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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

**WHAT WEB MARKETING  
IS MADE OF ?**

**MARCH 2016**

**The Man Who Started  
a Business at 60**

Marty Hanson



John Dabrowski



Roxanne Cooper



**RENEE BLODGETT**  
**SOCIAL MEDIA EXPERT**  
**INTERVIEW:**

**Pay Per Click**  
**Advertisement**  
**Marketing**

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- **Get to Know the Benefits of Coconut Oil**
- **The Ultimate Multi-Purpose Product: 5 Ways With Coconut Oil**
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- **How to Use Coconut Oil for Personal Care**



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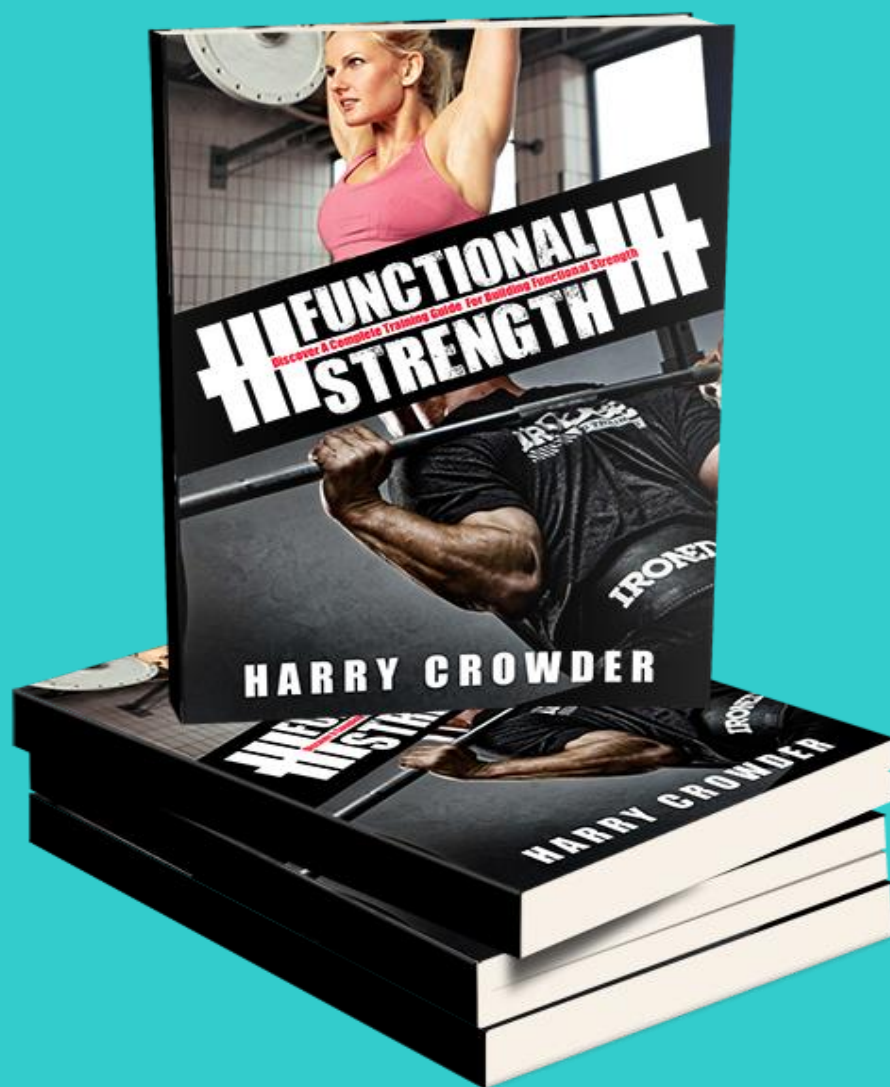


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Welcome to the **MARCH 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have **MORE** great articles and personal success insights, interviews, plus **ONLINE** opportunities for you.*

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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.

## Talk to me



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

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**Making Web Money Online  
Marketing Magazine**

Editor Harry Crowder

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**Contributors**

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# MWM inbox



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

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

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

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

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

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

Tell us what you like and don't like about Making Web Money Digital Marketing magazine.

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

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

harry@harrycrowder.com

## What is Offline Marketing?

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

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

## Press Release Software



? Did you know:

About 1.8 billion people connect to the Internet, only 450 million of them speak English.



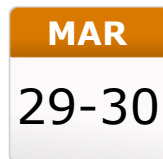
eTail Asia is the leading platform in Asia to help online retailers discover, develop and implement strategies that will help build a successful ecommerce business.

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The 23rd annual SXSW Interactive Festival returns to Austin from Friday, March 11 through Tuesday, March 15. An incubator of cutting-edge technologies and digital creativity, the 2016 event features five days of compelling presentations and panels from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to discover the technology of tomorrow today.

## what's on



If you're managing and leading the delivery of great experiences, this is your community. We will speak frankly about design, organizations, and leadership. Together we will gain the new insights, inspiration, and fortitude necessary to produce tomorrow's great human experiences.



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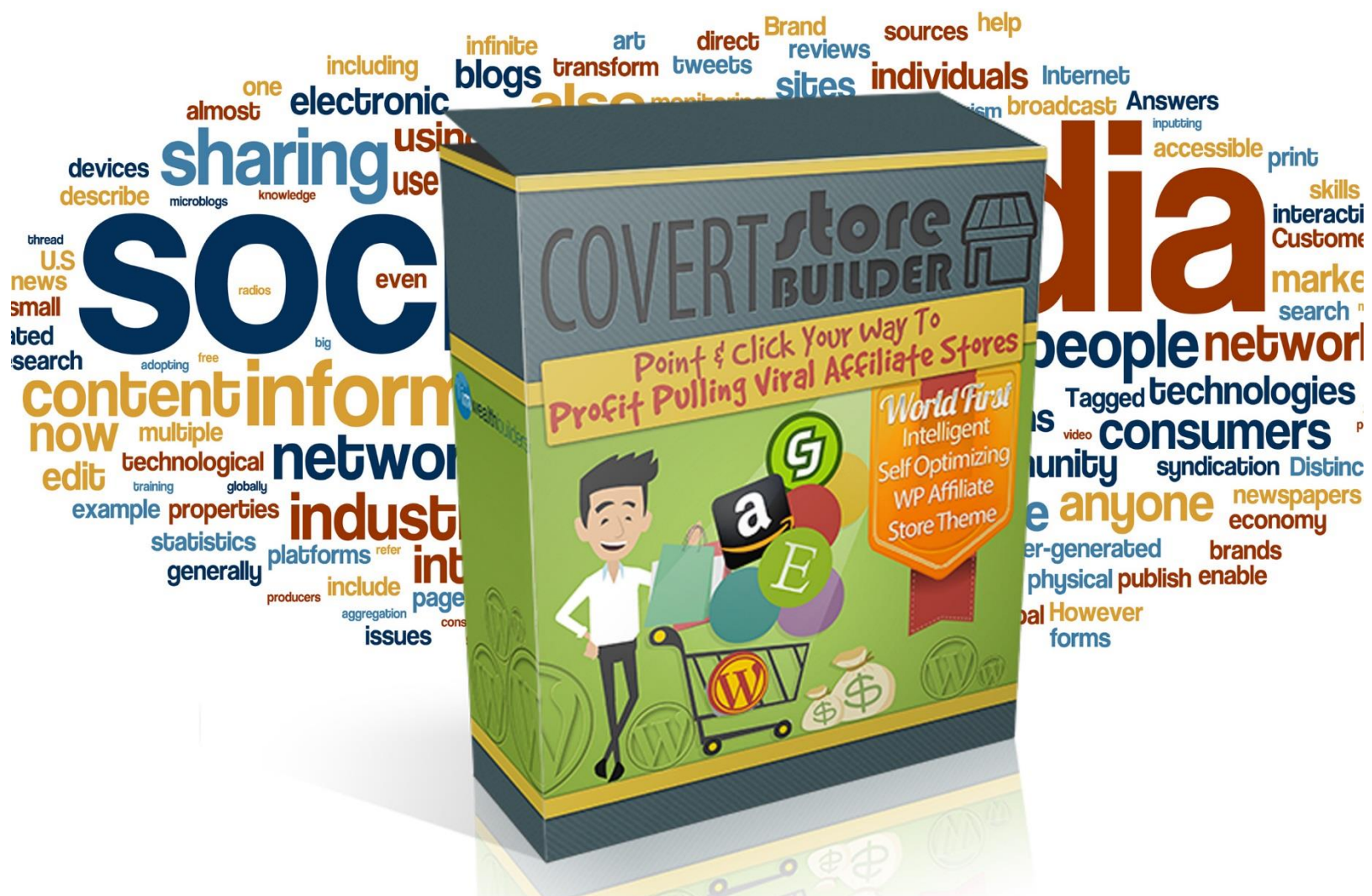
**Quotable: To err is human - and to blame it on a computer is even more so. ~Robert Orben**



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## APPLE PAY LAUNCHES IN CHINA

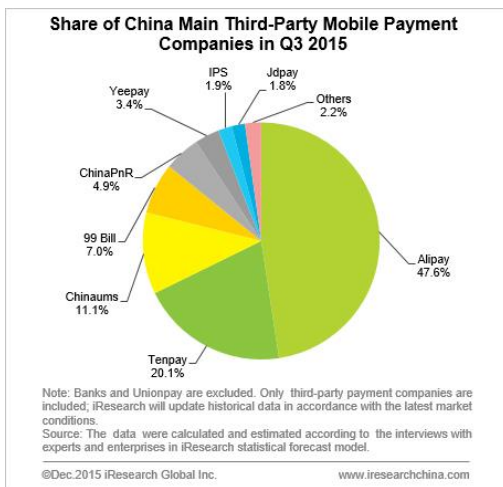
Apple faces domestic competition from Alibaba and Tencent as it launches Apple Pay in China.

China is one of Apple's most lucrative markets outside of the United States, but it enters the country as a latecomer with its mobile payment system.

Bessie Lee, founder and chief executive officer, withinlink, says Apple Pay's entry into the China market this week is good news for iPhone users but it's too early to tell how well the service will be received there.

One of Apple's biggest challenges will be competition from an already well-established mobile payments market.

Existing players include Alibaba's Alipay and Tencent's Tenpay, which combined hold almost 70% of China's mobile payment market. This iResearch pie chart shows a breakdown of the country's mobile payments market.



Another obstacle is while Apple Pay works on iPhone 6 models and above, Alipay and WeChat Wallet can be downloaded on most iOS and Android operating systems.

WeChat has 650 million monthly active users, and more than 200 million of those accounts are linked to its payment platform. With hong bao marketing over the Chinese new year, those numbers have likely grown as more of the social messaging app's users see the value in adding payment to WeChat's existing services.

Alipay has 400 million users.

Hardware requirements on the retail/merchant side require POS machines that are NFC enabled to transact with Apple Pay. WeChat Wallet and Alipay on the other hand, can be transacted using the bar code scanners used by most cash registers. As we have written in previous stories on WeChat Wallet, payment can also be transacted between user and vendor accounts without the need to scan at all.

Lee points out that for convenience sake, WeChat and Alipay users are likely to stay with these two payment systems for ease of convenience – the payment system is part of an existing app they are already using everyday.

Apple Pay's immediate opportunities with Chinese consumers will be those outside of China, says Lee.

There are now more than 120 million Chinese traveling overseas. Mobile payments for these travellers will be easier for them as Apple Pay continues to increase its international presence.

## REPORT: ADS COULD COME TO FACEBOOK MESSENGER WITHIN MONTHS

*Ads could be sent to users that businesses had prior contact with on Messenger.*

According to a report from TechCrunch Wednesday, ads could start showing up in Facebook Messenger within a few months. TechCrunch said it obtained a document that Facebook sent to some advertisers announcing that business will be able to send advertisements to customers via Messenger in the second quarter of this year.

Businesses will only be able to send messages to users who previously chatted with that company. However, TechCrunch writes, "To prepare, the document recommends that businesses get consumers to start message threads with them now so they'll be able to send them ads when the feature launches."

Facebook did not comment, other than to tell TechCrunch, "We don't comment on rumor or speculation. That said, our aim with Messenger is to create a high quality, engaging experience for 800 million people around the world, and that includes ensuring people do not experience unwanted messages of any type."

The company did confirm that it launched a URL short link that allows users to instantly start a chat thread with a business in Messenger.



**Quotable:**

**"I think computer viruses should count as life ... I think it says something about human nature that the only form of life we have created so far is purely destructive. We've created life in our own image."**

**~ Stephen Hawking**

# **MWM USEFUL TRAINING**

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# WHAT WEB MARKETING IS MADE OF?

By: Marty Hanson

The World Wide Web is truly wide. There is so much information and so many ways to consume that information. Hence there are as many ways to market that information too. Web marketing or internet marketing has many constituents. Over time, marketers have come up with innovative ways to get people to notice them. A few types have been discussed here.

## Inbound marketing

Inbound marketing attempts to direct the flow of users to a desired place. One of the common practices is having extra content on your website. By extra I mean content that is not related to the main content of the page. This adds to the number of visits to the page. This is because users looking for other things also get directed here because of the extra content.

Sometimes links to a certain websites are found in other articles. So people reading these articles might also visit the links provided. Sometimes these links are relevant, other times not.

Earlier such strategies enhanced visibility. Nowadays, better algorithms are used to rank websites. Relevant context, good content and quality matters more than anything.

## Referral marketing

Referral marketing refers to marketing of a product by consumers referring it to each other. Consumer referral can be very valuable. People might be more willing to trust a fellow consumer recommending a service or product.



## Affiliate marketing

Affiliate marketing involves more than one marketers joining business. This might include having links to other marketers. These may or may not be related to the first marketers business. But usually these marketers have certain common goals to serve the consumers. The business partners are called “affiliates”.

## Email marketing

Email marketing has used emails in several creative ways. These have gone a long way in reaching out to customers. They have also increased customer participation and accessibility of the marketers. Although spamming has resulted in a public outcry, emails continue to be used widely for marketing.

***Affiliate marketing involves more than one marketers joining business. This might include having links to other marketers. These may or may not be related to the first marketers business.***

# MWM success story

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Here, we talk to former England basketball player John Dabrowski about starting motivational training company JD Mindcoach and perceptions of senior people in business.

## Quotable:

“

“Doing research on the Web is like using a library assembled piecemeal by pack rats and vandalized nightly.”

~Roger Ebert

## Talk a little bit about your professional past.

I used to play basketball both professionally and also for England in the Commonwealth Games until serious injury cut short my career. I had to totally reevaluate my life on the basis of this unforeseen development but went on to become a successful manager of a premier league basketball club.

Moving on into the world of radio in the North East, I developed a love for sales and marketing, eventually becoming a radio sales manager and later an agency director in the advertising and marketing world.

I gained vast and varied experience in the business world which provided a firm foundation of skills enabling me to achieve his dream of running my own business.

## Why did you choose to start a business now?

In 2008 I was asked by a business associate to help to mentally coach Dave Clarke in his attempt to row across the Atlantic single-handedly. After this successful achievement the direction of my new business was clear – I have always been a great believer in positive thinking and I realised that I could apply these techniques in other people's lives to help them develop their own personal skills.



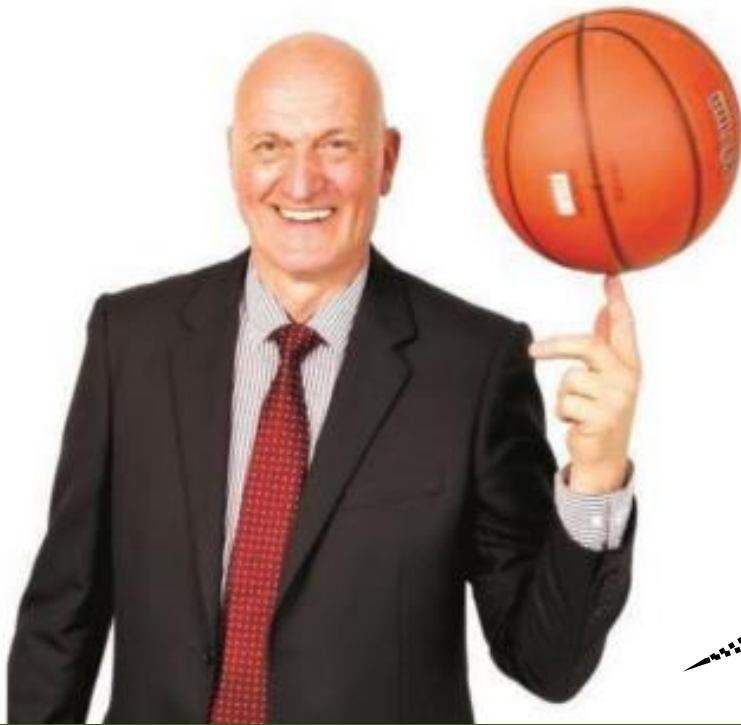
*I have always been a great believer in positive thinking and I realized that I could apply these techniques in other people's lives to help them develop their own personal skills.*

## How do you think people view more senior entrepreneurs, drawing on your interactions with suppliers, customers and partners?

I truly believe that life experience is very valuable in the business world and more mature people will often have a different outlook on life and in most cases will demonstrate a very good work ethic. There seems to be calmness about them as they seek to climb the ladder at all costs.

The area of mental resilience I specialize in brings me into contact with many senior people who, in my opinion, are valuable assets to their companies. However I do feel that there is an attitude from some people who see them as over the hill with their best years behind them.





***Retirement is the last thing on my mind at the moment. I plan to work fully to the age of 65 then to scale the workload down as I go through the next 15 years.***

I am 61 years of age and just starting a new business. I intend to be speaking on stage at the age of 80. I believe very strongly that the perception of age can be altered by your mindset and your belief system. I am in the best shape both physically and mentally that I have been in the past 20 years. You can be 61 years of age and feel and act as though you are 40. People who know me agree with this.

As a personal example of this in action I regularly meet with senior people to seek advice and mentorship to help me move my business forward. I believe that they have talked the talk and walked the walk and they are qualified to offer advice to me.

## **What are your short-term and long-term plans for the business? Turnover plans?**

Retirement is the last thing on my mind at the moment. I plan to work fully to the age of 65 then to scale the workload down as I go through the next 15 years.

I'd like to see the growth of my business reach £100,000 annual turnover by the end of 2016 then to rise to £200,000 over the following five years. A turnover of £250,000 is targeted for the following ten years.

## **How have you marketed it and raised money?**

Marketing has consisted of attending networking events, speaking at events including expos, rotary clubs and conferences.

I have a website which details all services and I blog once a week to more than 300 contacts. I'm also active on social media; LinkedIn and Twitter are some of my favourite tools.

I've sent out many packages including a mini stress ball in the shape of a basketball and a video of me speaking, which always gets a good response. I also meet with new contacts on a weekly basis to share ideas and to get referrals for business.



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# MWM ask the expert

## BOSTON CONTENT: AN INTERVIEW WITH A CONTENT MARKETING EXPERT



In our blog, we talk about tackling the challenges of creating content as well as strategies for content. Boston Content, a new community for professionals that already has over 800 members, was founded with this mission: "To provide learning, career growth, and inspiration to content marketers, producers, and aficionados. In the end, as 'content' booms as an industry niche, we want careers to follow suit." (Jay Acunzo) Creating content doesn't have to be a solo endeavor anymore. You're not alone: many people in Boston face the challenges of content creation on a daily basis. Boston Content is here to bring these creative types together, so we can help each other out.

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know:



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And With This **Game Changing WordPress Theme**  
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How **The Covert VideoPress Theme**  
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**To Your Blog!**



# MWM ask the expert

Jay Acunzo is the co-founder of Boston Content. Jay is also the Director of Platform & Community at NextView Ventures, and has held positions at Google and Hubspot in the past. Recently ranking high up on the list of the top 100 most influential marketers in the world, Jay knows what he's talking about re: content. I had the opportunity to chat with Jay via email about the community he's helping to create through Boston Content. He has some remarkably insightful thoughts about producing quality work, fostering creativity in Boston, and more. Here are the highlights of our conversation:



## TRELLIS: WHAT INSPIRED YOU TO START THE GROUP BOSTON CONTENT?

Jay: I met my co-founder Arestia Rosenberg for coffee and we bonded over the fact that, despite very different backgrounds, we both had "content" in our titles with no clue what the career path held in the future. We organized a random meet up for folks in a similar boat and eventually formalized into Boston Content.

## TRELLIS: WHAT'S THE BEST FEEDBACK YOU'VE RECEIVED FROM MEMBERS OF BOSTON CONTENT SO FAR?

Jay: Recently, three different members landed new jobs that they found and interviewed for all through Boston Content. There's no better feedback than the implied satisfaction from both sides: that one person liked a company and opportunity and one employer liked a candidate enough to work together.

*Data is wonderful and essential but if you only did what the numbers suggest, you're stuck looking backward and not adjusting for the future — let alone taking any big, scary risks using your smarts and creativity.*

## TRELLIS: AS YOU'VE SAID IN YOUR (EXCELLENT) NEW PODCAST, BOSTON IS NOT KNOWN AS A CREATIVE CITY EVEN THOUGH THERE ARE MANY GIFTED, CREATIVE PEOPLE WORKING IN THE CITY. HOW CAN WE CHANGE THIS MISCONCEPTION?

Jay: Rob Go from my firm, NextView Ventures, said it best when discussing Boston's attitude towards B2C startups: We need to be more okay looking stupid. Creativity requires you to constantly take risks and pursue the new, the different, and the bold, but we get stuck in our ways trying to use old approaches repeatedly because the data suggests it. We need to lead more with intuition and put ourselves out there more, then course correct with data. Data is wonderful and essential but if you only did what the numbers suggest, you're stuck looking backward and not adjusting for the future — let alone taking any big, scary risks using your smarts and creativity.



**TRELLIS: WHAT DO YOU FEEL IS THE MOST REWARDING ASPECT OF CREATING CONTENT?**

Jay: I'll say two things. First, you put yourself in the shoes of an audience while you create it and are really giving something of yourself each time. (Two writers given the exact same assignment both come up with entirely unique results. Who you are and how you think matter.) And second, just by giving a damn and really caring — I mean agonizing over your work and pouring yourself into it, creatively — you stand out from all the noise and crappy content out there.

**TRELLIS: AT TRELLIS, WE THINK THE LACK OF CONSISTENT CONTENT CREATION IS A MAJOR ISSUE MANY BUSINESSES FACE. IN YOUR OPINION, WHAT'S THE BIGGEST CHALLENGE BUSINESSES HAVE WITH CREATING QUALITY CONTENT?**

Jay: Many companies have embraced the idea of MARKETING content that they've produced. Very few understand the nuts and bolts of creating content. I don't mean this ephemeral idea of creativity either. I mean how to produce content that both tells great stories or feels premium and quality AND achieves a business goal. Instead many are trying to "polish turds" and over-promote bad content.

They need a mentality shift. They need to play the long game which businesses can be woeful at doing. It's not enough to gain clicks — you need conversions which are generated when audiences take actions on your behalf. You trigger an action AFTER the click (when they move from just a pageview to, say, a lead). If the content they're spending time with is awful or fails to deliver on your sexy headline, why would they ever convert?

So this is less about ideals and more about ROI in my mind, but the ideals like quality and creativity lead to that return.

**TRELLIS: WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO DOESN'T KNOW WHAT TO WRITE ABOUT, OR WHERE TO START? WHAT INSPIRES YOU TO CREATE?**

Jay: Keep it amazingly simple: what are your target buyers' biggest questions or problems? Solve or answer them with content. At the end of the day, your product or service and your content should all solve the same exact problems for your audience. Period.

*Trellis: Thank you for your time Jay. You have superb advice, as always. Readers, thank you for checking this article out. If you want more help w/ your business, or just want to connect with a community of smart, cool and creative people, join us at Boston Content.*







Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

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Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But since early September 2013 Amazon decided to delete that rule from the TOS and you are now allowed to optimize your website for mobile devices.

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That is where Azon Mobile Pro comes in. It is a perfect tool for any Amazon [affiliate](#) and by uploading Azon Mobile Pro to your site the plugin will detect if the visitor is a mobile user. If that is the case it will display a highly optimized mobile website with inbuilt Amazon discount finder.

**It's build 100% with mobile in mind so it's fast loading and responsive.**

If the visitor is not using a mobile device your site will stay exactly the same as it always was.

[Learn More Here](#)

# What really counts- a look at **content marketing**

**By: Edmund Douglas**



*Content marketing is different from other marketing strategies. It involves communicating quality content on the brand website and not through social media channels.*

*Content marketing also is not susceptible to viral networking common to social media networking.*

The idea of content marketing is to deliver useful, relevant information to audience consistently. Content marketing does not directly entail selling of products. In fact, it is a means to enlighten prospective buyers about product knowledge. Content marketing has been hailed by many great people as the future of marketing. Without great content, there is hardly anything left. Good content is sought in many other kinds of marketing. Search engine marketing, Pay per click marketing, social media marketing; good content is crucial everywhere.

## Content marketing on the internet

Traditional marketing has taken a step back. Many consumers are now adept at online surfing. Consumers are aware of irrelevant and inaccurate advertisements which pop up frequently on television etc. Many consumers have learnt to dismiss these.

## How is it different

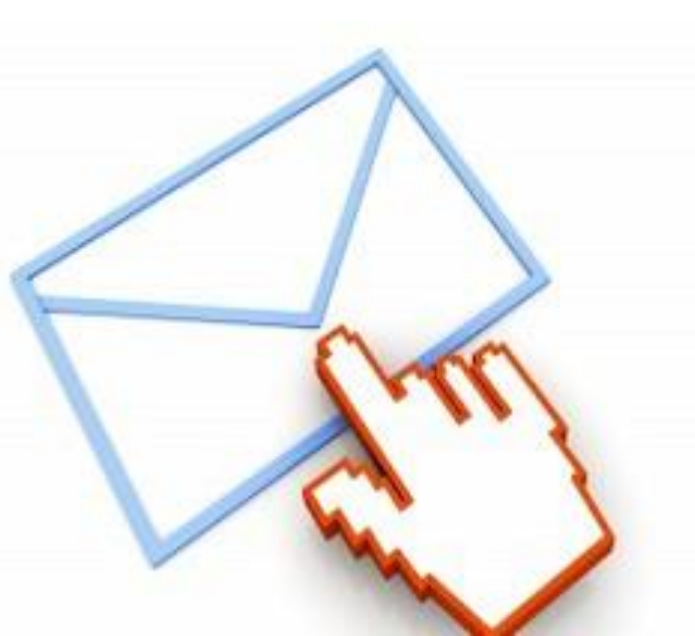
Content marketing is different from other marketing strategies. It involves communicating quality content on the brand website and not through social media channels. Content marketing also is not susceptible to viral networking common to social media networking.

Content marketing focuses on bringing people to its website and then engages with them to lead them to a purchase. It keeps the interest of the consumers as priority by respecting their right to informed decisions. It helps to invoke an emotional response by delivering meaningful content.

This content can trigger chances of virality provided it captures masses. Over time, with good quality content, loyalty and trust can be built. Content marketing is advantageous as it can be reproduced on blogs, articles etc.

## What it takes

For content marketing to be effective, efforts need to be put in. It can be highly time consuming. It requires people who are able to produce meaningful content in interesting ways. A good sense of how to best approach the public is required. It is a challenge for a company to keep its product relevant and quality consistent.



# How internet marketing gave the plain old e-mail a makeover

**By: Edmund Douglas**

Marketing through emails is an important area of e-commerce. After figuring what and how companies want their customers to see, they just need a lot of emails. The information lands straight in the inboxes of potential and existing customers.

Email marketing is hailed for carrying the product information to millions of people at once. It has proven itself in its ability to generate leads and drive conversion rates.

## **The electronic 'marketing agent' mail**

This is definitely a very important way to be visible to people. Several softwares like iContact, MailChimp and ConstantContact exist to facilitate email-marketing. So there are people marketing on the internet. And there are more people marketing their ability to assist marketing. Nice.

Companies can also propagate a certain image of themselves by getting innovative with emails. Emails are being used in many ways. Companies majorly use them to inform and advertise to customers. They are also being used to make people feel more connected and wanted.

## **Emails for every occasion**

There are emails wishing people on their birthdays. There are those congratulating users on completing a year as members of a networking site. There are those celebrating your first ten posts on your blog. Other emails suggest blogs, articles etc. based on the users' likes and dislikes. Emails are also used to spread awareness, for campaigns, collect funds etc.

Such emails make people feel cared for. They are intended to make the internet experience more human and hence likeable.

## **How email-marketing software is important**

Email marketing is best done with the help of software created for this. They have features which help in designing, editing, managing contacts and even reviewing progress. Phone and chat support are also available in many software. Auto responders are a sought after feature. Using these, several tasks can be automated. For example, emails received can be responded to with a pre-written acknowledgement email. Anything that contributes towards customer satisfaction is strived for.





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# MWM gadgets & toys

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- Full-color curved display
- Works with Windows Phone, Android, and iPhone2



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

## This LG Robot Ball Thing Is Insane



LG just took ball technology to the next level.

It's called the LG Rolling Bot, and it's like Star Wars BB-8 droid mated with a cat toy. This super ball is just one of many accessories designed with the LG G5 in mind, and it's easily the most insane of the bunch.

Using the G5 device manager, the G5 turns into a remote that can control the ball ANYWHERE ON THE PLANET as long you're connected to the internet. It has a camera that can record footage, a speaker so you can speak with a human or pet, and it even has an IR blaster so you can turn on your TV. Of course, the epitome of ball opulence is an included laser pointer so you can play with (or torment) your cat or dog.

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

## You want it

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

## SMID PRO AUTOMATICALLY

Anyone who is a little worried about the privacy of their data whilst being stored on any of the currently available cloud services from the likes of Google, Dropbox, Microsoft, Box and more. May be interested in a new piece of cloud encryption hardware which has been created by the SMiD Cloud Security company based in Madrid, Spain to automatically encrypts your cloud.

The small pocket sized router has been designed to provide a plug and play system that will automatically encrypt your cloud-bound data, ensuring it remains 100 percent secure from prying eyes.



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

## MAJOR II BLUETOOTH HEADPHONES LAST QUITE THE DISTANCE



When it comes to living out the wireless lifestyle, you can more or less say that Bluetooth connectivity happens to be important as well, not quite to the standard of Wi-Fi connectivity, but still, Bluetooth connectivity gets the job done when it comes to getting rid of pesky wires which tend to get all tangled up. Having said that, when it comes to Bluetooth headphones, there are many different models out there in the market to choose from, so much so that the beginner or newcomer might be so frazzled out, he or she makes a bad purchase decision. It all really boils down to what you would like to do with your headphones – bring it with you on trans-Atlantic trips? Or simply just a short hop down a couple of blocks? Regardless, the Major II Bluetooth headphones do seem to cater for all needs, where it boasts of delivering more than 30 hours of play time on a single charge – making it stand above the industry standard.

All that you need to do is to turn it on, tune in and rock out to the custom 40mm dynamic drivers that have been specially tuned for excellent bass response, smooth mids and sizzling highs, ensuring that your ears are treated to an esteemed listening experience. The Major II Bluetooth headphones will hook up to a compatible device via the Bluetooth aptX, where you can then blast your favorite tunes in CD-like audio quality, while aptX also minimizes audio/video syncing issues, letting you view movies without going through the horrible lip sync process. It will boast of a double-ended coil cord with mic & remote that is completely detachable and compatible with any music player that sports a 3.5mm jack. When enjoying your music sans wires, you can use the empty 3.5mm socket to share audio with someone else.

The Major II Bluetooth is perfect when traveling, where the collapsible design will make it a snap to store whenever they are not called to be in action. Expect the Marshall Major II Bluetooth headphones to arrive in the US later this spring for \$150 a pop.

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

Did you know



The first White House website was launched during the Clinton-Gore administration on October 21, 1994. Coincidentally, the site [www.whitehouse.com](http://www.whitehouse.com) linked to a pornography web site.

# THE WORLD OF ONLINE ADVERTISING - *WHERE CREATIVITY THRIVES*

By: Marty Hanson



Online advertising is the use of internet as an online platform to promote marketing. Before 1991, commercial activities on the internet were banned. Online advertising first started through emails sent to a large number of people (This later evolved into spam).

Emailing gives a quick promotion of products irrespective of the geographical location. Since televisions and newspaper cannot reach out to everyone online advertising creates opportunities to grow and expand. Platforms used for advertising include Facebook, Twitter, YouTube, email accounts etc. Advertising is also done through pictures, text, logos, videos, gifs etc.

## Internet rules

This is the age of the internet and gadgets. Advertisements in newspapers and magazines hardly stir anyone. Advertisements on the television are also available on the internet.

There is no better way to reach consumers than through the internet. Internet has become a major part of millions of people's lives. Advertising on the internet helps reach a million people in a short time. The features which let people like and share posts also boost the circulations. The more interesting the advertisement, the more popular it gets. Therefore, creativity is sought after to create interesting advertisements.

**Pros and cons** Some good things about online marketing are:

- The cost of online advertisements is generally lower than offline ones.
- A wide audience can be reached.
- The availability of a huge internet user base that can be tapped.
- Features like e-banking, information access, subscriptions etc. that facilitate business with consumers.

There are few disadvantages as well. This technique allows anyone to reproduce the same content without any legal consequences. Irritants like pop-ups and spam are also products and parts of online marketing. People find them irksome but they have also accepted them at a certain level.

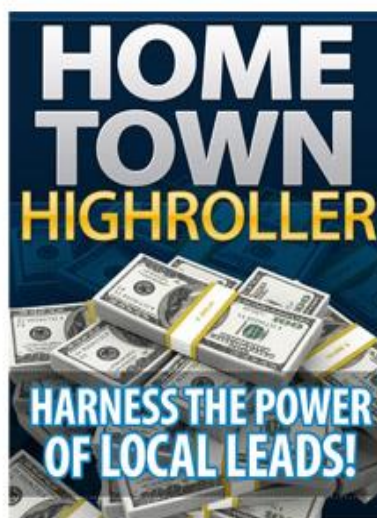
## Changes in relationships

The dynamics created on the internet are different too. They have led to changing perceptions of consumer-producer relationships. What might never happen at physical markets happens in the online marketing world. There is a focus on gaining and maintaining consumers. There is increasing focus on increasing the sense of belongingness. As much as people need them, the companies somehow need the people more.



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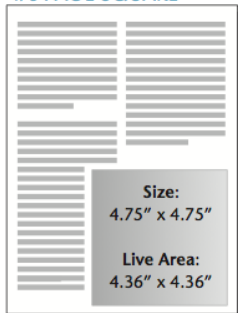


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

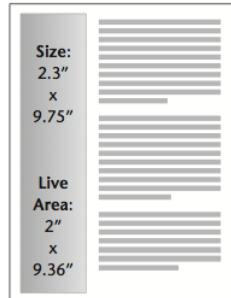
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We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: [support@makingwebmoney.com](mailto:support@makingwebmoney.com)

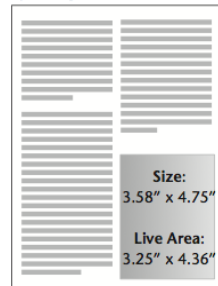
1/3 PAGE SQUARE



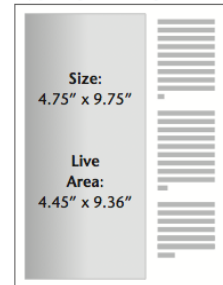
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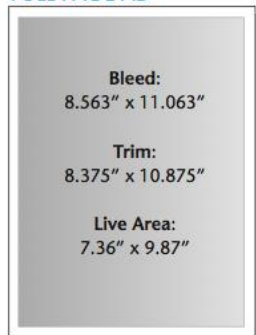
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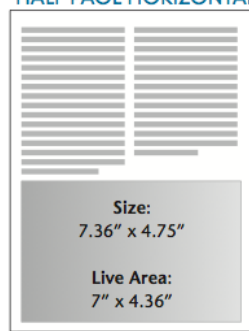
2/3 PAGE VERTICAL



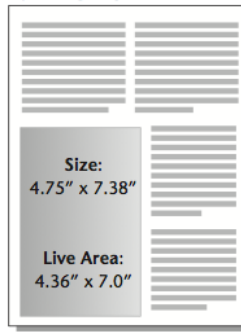
FULL PAGE AD



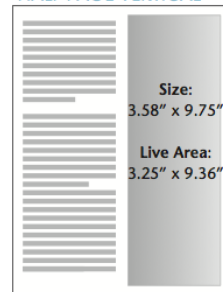
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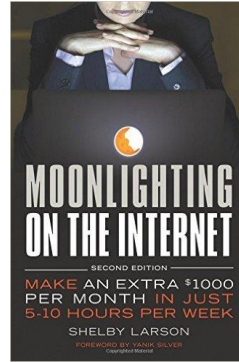
## > Books, Courses, Software, Tools and other Resources to help you succeed online.

### [Moonlighting on the Internet: Make An Extra \\$1000 Per Month in Just 5-10 Hours Per Week](#)

By: Shelby Larson (Author), Yanik Silver (Foreword)

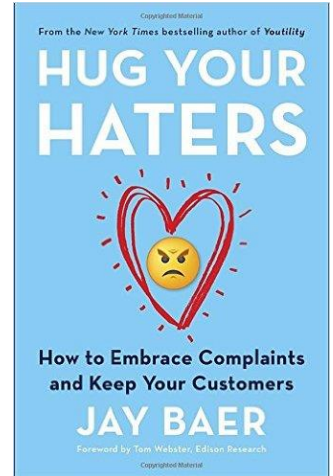
Moonlighting on the Internet presents the most reliable and proven ways to create extra income for the short term and establish a continual revenue stream for the long term -- giving consideration to your time and lifestyle needs. Internet entrepreneur Shelby Larson does not encourage you to "make money from home in your underwear," or present "the magic-bullet plan to making millions." Instead, Larson shows you how to:

- Assess your skills, resources, and goals
- Evaluate the right profit path for you
- Find clients, create proposals, manage projects, and set rates
- Market your website using smart, high-quality content that ranks well
- Generate traffic using display ads, retargeting, and other traffic drivers
- Distribute content using social media, Q&A sites, and forums
- Create sales funnels using proven traffic strategies and tactics



### [Hug Your Haters: How to Embrace Complaints and Keep Your Customers](#)

By Jay Baer



Hug Your Haters is the first customer service and customer experience book written for the modern, mobile era.

Technology has evaporated the barriers of complaint. With smart phones and always-on Internet access, consumers complain more often and across more channels, many of them public. This requires a completely new system for instantly finding, evaluating, and addressing these complaints.

Jay Baer and Edison Research conducted a landmark study of more than 2,000 consumers and found that not all complainers ("haters") are created equal. In fact, there are two vastly different categories of haters: Offstage Haters and Onstage Haters.

The book includes The Matrix, a detailed examination of the differences between these Offstage and Onstage haters. The book reveals:

- How, where and why people complain (by demographic and by channel)
- How and when consumers expect a response when they complain
- The advocacy impact of answering (or ignoring) a customer
- Differences in complaint type and expectations by industry



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### **Jumbliss - Advertise With Instagram** Developed by Jumbliss

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**Did you know:**

**70% of virus writers work under contract for organized crime syndicates.**



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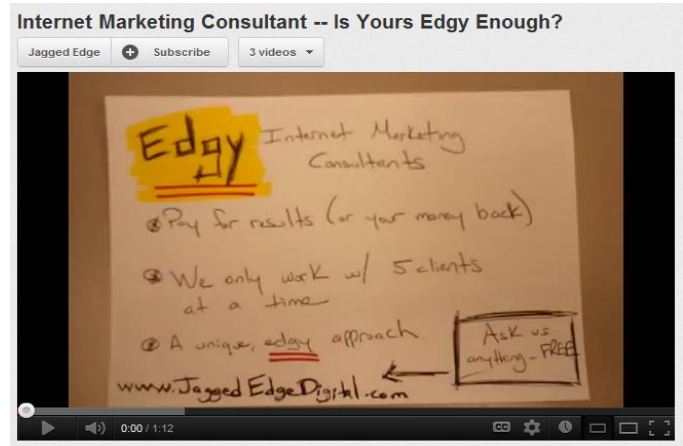
**click here**

# MWM videos

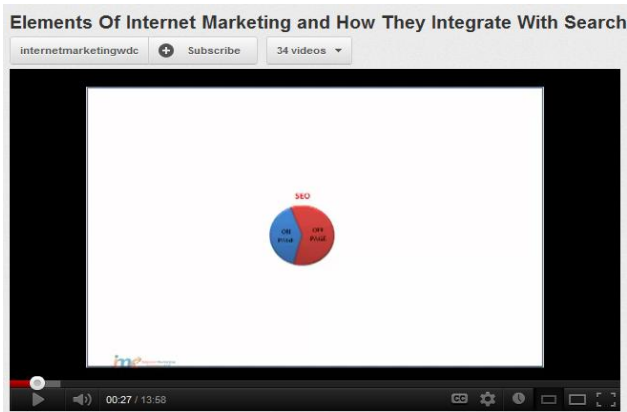
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<http://www.youtube.com/watch?v=rzEuURaTiZU>



<http://www.youtube.com/watch?v=h5GQm55ccTk&feature=related>



<http://www.youtube.com/watch?v=0CaUcIwPsH8>



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

# **PAY PER CLICK ADVERTISEMENT MARKETING**

**By: Roxanne Cooper**

Recall a small yellow box with “Ad” written inside on top of google search results? Those are pay per click advertisements. Basically, it works by websites paying the search engine for every click on their advertisements.

Pay per click, or PPC campaigns can be very effective methods of online marketing. Advertisers bid for spaces on the search engines. Getting a prominent space, like on top of Google’s search results, is very good for business.

Advertising systems like GoogleAdWords provide these spaces. You will also find sites like WordPress giving out space for advertisements.

## **But what gets you the reward?**

Pay per click campaigns need to work hard to achieve the coveted spaces. Some important factors are:

1. Smart usage of relevant keywords: keywords are very important. Sometimes very important keywords are missed out. It takes some brainstorming to figure out the most rewarding keywords.
2. Quality: the quality also gets you points. The better the quality, the better the chance of getting users. Hence, the revenue extracting party will be more likely to hand you some space.

**A good sale will make the price look trivial. But parched business will have space costs catching up all the time.**

## **Why performing well is crucial**

Since these spaces are paid for by the advertisers, profit is desirable. If the advertiser is doing well, the costs paid for the space seem bearable. A good sale will make the price look trivial. But parched business will have space costs catching up all the time.

To ensure more clicks, keywords and quality need to be constantly worked on.

Regular appraisals of your advertisement campaigns are also crucial. This has to be done to ensure that the campaign stays relevant and effective. Under performing keywords can be dropped. Splitting ads into more targeted ads is also a good option.

## **User response**

User response is generally good if the sponsored advertisements are relevant and of good quality. People actually do not mind checking out highly relevant content. It’s the irrelevance and low quality content that annoys people.





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[!\[\]\(c3d993ca47bfe2a953c700506ce31fa0\_img.jpg\) \*\*click here\*\*](#)

## SOCIAL MEDIA EXPERT INTERVIEW: RENEE BLODGETT

By: Kane Lodge



We had a bit of chit chat with Renee Blodgett, the founder of Magic Sauce Media, a social media, branding, marketing & PR consultancy focused on small businesses from around the world. As one of the first bloggers in the industry, she has been writing for over 15 years and is currently [September 2012] ranked #12 social media influencer by Forbes Magazine. She is also the founder of We Blog the World, an online culture & travel magazine for the discerning traveller and Traveling Geeks, an initiative that brings thought leaders, writers and social media experts to emerging markets to cross pollinate ideas.

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

I run a social media, branding, marketing and PR consultancy called Magic Sauce Media, based in San Francisco. I work with companies around the globe on their social media and branding strategies from around the world. I take a very integrated approach to marketing: finessing and fine tuning as things develop and change is always part of the mix for clients. We also do a lot of events, which can range from ideas and execution to strategy and messaging. I've been blogging for about 15 years. I write on my personal blog, Down the Avenue, which has been ranked as a top marketing and PR blog by several sources. I also write for Huffington Post, BlogHer and We Blog the World, which I founded in 2008. I am also the Editor and run the site which was recently relaunched as an online culture and travel magazine for the savvy, discerning traveller.

### Tell us about the journey you undertook to get you where you are now? Where did you start?!

I started my career in advertising in London many "moons" ago, at a time when Saatchi & Saatchi was at its peak. I moved from above-the-line advertising to direct mail and promotional agencies in London, Amsterdam and Johannesburg. From there and in between, I was into sales for awhile and the art world.

It wasn't until I returned to the states that I fully dove into PR, initially at a healthcare crisis communications agency in Boston. Technology started to take off and as opportunities opened up in the tech world and retail and consumer marketing was on the decline, I jumped into the enterprise world. I worked at a couple of small boutique agencies and then a large renowned agency where I represented both small and large publicly traded companies in both the B2B and B2C space, including publishing and events. I have always gravitated to events and ended up taking more on in Switzerland when I worked in the telecom space and later in Johannesburg when I returned to South

I then went in-house to Dragon Systems, a leading speech recognition player, where I headed up global corporate communications until the company was sold to a competitor. Post Dragon was a pivotal point where I could have taken a few VP offers at a time when I was exploring the start-up scene or heading to a stint at large company like AOL. I started consulting which migrated into starting my own business on the East Coast in Boston until I moved out to the San Francisco Bay Area.

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

If you want to market your product or service in any way shape or form, social media is an essential integral ingredient. It's the first time we've been given a megaphone to tell our story to our customers, partners, prospects and other influencers and can do so with a simple button click.

Bear in mind that social media may be more successful and instrumental for some industries over others. Businesses will need to create the right mix depending on what will best serve their customers and while it appears the whole world is turning digital, having a team tweet about the efforts of a cement company based in South Dakota may not be the best marketing move.

As I mentioned in a recent interview, I attended a business seminar in Las Vegas last year with over 3,000 people and only 30% of the people in the room had primarily online businesses. That said, clearly if you're not using social media and capitalizing on it, you may just be too behind the curve when more of your customers than not want to engage with you there.

My point about the cement company is we need to not lose sight of our business objectives and where our customers spend most of their time. If social media is the best way to reach them, then by all means, implement a major campaign that integrates social media.

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

It's the same piece of advice I'd give to a company before the world ever heard of the two frequently misunderstood words: social media. Know Thy Customer. In other words, spend time getting to know your customer, where they spend their time, the things they care about and how they like to receive updates and information. Once you have a better understanding of your customer and prospective customers, you can more effectively create a plan that will work.

The other thing that businesses probably don't realize is just how time consuming it can be to do it right. Often, I hear companies who have an intern or an entry level person handle their social media efforts and complain that "social media" isn't effective and doesn't move the needle. Social media is our new megaphone to the outside world so it should be managed by someone who fully understands your brand's voice and has seasoned experience so they can also handle negative or neutral situations that arise on any of your social media platforms.

### **What do you think the future holds for social media?**

Social media is a way of thinking and looking at the world. While we used to communicate with important influencers and customers at events and send them updates via email, we now have many more ways to reach them. That said, it doesn't mean other more traditional marketing vehicles don't still work, such as newsletters for example.

What's key is integrating social media into the mix in the 'right' places where it will be most useful to engage with your customers...and at the right time. Through trial and error, I am learning what times of day to get the most attention from my Pacific and Asian readers for our blog, and what kinds of things get traction on our Pinterest and YouTube pages and what doesn't. Like everything else, social media is one piece of the marketing puzzle.

I think we'll increasingly need tools to turn so many of our silo-ed social media apps and solutions into an integrated platform that is easier to manage and scale.

***Spend time getting to know your customer, where they spend their time, the things they care about and how they like to receive updates and information.***



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Make Money With Your Blogs

# MWM useful links

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**Make a point of checking them ALL out!**

- Brand Name Tennis Equipment
- The Latest Golf Equipment
- [Lawn Mowers In ALL SizEs](#)
- Caring for Your Yard and Garder
- Special Lawn Care Products
- Spring Cleaning Supplies and Ti
- Get Fit and Keep Yourself in Sha
- Ways You Can Really Loose Wei\_
- [Ways to Help You Stop Smoking](#)
- [Luxury Beauty and Cosmetics Store](#)
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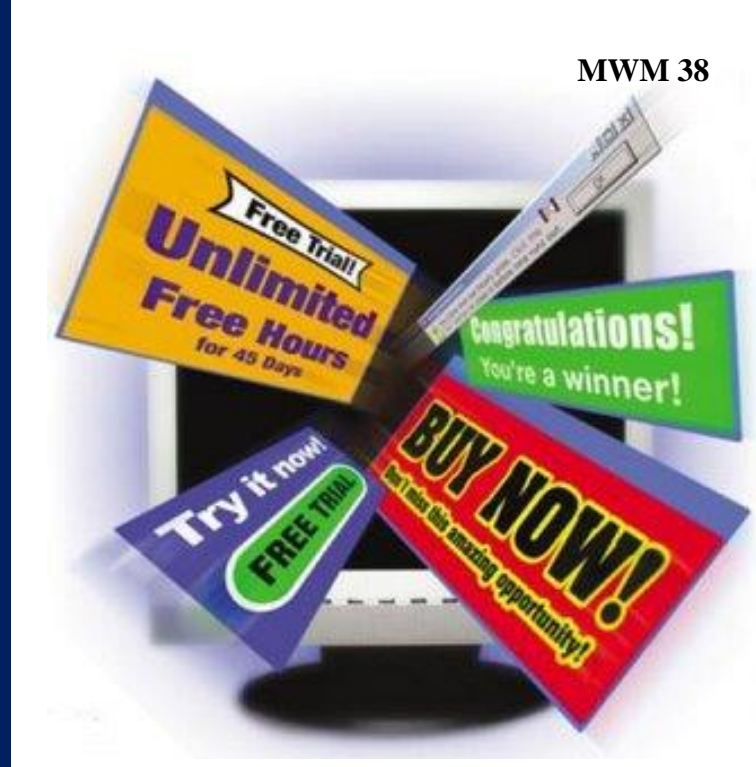




## Feature Article .

# THE CONTROVERSIAL POP-UP AND IN THE MARKETING WORLD

By: Fredrick Gonzales



The word pop-up is enough to bring a look of disgust on one's face. You remember the time you almost punched the computer because of them. Pop-ups have been mercilessly unleashed on the users. So much so that pop-up blockers had to come into existence.

A pop-up is any message on the web that is displayed in a separate window. This happens on its own, usually triggered by a click. It can also appear just by opening a web page. The content ranges from subscription offers to completely irrelevant videos and text.

### Not all is bad

Pop-ups definitely have their utility. Everyone dislikes pop-ups and some marketers also feel uneasy about unleashing them on the users. But pop-ups actually have the potential to make a difference. In many cases they have resulted in a dramatic increase in the number of subscribers. Hence while marketers do not want to irk consumers, they still find them slightly irresistible.

Some websites use neat pop-ups that almost don't irritate the users. The language can make a lot of difference. Honest humour can repair the damage the very action of the pop-up popping up causes. Regulation is also a key factor. Some websites make sure not to bother old users with pop-ups. They try to keep the prompts relevant too.

### Are they good? Are they bad?

Websites must keep in mind to not over use pop-ups. The irritation generated by annoying pop-ups might not be reflected accurately. This is because the closing the pop-up and moving on almost comes as a reflex. Users swallow the annoyance and move on to what they wanted to. They might not even bother complaining because they think it is hopeless. Isn't everyone is supposed to know how annoying pop-ups are?

The utility of pop-ups should not be inferred from complaints against them. Instead, it should look at changes in figures of subscribers etc.



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**MakingWebMoney.com**



## Domains for sale

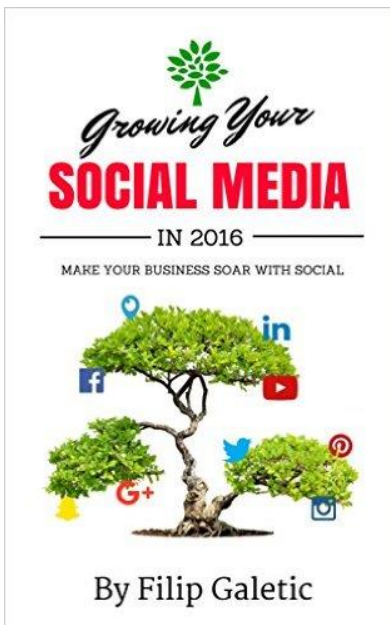
### Contact:

[ads@makingwebmoney.com](mailto:ads@makingwebmoney.com)

### Makeanoffer

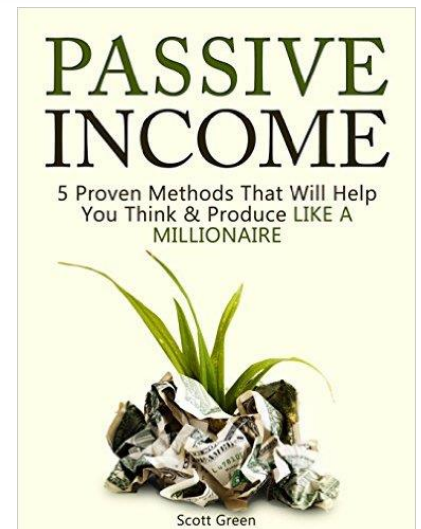
A great brand name for an  
internet marketing  
Product or service

**VirallInternetMarketing.com.**



[Growing Your Social Media in 2016: Make Your Business Soar with Social](#)

By: Filip Galetic



[Passive Income: 5 Proven Methods That Will Help You Think & Produce Like A Millionaire \(make money online, online business, how to make money online\)](#)

By: Scott Green

## Quotable:



“Don't explain computers to laymen. Simpler to explain sex to a virgin.”  
~ Robert A. Heinlein, The Moon is a Harsh Mistress

# COVERT PIN PRESS

With This **Point & Click Simple** Wordpress Theme  
**YOU Can Do The Same!**

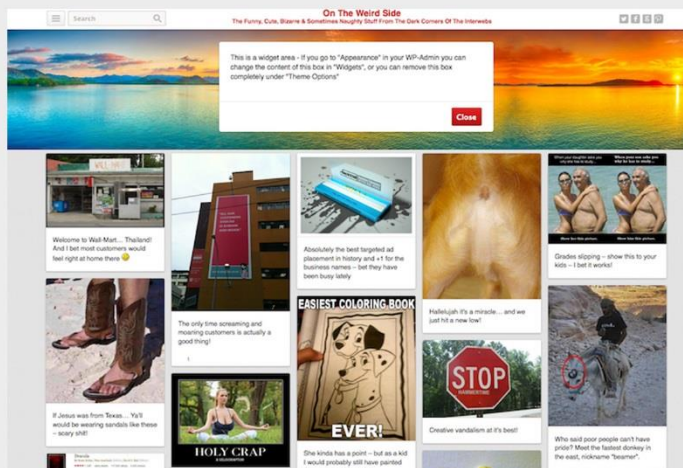
Tapping Into The **Most Buzzing Trend**  
On The Internet And Sucking **Free Traffic**  
From *Pinterest & Facebook* On  
**COMPLETE AUTOPILOT!**

**Covert PinPress 2.0 Is...**



**Fully Monetized**

Making It  
**SUPER EASY**  
For you To Profit From  
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Use the Covert  
PinPress 2.0 to  
build pin sites  
in ANY niche  
you want!





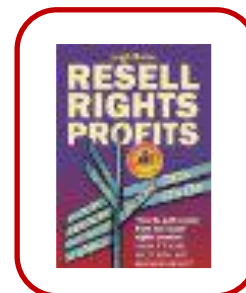
# MWM featured products

MWM 41

## Resell Rights Profits

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

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



## **WPMemberSite.com**

Creating a Wordpress Membership Site just got a whole lot easier with this Wordpress Membership Site plugin!

Introducing WP member Site. The Wordpress Membership Site plugin that allows you to quickly and easily turn your Wordpress Blog into a recurring income machine. Charge your members a monthly fee and watch your Paypal account expand with cash on a monthly basis.



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We have the cheapest article packs on the internet. Our Experienced english speaking writers will quickly and expertly craft quality articles that will help you promote your business online and increase the ranking of your web pages. We also offer article submission services, press release writing services & sales copy writing. One of our more popular packs is our Combo Article Writing and Submission services. Click 'Combo Packs' on the left menu.



## **ResellDeals.com**

We have the cheapest and best PLR content available a-lacarte on the internet. Our experienced english speaking writers & graphic designers expertly craft quality articles, ebooks, sales letters, graphics packs, templates and software on a weekly basis. You can purchase any PLR content and use it to help promote your business online and increase the ranking of your web pages. One of our more popular packs is our 319 Premium Wordpress Themes. Click 'Themes' on the left menu. It's currently FREE!



## Apple iPad2

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





# MWM contributors

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## Ollie Black

Ollie Black has been a content marketing expert for more than 9 years. He runs his own company based in Brisbane, which caters to clients in and out of the country.



## Roxanne Cooper

Roxanne Cooper is a newspaper contributor. She also works as a freelance writer, creating versatile content, from relationships to marketing.



## Edmund Douglas

Edmund Douglas is a top name in the field of SEO. He goes around the world to conduct trainings and workshops for those interested in the business.



## Fredrick Gonzales

Frederick Gonzales may be young but he has amazing Internet marketing skills. He started as a PPC expert in a digital company but he now owns his own company based in UK.



# MWM contributors

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## **Marty Hanson**

Marty Hanson has been a web marketer for 4 years already and he has no plan to stop. He has helped hundreds of clients and finds fulfillment there.



## **Ben Lobel**

Ben Lobel is the editor of SmallBusiness.co.uk and specialises in writing for start-up companies in the areas of finance, marketing and HR.



## **Kane Lodge**

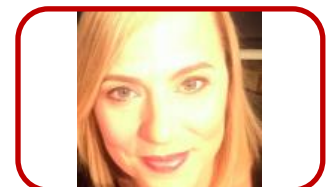
Kane Lodge is the Managing Director of Giraffe Social Media. His primary focus is Finance and Operations Management, that's when he isn't watching clips from The Office on YouTube anyway.



## **Kim Lachance Shandrow**

ENTREPRENEUR STAFF

West Coast editor. Frequently covers celebrities, future tech, social media, startups, gadgets and apps.





# SEARCH ENGINE OPTIMIZATION AS A MARKETING STRATEGY

By: Gertrude Curtis

Ever wonder how some results show up on top out of the thousands of search results? Does it take some work to reach the top? Yes it does. Search Engine Optimization is what it takes.

Search Engine Optimization or SEO, is an important web marketing strategy. It involves creating content in a way that increases it's visibility on the internet.

## How it was

The importance of ranking good in the search results was realized early on. So the webmasters used tactics to enhance their contents' visibility. The early search engines' algorithms were cheated by some of these tactics. For example, meta tags could be used to index content of each page. The problem was that meta tags could have information different from the actual information of the page. Many keywords used by webmaster did not represent the information accurately. This resulted in irrelevant search results showing up for certain keywords.

## The present scenario

Now, that is a problem for search engines. Irrelevant search results could lead to distrust and dissatisfaction. Today, more complex algorithms exist to protect a search engine's reliability. Search engines like Bing and Google no longer even index meta tags.

Algorithms have been designed to try and have quality content on top. Earlier the quantity could trump quality. A website cluttered with low quality texts could have a better ranking than quality material. Not anymore. The context also matters. Earlier, links in irrelevant sites would count. Now a link in a relevant web page counts more than five out of context ones. Along with keywords (which are content-related) relevance, uniqueness and good distribution can take you places.

## Rest not assured

As a marketing strategy, Search Engine Optimization doesn't have many recommendations. This is because search engines keep changing their algorithms. Any company that relies too much on SEO should be prepared too suddenly lose visitors.





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## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

Lose a bit of your belly everyday by following this weird little tip

venusfactor.com





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

## Feature Article .

# HOW COMPANIES TAP SOCIAL MEDIA FOR MARKETING

By: Roxanne Cooper

Social media marketing has reportedly caused a 133% increase in business retailers' revenue. Social media essentially creates a ripple effect, or e-word of mouth. Information travels from person to person by social media features like likes, reposts and sharing.

Another way in which marketing takes place is by trying to get people to feel involved. People are able to comment on products, write reviews, write to the companies etc. Many prominent people have twitter accounts and tweet regularly. People can even address tweets directly to them through their twitter handles. They become more real and approachable for people. It is crucial in familiarity and trust building.

### Right in the hands of customers

The advent of mobile phones has been phenomenal. Before our very own eyes they have transformed from small box like gadgets to sleek smart phones. Gone are the days when one only used phones to make calls and send messages.

Today people are enjoying photography, video calls, gaming etc. on their phones. The internet can also be accessed from handheld smart devices. Many people like to stay connected to the World Wide Web. They like to regularly check their various social media feeds. Mobile phones make that so easy, especially when people are travelling etc.

It is hard to stay away from your smart phone with all these features. And that makes social media marketing a very important area for companies to tap. Thousands of apps are designed especially to be compatible with phones. Companies try to develop content and interaction mediums that are mobile-friendly.

### What do the customers want?

Social media has its own flow. Things beyond anyone's control are set in motion once something catches the public's eye. Among all the activity, companies can pick up complaints, compliments and opportunities. This is great way to fix errors and make improvements. Customer choices are also studied and monitored from people's social media behaviour.

**Many people like to stay connected to the World Wide Web. They like to regularly check their various social media feeds. Mobile phones make that so easy, especially when people are traveling etc.**



## Feature Article .

# SPAM – THE UNWELCOMED GUEST IN OUR OWN EMAIL ACCOUNT

By: Ollie Black

The potential of the internet for commercial purposes was recognised long back. Uncountable commercial activities use the internet. With expanding technology, this is being done in more and more creative ways.

Spam is one of those internet features which make us wrinkle our noses in distaste. They are largely unwanted and scary. About 2 trillion spam messages are received on American email addresses every year. Advertisement is necessary for business and Capitalism rules. So, unfortunately, spam is going to stick around for some time.

### A short and basic introduction to spam

Spam refers to messages that are sent to huge lists of emails collectively. The recipients are randomly selected and messages are sent without them asking for them. These are basically unsolicited emails cluttering up the inbox.

Usually, recipients are unable to do anything about this. One might see any option to stop these emails in the future. Often attempts to do so do more harm than good. It confirms the existence of the user for the sender and might result in an increased inflow of spam.

Generally, people are wary of doing anything with spam emails due to their bad reputation. Spam emails are known for containing malware. That is where the major distaste for spam comes from.



### The dark side

The word spam has grown into general use to refer to anything unwanted that clutters. Such is the frustration they have caused worldwide. This misuse of the electronic mail threatens the sense of security and peace of the people.

The nature of malicious software is deceiving. Email advertisements sent out to thousands of people are a great nesting place for such malware. Emails designed as attractive advertisements can lead to many falling victims to cyber-attacks. Stricter anti-malware features and cyber laws have to do their best to ensure user safety.

*Spam refers to messages that are sent to huge lists of emails collectively. The recipients are randomly selected and messages are sent without them asking for them. These are basically unsolicited emails cluttering up the inbox.*



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

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

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

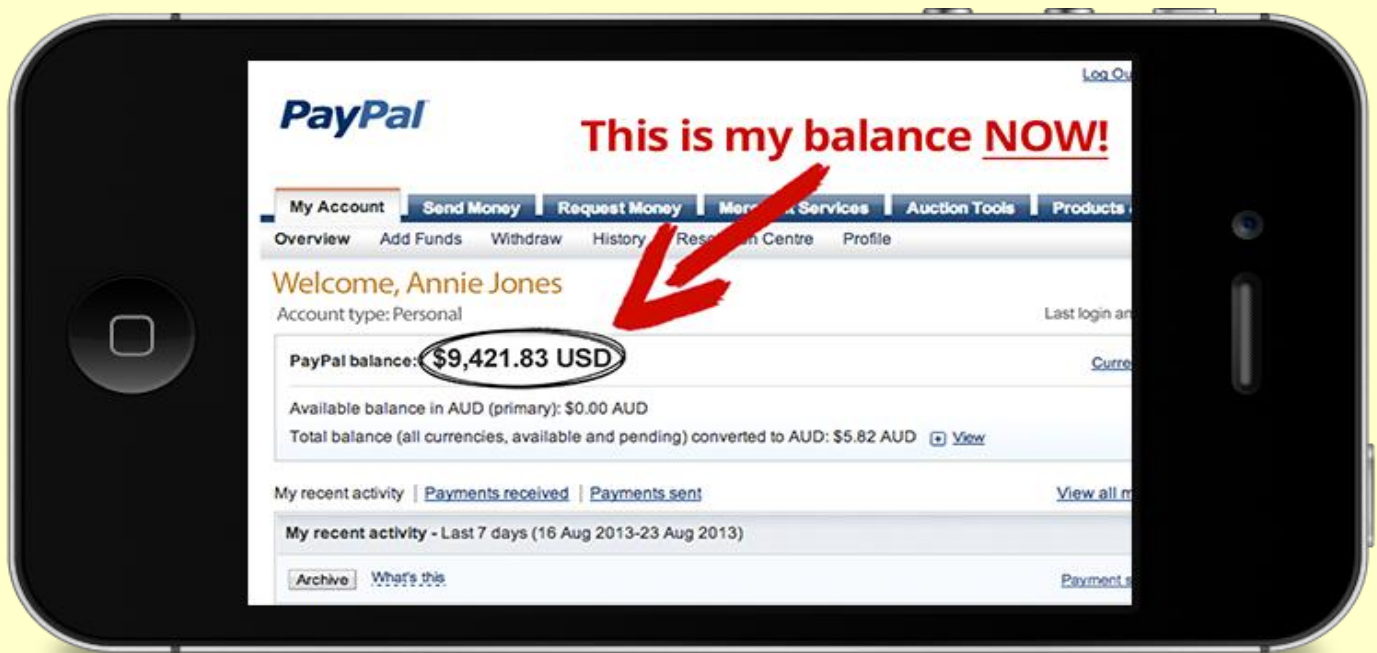
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

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

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

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

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



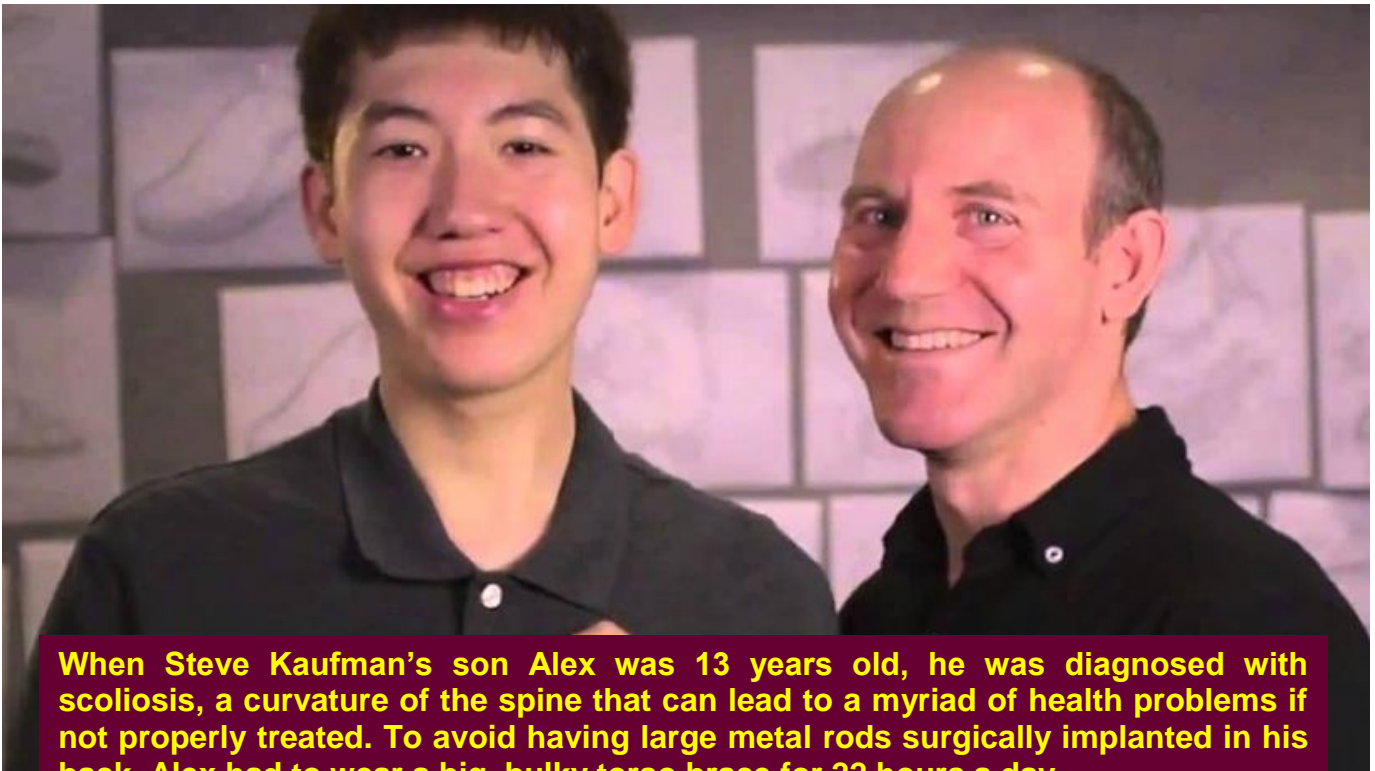
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# MWM back story

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## HOW A FATHER'S LOVE FOR HIS AILING SON INSPIRED HIM TO REINVENT THE SNEAKER

By: Kim Lachance Shandrow



When Steve Kaufman's son Alex was 13 years old, he was diagnosed with scoliosis, a curvature of the spine that can lead to a myriad of health problems if not properly treated. To avoid having large metal rods surgically implanted in his back, Alex had to wear a big, bulky torso brace for 22 hours a day.

The brace stopped Alex's spinal curve from getting worse, but it also prevented him from bending over and putting on his shoes by himself. Not being able to complete a basic, everyday task of this nature can be humbling for anyone, let alone a teenager who longs to fit in. This worried Steve.

*"I stayed awake in bed all night, brainstorming prototypes of sneaker-style shoes Alex could easily slip on and off, all on his own."*

“He was cinched in the brace as tight as he could stand it, and he couldn’t deal with his shoes himself,” Steve says. “It had become an issue for his self-esteem and he wanted some independence. When it was taken away from him, I wanted to give it back.”

So the concerned father and former robotics engineer decided to solve the problem himself. “One day, the lightbulb went off,” he says. “I stayed awake in bed all night, brainstorming prototypes of sneaker-style shoes Alex could easily slip on and off, all on his own.”

Out of that desire -- motivated by a father’s love and care -- Quikiks was born.



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**The goal wasn’t to create a functional pair of stylish slip-on shoes for his son. The bar he wanted to clear was higher than that: create an attractive, “non-orthopedic-looking” pair of rubber-soled sneakers that not only boosted Alex’s confidence, but looked pretty cool, too.**

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Steve claims Quikiks are the first totally hands-free, fastening orthotically supportive footwear of their kind. To put them on, the wearer slides his or her feet into the shoes. In one step-in motion, the sneakers automatically fasten to the feet, without the wearer ever having to bend over or use their hands.

The key to the shoes’ slip-on capability is Steve’s patented “Step-in-Go” technology. Thanks to a clever mechanism, the shoes rotate open at the heels, creating a large entryway so you can slip your feet inside. When you press your feet down, the pressure automatically rotates the heels shut. A strong embedded magnet helps to keep the shoes fastened. To take them off, you simply strike your heels on the floor. The momentum and force automatically spring the shoes open, so you can slide your foot out.

Steve designed the first prototype for Quikiks in 2007. His first move was to visit the local craft store in his New York City neighborhood, where he picked up some cardboard and magnets. Next, he bought a cheap pair of sneakers from Walmart. He went home, cut them open and made alterations with his craft supplies. Later, he’d add more parts that he 3-D printed himself.

For six months, with Alex’s encouragement, the stay-at-home dad handcrafted one crude “Frankenstein shoe model” after another.

The goal wasn’t to create a functional pair of stylish slip-on shoes for his son. The bar he wanted to clear was higher than that: create an attractive, “non-orthopedic-looking” pair of rubber-soled sneakers that not only boosted Alex’s confidence, but looked pretty cool, too.





## Next steps

After building his first working prototype, Steve began to see its potential to become a real, mass-market product. With an eye on the future, he met with an industrial designer. Together, they worked to refine the original model. Meanwhile, Steve was introduced to Marty Sokoloff, a local wholesale grocery store owner and angel investor, through a friend. Sokoloff invested \$50,000 into what was quickly becoming a business. With Sokoloff as his co-founder and backer, Steve officially launched Hands-Free, the company behind Quikiks, in February 2010.

As Steve worked to jumpstart the company -- securing design patents, attending medical device trade shows, and partnering with a reliable manufacturer -- his son turned a corner and no longer needed to wear a back brace.

Now a young man of 21, this means he also no longer needs his father's invention.

"Still, I'm not giving up," Steve says. "I'm pushing forward with a product that could help kids like Alex and a lot of other people with medical and cognitive challenges."

Quikiks aren't only for those suffering with back problems. Steve says they're also a good fit for senior citizens and obese individuals with limited mobility, hand and arm amputees, stroke victims and those suffering from debilitating arthritis, cerebral palsy, multiple sclerosis, severe autism and Parkinson's disease.

In July of last year, after seven "long, excruciating, difficult" years of trial and error fighting to bring his "crazy shoes" to market, Steve completed his first production run. At last, thanks to a successful partnership with a small factory in Mexico, the accidental entrepreneur has a sellable product in his hands.

His next challenge is to broaden his customer base and become profitable. Slowly but surely, while continuing to care for Alex full-time, he's making progress, selling Quikiks for \$250 a pair on his website and at a few doctor's offices and specialty shoe stores.

This past December, Steve was named the grand prize winner of Entrepreneur and Canon USA's Project Grow Challenge. Following a speech that moved many in the crowd to tears, he accepted the \$25,000 award at Entrepreneur's recent GrowthCon event in Long Beach, Calif.

He says he plans to use the winnings to invest in product improvements, market to more healthcare providers and to book more trade shows in the hopes of recruiting additional resellers and distributors. He might even hire his first employee.

For now, though, he's happy getting by with his wife Masako's help and Alex's, too.

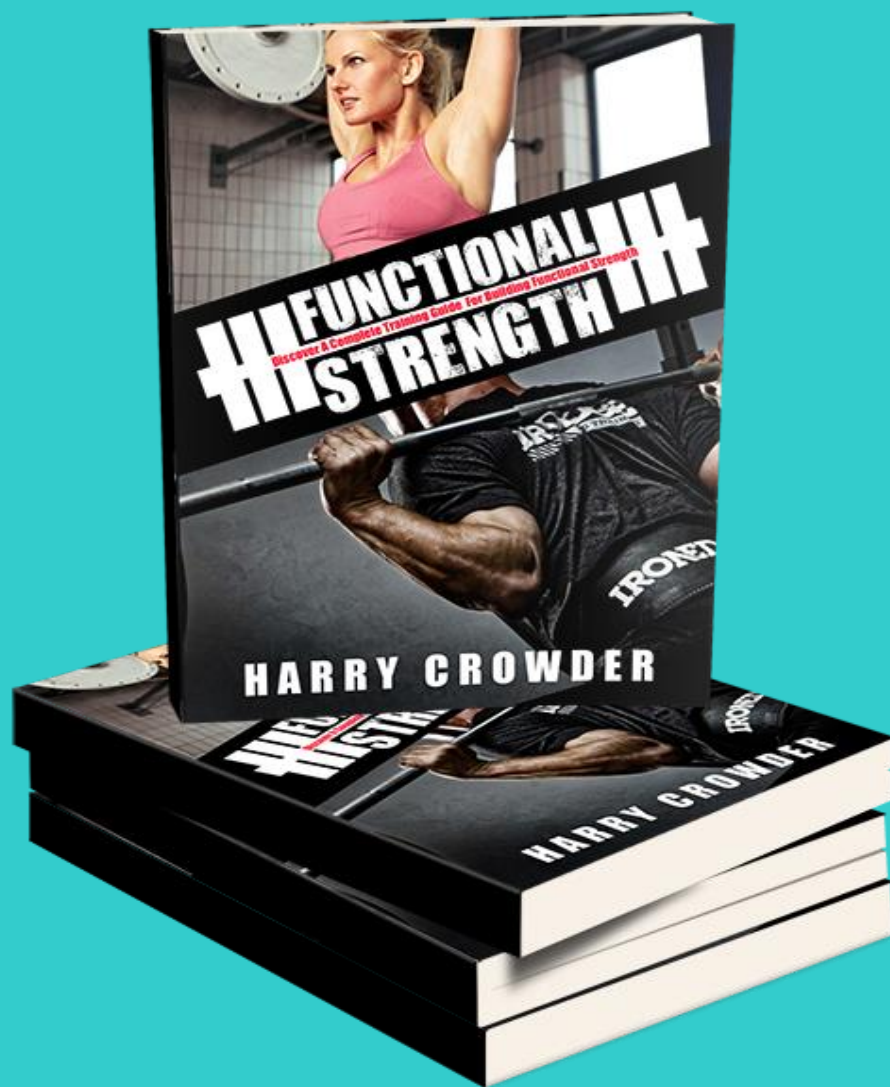
"Alex was the inspiration for this journey in the first place," he says. "Even though he's out of that brace and doesn't need Dad's crazy shoes anymore, I look forward to working together with him so we can help a lot of others who still do."

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