

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

NOVEMBER 2015

**E-COMMERCE PROVIDES  
US WITH A SHOPPING  
MALL IN OUR POCKETS**

**THE ENTREPRENEUR:  
CHARLIE MULLINS,  
PIMLICO  
PLUMBERS**

Charlie Mullins

Eunice Walker



**NOW MOBILE AND ITS  
ROLE IN INTERNET MARKETING**

Raymond Roberson



Tina Clark



**FINANCIAL TRADER IS NOW A  
HIGH-GROWTH ECOMMERCE  
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# MWM editors letter



Welcome to the **NOVEMBER 2015 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.***

**- E-Commerce Provides Us with a Shopping Mall in Our Pockets** By: Eunice Walker - **Golden Rules for Internet Marketing** By: Daryl Jacobs - **In Tune with the Potential Market Base - Search Engine Marketing Growing Big** By: Agnes Horton - **SMB's Looking to Expand All over the World through Internet Marketing** By: Daryl Jacobs - **The Assured Way of Reaching Out to the Global Market** By: Agnes Horton - **The Meteoric Rise of Marketing in Social Media** By: Kristi Hodges - **The Mobile and Its Role in Internet Marketing** By: Raymond Roberson - **Utilization of Visual Impact in Online Marketing** By: Kristi Hodges- **MWM Success Story Entrepreneur: Charlie Mullins, Pimlico Plumbers - MWM Ask the Expert Interview** with Reputation Marketing Expert Michael Shih **MWM Q&A Expert Interview** with Shane Barker on Social Media and Crowdfunding **MWM Back Story** Financial Trader Tina Clark is now a High-Growth Ecommerce and Manufacturing Entrepreneur.

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



## 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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Marketing Magazine**

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Various experts in their fields

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

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

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

harry@harrycrowder.com

## Press Release Software



## TOP EMAIL

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

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

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

### What is Offline Marketing?

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

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

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

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

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



## Did you know:

The Motion Picture Academy refused to nominate Tron (1982) for a special-effects award because, according to director Steven Lisberger, "The Academy thought we cheated by using computers"



# MWM what's on



We proudly bring you the 9th annual Future of Web Design, NYC - the event for web designers and developers who want to be on top of their game in usability, responsive design, CSS, and front-end development. With a healthy blend of inspirational sessions and practical advice, #FOWD is the design and developer conference to take your skills to the next level and meet like-minded individuals ready to make the web awesome together.



MobCon is mobile disruption analyzed, tech trends revealed and business strategies explained. MobCon brings the innovators of today and the leaders of tomorrow together to share, learn and network. Serious insight from keynote presenters. Networking with top brands. A chance to preview the latest tech. Find the inspiration and community you need to think bigger and work smarter at MobCon.

## what's on



Learn fresh new strategies and tactics from some of the savviest brands and digital marketing agencies managing earned, owned and paid social media marketing campaigns across multiple platforms. Attend SocialPro to talk shop with your social media marketing peers and maximize facetime with industry experts in the sessions and through a variety of networking opportunities.

## An Event Apart



**When: November 2-4, 2015**

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...passionate practitioners. They care deeply about not only doing a job well, but doing it right. They care if their web page forms are usable, if their content is findable and invites reading, if their code is optimized and contingency-ready—and view it as almost a personal affront when it isn't.

...looking for both inspiration and instruction. They want to take actionable ideas back to the office when the event is over, re-energized by new ideas and techniques that they can use to boost their work to a new level.

...hungry for what comes next. They're aware of what's going on in the field now and even have some idea of what's on the way, but want to hear from leaders in the field about what they see coming and how we all will cope with the changes.

...some of the smartest people you'll ever meet. Really. They're sharp, experienced, and firing on all cylinders.

If that's you, then you should be at An Event Apart.



Quotable:

**“A journey of a thousand sites begins with a single click.” ~Author Unknown**





## THE IAB INTRODUCES L.E.A.N. ADS PROGRAM IN RESPONSE TO AD BLOCKING

*The group has introduced the L.E.A.N. Ads program to address the reasons consumers turn to ad blocking.*



"We messed up. As technologists, tasked with delivering content and services to users, we lost track of the user experience." That's the IAB's admission of industry complicity in the swell of discontent about digital advertising and use of ad blockers.

In reaction to this screwup and in the face of rising awareness and availability of ad blocking tools, the Interactive Advertising Bureau (IAB) announced it is launching a new approach to ad standards.

The new L.E.A.N. Ads program — an acronym for light, encrypted, ad choice supported, non-invasive ads — devised by the IAB Tech Lab, is meant to quell the havoc that ad tech has wrought on digital advertising experiences and quell the ad-blocker-reliant rebellion against terrible user experiences.

The L.E.A.N. program proposes an alternative set of standards to address the reasons consumers are turning to ad blockers:

*Among the many areas of concentration, we must also address frequency capping on retargeting in Ad Tech and make sure a user is targeted appropriately before, but never AFTER they make a purchase. If we are so good at reach and scale, we can be just as good, if not better, at moderation. Additionally, we must address volume of ads per page as well as continue on the path to viewability. The dependencies here are critical to an optimized user experience.*

The IAB has been adamant about its belief that "ad blocking is wrong" and a threat to the industry. L.E.A.N. is how the IAB plans to address that threat. One way is to speed up page loads by no longer pre-loading ads when the units aren't in view and limiting calls from trackers that collect reams of data that isn't used to deliver more targeted and relevant ads. Another is retiring video autoplay in many contexts and getting rid of flashing and blinking ads once and for all. The final recommendation is for publishers to turn away advertisers that don't meet these standards.

We can thank Apple for putting a spur in this issue with its admission of content blockers in iOS 9. The rise of mobile ad blockers woke up the industry like nothing else had. Now the hard work of making significant improvements at all levels — advertiser, agency, ad tech, publisher — begins.

## Facebook Pushes Back Against European Privacy Onslaught

*US companies are using a mix of diplomacy and defiance to try to avoid bending to privacy regulators.*

Facing increasingly emboldened data protection regulators in Europe and a recent judicial setback concerning cross-border data transfers, Facebook appears to be taking a more aggressive stance on privacy and digital identity. In multiple countries, the company is seeking to educate both regulators and the public while using the courts to fight back.

The Wall Street Journal is reporting that across Europe, Facebook is entangled in multiple cases and investigations involving national regulators focused on overlapping but sometimes distinct privacy questions:

*Ahead of a court ruling due in Belgium as early as this week, the Menlo Park, Calif., company is attacking this case against it as an ill-thought-out attempt to regulate privacy that would instead remove one of the tools Facebook uses to stop automated programs from hacking into users' accounts...*

*In Germany... a regulator ordered Facebook over the summer to allow users to use pseudonyms as opposed to real names. Facebook has appealed the order in court, and argues that its policy helps ensure safety and privacy by ensuring users know with whom they share information. A ruling is expected this fall, the regulator said.*

The company and US companies in general recently were dealt a severe blow, as the European Court of Justice essentially invalidated a long-established Safe Harbor agreement that allowed the transfer and processing of data between servers in the US and Europe.

Google is similarly being more defiant after years of trying to work out a negotiated antitrust settlement with the European Commission. The company strongly denied that it has abused its market position in search. Instead, it said that its UI evolution is directed toward quality and improving the user experience.

For both Facebook and Google, the legal and regulatory issues in Europe are complex and complicated. The largely unregulated atmosphere of data collection in the US is disdained in Europe. European regulators are trying to find ways to enable the public to have more control over personal data. However, that legitimate effort is partly tainted by hostility to US internet companies and Google and Facebook in particular — an echo of the "cultural imperialism" debates of past decades.

These issues aren't going away any time soon, with new, more comprehensive privacy regulations coming to Europe in 2016.

It will be interesting to see whether the more aggressive approaches being taken by Facebook and Google yield positive outcomes or simply cause regulators and European courts to stiffen their resolve to control and punish them.



**Quotable:** "You can't take something off the Internet — it's like taking pee out of a pool." ~Author Unknown, 1995



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# E-COMMERCE PROVIDES US WITH A SHOPPING MALL IN OUR POCKETS

By: Eunice Walker



Businesses all over the world have started exploring the abundant prospects of marketing over the internet. One such field which has made perhaps the largest impact is e-commerce. The idea of shopping has been transformed to a whole new experience. Buying and selling as we used to know, might not exist in the future.

## The comfort of online shopping

The idea of conducting business online is not a new idea but to conduct direct purchase of varied range of products from daily utilities to fantasies could not be thought of in the past. But with the rise of information technology, the internet is turning out to be perhaps the largest shopping mall in the world. The comfort given to the buyer and the wide variety of choices displayed has made us more active shoppers

## Smartphone apps gives us shopping malls in our pockets

The advent of smartphones and the development of various 'apps' mean we can carry around a virtual shopping mall in our pockets. Mobile marketing with spamming via text messages, emails and online ads has taken ecommerce a step forward. The idea of shopping out of your cell phone has been driving us more and more towards ecommerce.

## The start-up giants of online shopping

E-commerce has given platform to various start-ups as well as established businesses to gain access to previously unknown and unexplored aspects of marketing.

- Companies like Amazon and e-bay is now among the top revenue earning companies in the internet. These American start-ups are now operating worldwide with huge global turnovers.
- Chinese giant Alibaba is steadily taking their venture worldwide. The ease of modern day banking has been a very essential aspect in taking this trade forward.
- Cloud computing has been creating these huge markets with the entire world becoming the customers and the huge chance of businesses to grow.

This enormous space is still waiting to be explored. The modern day genius is that person who knows how to explore this enormous web of the internet.

# MWM success story



## THE ENTREPRENEUR: CHARLIE MULLINS, PIMLICO PLUMBERS

*The outspoken business mogul talks leaving school at 15 to build a £20m company, the new parental leave law "massacring" small business, and his biggest luxuries - a Bentley Continental and personal chauffeur*

**Founder:** Charlie Mullins  
**Company:** Pimlico Plumbers  
**Website:** [www.pimlicoplumbers.com](http://www.pimlicoplumbers.com)  
**Description in one line:** Pimlico Plumbers is the largest independent plumbers and services company in the UK.  
**Previous companies:** None  
**Turnover:** £20m  
**12 month target:** We're currently at 20% up – so target of around £24m

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

- Our focus on apprenticeships is fundamental to our success.
- Our brand is our bond, and so a lot of hard graft goes into maintaining our reputation as the best plumbing and home services company in the UK.
- Keeping 100% transparent with our charges reintroduces trust in our trade.

**Quotable:**

“Twitter is just a multiplayer notepad.”  
 ~Ben Maddox



## What is your greatest business achievement to date?

My early experiences as an apprentice shaped my life and success, which is why I believe that today's business leaders have a duty to bridge the skills gap and make apprenticeships mandatory.

I'm proud to say we currently employ 28 apprentices at Pimlico Plumbers, placing a strong emphasis on equipping these individuals with the skills they need to take our business (and their career) from strength to strength!

In addition, I have been petitioning the government for a National Apprenticeship Scheme and this year I attended the conservative party conference with my apprentices to show the prime minister what a great initiative it is. This was a very proud moment for me.

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

With demand for our services soaring through the roof, we currently do around 2000 jobs a week. This is the most important number to me because it not only demonstrates our growth but our strong reputation. It also demonstrates that the economy is picking up and that can only be a good thing.

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

Believe it or not, you can now find a Pimlico Plumber in Spain! Our Marbella division opened on the Costa del Sol just over four years ago and covers all areas from Marbella to Buenavista.

Pimlico Marbella operates in exactly the same way as our London company and is doing really well, however I don't currently have plans to expand any further. At the moment demand in London is very nearly outstripping supply, so there'll be no further plans to expand until I have the London market sorted.

## Describe your growth funding path:

School was never the right option for me, so at 15 I left without a single qualification and decided to become a plumber. A four year apprenticeship gave me the skills I needed to make it on my own – and a second hand box of tools, an old van and the basement of estate agents in Pimlico meant I had the resources to launch and run my own business. I've been a long old journey and a massive learning curve to make Pimlico Plumbers what it is today, but I've not looked back since!

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

I would have to say that our vehicle tracking system has made the biggest difference. All of our vans are equipped with the system which allows us to see which tradesmen are closest to a job. This has been really important for us in responding to emergencies as our team can deploy the right person to the right job within 10 minutes. When it comes to emergencies, our customers appreciate that kind of precision and organisation.

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

Pimlico Plumbers don't just fix pipes; in fact our talented workforce can now repair pretty much anything that needs fixing in the home. We have electricians, carpenters, builders, brick layers, plasterers, painters, drain jetters, roofers, and small appliance engineers. We can do anything from fix a tap to refit an entire bathroom, tiling and all. Over the next few years I'd like us to become the first number that you'd call for any household problem, offering a trusted service across a range of sectors, which simply gets the job done right.

## Growth challenges

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

As a former boxer, I know better than anyone that in order to succeed you have to be prepared to take couple of blows along the way.

When I was 38 I felt unstoppable and had achieved a turnover of £1m – but then it all went wrong. I decided to buy new premises and did so with the help of two loans, an overdraft of £80,000 and my own house up for security. Just as I took possession in December 1990 – recession struck. I nearly went bankrupt and ended up owing the bank more than half a million pounds. I had a young family and the bank was trying to take my house and car.

I had to get tough to get things back on track. Amongst other difficult decisions, I had to let go of staff who weren't delivering and some of them were good mates – but it was vital to have the right people doing the right jobs. This was one of the hardest things I've had to do in business.

## What was your biggest business mistake?

Plenty of mistakes have been made along the way, but if I hadn't made them I wouldn't be where I am today. I left school at 15 but I've always said my biggest mistake was not leaving sooner!



### **Piece of Red Tape that hampers growth most?**

We need to smash red tape at home and in Brussels, wherever it affects us, and there's plenty of it, believe me. Stuff that makes my depot manager fill out half a dozen forms to move a bit of rubbish about London; and rules that restrict working hours, and force small companies to employ data security experts.

However the worst piece of red tape so far is Clegg's parental leave law. By the stroke of a pen the coalition has massacred small businesses with a universe of bureaucracy that will cause as much turbulence in its administration as in its practice.

I'm in no way against equality but I am not happy that under these new laws twice as many workers as before can now come and go as they please, regardless of the impact to business.

Although most of our plumbers are male, our office is made up of majority female staff. In fact, being a family business, we have several couples who work together on our workforce as well. If everyone at Pimlico Plumbers took advantage of the shared parental leave of up to 50 weeks and several staff took this leave at the same time, how could we be expected to function?

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

Making sure you get paid for the jobs you do sounds simple, but actually, it's the number one reason why many viable businesses go broke. Don't be afraid to ask for payment, and don't start new work or supply more goods to someone who owes you in the hope that you will be paid.

Like most businesses we'd always invoiced customers and allowed them to rack up bills on their account, but at one point when we were struggling we worked out that our customers owed us over £80,000. We immediately switched to payment on completion and haven't looked back. In addition, if a customer knows they have to fork out on completion, they engage more and police the job better, meaning less complaints and less callbacks.

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

In three years I want to dominate the plumbing, heating & home services market in London. We continue to increase our market share in the service industry and I want to keep going. The demand in London is huge, so we are now expanding more than ever. More staff are being brought on every week at Pimlico which will make sure we can take on the demand.

My aim is to take on 500 new staff in two years but I was told I'm crazy, so I went for three years!

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

If you don't want to lose business to your competition don't be so arrogant as to ignore what they are doing, or too proud not to follow suit. In the same vein, pick up on what your competitors are doing wrong and do it better.

When I was starting out the industry had a bad reputation; plumbers were always late, scruffy, making excuses, in dirty vans and overcharging. So I made sure my plumbers were the opposite – prompt, professional, polite and transparent – and what a result! We quickly became the industry leaders and remain so to this day. Look at any highly successful business and you'll quickly realise they've done the same.

### **Personal growth**

#### **Biggest luxury:**

That's a tough call between my Bentley Continental and my chauffeur Eric! He may look old, but the grand age of 80 he knows this city better than any satnav ever could.

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

I'm a huge supporter of apprenticeships, so I'd have to say learn it on the job! Of course a lot of jobs require the attainment of specialised knowledge but it doesn't mean that a full-time university course is the best place to acquire it. My early experiences as an apprentice shaped my life, which is why I believe that today's business leaders have a duty to bridge the skills gap and make apprenticeships mandatory.

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

I always say that one of my biggest achievements was learning to delegate. A mistake I made in business years ago was not putting the right people in place, which meant I was trying to do everything myself. As time went by, I realised that the trick to success is to put the right people in place at an early stage.

To become a better leader now I would delegate even more and take on more managers. I definitely realise now the powers of delegation and professional structure to business.

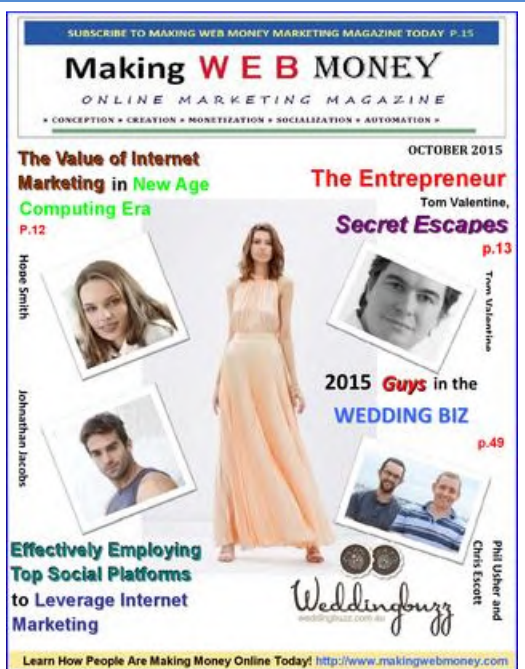
**If you don't want to lose business to your competition don't be so arrogant as to ignore what they are doing, or too proud not to follow suit.**



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# **MWM ask the expert**

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## **INTERVIEW WITH REPUTATION MARKETING EXPERT MICHAEL SHIH**

**By: Petra Mayer**

### **Reputation Marketing is an Easily Overlooked Strategy**

Reputation Marketing as an easily overlooked discipline in your business strategy. Making it a habit to listen to the Market and to pro-actively encourage online reviews is not only important for online businesses but for brick-and-mortar businesses alike.

This interview with Reputation Marketing Expert Michael Shih of ReviewSprout is another way to encourage you to look at all aspects of your online strategy. Michael is an expert in this area and he will give you some advice on how to build a positive reputation for your business and how to deal with negative reviews. Reputation is important for us as people but it is also important for any business and in a socially connected world even more so than ever before.



**Did you know:**

**40-55% of all Wikipedia vandalism is caught by a single computer program with 90% accuracy.**



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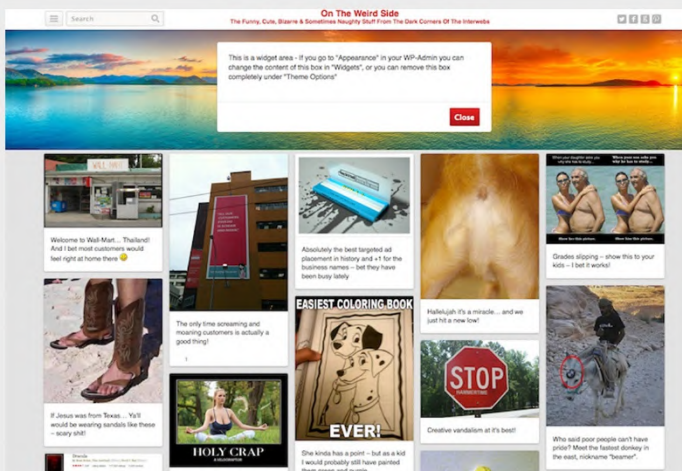
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Use the Covert  
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build pin sites  
in ANY niche  
you want!



*Petra Mayer: I want to introduce you to online specialist, Michael Shih, CEO of Review Sprout. I met Michael Shih at a networking event and when he told me about his business I thought it was so unique that I wanted to share it with you.*

To introduce you to this aspect of online marketing that may not be at your forefront of considerations and that's reputation marketing. So let me introduce you to Michael. Review Sprout specializes in helping good business owners build a strong online presence and a five-star reputation.

They have systems and processes that help businesses stay ahead of the curve and dominate the marketplace. They provide digital marketing and consulting solutions to small and medium sized businesses. Michael Shih has been doing internet marketing for over five years.

First he started off doing it part-time for friends and family and then he quickly realized that his passion is seeing his clients' business grow. He's the Founder of Advanity marketing group, Review Sprout and the organizer of Vancouver Business Alliance where he educates local business owners on the different systems to help increase growth in their business.

**Michael Shih, welcome to this interview, you are a reputation consultant. What does a reputation consultant do?**

Michael Shih: Well as a reputation consultant, our role is to monitor what is being said about business owners online and as well position business owner as a market leader in their industry so they can get more pre-qualified callers calling them and not their competition.

**GREAT. WHAT ACTIVITY SPECIFICALLY FALLS INTO MANAGING A BUSINESS REPUTATION?**

MS: Well first we have to look at the top rating review sites on there like Google and Yelp and then we have to monitor those voices that people are talking about them on those channels. From there if it's good review or bad review we have to respond to them at a timely manner. And then if it's good we can share them on different marketing materials and on social media networks.



**HOW DO YOU DIFFERENTIATE BETWEEN PASSIVE OR PROACTIVE TASKS IN THIS AREA?**

MS: There are many ways to explain this but what we normally say that reputation marketing is proactive because you are actually marketing those reputations to leverage those reviews to get more business, right, proactively getting those reviews.

And management is basically waiting for reviews to come in and deciding on what you want to do afterwards so reactive. But a good reputation marketing strategy is to include both marketing and management.

**SO WHY ARE THESE SO IMPORTANT FOR A BUSINESS?**

MS: It's so important especially nowadays, 90% of consumers are influenced by the reviews they read online and companies who have positive reviews can convert 183% more businesses than those businesses with no reviews or bad reviews.

And perhaps most importantly, being on the first page of Google is just not enough anymore. You are still competing with other listings and there is really no reason for a customer to choose you over your competition if there is nothing that makes you stand out.

Another reason is, sometimes rogue ratings can appear on listings that you don't even know about. We have a case study where we are working with an insurance company, they have a listing on Google but the number on that listing actually is his competition's number.

PM: Whoa!

MS: This can be really bad for a business owner if they don't know about this.

PM: Right.

Michael Shih: Another reason to be on top of your listings and your reviews is also if a customer looking for you on the first page of Google and you have four different listings and only one being accurate can you just imagine what the customer will feel if they go to the wrong listing? Probably your brand, your credibility will be damaged and you'll probably lose that customer forever.

PM: Yeah, and you might not even know about it. You might not even be aware of what's going on because you don't have the resources to listen really to what's going on.

MS: Yeah exactly.

**So how can an entrepreneur improve their online reputation?**

MS: Well, first take control of those listings online, claim ownerships, right, Google and Yelp for instance and understand that your online virtual doorway is even more important than your actual doorway.

And then have a system to get reviews at a proactive way and make it easy for your customers to give reviews for your business. So for instance at Review Sprout we have our feedback loop CRM that makes this whole system more automated and easier.



Yes, give me an example. That's what I'm looking for, an example of how you actually do this in your business for your clients.

MS: Yeah, so basically a case study I want to touch upon is there was this walk-in clinic that we are working with. He's a brand new clinic in downtown, his location is not very visible so he had trouble getting bookings and walk-ins.

But after he claimed his listing, got more reviews on those Google Plus listings his star ratings started to show up. Now this is very important for conversions. Clients always talk to me and say, oh, they need more business, they don't know what to do.

But when I look at how their business is structured they are having traffic, so they don't have a traffic issue, they have a conversion issue. And that is where reputation can really help you increase your bookings and sales so reputation and visibility go hand in hand.

PM: Yeah. So what I'm hearing here is as well this is not just for an online business, this is also really for brick and mortar business. Somebody, a client might still be searching first online before they decide which store or which clinic, in this particular case, they would actually go to.

MS: Yeah, exactly. People are always searching online before they are actually picking that phone call or determining who to go to, to do business with. And even if they get referrals from their friends the first thing they would do is search if that doctor is good or not.

PM: Yeah. So what do you recommend on how an entrepreneur should deal with negative feedback online.

We've talked a lot about positive feedback and improving that and getting your star rating up but what do you do if somebody gives you a really bad review?

MS: Well first is don't get too upset or frustrated because that always happens. The best thing to do is know where it's all coming from and how to handle it and how to handle it is respond to bad reviews and good reviews at a timely manner.

People are always looking at how you respond to these reviews that if you are being proactive. People know you care you want to improve.

The Holy Grail is to respond in a way to get them offline and deal with it offline because the people who made the review have the ability to remove those reviews. So once it's dealt with completely, then most likely, 9 out of 10 will go back and remove those reviews.

PM: Right. So as the business you can't deal with the bad reviews, you can only try and get the other person, the person who was disappointed to overcome that disappointment and proactively remove that negative review.

MS: Yeah or mitigate the issue by getting more reviews to offset the problem.

PM: Yeah. It seems to me that it's always harder to get positive reviews. When people are upset that's when they put their voices out and say oh I'm going to tell everybody that I've had such a bad experience. But if they've had a fantastic experience they don't tend to do that as much.

**SO WHAT CAN A BUSINESS OWNER DO TO ENCOURAGE THEIR CLIENTS TO LEAVE POSITIVE FEEDBACK TO EXACTLY DO THAT BALANCING AND GET 99% POSITIVE REVIEW VERSUS 1% NEGATIVE THEN IT STILL IS A VERY POSITIVE IMPRESSION.**

MS: Exactly, that's actually a very good question. People who are mad tend to leave reviews more often but when you think about it, you just have to be more proactive in asking for those reviews.

If you ask most people they are more likely to leave a review for you but make sure it's easy for those customers to leave reviews don't make them jump through hoops to get there. Once you've got that done you shouldn't have any problems getting reviews.

**WHAT DO YOU THINK WOULD, FOR A SMALL BUSINESS OWNER OR AN ENTREPRENEUR WHO IS A SINGLE ENTREPRENEUR, HOW MUCH TIME DO THEY NEED TO PUT INTO THEIR REPUTATION MARKETING OR WHAT ARE THEIR OPTIONS IF THEY JUST CAN'T MAKE THAT TIME?**

MS: Well if they have a system in place it doesn't really take that much time, maybe just 15 minutes a day. That's all they need to do if they actually need to go and to respond to posts on social media.

But in terms of knowing where everything is coming from, all they have to do is put up an automated system so when someone leaves a review you know right away and can deal with it at a timely fashion?

**SO HOW CAN OUR READERS ABOUT REPUTATION MARKETING AND WHAT SERVICES DO YOU OFFER TO YOUR CLIENTS THAT MAY HELP THEM TO TAKE CONTROL OF THIS AS A NEW AREA THAT THEY MAY BE NEGLECTING NOW?**

MS: Yes. Please visit my site [www.ReviewSprout.net](http://www.ReviewSprout.net) to find out more about my solutions. Basically on my site we have different packages for different solutions that a business owner can learn about and if they want a free snapshot report or a strategy session to bring clarity to their business just fill out the contact form and my team will get to them shortly.

**IS THERE ANYTHING THAT I SHOULD HAVE ASKED YOU THAT YOU WANT TO SAY ABOUT REPUTATION MARKETING THAT WE HAVEN'T COVERED AT ALL THAT OUR LISTENERS SHOULD REALLY MAKE SURE THAT THEY GET THAT MESSAGE? SO ANYTHING THAT YOU WANT TO ADD?**

MS: Everything is good. I just want to touch upon is it's really important just to know that reputation is really the foundation of business no matter what kind of marketing you are doing it's going to be tied to someone's reputation online.

So just maybe do a quick search on, if you are having a presence online that's tied to any reviews right now and go from there, just start from the first step. And if they have any questions, just give us a call and we'll be happy to give advice on what to do next.

PM: Great, well thank you very much Michael for being available for this interview. Like I said when we met I kind of thought oh, that's interesting, I haven't even thought of reputation marketing. So I think this is an interesting additional topic for my audience.

And I hope that they will enjoy this interview and that you get a lot of calls after that of people who want to get into the strategy session and start looking at their reputation marketing in a great way.

MS: Thank you for having me.

**People are always looking at how you respond to these reviews that if you are being proactive. People know you care you want to improve.**



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## Feature Article .

# GOLDEN RULES FOR INTERNET MARKETING

By: Daryl Jacobs

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

### The way forward for internet marketing

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

### Colour codes

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



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

### The importance of analysis

To understand the pulse of the market is an absolute essential nowadays. The viability of the product, customer satisfaction, after-sales services and price determination plays an important role in determining the same. Polls and yes or no questions are much easier ways to survey the market rather than some elaborate questionnaire that few people have the time to go through. Thus, honesty, sincerity and integrity are still the golden rules of marketing only in a smarter form.



# IN TUNE WITH THE POTENTIAL MARKET BASE

**By: Neal Johnston**

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

## **The brand of success**

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

## **Feathers in the cap**

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

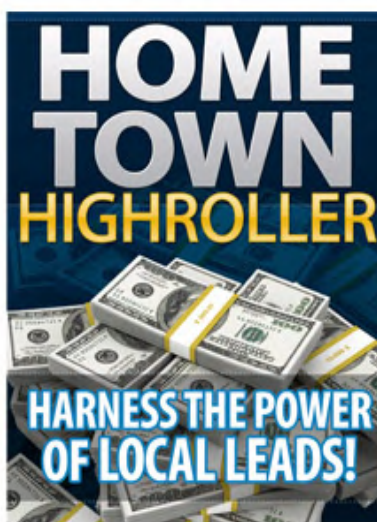
## **The story to become bigger**

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



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## TASER AXON BODY 2 CAMERA



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

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# You want it

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## UE Speakers Now Let Three People DJ At

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



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

## Aegis headphones developed to help



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

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

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

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

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

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

To bring what are being pitched as the world's safest headphones to production, the Chengs have launched on Kickstarter. The campaign runs until November 4, but has already surpassed its US\$25,000 funding target.

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

Did you know



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



## Feature Article .



# SEARCH ENGINE MARKETING GROWING BIG

By: Agnes Horton

*In the year 2015 American advertisers spend almost 25 billion dollars on search engine marketing.*

Internet marketing has already showed us its huge potential. The prospect of being able to reach the world with the help of the internet has attracted huge number of businesses. One of the major uses of the internet is to get information and this very important process is aided by search engines. Thus marketing via these search engines has become a very important avenue of online marketing. Search engine marketing or SEM has become a booming business.

## The American way

- In the year 2015 American advertisers spend almost 25 billion dollars on search engine marketing.
- Google being the primary player in the field has a market share of almost three-fourth.
- Along with yahoo and Bing they cover almost the entire market.

This shows the enormous opportunity for new players in this field but also it will take a huge innovation to compete with the likes of Google.

## The ways of SEM

Search engine marketing primarily requires the search engine to be paid by the company so that their name comes at the top of the list during a search for specific keywords by the user. There is also the concept of 'pay per click' or PPC. This is used to direct a user or user traffic towards particular websites. Here the advertiser has to pay the publisher or in this case the search engine whenever a click is made.

## The profit maker

This concept of 'pay per click' is very well utilised by Google AdWords in the field of search engine marketing. It uses various keywords as may be specified by the advertiser to advertise their website and attaches a link to their websites. It has turned out to be a revolutionary idea for Google giving the company enormous revenue. It is said that as much as 97% of Google's revenue comes from AdWords. To give us a glimpse of which industry utilises this the most, a study has shown that the top most expensive AdWords are 'insurance', 'loan' and 'mortgage'.



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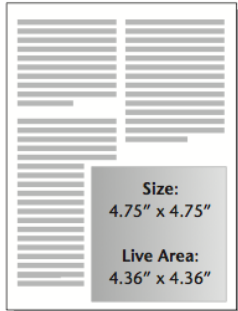


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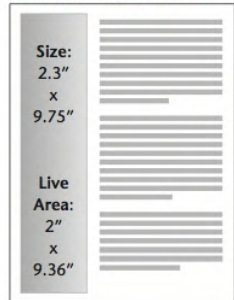
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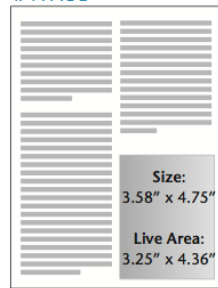
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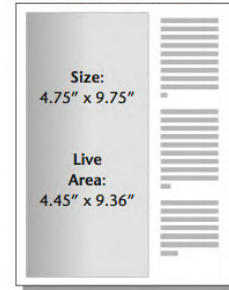
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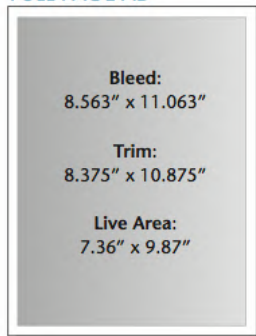
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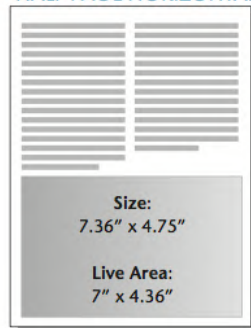
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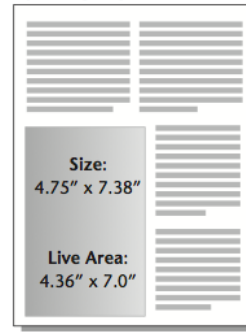
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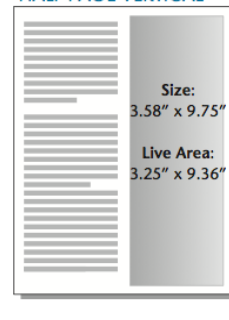
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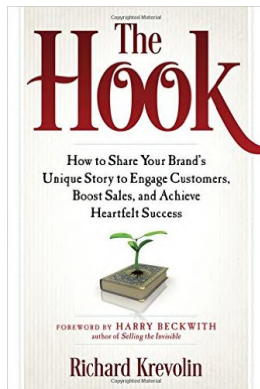


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**The Hook: How to Share Your Brand's Unique Story to Engage Customers, Boost Sales, and Achieve Heartfelt Success**  
By: Richard Krevolin



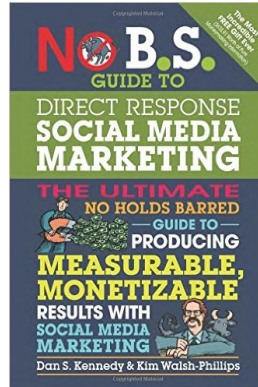
Corporations can no longer just worship the bottom line. Consumers and customers want to be associated with brands that align with their values. For business success today, your company needs to tell a compelling story that creates engagement, word-of-mouth, and brand loyalty.

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- Create a culture of inclusion for any company or product.
- Enhance staff commitment to mission and objectives.
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**No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing**  
By: Dan S. Kennedy & Kim Walsh-Phillips



To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social media marketing.

Daring readers to stop accepting non-monetizable "likes" and "shares" for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are—another channel to reach customers and gain leads and sales for their efforts. Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct-response marketing rules Kennedy has himself found effective in all other mediums.

This book covers how to stop being a wimp and make the switch from a passive content presence into an active conversion tool; how to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects (not the product or service); creating raving fans that create introductions to their networks; how to move cold social media traffic into customers; the role of paid media and how to leverage social media advertising to drive sales.



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- ✓ Galleries are fully integrated into store, with complete control over styling



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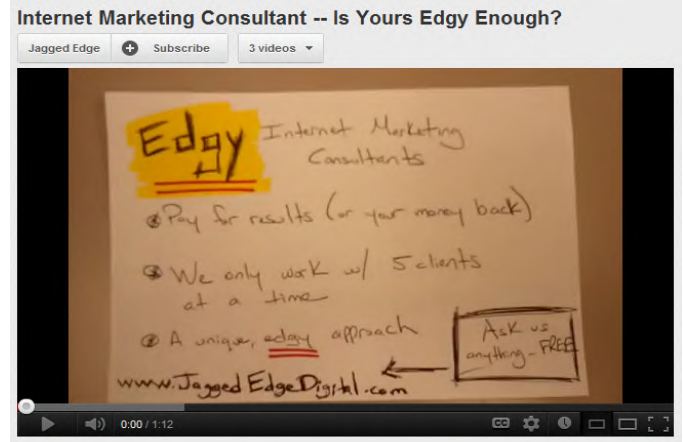
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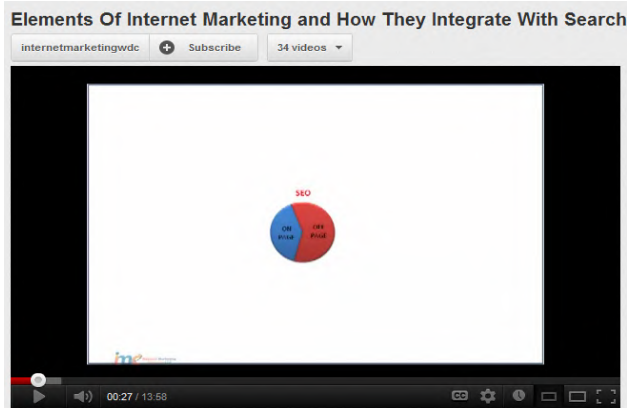
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# SMB'S LOOKING TO EXPAND ALL OVER THE WORLD THROUGH INTERNET MARKETING

By: Daryl Jacobs

The small and medium sized business houses (SMB) all over the world have been concentrating on Internet Marketing throughout the year 2015. This is one of the fastest and easiest ways to reach out to the mass.

## Growth of internet marketing

With the internet bringing the world together at the click of a mouse, this is proving to be quite an effective strategy especially for the companies that cannot afford to spend too much on other forms of advertisement. In such cases where revenue and service capacity cut down on the resources at hand for marketing the internet is proving to be a very effective strategy. Throughout the last two years major companies have considerably increased the allocated funds for internet and mobile banking. This is true for most of the economies of the world as it severely cuts down on the expenses and increases the revenue generation.

## A deviation from the traditional

An extensive market research suggests that over the years the traditional forms of marketing like posters, word of mouth, television or radio broadcasting advertisements are losing out on their capacity to attract customers. In the fast paced modern world these strategies have lost out on their viability. Whereas these strategies are one-way traffic as it rarely takes into account the customer feedback, internet marketing is doing justice to the demands of the customer and thereby ensuring better service.

## Growth and impact

The positive effect of internet marketing can be seen in the European countries, America and even developing countries like India.

This has helped majorly in expansion of a number of business houses through Reputation Management which is one of the most important aspects of the hugely competitive world.

Online local directories, SEO's and e-mail marketing have taken the business world by storm this year and the trend is here to stay for some time to come in the future.

*An extensive market research suggests that over the years the traditional forms of marketing like posters, word of mouth, television or radio broadcasting advertisements are losing out on their capacity to attract customers.*





## 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.

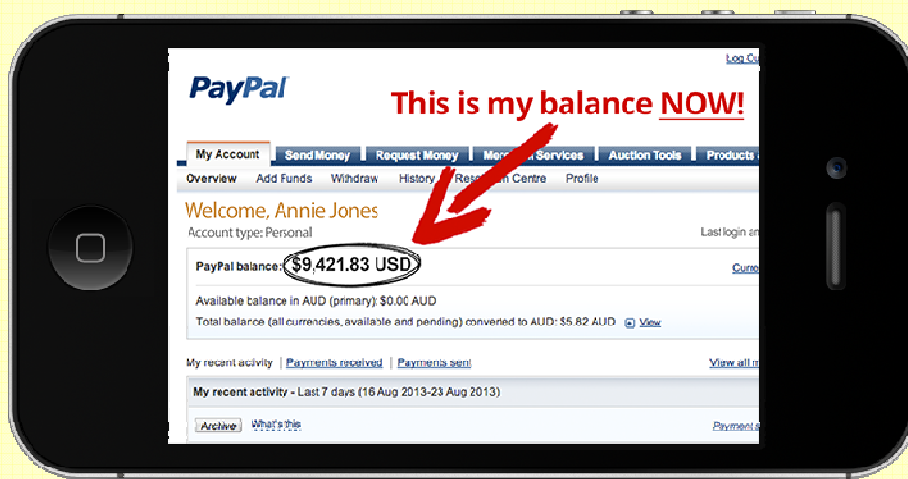
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



**[Get started Today Click Here](#)**

# MWM Q&A

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## EXPERT INTERVIEW WITH SHANE BARKER ON SOCIAL MEDIA AND CROWDFUNDING



SHANE BARKER IS AN ESTABLISHED NAME IN THE SOCIAL MEDIA BIZ. HE HAS WORKED WITH CELEBRITIES INCLUDING ANGELA BASSETT AND STAN SHAW TO BUILD THEIR MEDIA PROFILE, ESTABLISH THEIR BRAND AND IMPROVE THEIR CAREERS. AS A START-UP CONSULTANT, SHANE WILL TAKE YOUR IDEA AND HELP YOU RUN WITH IT. HE CAN SOURCE FUND, CONSULT WITH THE GOVERNMENT AGENCIES AND CREATE PARTNERSHIPS DESIGNED TO IMPROVE THE LONG TERM PROSPECTS OF YOUR BUSINESS. WITH A HUGE FOCUS ON SOCIAL MEDIA - YOUR BUSINESS WILL HIT THE GROUND RUNNING WITH A BASE OF CUSTOMERS WAITING TO DEVOUR YOUR PRODUCT.

*"The smartest thing you can do is start building a community (i.e., followers) and give your followers the kind of content they love. You will have to test different messages, the times you post, etc., but once you have it dialed in, it will generate business."*

By now, if you own a small business, you know about the power of social media to help get your products and services noticed. But, cautions social media guru Shane Barker, there's a right way to use this tool, and a wrong way.

Don't spend all your time talking about whatever you're trying to sell.

"If there was a guy in front of you yelling, 'I sell widgets,' over and over again, would you continue to listen to him over time? Of course not," Shane says. "Don't be the widget guy!"

Instead, offer good information about widgets, offer your opinion on the right widgets to buy and be engaging. Over time, potential clients will see your intent, and if they feel like you know what you are talking about, they will see what you do in your social media profile bio.

Read on for more of Shane's advice on social media marketing as well as crowdfunding.

### **TELL US ABOUT YOUR PROFESSIONAL BACKGROUND...**

I'm a digital marketing consultant, named the No. 1 social media consultant in the nation by PROskore Power Rankings. I have expertise in business development, online marketing, and am an SEO specialist who has consulted with Fortune 500 companies, government agencies, and a number of A-list celebrities.

How did you become so passionate about social media?

I became passionate about social media once I realized its power and potential reach. If you invest the time, build the communities, and add value, those fans/followers will be loyal clients and refer you business.

### **WHAT DO YOU THINK IS THE FUTURE OF CROWDFUNDING? IS IT A VIABLE STRATEGY FOR BUSINESS OWNERS?**

Crowdfunding can be a way to raise capital without losing any equity in your company, but it is not as easy as it used to be. Now you have to have amazing content, stunning video and gain traction in the first seven days in order to reach your goal. There is a lot more competition, but if you have the right idea and team to help you get your crowdfunding message out there, you can be successful. The key is to plan your strategy ahead of time. You need to have your PR, social media, and strategic partnerships all ready BEFORE you launch. It is all about preparation.

### **WHAT ARE THE SMARTEST THINGS A STARTUP CAN DO WHEN LAUNCHING THEIR SOCIAL MEDIA PRESENCE?**

The smartest thing you can do is start building a community (i.e., followers) and give your followers the kind of content they love. You will have to test different messages, the times you post, etc., but once you have it dialed in, it will generate business. Another thing: Don't outsource your social media, as you will meet great people and learn valuable information by staying on the ground floor.

## **SHANE BARKER**



### **WHAT ARE BEST PRACTICES FOR GAINING TRACTION ON SOCIAL MEDIA?**

It is and always has been engagement. Get in conversions, meet new people, and be strategic. There is no need to tell people about your line of work or what you do all day long. All you have to do is be genuine, offer good information, and they will inquire if your insight is valuable.

### **HOW MUCH TIME SHOULD STARTUPS PLAN TO INVEST ON THEIR SOCIAL PRESENCE?**

Great question. Social media is not something that you automate and just let go. It involves strategy, and it is constantly evolving and changing as your product and audience change. I would dedicate at least 15-20 hours per week on social media, depending your business. Don't wait for people to engage or talk to you...you take the bull by the

### **WHY SHOULD BUSINESS OWNERS FACTOR VIDEO MARKETING INTO THEIR SOCIAL STRATEGY?**

Video marketing is essential. YouTube is the second-largest search engine, and Google owns it. You do the math there. With today's technology, it is easier and cheaper to do video marketing. The videos don't need to be long - all they have to do is add value. Show that you know what you are talking about and you are a leader.



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- **The Latest Golf Equipment**
- [Lawn Mowers In ALL SIZes](#)
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- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
- [Toy Reviews Today](#)
- [The Twitter Effect 2.0](#)

# The assured way of reaching out to the global market

**By: Agnes Horton**



In the present context of the global business market, internet marketing is the easiest way to reach out to the world. However with increasing competition and every company putting in some major efforts to promote their brand it is not easy for anyone to carve out a niche for oneself. The marketing and creative group responsible for the expansion of the business must keep a few factors in mind before bringing forth their newest campaigns or ideas.

## The process

- The first and foremost requirement is to create videos explaining the details about the product they are trying to promote because a major portion of the customers are visual learners.
- These videos can be more effective if they address the everyday need or some burning social issue if possible.
- The videos must be put up on various sites but most importantly the company must have a webpage of its own that must be updated from time to time.
- One must ensure that the videos and the design of the page is lucrative to the potential customer at any given moment of the day even if he is not in the best of his mood.
- Regular updates and links for downloading some important features or sign up forms in order to access some intricate information about the particular product or the company in general is very much essential.
- The about page of the company which will provide the details must cut to the chase and yet be attractive.

Although variety is the call of the day but too many options is likely to create confusion in the minds of the customer and hence must be dealt with.

## The success stories

Twitter cards and LinkedIn platform are proving to be two of the most effective areas along with the Google+ communities. Events and television programmes have always been important but mobile apps are making a huge breakthrough nowadays.



# MWM marketplace

## > Domains, Websites & Products For Sale.



### Your Ad here

#### Contact Us >

Contact us to list your  
Domain name or website  
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### Domain for sale

#### Contact:

#### Make an offer

A great brand name for an  
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[VirallInternetMarketing.com](http://VirallInternetMarketing.com).



### Your Ad here

#### Contact Us >

Contact us to list your  
Domain name or website  
For sale in this section

### Your Ad here Contact

**Contact Us >** Contact us to list your  
Domain name or website For sale in  
this section

[MakingWebMoney.com](http://MakingWebMoney.com)



### Quotable:

“

“Five years ago, we thought of the Web as a new medium, not a new economy.” ~Clement Mok



## Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

VenusFactor.com



## 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



# THE VENUS FACTOR



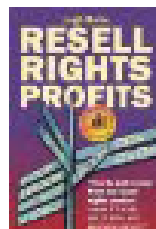
✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS

# MWM featured products

## Resell Rights Profits

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

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



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## iPad2

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



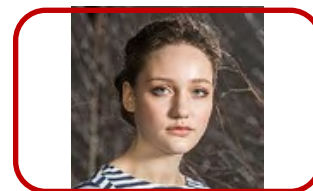


# MWM contributors

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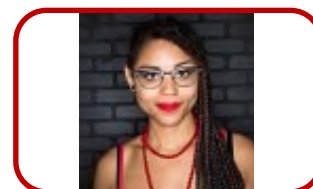
## Kristi Hodges

Kristi Hodges has been an online marketer since the year 2010. She helps business owners boost their reputation through social media and other marketing tools.



## Agnes Horton

At a very young age, she already had a good grasp of Internet marketing and its ins and outs. Now at age 27, she has helped many businesses boost their sales through online visibility.



## Daryl Jacobs

Daryl Jacobs is a web designer but he also offers SEO and PPC services. When he's not busy studying Google, he plays online games.



## Neal Johnston

Neal Johnston is a digital marketing expert based in Melbourne. He enjoys analyzing keywords, as well as exploring social media.



# MWM contributors

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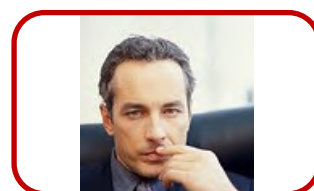
## **Petra Mayer**

Petra Mayer is a Vancouver-based business strategy coach and consultant who helps smart businesses develop and implement integrated online strategies.



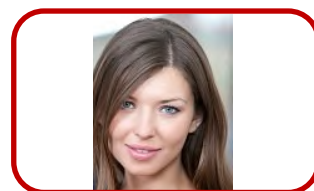
## **Raymond Roberson**

Raymond Roberson is an Internet marketing guru. He offers trainings and workshops around the globe. Raymond also enjoys helping out businesses stay visible in the online world.



## **Eunice Walker**

Eunice Walker is a content marketing expert. She enjoys creating interesting articles about different topics, from health and fitness to child care.



# THE METEORIC RISE OF MARKETING IN SOCIAL MEDIA

By: Kristi Hodges

Companies are using social networks extensively to enhance their relationship with their customers. It also provides a very wide base for user reviews and suggestions.



The art of marketing has been exposed to numerous new avenues with the advent of the internet. With the advent of social media, the internet has presented yet another platform for online marketing. The success of Facebook, twitter and YouTube and the astronomical rate at which their popularity is increasing has made it evident that at this day and age nothing perhaps can be ignored.

## The enormous exposure

Social media perhaps gives us the largest number of people to reach out to and thus automatically becomes a very important platform for marketing. A good marketing strategy can gain momentum in itself through likes, shares, comments, reposts, retweets and ofcourse subscriptions. The job to a huge extent is actually done by the people themselves via the modern day 'word of mouth'. But this advantage is also accompanied by the risk of leaving your idea at the mercy of the people. People who promote various things online which they like also ruthlessly pursue criticism of things they don't. So, marketing online in social media comes with the huge risk of negative publicity but as they say, any publicity is good publicity. As long as there are more views, there's no harm done.

## Public relations

The objective of maintaining customer relations is perhaps best achieved via social media.

- Companies are using social networks extensively to enhance their relationship with their customers.
- It also provides a very wide base for user reviews and suggestions.
- Various small companies throughout the world have grown using social media as a very important base for customer relations.
- Even politicians and Rock stars use social media extensively to stay connected to their voters and fans.

The voice of the people has become more powerful than ever and the most powerful of world leaders is forced to look into the most trending posts. The rise of social media marketing is thus going to be perhaps the biggest impact in the marketing sector.





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Page 1 of 524 1 2 3 4 5 10 20 30 Last

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## Feature Article .

# THE MOBILE AND ITS ROLE IN INTERNET MARKETING

By: Raymond Roberson

Mobile phones with 3g and 4g internet services have become forerunners in creating market base for leading companies all over the world. With the world of business at a swipe away on the smart phones the companies are trying to ensure that they are well equipped with the latest trends as far as marketing strategy is concerned.

## The domination of mobiles

A survey shows that 70% of the world population depends on the mobile phones for day to day activities including business and leisure. With the world hooked to their mobile phones it has become imperative for the companies to have customised apps that are easily accessible, useful and attractive. This helps in increasing the brand value as well as generating a lot of revenue.

## The plight of m-commerce

Spamming and frauds are frequent in this regard with a demonic increase in the number of hackers. Thus the companies are trying to ensure that they are secured as much as possible. The greatest advantage of m-commerce is that the customers as well as the entrepreneurs can access the mobile on the go and do not need anything more than their phones for transaction and business.

- The trajectory of the entire market has changed to a great extent since the last few years due to this effective strategy.
- The small and medium business houses as well as the MNC s are adopting this strategy to increase the market base. It provides easier way to handle customer requirements and meet their needs or address their complaints.
- Word of mouth which is one of the primitive ways of marketing has gained a huge momentum from this as well because people are likely to share their experiences with each other much easily by suggesting apps or sending in links of various sites.

## In the near future

In the coming years this is going to take over a major portion of the market as suggested by analysts. Businesses have already started to act accordingly



*A survey shows that 70% of the world population depends on the mobile phones for day to day activities including business and leisure. With the world hooked to their mobile phones it has become imperative for the companies to have customised apps that are easily accessible, useful and attractive.*

# UTILISATION OF VISUAL IMPACT IN ONLINE MARKETING

By: Kristi Hodges

*Social networks thrive on picture posts and other visual aspects.*

*So advertisements as well are bound to take the path of pictures.*

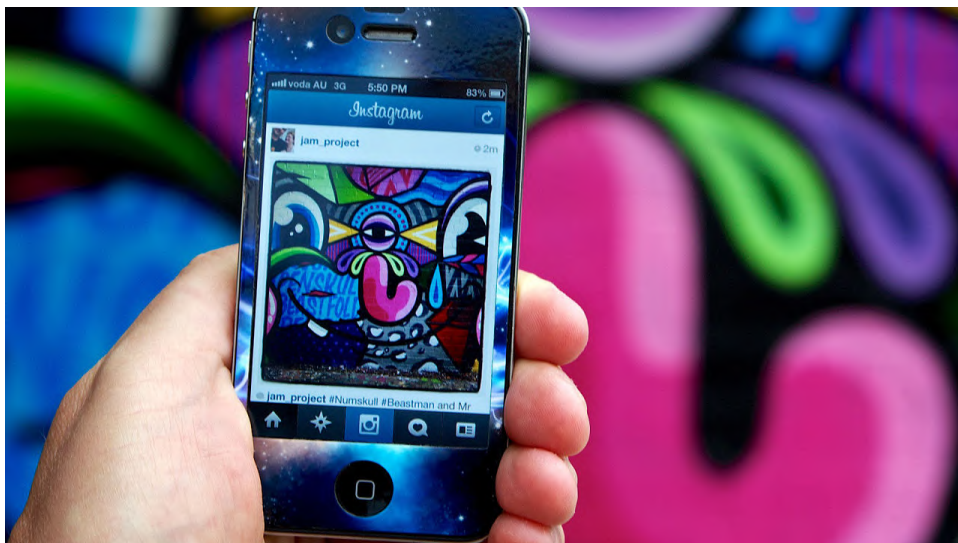
The art of creating a brand and preserving the brand value has been very essential in the development of brand based businesses. The advertising sector for these businesses have an immense amount of importance in the development process of a brand. The importance of visual appeal and the use of images to advertise and establish a brand was realised long before but with the advent of online advertising and internet marketing the importance of visual branding has gained immense momentum.

## The visual appeal

Internet marketing has provided huge opportunities for businesses to advertise their brands. But to get noticed, only information is not enough. An average person sees hundreds of ads while browsing, checking e-mails and while social networking and to catch the attention of that person, to stand out among other ads, the ad needs a visual appeal. A user hardly has any time to read what an ad has to say. The information or slogan becomes secondary. The image becomes the primary point of attraction and it is here that the importance of a logo or font used by a brand becomes so important. The visual impact created by a logo or an image goes a long way in establishing a brand.

## The photo path

The fast urban life gives us lesser and lesser amount of time to spend. The importance of images and visuals thus become very important. Social networks thrive on picture posts and other visual aspects. So advertisements as well are bound to take the path of pictures. Slogans are now a thing of the past. A message might not be best described with a picture but it is certainly best seen in the form of an image. Modern day advertisements rely on the impact created in the viewer's mind, the product is often secondary. Under such circumstances visual influence becomes a very important tool in online marketing. A beautiful picture is bound to attract our attention more than a few words. The modern day advertiser uses this aspect carefully to get the attention of the viewer.





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# MWM back story

## THIS FINANCIAL TRADER IS NOW A HIGH-GROWTH ECOMMERCE AND MANUFACTURING ENTREPRENEUR

Tina Clark was a busy financial trader living in Hong Kong and had a collection of dresses that she needed to store, so she began searching for a nice box to put them in. After searching high and low, she couldn't find anything nice that she liked or to the quality that she was after. Clark was clearly committed to the cause, searching for two years. In the end, she decided to get some boxes custom made. After playing around with some design concepts, she made some.

At that point Clark did not envision that her future career would be heavily influenced by this moment. "I found an industrial designer and we worked together on creating a box for about six months," says Clark. "He didn't quite grasp what I wanted but finally one day we got almost there, after a long time."



By the time the first prototype was made, Clark had moved back to Sydney and started a new job with a local hedge fund which she says she absolutely hated. "I quit after seven weeks," says Clark. "I decided, I might just make these boxes! I said this somewhat naively, because at the time I didn't realise how much it would take in time and money to take them to market."

Clark says she was lucky that she met Andrew Simpson from Vert Designs soon after quitting finance; she credits him with helping her create the business that she has today. Simpson and his team took the root elementary prototype that Clark had made and turned the box into a commercially viable product.

"I had the box idea and knew I wanted to integrate some sort of stand, but I didn't know what kind of stand," says Clark. "I just talked to them and they came up with the designs which we ended up manufacturing. So the idea behind it was to have good looking storage, to create something nice enough to have it out on display. A lot of storage out there is really ugly and customers hide it, so with mine we've got really beautiful, solid walnut table tops and it looks like a beautiful piece of furniture rather than storage."



This was the birth of her new business Sagitine. Clark officially launched the first run of her products into the market in January this year. It took a year of sampling to get the products to the quality that Clark was after, but the company is already onto its second round of production for its box product and is gearing up for a new round of production for the box stands. Clark has also said that Sagitine is constantly refining its products, working on improvements.

Right now Sagitine carries 22 different products on its site. This includes different size options of the core box and stand products, as well as different colours and accessories. The product is sold both online and through stockists, of which there are currently around 10.

When it comes to the research and development process within the business, the road to the initial launch of the product took around 12 months. Clark said that this was quite an expensive process, as she had quit her job and never thought that it would take so long.

"It never occurred to me that manufacturers would have so little idea about decent quality," says Clark. "So when it came to the boxes we did six rounds of samples over about a 12 month period and then with the stand it was three or four rounds."

.....  
**"A lot of storage out there is really ugly and customers hide it, so with mine we've got really beautiful, solid walnut table tops and it looks like a beautiful piece of furniture rather than storage."**  
.....



*Every single time we got a sample, we would record it down and go through the processes of checking it. We documented every single issue so we were pretty textbook, 'this is what is needed to claim for R&D', I suppose."*

It was via social media that Clark discovered PwC's service called Nifty Forms that helps businesses in Australia to claim the R&D Tax Incentive. The online service means that startups that are spending money on developing a product or platform for their business are able to see if they're eligible for the incentive and then, if they are, use the service to process the claim.

Clark says that she was amazed at how easy the process was.



"Look, it was all just so easy, I can't tell you," she says. "Users can just go online and fill out the form on Nifty. There was quite a few rounds back and forth just providing them with more information and the detail that they needed to be able to process the claim properly. It took a little bit of time, but it was easy. The team were fantastic to deal with. I fit the Government's criteria in terms of R&D. We also made sure we documented all our processes. Every single time we got a sample, we would record it down and go through the processes of checking it. We documented every single issue so we were pretty textbook, 'this is what is needed to claim for R&D', I suppose."

Clark says that she would recommend any startup or business that's creating something and going through a similar, often costly research and development process to look into their eligibility for the R&D Tax Incentive. Sagitine received \$12,000 back from its claim, which Clark says was an amazing boost for things in the business like cashflow.



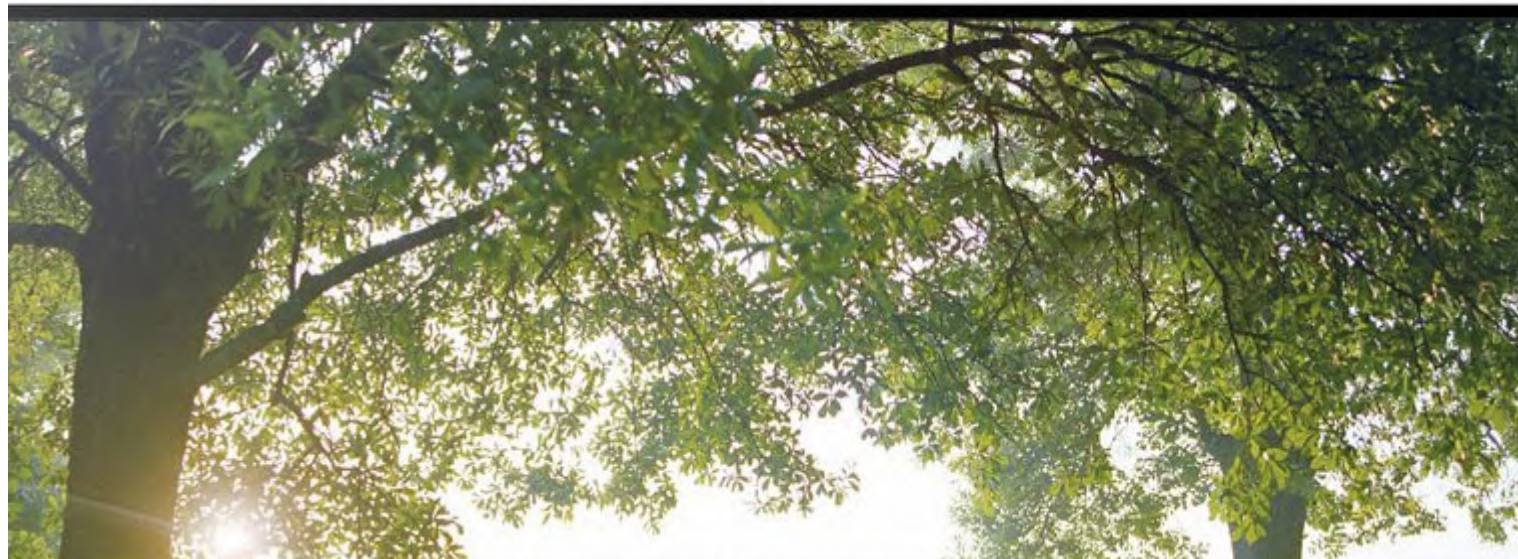
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