spinner - A great way to earn some money with affiliate programs from JVZoo; Warrior Plus; Clickbank and Amazon is to insert affiliate links into resell products or PLR content and then sell or give away for free.

12. Create AdSense Monetized Sites with PLR - AdSense sites need to be content - rich in order to generate the traffic that will click on the Google ads. PLR content can be used to create such sites.

13. Use the PLR content to promote Your Ecommerce Stores (Shopify; Amazon; EBay; etc.) an eBay store – With PLR content, there is no need for you to start brainstorming content from scratch. You can just re-write the PLR content for your own use to promote an eBay store.

14. Create Communication Newsletter for Your Clients - Keeping in touch with your clients is important in building a good relationship with them. You can use PLR content for easier communication with your clients through newsletters. With PLR creating new content will be a breeze.

15. Build Fan and Followers with PLR Content on Social Media - Build a Facebook page that uses the material. In this way, you will be able to interact with your customers with discussions on the content, generating frequent activity and buzz.

16. Rebrand PLR and Use as Great Bonuses for Your Offers - PLR materials can be used to enhance the value of your offers. You can also use it as unannounced bonuses for buying your products, giving your customers a pleasant surprise when they open your package. This helps to build rapport and your 'likeability' quickly.

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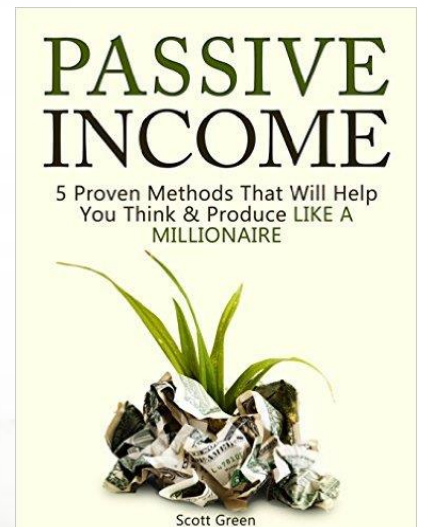
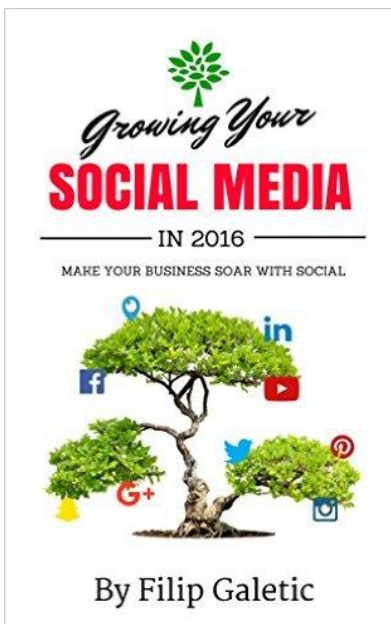
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Quotable:



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

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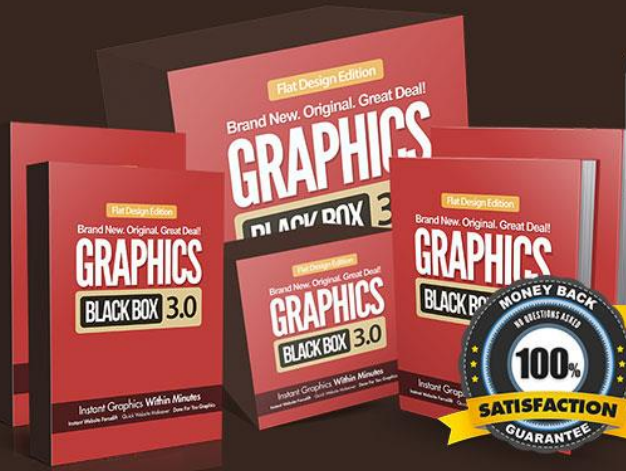
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Florence Barker

Florence Barker has been working for a top digital marketing company based in Melbourne for over 7 years. She started as a writer, but she underwent SEO training and is now an expert in this field.



Felicia West

Felicia West is a London-based writer. She writes about different topics, including relationships, health, even life hacks.



Summary of An Amazing Article

By John Stephens in Probloggger

From influencing millions to making millions, the world's most successful bloggers manage to turn visitors into readers, readers into customers, and customers into fans without breaking a sweat.

But is it all accidental, or is there any science behind their success? Are there any habits successful bloggers follow? And if they do, what are they and why do they work?

In this summary of a detailed post by John Stephens, you get to learn the secret weapons for converting your blog visitors into massive leads and ultimately, buyers.

1.SUCCESSFUL BLOGGERS USE MULTIPLE OPT-IN BOXES - With email being such an effective method of conversion, top bloggers make sure they don't leave any stone unturned to get visitors' emails. Using more than one opt-in box increases the chances of users signing up with you. But there is also a fine line before it gets annoying.

2.SUCCESSFUL BLOGGERS MAKE GOOD USE OF "ABOVE THE FOLD" AREA
"Above the fold" is the first half of a webpage that is visible without scrolling.

Whatever content you place above the fold is the first thing your visitors will see when they land on that page. If it is irrelevant, there is good chance they will leave the site before exploring further. According to some expert research, content placed above the fold grabs our 80% of attention".

3.SUCCESSFUL BLOGGER MAKE IT EASY TO SHARE CONTENT - Sharing might sound intuitive to us marketers and bloggers, but your average reader might never share your content unless you make it seamlessly easy to do so. This is partly due to laziness – your readers don't want to put in the effort to copy-paste URLs or think of tweets.

Successful bloggers understand this very well. That is why they provide multiple easy options for readers to share content anytime they want.

4.SUCCESSFUL BLOGGERS USE OVERLAYS TO CAPTURE ADDITIONAL EMAILS

Email is the foundation of blogging success. Which is why bloggers keep coming up with innovative ways to capture more and more emails.

One such technique is called 'welcome mats'. Welcome mat displays a full-screen call to action that shows up when visitors land on your website.

5.SUCCESSFUL BLOGGERS USE STATIC HOME PAGES TO FUNNEL ADDITIONAL LEADS

This is a tactic a growing number of bloggers are adopting. Instead of directing users straight to the blog, they direct them to a homepage instead.

Here, they can introduce themselves to their readers, direct them to their best content and capture emails. This also gives bloggers an opportunity to do some personalization.

6.SUCCESSFUL BLOGGERS USE SOCIAL PROOF TO BUILD TRUST AND AUTHORITY

As per Wikipedia : " Social proof is a psychological phenomenon where people assume the actions of others to reflect correct behavior for a given situation."

In a nutshell, we look at other's opinions and signals to evaluate our own potential action.

Nearly 63% of consumers indicate they are more likely to purchase from a site if it has product ratings and reviews.

Top bloggers take advantage of social proof in several ways: By showing testimonials; By showing authority endorsement; By showing the number of subscribers; By showing media mentions

7.SUCCESSFUL BLOGGERS USE A "START HERE" PAGE.

This is the "start" page for your blog, a page that tells readers who you are, what you blog about, and what they should read.

Readers will often turn to the "Start Here" page when they land on your site for the first time. While you might have a detailed homepage, it can't tell your story quite as effectively as a compelling "start" page. It's also a fantastic opportunity to collect emails and increase conversions.

8. SUCCESSFUL BLOGGERS MAKE BETTER USE OF THE FOOTER AREA

The footer area is often overlooked when designing blogs for conversion. We're so fixated on the above the fold area that we completely forget about users who scroll all the way to the bottom (who, ironically, are also among your most engaged users).

The truth is that the footer matters even more than your middle 'body' content. Successful bloggers understand this, which is why they use their footers to increase engagement and conversions.

9. SUCCESSFUL BLOGGERS USE PROMINENT CALL-TO-ACTIONS [CTAs] What

color CTAs do you use? I know this might sound like a minor design quibble, but your CTAs have a big impact on your conversion rates.

For example, in one case study, changing the color from green to red increased conversion rates by 21%. This might not sound a lot, but if you get 100 customers each month for a \$100 product, you'll make an extra \$2,100 – with no extra work.

NOW, GO AND BE AN AWESOME BLOGGER!

Building a high-converting blog isn't a matter of chance; it is deliberately planned. While your content creation and distribution strategy will largely define your success, you can increase conversions dramatically by following the same tactics as the world's best bloggers.

[For a complete un-edited version of this very educative write up for serious bloggers, go to:

<https://probloggger.com/the-9-conversion-habits-of-the-worlds-most-successful-bloggers/>. John Stevens is the CEO of Hosting Facts.

7 Fearless Ways To Reduce Refunds And Retain More Customers

Most digital marketers agree that the rates of refund requests for digital products have now reached epidemic proportions. For most Marketers, there are few things as deflating as refund requests just a few days after you have celebrated a sale.

With the policies of major payment systems such as PayPal mostly favoring the Customer, the refund epidemic for digital products is now in full swing and showing no signs of abating anytime soon.

You can choose to whine About it, or throw your hands in the air, give up and go look for paid employment or you can look for solutions to protect YOUR OWN business in this toxic situation.

Here are 7 simple and inexpensive strategies you can deploy to reduce excessive refund for your digital product. Many of them even apply to traditional product sales.

1. PROVIDE QUALITY PRODUCTS THAT DELIVERS ON ITS PROMISE.

This may sound obvious but most vendors do not understand that the quality of their products is the first and best line of defense against customer refunds. At its core, with a few exceptions, most refunds are borne out of customer dissatisfaction. If the customer is satisfied, there would be no reason for them to request for a refund. Providing excellent products truly worth their time and hard-earned money would remove from their minds any possibility of considering a charge back.

2.PROVIDE FOR AN EXCELLENT CUSTOMER SUPPORT SYSTEM.

Many online businessmen believe that customer support is unnecessary for an online enterprise. This is a false notion. On the contrary, a customer support system would increase the value of your product and drastically reduce your refund rate. Knowing that their problems with your product and your company can be addressed through an easily accessible channel would dissuade most genuine customers from resorting to refunds.

3.HAVE A QUICK START GUIDE –

Information products can be overwhelming and overwhelmed people often choose the refund option. You open up the product and you have all these videos, audios and transcripts and you don't know where to start. A Quick Start guide (either audio or written) can give people a place to begin and it can help them consume the material more easily. Once they have a quick start guide that can help them make sense of the chaos of your overwhelming product, most will calm down and forget about asking for refunds.

4.HAVE A WELCOME LETTER SENT TO THEM RIGHT AFTER PURCHASE

The Sale should not be the end of selling the product.

5.SET UP A WELCOME AUTO-RESPONDER SERIES.

Just like most vendors have a series of auto- responder emails to convert the prospect into a buyer, it is equally important to also create an auto-responder series to help your customers get started with your product. These emails can:

- Reassure them they made a good decision by purchasing your product
- Give them some additional tips for using the product
- Get them excited about diving in and getting started (remember, honest people who go through your product successfully are far less likely to return it)
- Ask them for a testimonial or encourage them to refer a friend
- Upsell them to the next level.

6.GIVE A SURPRISE BONUS A FEW DAYS AFTER PURCHASE

- Send them an extra, unadvertised bonus later, maybe about 3-5days after the purchase. This accomplishes a couple of things -- your ideal clients feel taken care of plus it gives you another opportunity to reach out and connect with them again. This is a good way to further build the relationship with your ideal clients. People hardly walk out of seller with whom they have relationship without a good reason.

7.USE VIDEO TO DEMONSTRATE PRODUCTS

To reduce the frustration that often leads to refunds, it's a great idea to have DEMO VIDEOS to explain how your product works and visually demonstrate how to use the different features of your product. These demo videos can be used to demonstrate features, ease of use, and can convey products in a way that makes it stupidly easy to use your product.

No businessman would want to receive a refund request. It's both disappointing and downright demoralizing. But keep your spirits up. Refunds are a part of the game. They are something we must live with. And fortunately, they are something we could control.



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1 Tip for a Tiny Belly

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✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS

MONETIZATION

STRATEGIES 4 FREELANCERS

7 Unique Ways To Maximize Your Gigs On Fiverr

With the Fiverr phenomenon busting into the digital world a few years ago, many people have found a source of income for providing services for customers all over the world. It is now a popular platform for new freelancers, professionals, skilled people, students, and those seeking part-time income to augment their regular jobs.

Unfortunately, many people on Fiverr are only making a fraction of the income they could be making because they have not mastered the art of maximizing their gigs.

Here is a summary of 7 ways you can increase your income on Fiverr without necessarily doing additional work or spending more time on your gigs.

1. The Gig Multiplication Strategy - You can quickly increase your income and get more gigs by creating multiple versions of the same gig. This may sound counter intuitive or even repetitive but my study of the top sellers on Fiverr confirm that most of them have several versions of the same gig, and they simply change the titles.

2. The Gig Boomerang Strategy - Offer an Incentive for Repeat Orders. In summary, you make one gig bring back another gig (your gig boomerangs)

Here is it in a nutshell: When you deliver the Fiverr gigs, you will tell the buyer that on their next order you will give them 2 more for free. If you do blog posts as a gig for instance, you can tell buyer you will include 3 posts instead of 1 for the same price on their next order.

3. The Related- Gig- Extra Strategy - Make Efficient Use of Gig Extras & Increased Quantities in your gig set up. It is a good idea to take advantage of the gig extras options to boost your earnings on some sales. For example, you could sell any number of these gig extras if you offer a video testimonial service.

4. The Custom Offer Strategy - Always think of the McDonald's 'Super-size' it idea. You can increase your average income from any single order by looking for ways the order can be enhanced to the delight of the customer and then offer that 'enhancement' as a custom offer for them to pay more.

For instance, if you do graphics design, and someone orders a book cover, you can offer to create Social Media banners to go with it (Facebook, Twitter, Instagram, LinkedIn etc.) and then send the customer a custom offer for \$10 extra to add that to the gig.

5. The Guaranteed Money- Back Strategy - When you offer a money-back guarantee, you're offering to cancel transactions if a user isn't satisfied. The user doesn't need to pay, and since the transaction is cancelled, any negative feedback they left is removed.

6. The 'Hot-Gig' Illusion Strategy - You can organize massive 'purchase' of your gigs and create a 'crowd effect' that makes your gig appear to be 'hot', which in turn makes Fiverr think it's hot. Before you know it, you will start receiving serious real orders. You can make this happen by investing \$100 - \$200 to get about 20-30 of your friends to order your gigs over a 3-5-day period. You will only be losing the \$1 that Fiverr charges per gig.

Once you get about 10 to 20 gigs ordered within the space of a few days, with perfect 100% ratings, and speed delivery, Fiverr will automatically bump up your gig and before you know it you start getting orders right, left and center.

7. The Exceptional Bonus Strategy

- People who are making serious money rain as gig masters often offer incentives to leave the customer with a warm feeling that will bring them back for more, or make them order more gigs. As a Fiverr specialist or freelancer, a great way to provide incentive and help people decide to buy from you is to include amazing bonuses along with your product.



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The CAN-Spam Law and Your Email Campaigns: What You Don't Know Can Ruin Your Business!

The internet may be called the Wide Wide World, but it is not the Wild Wild West.

There are rules and LAWS in place that can land you, and your business in serious hot water.

So, pay attention. It's true that what you don't know can ruin you!

Today, I will give you the summarized version of something called the CAN-SPAM ACT and what you should know about it to protect yourself and your internet business.

The CAN-SPAM Act, is a law that sets the rules for commercial email , establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.

One thing you must know starting out is that the CAN-SPAM Act doesn't apply just to bulk email. It covers all commercial messages, which the law defines as “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service,” including email that promotes content on commercial websites. The law makes no exception for business-to-business email. That means all email –must comply with the law.

You must also be aware that each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$40,654. So, non-compliance can be costly.

How to Stay Out Of the Noose of the **CAN-SPAM** Hangman

Inform your recipients how to stop receiving emails from you. Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future.

- Honor recipients opt-out request within 10 business days. Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipients opt-out request within 10 business days.
- Don't Sell or Transfer the List of Those Opting out - Once people have told you they don't want to receive more messages from you, you can't sell or transfer their email addresses, even in the form of a mailing list.
- Monitor what others are doing on your behalf. The law makes clear that even if you hire another company to handle your email marketing, you can't contract away your legal responsibility to comply with the law.

That's the long and short of it. Take this very seriously. The FTC hounds are always checking and penalizing companies for violating these rules. The bigger you grow, the more you become a target for enforcement. Ignorance of the law is simply that: Ignorance. Like it or not, the law is the law.

You can read MORE about the CAN-SPAM ACT here:

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

The good news for the non-lawyers is that following the law isn't complicated. Here's a quick summary of CAN-SPAM's main requirements and how to comply...

- **Don't use false or misleading header information.** Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address, it must be accurate and identify the person or business who initiated the message.
- **Don't use deceptive subject lines.** The subject line must accurately reflect the content of the message.
- **Identify the message as an ad.** The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.
- **Tell recipients where you're located.** Your message must include your valid physical postal address. This can be your current street address, a post office box you've registered with the U.S. Postal Service, or a private mailbox you've registered with a commercial mail receiving agency established under Postal Service regulations.



CHORED: OLIVER SOUTHERN

The former Telefonica employee shares why starting a business is a dream come true and how overcoming challenges is all about having the right team...

By: Lucy Wayment



Name: Oliver Southern
Company Name: Chored
Location: Greater London
Date Launched: 23/09/15
No. of employees: 2
Website: www.chored.net

Tell us what your business does:

Chored is an app for house shares. It lets users split and pay bills (including rent and utilities) directly to the company via the app.

As the name suggests, **Chored** also allows housemates to assign and track household chores. In addition, the app includes group chat and a “who’s home” feature which uses geolocation so you can see who’s in and who’s not. It’s helpful if you forget to push the button on your load of washing – just simply access the app, see who’s home and ask them to push the button for you!

Where did the idea for your business come from?

Like most students, I lived in a shared house during university. For the most part, it was a lot of fun but we did have some arguments such as who had left out week-old dirty dishes (usually me). When I moved into a shared property after university, I noticed that arguments over chores and bills worsened.

The thing that struck me was the imbalanced 'responsibility quota' – one person was always left to manage all the bills and left to chase people for owed money (this was me, if you hadn't guessed!). I realised that the relationship between housemates and the way household bills were managed was very dysfunctional, and I started thinking about different ways to solve this.

The first light bulb moment I had was to create a living and cleaning rota in an app format – as a lot of arguments were over minor or trivial chores and cleaning issues. I then thought of integrating a payment platform, so there would be no more disagreements over payments not being made on time, or people being owed money from housemates. The idea of Chored was born!

How did you know there was a market for it?

I was confident in my idea but I commissioned research to see if this was a real pain point for house sharers. I wanted to know what things annoyed house sharers, what they argued about most, and how frequently they would argue. The research revealed that while housemates were lots of fun to live with, they were a cause of contention for many arguments – with chores and bills being the main concern.

What were you doing before starting up?

After graduating with a degree in law from the University of Leicester, I started my career at tech giant Yahoo, beginning as an intern and making my way up to – brace yourself for the jargon – business partner to the commercial director of the expansion markets (essentially I forecast ad spend in developing countries).

I then went on to work for Telefonica, where my experience in digital and mobile technology, specifically developing the communication app 'TU Go', gave me the inspiration and knowledge to create my own mobile app.



"One of my favourite aspects about running my own business is the autonomy of it; I know exactly what I'm doing and am involved in all the detail."

Have you always wanted to run your own business?

It has always been a dream of mine. One of my favourite aspects about running my own business is the autonomy of it; I know exactly what I'm doing and am involved in all the detail. Working in a large company, you can feel like you are a small part in a massive machine. Running a start-up is the complete opposite – everything that happens is because of something you did, or didn't do. Suddenly you're the machine.

It means that you can take credit for the good decisions, and shoulder responsibility for the bad ones. So far, I'd say the good are outweighing the bad.

How did you raise the money?

To date, the business has secured £150,000 in funding to launch the product, achieved by crowdfunding, angel investors and the Startup Funding Club. We have a wealth of advisory talent which has been built up through networking in the right places. Surrounding ourselves with good generals has enabled us to find solutions to challenges quickly and prepared us for what lies ahead.



Describe your business model and how you make money:

With Chored, each housemate has the individual responsibility to pay their share of the gas/electricity/water themselves, directly to the utility in question – all with the swipe of a finger. Currently, we charge a nominal amount per transaction processed through the app, much like a booking fee, which our users are more than happy to pay to avoid falling out with each other!

That said, our immediate focus is to raise awareness about the app and drive engagement. We want to give people the best user experience.

What challenges have you faced and how have you overcome them?

We know that 90% of start-ups fail within the first year. A lot of people may think that failure is because of the strength, or lack of strength in the idea. I think that no matter how strong the business idea is, you have to have the right people behind it. Our team's tenacity, perseverance and ability to deal with challenges is definitely a contributing factor to Chored's success.

I remember one challenge in particular: On the day that I left Telefonica, our backend developer told me that he was quitting the business to go travelling, leaving me with just three days to find another developer. A lot of stress and phone calls later, I met with our now current developer and worked with him for 24 hours straight to bring him up to speed. He single-handedly designed the backend solution and in app payments "direct to utility" was born.

What was your first big breakthrough?

The initial idea of Chored was definitely one of the biggest milestones. Similarly, when you first see your idea turn into something tangible, that is pretty special too. One of our most recent breakthroughs was the release of the iOS app in September meaning that Chored is now available on both Android and iOS.

What advice would you give to budding entrepreneurs?

I've learnt so much over the last two years. For budding entrepreneurs, the learning curve is steep and you really need to be hungry to learn, as well as fail fast. If something isn't working, move on. Anyone coming into this game believing that they know everything is going to be in for a big surprise – or a very short career.

In practical terms, play to your strengths, and by doing so identify where you need help. This will enable you to prioritise what additional resource you will need to find (read – where to spend money), and which things you can do yourself. For example, I've always loved app design but didn't have the budget to hire a designer at first. The solution? I downloaded Balsamiq and taught myself, creating some mock-ups in the initial stages of the business. Fast forward two years and I'm wholly responsible for our app design on both iOS and Android. Not bad for an ex-lawyer turned excel monkey. I'm still learning, and I hope that never ends.

Oh and never walk away from a meeting without getting something out of it. Maybe it's another contact, maybe a follow-up meeting or just some advice. Credit on that goes to Robyn Exton.

Where do you want to be in five years' time?

I'd like to be where I am now – except with an IPO'd company under me, rather than a start-up, and of course I'd like that company to be Chored. I've met a number of entrepreneurs who are simply in it for the exit. They have passion, but it starts and ends in dollar signs.

I truly believe in my company, and the market we serve. House prices aren't going any direction but one, and the recent trend towards more people sharing houses or flats isn't going to dissipate. Right now, our focus is on building a great user experience – whether it's chore rotation or bill payments. We've got a few ideas on how we can evolve the app which are in development at the moment. I'd love for Chored to be front and centre in the house share market, with me alongside it.

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