

Making W E B M O N E Y

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

NOVEMBER 2012

INTERNET
MARKETING
FORUM MOST
EFFECTIVE
STRATEGY TO
OBTAIN
INFORMATION

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Lisa Kothari



Syndi Craig-Hart



AMBER
MAC

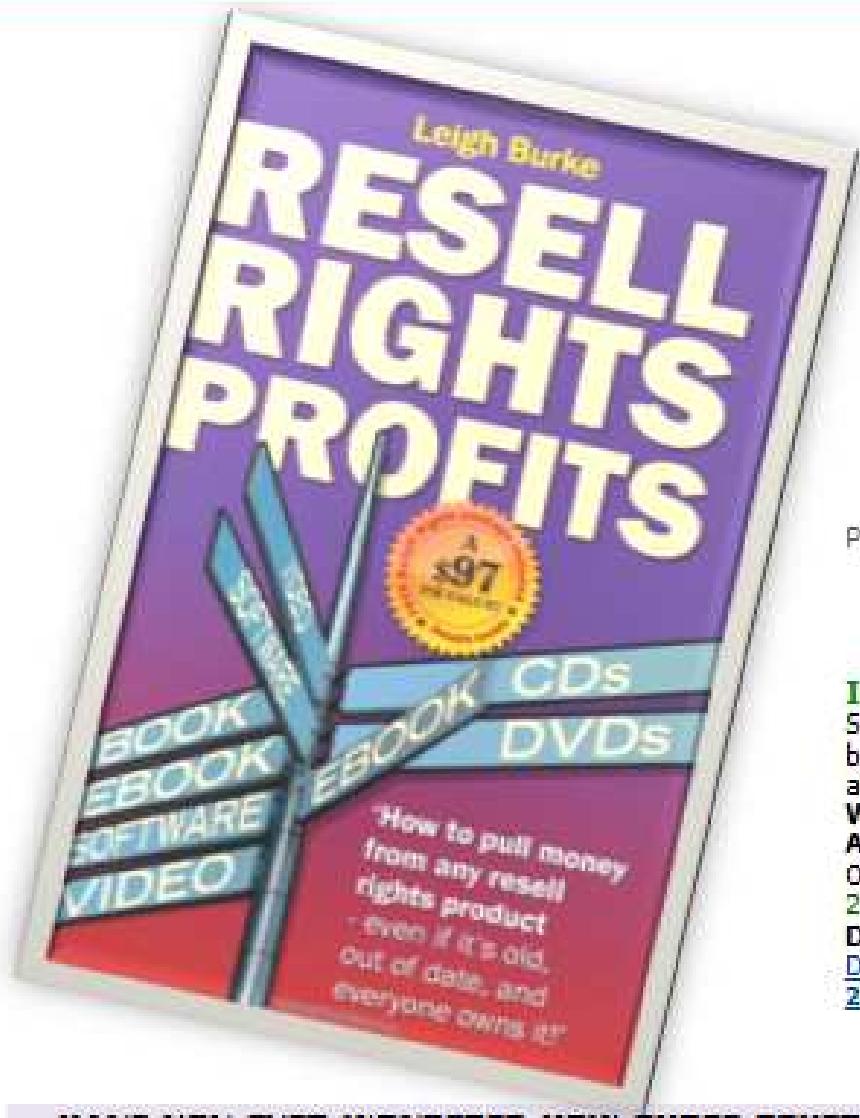
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Amber Mac



Social Media Mogul, Author,
Amber Mac on "Power Friending"

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MWM editors letter

Welcome to the 2012 NOVEMBER issue of "Making Web Money" Online Digital Marketing magazine.

Again this month we have great articles and personal insights from --

Social Media Mogul, Author, Amber Mac on "Power Friending", Standing Out On The Internet (.. and who isn't trying to do that) from Jeremy Yeoman and the Three Keys to a Successful Webinar That Gets You Clients with Sydni Craig-Hart

Online Marketers contributing useful information plus our **MWM Success Story Entrepreneur Lauren Friese Talks Starting Your Own Business Right Out Of University , PLUS Susan B Ward gives us The Most Efficient Mobile Marketing Strategies for Small Businesses**

For those readers having some viewing problems with the **Online Version** of "Making Web Money" there are now **Free available PDF downloads** to make reading more convenient. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

Harry Crowder

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

-Laurence L. Peter

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Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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MWM inbox



If you tell us what you Like and don't like about Making Web Money Online Marketing Magazine.

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

TOP EMAIL

What is the easiest way to create an iPhone app?

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

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

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

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

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

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Who planned the first "visible, interactive suicide" on the World Wide Web?

A: Timothy Leary.



Did you know:

MWM what's on



Content
Marketing
World Health
Summit



NOV
7-8

Content Marketing World Health Summit is the only content marketing event dedicated to the healthcare industry. CMW Health Summit brings together the leading healthcare business and consumer brands to network and learn about the challenges of creating valuable and compelling stories to attract and retain customers in the healthcare industry.

NOV
18-21

**Click
Egypt**



When it comes to digital marketing, Egypt is no longer in the side lines. In the past year, the use of digital marketing has escalated to over 25 million online users. Egypt is now one of the most exciting digital destinations.

Brands are now looking to capitalise on their digital resources to create a consistent brand voice, measure online presence, effectively engage with their customers and increase their ROI. With digital budgets increasing year after year, it's time to take your digital marketing to the next level!

what's on



iStrategy
London



NOV
27-28

iStrategy London will be the 16th installment of our global conference series. And it promises to be the best yet. Whether it's building customer loyalty, increasing sales, improving lead generation or driving greater consumer engagement, our program has been specifically designed to help attendees develop their audience and build traffic, create brand awareness, improve customer service and develop better use of digital tools internally to drive more productive business outcomes.

Digital Cream Singapore

DATE: November 29 2012

TIME: 9:30 AM-4:00 PM

VENUE: Raffles City Convention Centre, Singapore, Singapore



Digital Cream Singapore is a roundtable forum for the most senior client-side digital marketers to discuss and explore the latest best practice on emarketing procurement, business cases, investment, ROI and supplier selection. Attendees will also discuss their future online strategies and compare these with like-minded peers.

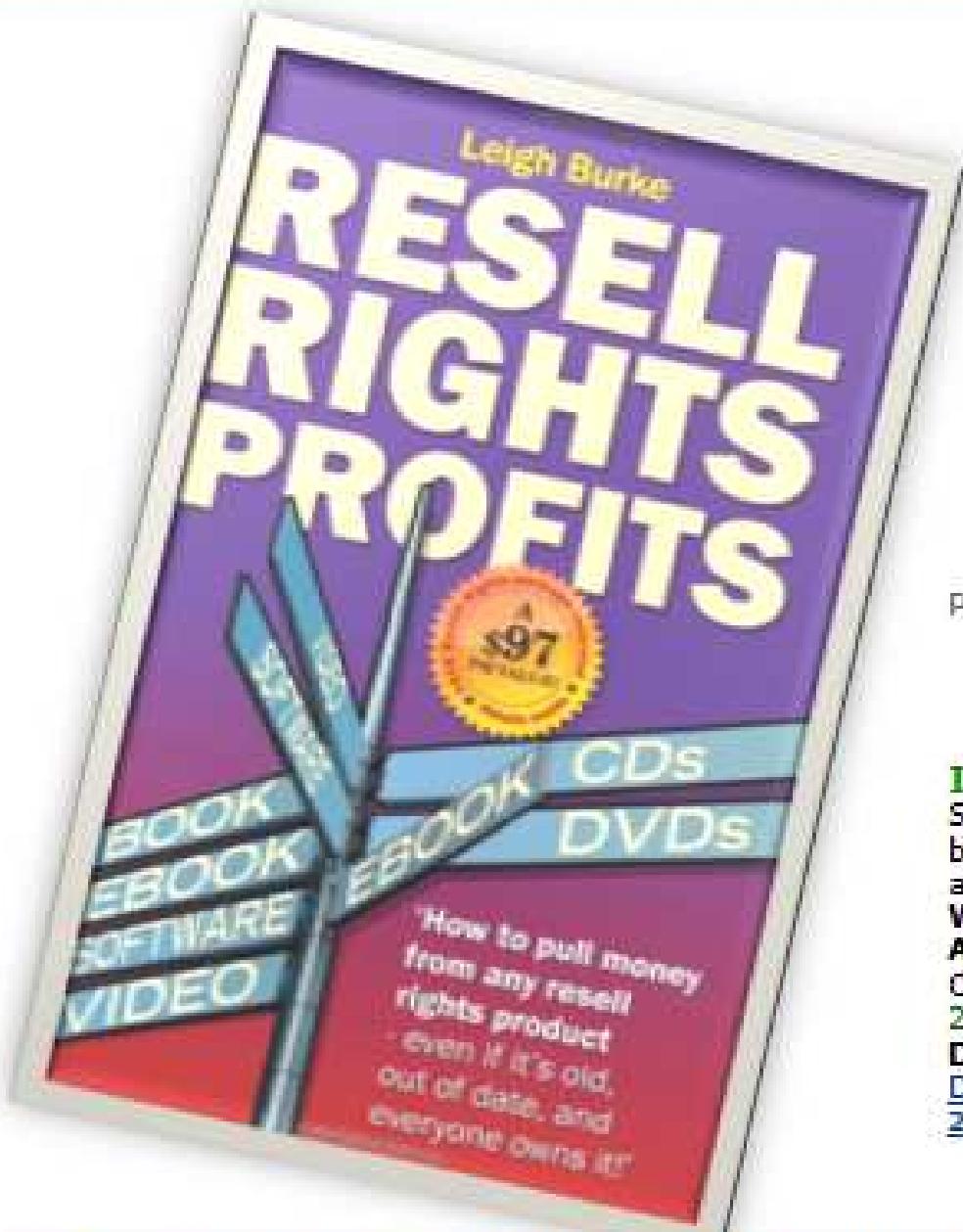
The key to the event for senior buyers is to learn about gaining more budget and CFO commitment in digital marketing, better selection and short-listing of partners as well as suppliers and maximizing ROI longer term. There are three roundtable sessions of an hour and fifteen each. Each roundtable is moderated and focuses on a particular topic with the roundtable attendees proposing specific questions or challenges they wish to discuss on that topic in the time available. The specific agenda for each topic roundtable will depend on the input of the delegates.

Digital Cream has been devised by the analysts and editors at Econsultancy in consultation with the most senior digital buyers in the world and runs in London, Dubai, New York, Chicago and now Singapore. Digital Cream Singapore has a unique moderated roundtable format just for brand marketers.



Quotable:

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



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Local Ads: Users Use Google Before Bing, Yahoo!

Where should a local business take its ad business: Google, Bing, Yahoo? Apparently, Google, finds online ad network and data analytics firm Chitika Insights.

While each search engine handles a hefty amount of Web traffic, Chitika found that Google users are more likely to search for local goods and services than are Yahoo! or Bing users. Some 43% of Google searches indicate a user's interest in local services and products versus 25% for Yahoo! and Bing searches.

The company studied the queries passed on by each search engine for several million ad impressions for the one-week period of September 21 through 27 2012. Chitika then measured these queries against its database of local keywords and phrases (e.g. "near me," "in Boston," "around St. Louis," etc.).

This, says Chitika, could be an indication of Google's success in spurring users to look for local businesses via its Maps application. Breaking this down by mobile versus non-mobile local search, the difference between the search engines is even more dramatic, with 74% of Google local search being mobile versus 17% on Yahoo and 7% on Bing (see graphic).

Combined with Google's larger share of searches performed on the Web (which Chitika measures at over 75% this past month), the company believes that Google traffic is a must have for local businesses, particularly on the first page of results for important keywords or phrases.

Facebook Passes 1 Billion Users Milestone

Facebook has passed the one billion user milestone underlining the dominance of the site in the social media market.

Founder and chief executive Mark Zuckerberg revealed the figure in a post on the site on Thursday morning.

"This morning, there are more than one billion people using Facebook actively each month. If you're reading this: thank you for giving me and my little team the honor of serving you," he said.

"Helping a billion people connect is amazing, humbling and by far the thing I am most proud of in my life."

"I am committed to working every day to make Facebook better for you, and hopefully together one day we will be able to connect the rest of the world too."

The firm revealed the figure was officially hit on September 14, and that to date some 219 billion photos have been uploaded to the site.

The announcement is a significant milestone in the company's history but comes as it struggles to reignite early fervor around the firm after a disastrous flotation on the stock market.

Much of its initial value has been wiped off after the share price plunged in opening weeks due to concerns around its mobile performance and rumors of alleged insider knowledge being given to banks ahead of the launch.

Earlier this year, the firm revealed it had passed 900 million members, underlining the speed of its growth, although almost 100 million of the profiles were revealed to be fake in a later filing by the firm.

It's not clear from the update from Zuckerberg if the one billion figure includes these accounts or how active the entire user base on the site really is.



Quotable: If you ever start to feel too good about yourself, they have this thing called the Internet, and you can find a lot of people there who don't like you.

Tina Fey, Golden Globes Acceptance Speech, 2009



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TOP SEO TIPS

By Jeremy Yeomann

SEO; the three most commonly used letters within the business world that are now the difference between success and failure are ever changing and ever growing. SEO stands for search engine optimisation and refers to the process in which a business optimises its website structure, content and images with profitable keywords to achieve a desirable ranking position on the first or second page of search results.

The purpose of conducting search engine optimisation is so that businesses may capitalise on the millions of web users that are available on the first few pages of industry specific searches however it is no easy task. Whether you are a new company only beginning to establish an online presence or a longstanding firm with a company website that has been in place for years; SEO is in no way an easy method to undertake and will require daily effort and vital onsite changes and it could be a matter of months before any change is viewed but the patience really can pay off.

As technologies develop and the role and popularity of the internet in our everyday lives grows an increasing number of businesses are now embracing online marketing and the success a strong SEO strategy can offer. With that in mind; it is of great importance that those undertaking daily SEO services work keep their strategies and approaches as fresh as possible.

It is easy to focus on your business aims and use this to dictate your online marketing strategies however maintaining a strong focus on your target audience will ensure your campaign stays refined at all times. Focusing on your target audience will allow you to select the right products and determine the main keywords for your SEO strategy that can in effect attract more traffic.

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Keyword research is a difficult task which is why far too many businesses do it once and stick with it but for constant success this is not going to be ideal. The way the web works and the way your users think is constantly changing which is why regular keyword expansion, refinement and refocus will play a large part in your success. Don't get too comfortable, no matter how much success one keyword may be providing; keeping it moving like the wheels of a machine and you will soon see your online expansion improve.

It is a well-known fact amongst internet marketing agencies that social media is now essential to a strong online marketing strategy. Whether it is a Facebook page, a Twitter or LinkedIn profile or even a YouTube channel and of course not forgetting the most important Google+; social activeness is essential not only to your brand growth but an essential component of Google's search algorithm. By maintaining social activeness with daily updates, blog posts, stories and news and establishing high quality engagement with followers, you maintain a fresh social profile that will gain your website immense favour amongst Google's social profile.

Originality is key so refrain from getting stuck in a rut; no matter how well something may be working for you. Keep fresh, particularly with all of your content whether it is a daily blog post or news feed you can gain great prominence within Google's search ranking which is currently enforcing that content is king…original content can really go a long way.

Most importantly; whatever activity you are conducting within your SEO strategy; stay patient. SEO is a worthwhile cause that can help propel your business to new heights. However it is by no means an easy task and can take months to implement; it really is a job that above all innovation and freshness; requires a great deal of patience but believe it or not, the patience you put in really can pay off.

MWM success story

ENTREPRENEUR LAUREN FRIESE TALKS STARTING YOUR OWN BUSINESS RIGHT OUT OF UNIVERSITY

By Arina Kharlamova

Founder of TalentEgg, Lauren Friese, is soul food for the young and viciously territorial business world. She's managed to turn her misplaced school-based perseverance into a successful business that will shape the Canadian youth job market for years to come. All good businesses come from wanting to improve something. In Lauren's case, it was Canada's school-to-work transition – something uncontrolled, unfocused, previously un-researched, and yet vital to so many young Canadians.

Statistics Canada found in the summer of 2009 there were 40,000 fewer employed students than the year before – which means less experience for future jobs. In fact, TalentEgg just hatched a new project called StudentVoice, a battle against Gen Y unemployment that hopes to educate employers on hiring youth. Pieces that appear on the site all hit the same sour note, "I graduated with this degree thinking it would qualify me to do something, but it didn't."



"Being young and straight out of school is probably THE best time in your life to start a career as an entrepreneur. Your opportunity cost is much lower than when you have a mortgage and a family."

Quotable:

“Hooked on Internet? Help is just a click away.
~Author Unknown

Lauren Friesen lays out the important things she learned on her way to becoming a young entrepreneur.

Tell us a little about yourself.

I started TalentEgg three years ago based on my own experience transitioning from school to work. I studied Economics at Queen's, and when I finished that I was like, "Oh, what do you do next?" I was surprised, because as a kid you're told to get your degree and you'll find a job. I was surprised to find out that that's not the reality.

I think a lot of students experience that kind of shock in 4th year. So I went to the London School of Economics and studied Economic History, and when I finished that it was a lot easier to find a job. They had great online resources that really understood what you were looking for as a student. I used one of those resources called milkround.com, got a great job in London, and a year later decided to move back to Canada and see if I could do the same thing here.

I wake up on Monday mornings and I'm like "Wicked!" because there are 5 full business days ahead of me.

Can you break down what TalentEgg offers students?

TalentEgg – our bread and butter – is information about careers, companies, and the jobs that they offer. A huge percentage of students that come to the site are looking for information about specific companies and career opportunities in those companies. We also compliment that with a ton of editorial resources – almost 1,000 articles on everything, from how to write a resume to how to use LinkedIn to how to ask for a reference letter. The idea is that we want students to be able to see a great job at IBM and be like, "Ok, now how do I get this job?" The other major thing about our resources is that they're all mostly written in first-person – advice from someone who's just been through it themselves.

How did you start putting all the puzzle pieces together?

I knew students in Canada needed something like milkround.com, but I didn't know if there was a business there. In the research for our business plan, I started to cold-call employers and potential clients and said, "This is what I'm doing, can you tell me a little bit about your process, what your main points are and do you think this could work? If you were designing your dream online tool for reaching students, what would you include?" The guidance I got in those calls helped me understand what employers wanted and what they would pay for, which is super important when you're starting a business.

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When you started, did you have to look around for entrepreneur grants or funding?

We launched the company for between \$5,000 and \$7,000, what it cost to make the website, essentially, and a computer. For bringing on my first paid staff, I went to the Canadian Youth Business Foundation. I went there just for the mentorship, because they pair you with a mentor and give you a loan. And part of it is that you HAVE to take a loan, so I just took the minimum amount – \$5,000 – and very quickly took the other ten, and paid that back really quickly.

So you would encourage new entrepreneurs to...?

Finding communities is the major thing. People always ask me if I have advisors or mentors, and now I do, but for a long time I didn't in the traditional sense. I had a network I could turn to for questions about advertising, HR, marketing, or media.

It's all about convincing someone to do something. Right now I'm convincing you I'm an entrepreneur. It's all sales.

How quickly did it grow?

I'm ALWAYS asked "How big is your company? How many people do you have?" as if that's a sign of success. I'm proud of how much we can accomplish with such a small team. I take pride in being able to be big with having little.

What have you learned in the past 3 years?

What my strengths and weaknesses are. It turns out that I'm actually a jack-of-all-trades, master-of-none. Now as the founder of the company, I've got all these people around me that can fill in the slots and I can focus on the things that I'm actually good at, which is building the brand and PR and marketing.

TalentEgg
hatching graduate careers

What's the coolest thing you've gotten to do as founder of TalentEgg?

Getting to go on TV and do all the press stuff is really fun. I love it. We have a column in Metro, we write for The Globe and Mail – I just think it's amazing, I'm so happy about it.

How do you feel about being a young entrepreneur?

I've been graduated from my first degree for 6 years, so I feel like I'm getting old – that's the number one thing. The other thing is that being a young entrepreneur is the best job in the world. I wake up on Monday mornings and I'm like "Wicked!" because there are 5 full business days ahead of me.

Do you find it easy to balance personal with business?

It's work-life integration, not work-life balance for me. I'm totally ok with that, and I think that's potentially the future of work for many people. Some people may think it's unhealthy – I think it's pretty healthy, as long as you have friends and other things outside of work.

What are your most important strengths that you've discovered?

Persistence, and the ability to persist past rejection. I'm also super goal-oriented so I'm never ever, EVER happy with what I have. Which is, for my personal life, a very difficult thing, but for work I think it's good. There's a joke that I always say "Oh, we're at our tipping point, we're at our tipping point!" all the time. It's because no matter what we achieve I think there's something bigger coming.



TalentEgg talks a lot about how a GPA or a certain degree isn't mandatory to get a job – it's all about soft skills. A lot of students are realizing you can't just get a job with a degree anymore.

Market yourself. Think about the way you'd want to be spoken to. Think what would have worked on you. I think the most important business skill they don't teach in business school is sales, which is everything that you do in life. It's all about convincing someone to do something. Even in HR and recruitment, you're convincing someone to come work for you. Right now I'm convincing you I'm an entrepreneur. It's all sales.

I think the most important business skill they don't teach in business school is sales, which is everything that you do in life. It's all about convincing someone to do something.

What about advice for new entrepreneurs?

Being young and straight out of school is probably THE best time in your life to start a career as an entrepreneur. Your opportunity cost is much lower than when you have a mortgage and a family. It's the least risky time to start a company. Also, there are so many people willing to help young entrepreneurs. There are tons of resources, support, money and all that great stuff.

Experiences you get from being an entrepreneur make you extremely hirable to another company. Let's say you try it and you're not a great entrepreneur but you're an amazing marketer – you'll probably get a cool job after that. And on that note, for a student, one of the best places to get experience is with a small company or an entrepreneurial company, because everybody on my team does more than just what their job description says.

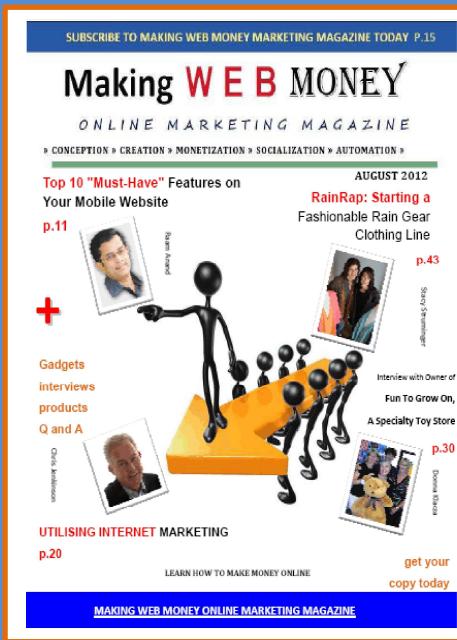
So what's the biggest mistake that young entrepreneurs make when starting a business?

I think they get too caught up in their idea. They talk too much about their idea and not enough about execution. I can't even count the number of people that have come up to me and said "Good job on TalentEgg, I had that idea too. Lucky you that you got there first." No. Not lucky me. It's not my own idea, I just saw something that worked in another country, brought it here and I'm the best one who did it. Ideas are easy. Execution is hard.

Any other advice?

Tell everyone, get feedback, and do it better than everyone else. And if you can't do it better than everyone else, give the idea to someone else.

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MWM ask the expert

INTERVIEW WITH MIKE MORAN.

By Nick Stamoulis

I recently sat down and had the pleasure of speaking with and interviewing the web marketing expert Mike Moran. Mike Moran is the author of the best selling web marketing book, "Do It Wrong Quickly" and the best seller, "Search Engine Marketing, Inc.". Mike Moran also led the search engine marketing efforts at IBM for 8 years and is an avid speaker at many SEO, SEM and web marketing industry conferences. Mike Moran also is the owner and publisher of theBiznology® newsletter and blog and currently serves as the Chief Strategist for the New York City based social media consultancy, Converseon.

Thanks again to Mike Moran for answering all of my questions! Enjoy the interview with Mike Moran!



"Succeeding in site search is hard and some people will always look for excuses to avoid hard work. They would love to convince you that their search engine is a random web page generator, but usually technology is fine."

Did you know?

Sir Tim Berners-Lee was considered the father of the World Wide Web while Vinton Cerf was hailed as the father of the Internet when he co-authored with Dr. Robert Kahn in 1973, a published paper which introduced the words "TCP and IP".

MWM ask the expert

When you were working with IBM on the first linguistic search engine, did you ever imagine that search engines would be like what they are today?

Answer from Mike Moran:

Yes, but I also imagined flying taxicabs. (We drank a lot back then.) But all seriousness aside, we were excited that we had a search engine that could find any word in an entire book—even the really long books! And it knew “mice” and “mouse” meant the same thing—and it could do it in 33 national languages. Why, did something happen with search engines after that?

As an engineer by trade, how much of SEO do you think is technical versus marketing oriented?

Answer from Mike Moran:

I was a Distinguished Engineer at IBM (my wife says now that I am an Extinguished Engineer), so I do appreciate the value of technology. But search marketing has always been way more about marketing than search, and it has become even more lopsided the last few years. If your search marketing doesn’t sell anything, it doesn’t matter. Technology is always valuable only in the service of business and search marketing is no exception.

Stop looking for comfort and start making some money. I am not trying to get you to do things wrong—if you are anything like me, you can do that quite well without any instruction.

Which search engine update do you think has changed SEO and search marketing the most?

Answer from Mike Moran:

I’m tempted to say that Google’s Panda update that brought human ratings and machine learning into the ranking algorithm, but that’s just because I love talking about text analytics. The truth is that the real game-changer was Google’s very first release in 1998, when they used link analysis to truly show the quality content—that made search marketing a hit with searchers. Number two was Google’s first introduction of paid search, when they introduced clickthrough rate into the ranking algorithm and invented the business of search.

What was one of the biggest challenges you faced when managing IBM’s search marketing program?

Answer from Mike Moran:

The biggest challenge was convincing people there should be a search marketing program. It sounds silly today, but no one thought that there was any reason to do it—“You mean to tell me that our customers don’t know to type ‘ibm.com’?” The second-biggest challenge was getting thousands of people across the whole company to do each small thing required to succeed in SEO. The techniques that I perfected there are still the organizational change tools that I use with clients today.

What’s your advice for a traditional marketer that is trying to get comfortable with your “Do It Wrong Quickly” motto?

Answer from Mike Moran:

You’re working on the wrong thing. We all get paid a lot of money to be uncomfortable. Stop looking for comfort and start making some money. I am not trying to get you to do things wrong—if you are anything like me, you can do that quite well without any instruction. What I am telling you is that most of what we do actually is wrong. It isn’t the best. It could be improved. So instead of trying to do it once and prove to everyone that it was good, instead you need to surrender to the idea that it can be improved and that you are going to quickly improve it, over and over again to make it better. If it sounds difficult, then you are getting the idea. But you know what it is easier than? Failing.

What are some of the best ways businesses can really listen to their customers online? How do they find the real insights in all the noise?

Answer from Mike Moran:

I think the two best ways are with search keyword research and social media listening. Keywords are a greatly overlooked listening mechanism—watching how the usage and the volume of different keywords fluctuate is a terrific form of market research. But my favorite is social media listening. I know that it seems like a cacophony of social conversation out there, but with the right text analytics and machine learning technology, computers can provide nearly the accuracy of human beings nowadays. The right technology used well can deliver insights you can’t get any other way—and much cheaper than traditional focus groups and surveys of old-time market research.

How much has search marketing changed since you first published “Search Engine Marketing, Inc.”? Did you expect the industry to evolve like it has?

Answer from Mike Moran:

Well, it’s now something that every company knows it must do, where Bill Hunt and I were evangelists back then. But a lot less has changed than you might think. Even then, we advised people to learn what their customers were looking for and to create high-quality content to provide it. So, no matter what else has changed, that’s still true. If you chase the ranking algorithm around the bend with every change, then search has changed a lot, but my clients are mostly large companies that can’t move fast enough for that to be a viable option. I think it’s hard for almost anyone, so I advise against it.

How can text analytics technology help shape a search marketing campaign?

Answer from Mike Moran:

That’s what my next book is about, but my co-author and I are not ready to start talking about that yet. I just don’t think you can keep a secret.

Why do you think people are so quick to blame the search engines for a bad website search experience when, as you point out, the technology is actually pretty good.

Answer from Mike Moran:

Do people do that? Oh wait, they do it all the time. I think it’s just human nature. Succeeding in site search is hard and some people will always look for excuses to avoid hard work. They would love to convince you that their search engine is a random web page generator, but usually technology is fine. I work with clients to improve site search all the time, and usually the answer is not a new search engine, but better content and configuration. If you are serious about site search, there are always ways to improve the experience.

What are some of the most common SEO/search marketing challenges that you've seen when working with larger websites?

Answer from Mike Moran:

The biggest challenge is not what to do—it's how to get it done. Honestly, any search expert worth his salt can tell you what needs to be done to fix even a large company's search problems. (I'm not sure what it means to be worth salt, but just stick with me here.) It's easy to say that the titles need to be improved or that you need to optimize the call to action in your snippet. What's harder is getting people in 92 countries across 50 product lines to do it every day. When you can tell me that the process is working for the web team in Botswana, then you know how to work with a large website. Most of what I do for large clients is more industrial engineering and process and governance improvement rather than any technical advice for search.

How can social media help connect B2B marketing and sales teams?

Answer from Mike Moran:

They can friend each other on Facebook. Oh you knew that already? I think social media is just the latest technique that smart digital marketers use to juice sales. Digital marketing is direct marketing, which does not separate marketing and sales, and social media is a great example. People think about social media as being at the top of the funnel, gaining awareness for a brand and funneling leads (we hope) to the sales force. But what's overlooked is that the sales force must use social media to close the deal. Gone are the days when salespeople call on the phone and call on clients and sign deals. Now, your sales force has to be all over Twitter, LinkedIn, and any other means necessary to hold the attention of clients all the way to a sale. Marketing and sales must not only know how to use social media, but they need to work together to make sure what they do is complementary.

Of your six US patents, which one are you the most proud of?

Answer from Mike Moran:

I invented the flush toilet but IBM never sold that many. (I think they had bugs in the operating system.) Not sure if anyone uses flush toilets today, but I always thought they were a good idea. Some naysayers thought they were full of crap, though.

Do you think it's more important to invest money or time if you want a successful search marketing campaign?

Answer from Mike Moran:

To me, they end up being the same thing. If you have no money, you invest time and if you have no time, you invest money, so I would just use whatever I've got. Now, if you don't have any time or money, you need to become a consultant.

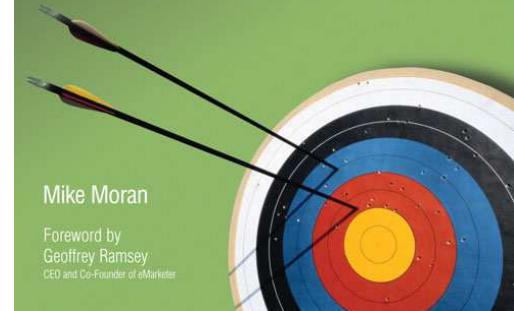
When it comes to measuring the performance of a website, which metrics do you think harm more than help? What metrics should marketers worry less about?

Answer from Mike Moran:

To me, the least important metric is search ranking. Too many people have been happy when they see they have a #3 result, for example, without thinking about what the keyword is, whether they are getting any traffic, and—most importantly—getting conversions. Now that search results are personalized, I see marketers fooled that their pages are ranking well when they are only ranking well for them personally. It's not that rankings are unimportant, but sometimes they do more harm than good.

Do It Wrong Quickly

How the Web Changes the Old Marketing Rules



If you have no money, you invest time and if you have no time, you invest money, so I would just use whatever I've got. Now, if you don't have any time or money, you need to become a consultant.

What kind of impact do you think search marketing has on brand awareness?

Answer from Mike Moran:

Brand awareness has always had a mystical allure for marketers, but I think it's because traditionally marketing has been hard to measure in terms of sales, so we settled for measuring awareness. To me, it makes more sense to take a direct marketing approach to measure sales. If they buy from you, I kind of suspect that they must be aware of you.

What seems to be the biggest stumbling block for most sites, big or small, when it comes to SEO success?

Answer from Mike Moran:

I think the biggest stumbling block is attitude. So many people treat the search engines' terms of service like they are a legal contract that you need to find the loophole in. Instead of creating great content that people want to spend time with, they want to know how to reverse engineer the algorithm to see how to fool Google to rank their content on top. If people spent as much time helping searchers find the right content that they spend trying to trick the search engines, they'd be much better off. If what you are doing helps all three parties in the search transaction—the searcher, the search engine, and you, the search marketer—then you can count on it being the right thing to do. On the other hand, Google has spent tons of money hiring engineers to stop tricky practices that benefit only the marketers themselves, so you don't want to be on the wrong side of that fight.

Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:

Get Instant [Access](#) to the FREE Report:

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

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

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

<http://regeditcleaners.com/>

Internet Marketing Forum

- Most Effective Strategy

By Gary Ganesan



Internet marketing done with community forums is definitely an approach that's been around for some time, but continues to be successful. To be able to see a few solid achievements in the least period likely, there are some recommendations that should be followed. They're specializing, following rules, completing your user profile properly, preventing flame conflicts, as well as using signatures. Read this internet marketing articles to understand more.

Online Marketing may be the significant buzzword nowadays. Every business needs to become online and ought to use internet marketing properly to market their small company. You will find a lot of more understanding of any topic of interest, that's available on the internet. For any small business, your understanding curve will likely be really large if you pass the learning from mistakes strategy for learning, assimilating and searching out options then getting rid of those not at all of much make use of from the numerous links you will get from the search engine results.

It is on the internet forum that you might end up finding subjects strongly related the discussion board arranged effectively. You could search through the various discussions that have currently happened about the subject of interest. It offers a superior a great deal of perspective and enables you to understand various issues related to an identical topic.

- Information sharing: You realize more about company styles, internet marketing products methods and techniques, as well as effective factors necessary to a small company.
 - Saves period: This can be the most important part of this kind of forum. Any kind of online marketer will benefit greatly in the handy, do-it-yourself info and strategies these forums provide. Rather than culling via webpage following webpage of information, some of which might be ineffective as well as time-consuming, this offers 1 place which provides all solutions related to which topic.
 - Enables you to earn money quick: You discover useful reasons for internet marketing that may be put to useful use rapidly, in that way, helping you to making money instantly. You may also create contacts or even recommendations with the forum.
 - Gain knowledge from the masters: You receive experienced skilfully developed revealing ideas and leaving comments on related difficulties. Here is the best way to find out about any subject - to understand from individuals having understanding in it.

Internet marketing forum offers a superior a great deal of perspective and enables you to understand various issues related to an identical topic.

MWM 21

Therefore, it really will sound right to become listed on an Internet marketing forum. Indeed, you need to spend to participate in many forums, and that's for your own benefit. This is sure that the actual views discussed are useful and never spam. Most of these discussion boards allow an absolutely free trial offer to discover its power for you. Therefore, make which giveaway and select for yourself.

Do You Need Ideas For Your Articles?

If you have a website and you are building an online presence you have to have Articles on your website. Creating Articles is the best way to provide valuable content for readers to enjoy while they're on your site. Articles can also be distributed to a number of different Article Directories to help you receive better search engine results. But if you're like me you find it hard to write articles because it is hard to know what you're supposed to write about and where do you find good ideas for your Articles.

By Erik Bridgeman

So How do you find ideas to write about well first thing you have to is understand what your target audience is searching for. Once you discover what your audience is looking for the good news is there are a lot of great ideas waiting for you to fill the need of your targeted audience. Also by understanding what your target audience is looking and filling that need your articles will be much more successful.

Here are 6 tips on where to find ideas for Article Marketing.

Research the Competition

Go to your Competitors websites and see what they are writing about. See if they are missing anything or if you can add more and maybe a better approach. You could also see something that they wrote that will give you ideas for your own articles.

Read

Read books related to what your websites about or go on webinars. By reading books and watching webinars you should get some great ideas. Then take out what you think are the relevant parts that will be most helpful to your audience and write an Article about it.

Keyword Research

Using the Keywords that are relative to your audience go to google.com and do some keyword research.

This will give you some keyword phrases that could give you some article ideas



Yahoo Answers

A great way to find ideas is to go to Yahoo Answers and see what people are asking questions about and then write an Article to answer the question.

Google Alerts

If your writing articles about the same topic a lot subscribe to alerts from Google reader and Google news this way you will always have fresh content for your articles.

Write what you know about

We all have daily life experiences that we can use when writing Articles. The best Articles are those that have a personal touch them and doing this helps your audience relate to you.

I know these tips aren't ground breaking but sometimes when you're have tough time coming up with content. You can use them as a guide to get your juices flowing.

Once you discover what your audience is looking for the good news is there are a lot of great ideas waiting for you to fill the need of your targeted audience.

MWM gadgets & toys

Roku And 3M Streaming Projector Unveiled For \$299

Roku And 3M have partnered to create a new Streaming Projector that is available via Amazon for \$299. The new creation is small enough to be portable but projects a 120 inch picture, and is equipped with a battery capable of providing enough juice for up to two and half hours of use.

The projector is powered by the Roku Streaming Stick and provides users with all the same functionality as if they were watching a HDTV equipped with the Roku Stick.



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



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

Bang & Olufsen A9 AirPlay Enabled Speaker Unveiled

Bang & Olufsen have unveiled a new addition to their range of speakers this week with the unveiling of their new AirPlay equipped B&O A9 speaker, which looks a little like a satellite dish at first glance.

The Bang & Olufsen A9 is equipped with a 2.1 bass reflex speaker system, which uses adaptive bass linearisation technology, together with a digital signal processor algorithm to create the best possible audio experience for listeners, say B&O.

You want it

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

Lenovo Yoga

With both a traditional desktop mode and an all-new touchscreen Interface, Windows 8 represents the Microsoft's first complete rethink of the desktop operating system since 1995. The Lenovo Yoga is equal parts ultrabook and tablet; a 13-inch folding laptop with a multitouch capacitive touchscreen.



<http://www.popularmechanics.com>

Did you know



What online companion to Wired magazine created the web's first banner ads?

A: Hotwired.com.

Andru Android MicroUSB Charger Moves To The Dark Side



Earlier this year we featured the Android robot microUSB charger, which was created to appeal to all Android fans wishing to charge their devices.

Now Andru the manufacturers of the cute Android robot charger, have announced that the robot has moved to the dark side and is now available in black as well as the traditional Android green.

The Andru device doubles as both an Android robot and charger that you can plug directly into a wall socket, and whose eyes then light up red whilst charging and change to white once standby is reached.

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

Three Keys to a Successful Webinar That Gets You Clients

By Sydni Craig-Hart

Webinars are a prime way to build your audience and establish trust, but there's a right way and a wrong way to go about doing them.

By making sure your webinar provides value, and leaves participants wanting more of what you have to offer, you can get the most out of this form of marketing.

Selecting the Right Content Focus

Your participants will get the most value out of a webinar that is focused and on point. Avoid overwhelming your participants with everything that you know about a subject.

Pick one problem to solve. What is the one question your clients ask you over and over? That question is a perfect topic for the subject of your webinar.

By making sure your webinar provides value, and leaves participants wanting more of what you have to offer, you can get the most out of this form of marketing.

During your webinar, plan to spend 45-50 minutes sharing quality content and save 10-15 minutes at the end for Q&A. The bulk of your presentation should explain the problem and give your audience concrete steps to follow to achieve the desired result.

Specific how-tos will establish your expertise more effectively than just sharing knowledge. Your goal is to help them to get results, not just give them "fluffy" information.

Presenting Your Information with Slides

When you plan your content, don't go crazy with text on your slides. (I've made this mistake and it doesn't go over well.) Text heavy slides are distracting to participants. They will focus on the slide and not on you. The strongest information will come from you. Your slides are simply a way to highlight the points you present.

Use slides with large fonts and pictures to call attention to your key points. Tell stories highlighting how you've helped others to solve specific problems and use case studies to illustrate your points. It pays to make your slides the best they can be. You can repurpose them on a site such as Slideshare after the webinar to give your content more exposure.

Engaging Your Audience with an Offer

Giveaways can entice people to sign up and boost participation. You can give away something as simple as an ebook or a higher-end item such as a private consultation. Offer your bonus only for participants who show up and do it at the end of the call so listeners will stick around.

After your giveaway announcement, you can present the rest of your callers with an offer. The information you provide in the call should entice callers to take advantage of your offer. As the saying goes "Always leave them wanting more." Your offer gives them a way to learn more about the subject and engage further with you.

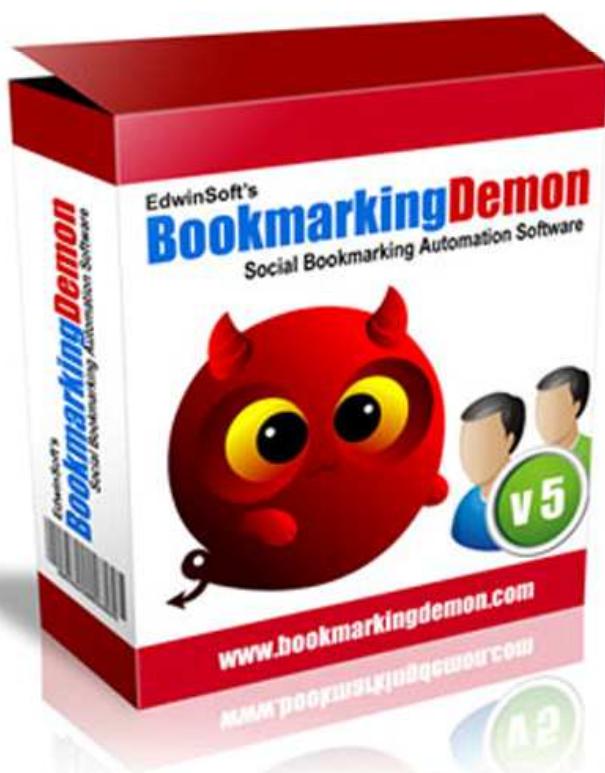
After you send out the recording, you'll have another opportunity to promote your offer. Send the recording the day after the call, and then send a follow up email to promote your offer. People will be more excited about the offer after they watch the replay.

Creating a high value webinar is easier than you think. You already have more than enough knowledge to share with participants. Jump in with both feet! Don't miss out on this opportunity to build your audience and increase your profits with a unique offer at the end of the call.



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High PR Backlinks And Laser Targeted Traffic
From Major Bookmarking Sites...
All Done In Minutes On Autopilot!"**



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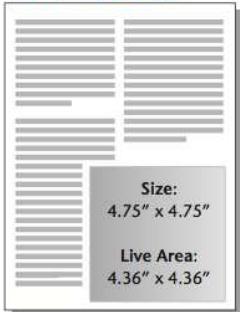
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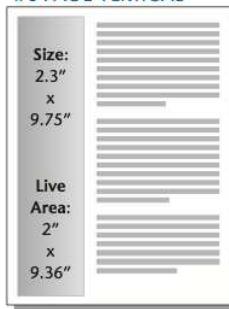
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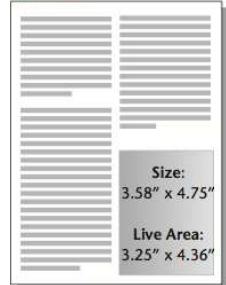
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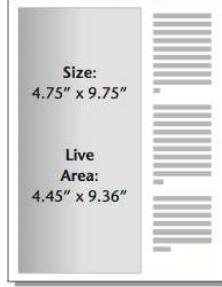
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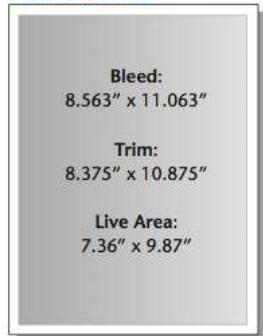
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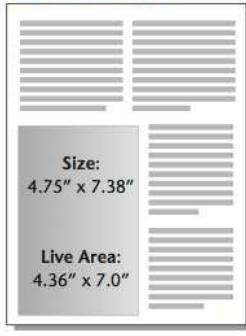
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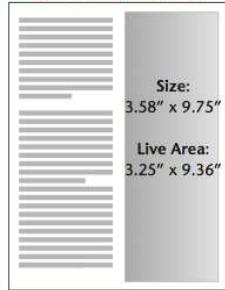
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HALF PAGE VERTICAL



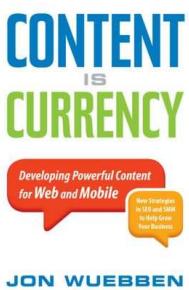
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MWM tools

MWM 26



[Content is Currency: Developing Powerful Content for Web and Mobile](#)

By: Jon Wuebbgen

In the digital age, content is no longer confined to the written page. It is spread across web and mobile, taking the form of podcasts, webinars, widgets, and blog posts. Powerful content tells the story of your product or business, but it means nothing if it's not written well, optimized for search and social media, and properly marketed. In Content is Currency, content strategist Jon Wuebbgen explains the fine art of content development by utilizing the latest Search Engine Optimization (SEO) and Social Media Marketing (SMM) techniques, and provides you with the tools and strategies you need to get your online content noticed. Drawing on the latest research, ideas, and case studies in content marketing, you will learn:

- What types of content best suit your specific business, market, and industry
- How key content tactics influence search engine rankings and sales conversion
- How to leverage social media to connect with your target market
- How to merge the many elements of your web presence

Don't lose your target audience to the millions of online search results, or allow them to click away because your content doesn't engage. Let Content is Currency teach you the techniques to get your content onto the screens and into the minds of B2B and B2C viewers everywhere.

Did you know:

What "behind-the-scenes" search engine pioneered large-scale parallel processing technology?

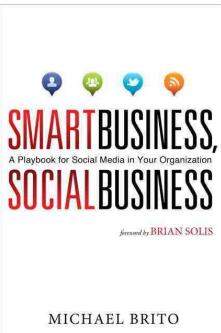
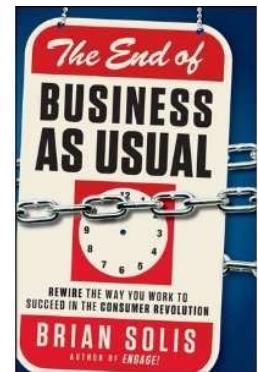
A: Inktomi.

[The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution](#)

By: Brian Solis

It's a new era of business and consumerism—and you play a role in defining it

Today's biggest trends—the mobile web, social media, real-time—have produced a new consumer landscape. The End of Business As Usual explores this complex information revolution, how it has changed the future of business, media, and culture, and what you can do about it.



[Smart Business, Social Business: A Playbook for Social Media in Your Organization](#)

By: Michael Brito

This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen:

- Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall.
- How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer
- Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics

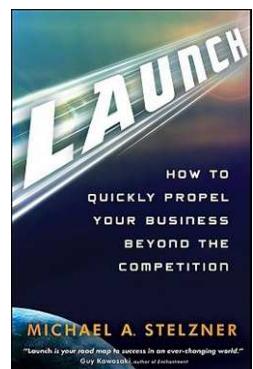
[Launch: How to Quickly Propel Your Business Beyond the Competition](#)

By: Michael A. Stelzner

If you've been let down by the undelivered promises of marketing, this book is for you. Launch reveals a new way to grow your business that involves focusing on the needs of others, giving gifts, working with outsiders, and restraining your marketing messages. These principles are precisely the opposite of traditional marketing. Yet they work. And they are the future. If you follow the formula outlined in this book, you can attract countless customers and prospects, resulting in amazing business growth.

This book will show you how to:

- Create highly sharable content that meets people's needs
- Identify and work with outside experts, many of whom will gladly promote your content



- Attract and retain raving fans that will help your business grow
- Creatively market and sell to people who will gladly purchase your products and services





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Let your opinions earn you a paycheck.

GET PAID TO:

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Take phone surveys

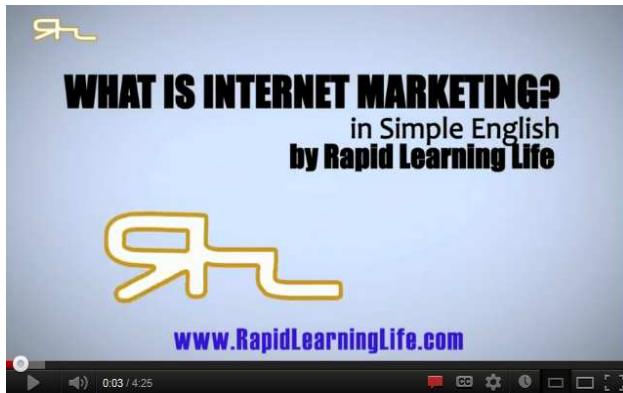
Try new products (and keep the free products too)

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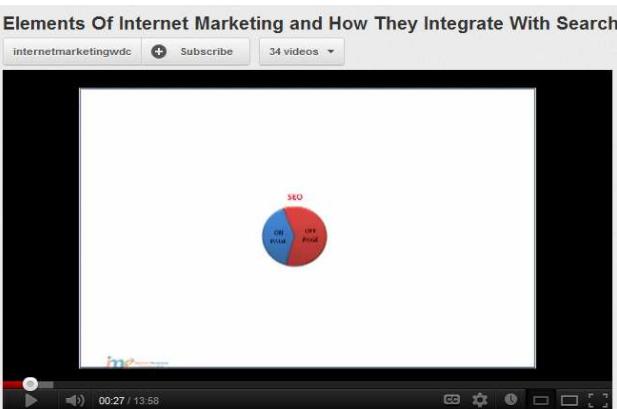
MWM videos



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<http://www.youtube.com/watch?v=h5GQm55cTk&feature=related>



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

Feature Article .

STANDING OUT ON THE INTERNET

By Jeremy Yeoman

The internet is a vast, open arena in which everyday users, politicians and even the most loved celebrities are drawn in and whether it is social media, email or the odd browse on a website, the world really can't seem to get enough. The lure of the internet has grown vastly within the past few years and thanks to the assistance of growing mobile technologies and in effect the enticing pull of iPads, iPhones and everything else in between; we are most definitely an online obsessed world.

The above may be considered a rather obvious statement but when understanding just how vast and popular the online world has now become; how can a business ensure it stands out of the crowd? How can a business ensure that when marketing itself online, it gets noticed by that all important target audience? Online marketing is all about innovation; a business's chance to promote themselves in unique and unusual ways that will allow it to stand out of the crowd but this can all be easier said than done.

As online marketing grows in popularity; an increasing number of businesses within industry field are now actively conducting SEO and attempting to capitalise on the millions of users within reach on page one and two of search results; so how does one stand out from the other? It is all about thinking outside of the box; your keywords and a fully optimised website can work wonders for your search rankings but in order to get noticed you need to go one further and that's where social media can come in. Following the latest algorithm change; online marketing consultants have reiterated the importance of two things; content and social media and by being inventive you can use both of these to give your business a great advantage.

Blogs are the key to content success and a well written, daily updated onsite blog can work absolute wonders but why not take things a little further with an offsite blog? There are an abundance of blog platforms readily available including the ever popular WordPress site that can allow you the opportunity to create some unique, sales pitch free pieces that encourage interest and entice engagement and thus provide the opportunity to really stand out. Guest blogging is an equally appropriate venture and can have a great effect on uniqueness; by creating user friendly pieces that offer a service; there could not be a better way to encourage brand recognition.

Social media sites are an alternative and somewhat fantastic way to ensure you stand out of the crowd but it must go beyond simply creating a page or profile and sitting in a social oblivion. Whether it is Facebook, LinkedIn, Google+ or Twitter; social sites are a fantastic tool to encourage engagement and help a business stand out of the crowd. In order to really make the most of a social platform it is wise that business stay away from the good old sales talk and instead try to encourage user engagement by asking questions, talking to fans and followers and refraining from the norm by discussing topics that are fun, interesting and more likely to encourage a response.

Many businesses may worry that they do not have anything of mass interest to discuss but perhaps they should look at social media not as a way to gain site visitors but as a way to grow a brand image. Discussing topics unrelated to the business may seem highly unorthodox but can actually work fantastically to secure a great following and that ultimate brand recognition. Whatever methods you chose to delve in; think out of the box and attempt to stand out of the crowd. The online market is growing and each day see's a new business attempt to grab that number one ranking spot; be innovative, stand out and give yourself a fighting chance. Whoever said sticking to the norm was the best, never understood the value of being strange!



***Online marketing is
all about
innovation; a
business's chance
to promote
themselves in
unique and
unusual ways that
will allow it to
stand out of the
crowd but this can
all be easier said
than done.***

MWM Q&A

An Interview With Social Media Mogul, Author, Amber Mac on “Power Friending”

By Anjum Choudhry Nayyar



There will always be people who are critical of what you do and say, so it's key to be able to separate the individuals who have a valid point with those who simply want to be heard.

About Amber Mac:

Amber Mac is a technology host, journalist, and strategist, with experience both online and offline. She writes a regular column for The Globe & Mail, Yahoo! Tech, American Express Open Forum, among other outlets. She has worked as a technology TV host with tech guru Leo Laporte on G4TechTV, hosting/producing more than 500 episodes of a popular how-to call in show. She now hosts a live TV show called Webnation on Toronto's number one news station (watch the show [here](#)).

While working at the most popular technology channel in the world, she launched and hosted/produced a weekly half-hour gadget show and a weekly one-hour viral video show. Amber has also worked as a daily technology TV news journalist at Citytv and CBC, both national TV stations.

In the online space, she has spearheaded two successful podcasts, [net@night](#) on the popular San Francisco TWiT.tv network and [commandN.tv](#). Both shows have been featured in Wired Magazine and have won a number of podcast awards (and are still in production, reaching approximately 100,000 viewers and listeners a week).

She maintains a popular blog ([here](#)) and speaks exclusively with The Lavin Agency at keynotes across North America about how to use social media to build community and customer loyalty online. In June 2010, Amber launched her first book about how to use social media to grow your business. Power Friending was published by Portfolio/Penguin in New York.

As the Miami Herald said in their review of the book, “Amber Mac is a virtual Swiss Army Knife of networking: she displays an endless amount of enthusiasm and energy that nearly crackles off the page. More importantly, she demonstrates a deep and practical understanding of the necessity of extending one’s personal and professional presence online.”

Amber currently manages a production and new media company called MGImedia. Her clients include world-renowned speaker Tony Robbins, Rogers, Discovery Channel, Microsoft, Canada Goose, American Dental Association, among others.

Why did you decide to write this book?

There are so many individuals and businesses that struggle with how to build a brand and community online, so I wrote Power Friending as a practical guide to help navigate the ever-changing web world.

Your personality comes through in the book, which is fantastic. Was that deliberate?

My writing style is fairly casual, so I wanted to reflect that in my book. The last thing I wanted to do was to intimidate anyone, so I kept the tone very conversational.

According to recent statistics, 82 million moms across the U.S. some with small businesses are now accessing the world of social media. 26 million of those are mommy bloggers, all with loyal followers who can change the trajectory of a brand. How can Power Friending help these women and did you have them in mind when you wrote the book?

I wrote Power Friending within the first six months of having my son. The entire time I was working on the book I was thinking about how mothers now have the ability to stay at home with their kids and manage a business at the same time.

What are some of the tips you offer in the book that might help moms looking for a voice in social media?

For mommy bloggers, the social media world is must-have marketing vehicle. Not only can you use various social networks to reach out to sell products or services, we can't forget how Twitter and Facebook can also help to build your voice. Finally, one of the best things about social media is the ability for moms to reach out to other moms, making it easy to grow an extended family of sorts.

There are a lot of misconceptions about social media as well. What are some of the mistakes business women/moms make when venturing out into social media? How can the book help these women from making these mistakes?

The most important thing about social media marketing for moms is to be consistent. While sometimes it's difficult to maintain various social networks, it's important to maintain a regular voice in the community. My book talks a lot about some easy ways to manage multiple accounts.

What kind of experiences did you have in social media that you have learned from and is any of that reflected in the book?

The most important thing I've learned from working and living in the social media world is that you can't feed the trolls. There will always be people who are critical of what you do and say, so it's key to be able to separate the individuals who have a valid point with those who simply want to be heard.

As far as twitter/facebook/linkedin go, how can moms with small businesses use these to their benefit?

Once you set up a profile on the top social media sites, try to find other people in your community who are currently using these services. These can include businesses that are in the same circle, so you're able to leverage the communities those people have already built.

The most important thing about social media marketing for moms is to be consistent. While sometimes it's difficult to maintain various social networks, it's important to maintain a regular voice in the community.

Can you comment on where social media thrives the most in the world? Do you have any info on its presence in South Asia?

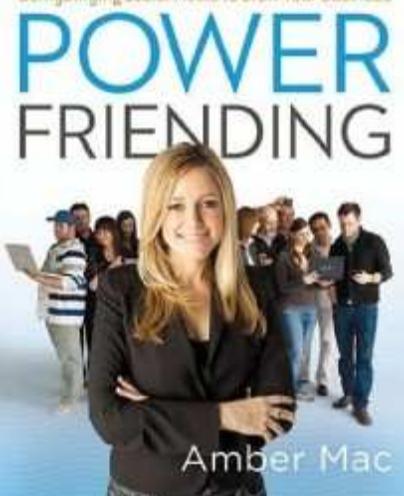
Social media is increasingly prevalent in many parts of our wired world. What I've noticed the most about this new way of communicating in areas such as South Asia is that mobile devices are routinely becoming the way users get information and connect with friends.

Now that you're a mother, what will you teach your son about social media?

I want my son to understand it's critical to protect your privacy on social media sites, but you can still use them in a smart way to learn, explore, and most importantly, connect.

"Amber understands how important it is for all of us, both as individuals and in business, to be able to use social media to connect with people in ways that are real and authentic. I think she's a leader in this space." —TOMY ROBBINS, *Small Business Speaker and Entrepreneur*

Demystifying Social Media to Grow Your Business



MWM useful links

- ✓ <http://www.theimmarketingguy.com/>
- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
- ✓ <http://makingwebmoney.com/>
- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomerecipes1.com/>
- ✓ <http://theinternetmarketinghelpblog.com/>
- ✓ <http://tuesdaytipster.com/>
- ✓ <http://harrycrowder.com/>

Has your WordPress BLOG Has Been HACKED?
You Need WP Security Plugins Security Suite...
I just got it myself <http://bit.ly/WPSecureSuite>



Social Media Marketing The Right Way

By Jeremy Yeomann

Social media is now central to the way we live and communicate and as a result is a principal tool in successful online marketing it is as simple as that. Whether it is Facebook, Twitter, LinkedIn, YouTube or anything else; social media profiles now boast followers in the hundreds of millions that range from the average Joe to the President of the United States of America.

Thanks to the rise in mobile technology; social media profiles are now easily accessible and as a result, the lure of checking our profiles and speaking to our online friends is far too tempting and we find ourselves drawn into the social media platform often three or four times a day.

There is no gravitational explanation as to the attraction of social media; perhaps other than our undetermined human desire for gossip but whatever the reason may be; social media sites across the board are now crucial to a strong online marketing strategy so much so that social media profiles have been included in the latest Google algorithm update.

Upon the announcement of the Penguin update; businesses left and right and centre soon began setting up social media profiles on any and every site that would allow them but there is much more needed then simply setting up a profile. Google and your business' favourite word should be 'fresh'; everything needs to now be fresh and whether it is your content, your images or your social media profile, everything must be fresh and daily updated in order to gain you substantial favour with the Google search bots.

Engagement is key and the more a business talks to their audience, rather than at them and provides enticing and interesting topics for discussion.

Whether on Facebook, Twitter or LinkedIn; your business will highly benefit from social activeness which is why it is wise to update statuses several times a day, and use an automatic feeder to update daily website blogs onto your social sites. Updates will keep your page active for the purposes of Google but as a business you will benefit by going that one further and attempting to engage with your followers.

Engagement is key and the more a business talks to their audience, rather than at them and provides enticing and interesting topics for discussion; the more activity their page will see and thus the more popular it will become. It all sounds rather confusing but it is in fact as simple as can be. Many businesses score themselves a good following and assume that the next, best step to business growth is good old sales tactics but that is most definitely not the right way to undertake social media marketing. The right way for a business to project themselves on such social sites as Facebook and Twitter will be by getting into the mind-set of the consumer; asking and answering questions that they will find useful and interesting, discuss topics, provide a helping hand and even go so far as to talk about every day, unrelated issues and post humorous images that may entice interest and encourage shares and likes; the more of these you are able to get, the better.

Social media is now a highly influential tool and can determine the true success of a social media profile however it is all dependent on just how a business attempts to incorporate such into their online marketing strategy. There is a right way and a wrong way to socially market your business...just how are you marketing yours?

MWM marketplace

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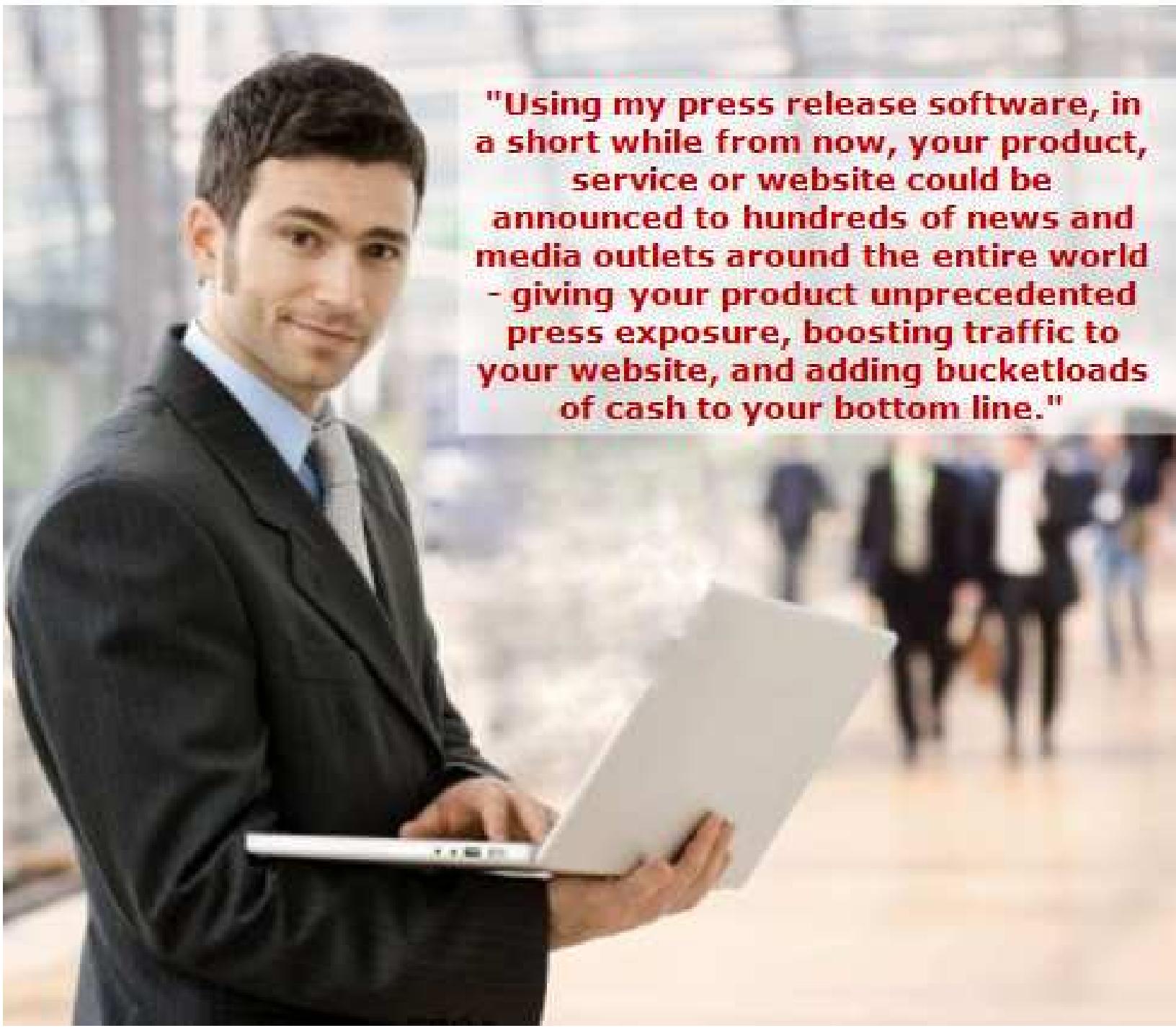


“

Quotable: The advent of electronic mail is fostering a revival of "the familiar letter."

~Author Unknown

Press Release Software



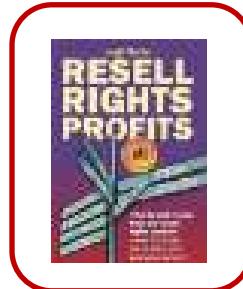
"Using my press release software, in a short while from now, your product, service or website could be announced to hundreds of news and media outlets around the entire world - giving your product unprecedented press exposure, boosting traffic to your website, and adding bucketloads of cash to your bottom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

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

Erik Bridgeman

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



Gary Ganesan

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



Lyn E Gunell

Lyn E Gunell has previously worked as a journalist and editor and for 17 years, she had her own business teaching English to business executives in the Nordic and Baltic countries. She is now based in Cape Town South Africa and concentrate on professional website design and development as well as copy writing for websites.



Sydni Craig-Hart

Sydni Craig-Hart, expert marketing coach and consultant, supports service professionals in creating success - in both their businesses and their lives. Known as "The Smart Simple Marketing Coach," Sydni uses a results-focused, "how-to" approach in implementing simple and customized strategies so clients realize their professional and personal dreams.



Isabel Isidro

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



MWM contributors

Arina Kharlamova

Arina Kharlamova has been the Online Content Manager at STC Toronto since January 2012. She is a 4th year student of Professional Writing and English at York University. She is a writer, an editor, and an internet aficionado. She enjoys intuitive website designs (because she spends so much time on the internet) and clear writing.



Anjum Choudhry Nayyar

Anjum, a Toronto native, has extensive experience in the television world as a News Anchor, Reporter, and Health beat reporter. She began her career in Chicago, where as a Masters Journalism student at Northwestern University's *Medill School of Journalism*, she covered the juvenile court house in the city's south west side. She specialized in broadcast journalism.



Nick Stamoulis

Nick Stamoulis is the President and Founder of Brick Marketing (<http://www.brickmarketing.com>), a full-service web marketing and SEO consulting firm in Boston, MA. With over 12 years of industry experience, Nick Stamoulis shares his industry knowledge by posting daily updates to his blog, the Search Engine Optimization Journal, and publishing the Brick Marketing SEO Newsletter.



Susan B Ward

Susan is a full-time freelance writer. She is an avid traveler and reader and enjoys writing on health & fitness, travel, parenting, relationships and personal development.



Search Engines Love Website Content



By Lyn E Gunell

When it comes to search engine optimisation (SEO) content is king! Search engines absolutely love content. Why? Well, because within content (website copy or "articles" on websites) search engines can find answers to the billions of search questions they get online.

When someone is searching online for information a search engine uses algorithms to calculate the best possible answer that it can return to the person searching for information. The algorithms are complicated and it is not necessary for us to understand their intricate workings, suffice to say they work amazingly well. When an answer to an online search query is returned it is important for the search engine that it is the best possible answer they can give because they have competition hot on their trail and if one search engine (or web crawler) does not give a satisfactory answer, another will. Google, according to recent statistics, has 80% of search traffic but they still have to keep on their toes in order to stay ahead of the pack.

How does a crawler establish which is the best answer to a search query and therefore, which is the best website to deliver to the searcher? The crawler does this in different ways:

- By looking for unique and fresh content on the billions of pages on the internet which will match the query
 - Checking that the content has not been plagiarised (copied) from anything on the internet to make sure it is unique
 - Looking for relevant keywords within the content and headings
 - Checking keywords and checking they match with content
 - Discovering how "important" the website is because of the incoming links
 - Following internal links within the website content
 - Making sure the content is relevant to the website

There are other factors which determine the relevance of a website but populating your website with fresh and relevant content is one of the most important things you can do. This method ensures organic SEO. In the long run organic SEO is the best way to get traffic to your website. It is, of course, possible to pay for advertising on search engines but when you stop advertising you lose traction. With organic SEO your website will keep its ranking and you can build on that foundation to better and better ranking.

According to SEO "gurus" content is king and will always remain relevant, it simply makes sense! Happy writing and may your website rank well and bring you clients.

SEO your website will keep its ranking and you can build on that foundation to better and better ranking.

Copywriting for websites is about writing unique, fresh and relevant content to populate websites. The content must be search engine optimised (SEO) and this requires specialised knowledge.

A good copywriter will be able to write creatively in order to engage human readers and will also be able to write for SEO so that the content, and therefore website, will be found by crawlers and delivered to the all important human readers.

Transform Your Sales And Marketing Practices Through Demand Generation

By Celena Watson

Demand generation is all about creating demand through creating conversation with the buyer, understanding his needs and nurturing those needs.

First and foremost we must understand the psychology of today's buyer. These days' buyers collect information online, through various sources and at their own wish. Due to this, marketing professionals must concentrate on understanding the needs of the buyer and assist them in their buying process instead of making cold calls. Demand generation is about qualifying and narrowing prospects, nurturing qualified leads that may eventually lead to sales, aligning marketing with sales, and analyzing the results for future use.

Tips to generate demand

- Understanding the buyer's area of interest** - The best way to understand what a buyer likes is through his Digital Body Language or in other words his online behavior
- Using automated lead technology** - The next step in the process is to use an automated system to score leads. This system helps to determine at which stage the buyer is in the sales process
- B2B Marketing Campaigns** - Personal B2B marketing campaigns can yield good leads. This calls for a deeper level of personalization of targeting, timing and delivery the right message at the right time
- Using metrics** - When you show that marketing is a revenue generator rather than cost center, you become a trusted member of the lead management team and you build marketing credibility within the company.



How to succeed with Demand Generation?

Data quality and data management plays a pivotal role in generating demands. It is of utmost importance that marketers store prospective buyer's data in their database for future use by making sure the buyer's data is clean and up-to-date.

In addition, this data must be standardized especially for marketing campaigns. The reason being marketing campaigns is now done through marketing automation software so as to get the correct results by following a specific time and content. This tactic ultimately helps in lead scoring.

Key features of a Demand Generation Company:

- Highly involved in improving metrics and contribution to revenue
- Focused on improving process and sales/marketing alignment
- Use of latest technology and tools to drive revenue results
- Developing a relationship with the buyer by understanding his needs
- Innovative, attains personal growth by keeping buyer's happy

Conclusion

To sum it all, a marketer must create a successful relationship with his buyer. Gone are the days of making cold calls and dropping emails. Demand generation is all about creating demand through creating conversation with the buyer, understanding his needs and nurturing those needs. The demand generation process will streamline your company's lead generation tasks and improve your company's ROI.

The Most Efficient Mobile Marketing Strategies for Small Businesses

By Susan B Ward

Small businesses can take great advantage of social media tools to promote their business, and now they can also tap in the world of mobile marketing. With almost the entire population in industrialized countries hooked on their mobile devices, there is no wonder that small business owners become interested in tapping in this great reserve of customers. In case you are new to this and you have no idea where to start, here are the most efficient mobile marketing strategies for small businesses that you can employ.

Appeal to mobile advertising

According to studies, mobile advertising has great response rates. As people take their mobile phones everywhere they go, it is easy to them to check on new ads with just a click of a button. While the price of shortcodes for businesses may be a bit too daunting for you, you should know that you can share a shortcode with others, in order to minimize costs.

Switch to texting

Text messages are a common means of communication these days, and they represent a great mobile marketing strategy for small businesses. For instance, whenever you have new offers, discounts, or special deals to announce, instead of just posting them on your websites and hoping for potential clients to see them, you can advertise them via text messages. Your customers will be more than happy to be promptly informed on such details.

Combine social media marketing with mobile marketing

Social media represents the icing on the cake when it comes to advertising in this day and age. Since many people use their mobile devices to visit social media networks, do not hesitate to shoot two birds with one stone. Comment on Facebook, post tweets on Twitter, engage your visitors in contests and polls, and reach them through the phones they carry in their pockets or their bags. This way, you will tap into a great audience that you may not have even been able to dream of before.



Social media represents the icing on the cake when it comes to advertising in this day and age. Since many people use their mobile devices to visit social media networks, do not hesitate to shoot two birds with one stone.

Get your website ready for mobile

Despite social media popularity, your website is your bread and butter when you want to communicate and interact with your clients and potential clients. However, the number of those connecting to the Internet via mobile devices instead of their desktop computers is on the rise, and, as you know, mobile gadgets such as smartphones and tablets have far smaller screens and cannot accommodate the same amount of information as full scale computers. For this reason, it is very important to make your website mobile ready. You can use special software to create a mobile version for your website, or you can simply learn a few rules about making it more mobile friendly.

Localize your clients

When getting involved in mobile advertising, it is important to localize your clients, especially if you run a small brick and mortar business. This way, you will only pay for sending ad messages to people living in your area that will truly be interested in what you have in store for them.

MWM back story

LISA KOTHARI: SUCCESS IN PLANNING KID'S PARTIES

By Isabel Isidro



More than a decade ago, Lisa Kothari started her kid's party planning business – Peppers and Pollywogs <http://www.pepperspollywogs.com/> – as a part time business in Washington D.C. Three years into the business, however, she realized that she wanted change: she packed up her bags; left her job, closed her business, and left the country.

She returned to the United States in 2005, relocating in Seattle. This time, she restarted Peppers and Pollywogs with a renewed sense of vigor, readiness and commitment. Timing was just right and everything fell into place.

Today, Lisa is a well known author and a nationally known party planning expert. Her book, “Dear Peppers and Pollywogs... What Parents Want to Know About Planning Their Kids’ Parties,” is a must-have for parents planning a party for their kids. We interviewed Lisa about the struggles and challenges of running her own business.

“Peppers and Pollywogs is All About Kids’ Parties and its premise is that no matter how much time or money a person has, a great kids’ party can always be planned.”

What is the concept behind Peppers and Pollywogs? What makes it different from other kids' party businesses?

Peppers and Pollywogs is All About Kids' Parties and its premise is that no matter how much time or money a person has, a great kids' party can always be planned. My business seeks to show parents how to do this.

Why a kid's party planning business? What attracted you to this business?

In 1997 I was living in Washington, DC and observing how many over-the-top kids' parties were being organized. However, there were no services offered to parents to help them plan these parties within a reasonable price frame. The kids' party industry allowed me to follow my passion for creativity, fun, children and being organized and simultaneously helping parents with their kids' parties. It was a win-win!

I read that you first started Peppers and Pollywogs as a part time business in Washington DC in 1997. How did you envision the business then?

When I first began Peppers and Pollywogs, I always thought of it as a regional party/event planning service for families. You closed your business, left your full time job and left the country for three years.

When you came back in 2005, what made you decide to re-start Peppers and Pollywogs? What made it different this time?

Serendipity! I met a partner who had just completed his MBA and written a business plan around the inefficiencies of the kids' party market. What are the chances? What made it different in 2005 was the business was set up as web-based to empower parents to plan their own kids' parties. Although I still occasionally plan parties as I used to, 98% of my business is via the Internet.

What did you do differently the second time around in terms of preparations before re-starting the business?

When I launched in 1997, it was a very grassroots start in that I simply put a flyer out around my community for kids' party planning and within a few months people began to call. In 2006, my partner and I worked to survey our target market, and see what features, content, etc. they would be interested in for a niche site like Peppers and Pollywogs. Once this targeted market survey was complete, we set out to provide content and build a technology platform that made kids' party planning time efficient and budget-friendly.

The kids' party industry allowed me to follow my passion for creativity, fun, children and being organized and simultaneously helping parents with their kids' parties. It was a win-win!

What was the most difficult part of re-starting Peppers and Pollywogs?

I have always had a tremendous amount of passion for kids' parties and the industry. However, I did make the jump from actually planning kids' parties in a hands-on fashion, to writing about planning kids' parties and thinking through how technology and a web platform could streamline the process. That is a different skill-set from event planning in real time. It has been excellent to gain experience in both.

Do you have partners or investors in the business?

Yes. The company took in a small round of family and friends investment in January 2007. During 2006, the founders bootstrapped the company. We are preparing for our Series A investment round this fall.

How did you finance your business (e.g. personal funds, loans, etc.)? What were the challenges you faced while looking for financing during the startup phase?

During the first year, we used our own personal funds to finance the business. I believe unless I believe in it and have backed it with my own money, and seen progress, how could I ask anyone else to risk with me. After that initial round, we took in a small round of family and friends investment which has taken us to the next round of funding for growth. Many early-stage companies take in multiple rounds of funding to grow. This will be my





How big is the business now, revenue-wise (a ballpark figure will do)?

\$100K.

How are you marketing Peppers and Pollywogs?

Early on after we re-launched the business, I sought to become a media expert on kids' parties. My first step toward meeting this goal was to self-publish a book that I could then market via TV spots, interviews, new and traditional media coverage. The book, Dear Peppers and Pollywogs..., has been a critical piece of my marketing strategy and has yielded major growth for the company in terms of media presence and visibility and traffic numbers to the site.

What are the toughest challenges of running Peppers and Pollywogs?

It's tough as a sole founder to know everything, understand everything, and be able to run all aspects equally. The natural thing to do is to hire consultants or staff to help you in those areas that are not your strengths, however, you must also balance limited resources that you have available in terms of time and your own budget. Knowing where to put the limited resources to fill in the gaps that are not my strengths is always a challenge...but an exciting one!

Do you have any business bloopers with Peppers and Pollywogs? How did you learn from it?

When I re-launched Peppers and Pollywogs with my partner back in 2006, I owned fully my realm of expertise and left the other areas up to my partner to decide on which I did not feel were my strengths, i.e. the technology platform, advertising models, the company's financial projections. By not understanding all areas of the business, I wasn't as proactive as I should have been when making decisions in these areas outside of my own area of expertise. After my partner left, I had to take ownership for the entire business, even those that I felt seriously unqualified to take on. However, it has been empowering to learn about my total business in the past 12 months and steer it in new directions. Certainly, I understand my entire business now, even if I delegate those parts to consultants and staff. It's good to be in the know and to learn if you are not, after all it is your business!

What do you think are the factors that make Peppers and Pollywogs successful?

I absolutely love what I do. I love helping people plan their kids' parties and come up with ideas that suit all budgets and time frames. It is really my passion and fun for me and so I have loads and loads of energy to meet my mission. I also think Peppers and Pollywogs offers a place for parents and others to come and get information they are looking for quickly to suit their needs. I also provide a Web Ask-Me feature where consumers can ask me their questions directly if they can't find it on my site. This feature allows me to personally connect with the market.

How are you balancing a successful business, family and other interests?

It's important to find the balance so you don't burnout. I try to start the day with some exercise, take some time off on the weekends to be with my family and explore other interests, and when I am away from my work, I consciously let my mind have the break. The balance is particularly important because if you are always engaged with it, things are hard to see from a fresh perspective.

What are your plans in the next 5 years for Peppers and Pollywogs?

Growth! Grow my staff, my entertainer/party venue directory, and card inventory, add features to the site to further help parents plan more aspects of their kids' parties, and continue to build my media profile and brand.

Do you have any lessons you wish to share to other entrepreneurs?

It's a great ride to be an entrepreneur, but like any ride there are the highs and lows. Perseverance is the key especially at the very beginning when you are just starting out and nobody knows who you are or what you are doing. That's the time where you get more no's than yes's...stick with it...find people who have been where you are and gain strength from the knowledge that everyone is doing it by putting one step in front of the other each day. If you have passion and love what you are doing...the journey is worth it!

Knowing where to put the limited resources to fill in the gaps that are not my strengths is always a challenge...but an exciting one!

