

# Making WEB MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

November 2017

## Understanding the Three Essential Components of Internet Marketing

*Lola  
Brady*

**KNOWING  
ETHNICITY  
HELPS**



## The Skill Set of the Future: Internet Marketing

**JENN  
HERMAN**

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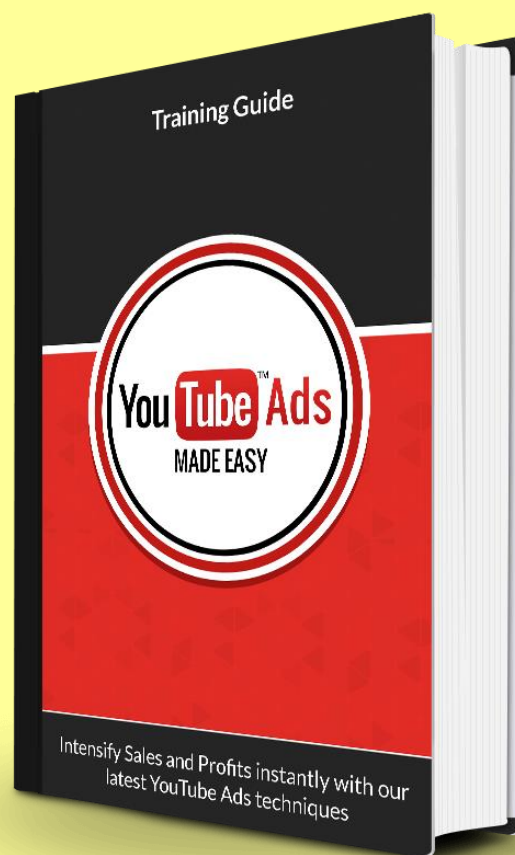
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I hope you enjoy this month's issue of the magazine, and as always please email me any comments, contributions or feedback.



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

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**Making Web Money Magazine**  
**Published**  
**12 times per year.**  
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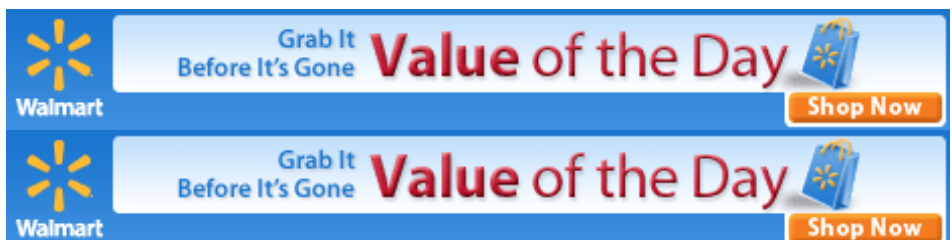
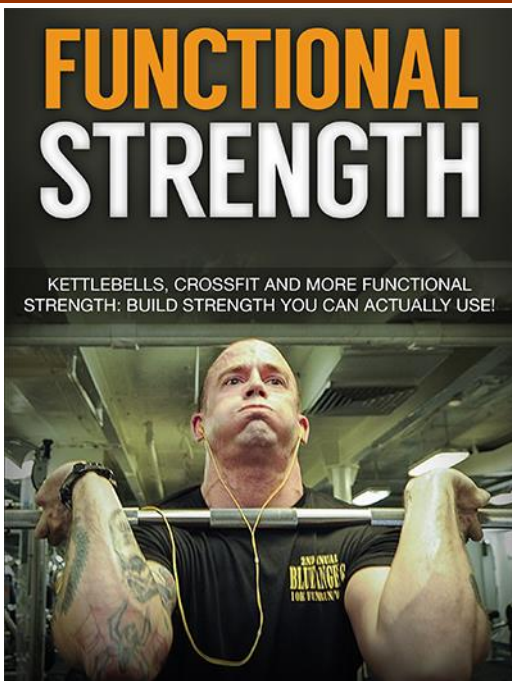
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So, send me an email with your feedback and let me know.

[harry@harrycrowder.com](mailto:harry@harrycrowder.com)





# A QUICK CHEAT SHEET FOR CONTENT IN INTERNET MARKETING

By: Jody Ellis

Advertising and marketing hasn't changed much in the last five or six decades. Content is still the most important factor and it has to be good. There are basic pointers that make *content for internet marketing* useful and effective.

## ➤ E-mail Campaigns

The content for e-mails is the entire point of the campaign. Other than design, schedules and subscriber base, remember three more points!

1. It should not have a click-bait title or be misleading, as that leads to unsubscribing.
2. It should not bombard the audience with constant e-mails, as that can send them straight to spam.
3. It should include both text and visuals, as they work in tandem to attract the viewer. However, do keep the main point of the e-mail on text separate from the image. This is a backup in case the image doesn't load correctly.

## ➤ Social Media Posts

Social media creates a lot of *content for internet marketing*. It varies across platforms, yet the points to remember remain the same.

1. Posts should be well thought out and researched. If they lack information or are not relevant, then it makes them uninteresting to the audience.
2. Posts should be timed and updated as per the demographic of the account. If the audience is two hours ahead of your time zone, schedule posts accordingly.
3. Posts should not be offensive or go off topic to follow trends. The entire world can be posting New Year Selfies, but you should stick to a New Year themed post of your content.



## ➤ Video Marketing

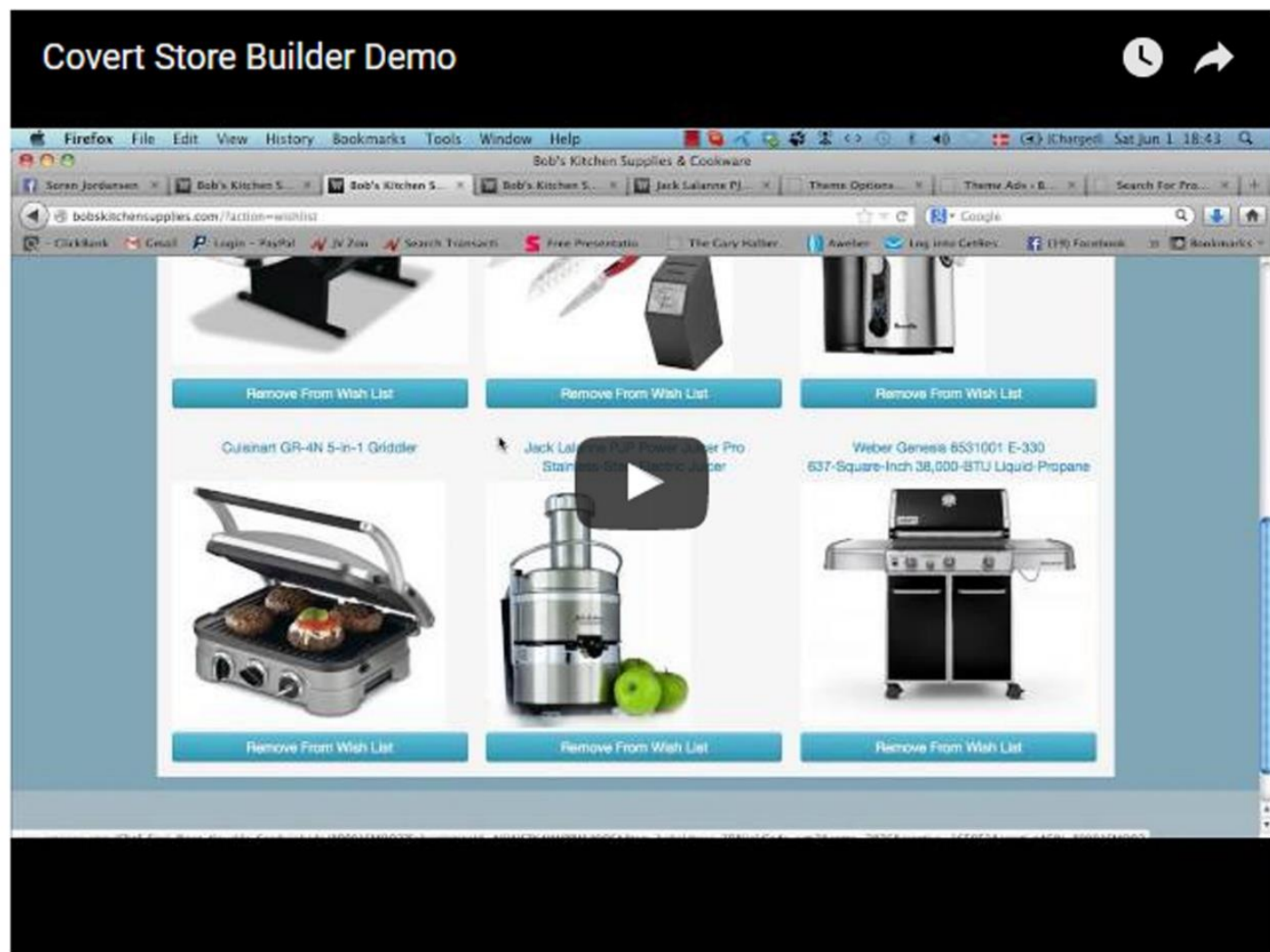
Digital videos are the new form of marketing. Some of them are hyped about like music videos and movies these days. If you're getting into content for internet marketing, know the following by heart.

1. Quality matters in videos and you should invest in a good camera or phone to make it happen.
2. Keep them entertaining and keep them short. Videos that are long and winding are only going to bore the audience.
3. Always add links to all your social media and your website. It creates greater engagement in *content for internet marketing*.

***Posts should be well thought out and researched. If they lack information or are not relevant, then it makes them uninteresting to the audience.***

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

[Click Here to Start](#)

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SOMETHING TO YOU!**



# MWM news

## FACEBOOK'S HUMAN NEWS FEED RATERS ARE WORKING WORLDWIDE

*What began as a small group in Tennessee is now an international panel of Facebook users who increasingly influence what shows in the News Feed.*



Facebook is now using human raters around the world, not just in the US, to help its algorithms decide what should appear in the News Feed.

That's one of the key takeaways from a lengthy and interesting Slate.com article published late Sunday. The article is somewhat similar to one published a year ago on Medium, when Facebook first started talking about what it called the "feed quality panel" — a group of regular Facebook users the company pays to provide daily feedback on content in the News Feed. At that time, the panel was about 600 people all located in the US. As Slate reports now, Facebook became so reliant on the group's feedback that it expanded the panel internationally late last summer.

The article offers some interesting details about how Facebook takes what it learns from the human raters and integrates it into the News Feed:

*... [T]he algorithm is so precious to Facebook that every tweak to the code must be tested — first in an offline simulation, then among a tiny group of Facebook employees, then on a small fraction of all Facebook users — before it goes live. At each step, the company collects data on the change's effect on metrics ranging from user engagement to time spent on the site to ad revenue to page-load time. Diagnostic tools are set up to detect an abnormally large change on any one of these crucial metrics in real time, setting off a sort of internal alarm that automatically notifies key members of the news feed team.*

The Slate article is a good read and proves that Facebook has reached the same conclusion Google (and others) reached long ago: Algorithms can only do so much, and they still need human feedback to understand what humans like and why we interact with some content more than others. Google began using human search quality raters as far back as 2005, and Microsoft has had a similar program in place for its search engines (Live Search, Bing) since the same time.

## 8 OF THE HOLIDAY SEASON'S BEST ECOMMERCE STATS

The past reveals the future. So we've rounded up some past shopping trends most illuminating ecommerce stats. How much did we spend online? Which times proved the most popular? Find out everything you need to know:

### 1. Online activity increased

Big Data Labs reported a 21% increase in online activity compared to last year.

### 2. Peak online shopping times were in the evening

Peak times for online shopping were between 9-10 PM, as people had finished opening their presents, enjoyed their meal and had time to browse before bed.

### 3. Online Boxing Day sales decreased

Boxing Day sales were down by 3% — possibly due to the rise of Black Friday sales dominating the tail-end of November.

### 4. Boxing Day was all about in-store

Interestingly Springboard reported that there was a 11.7% increase in shopper numbers on Boxing Day; visits to shopping centres were up 7.8% and retail parks 3.2%.

### 5. Mobile dominated the Christmas period

Probably one of the most significant findings was the rise in mobile across the Christmas period. Big Data Labs saw several instances where mobile outpaced the desktop as the device of choice, and on Christmas Day mobile accounted for 42% of ecommerce transactions.

### 6. Sales in Black Friday week surpassed the weeks leading up to Christmas

Big Data Labs observed a 16% increase in online shopping compared to Black Friday last year and a staggering 270% compared to a normal day, suggesting that people prefer to shop from the comfort of their own home.

### 7. Sleep didn't deter this year's Black Friday shoppers

Big Data Labs recorded a record peak in online activity between midnight and 1am in the early morning of Black Friday — levels previously unheard of for this time of day.

### 8. Black Friday mobile shoppers increased to 34%



Quotable:

**"Computers make it easier to do a lot of things, but most of the things they make it easier to do don't need to be done."**

**~ Andy Rooney**

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# TWO SIMPLE INTERNET MARKETING TIPS

By: Velma Powers



*The more you put your product out there, the more chances of people being exposed to your product or service.*

Internet marketing, also known as online marketing is the art of carrying out marketing strategies using the internet on various social platforms. E-commerce businesses, bloggers, artists and many other people make use of such platforms to engage thousands of people around the world with their product or service.

Online marketing is important for business today to stay ahead of their competitors and create brand awareness. If you are not on a part of online or digital marketing, you're basically non-existing in today's competitive world.

There are Two simple Internet marketing Tips Everyone Should Follow

**1. Set your Goals:** It's every business's dream to grow leads, gain customers and drive sales in a certain time period. In order to attain these goals, you have to come up with strategies and solutions to drive these elements to create a desired output. Set short-term and long-term goals for your business and make sure you put your best team to work.

**2. Create an effective Marketing Funnel:** In order for a business to be successful, you have got to create an effective marketing funnel. The marketing funnels deals mainly with four elements.

The first element is awareness. The more you put your product out there, the more chances of people being exposed to your product or service.

Make sure you use all social platforms to integrate your products and don't be miser when it comes to brand awareness.

- Interest is the second element that needs to be taken into consideration. If your potential customers have shown interest in products related to your products then you should target them instead of customers who have shown no interest to similar products of yours.
- Desire is another key element that plays an important role when it comes to providing customers with information related to your product. Make sure you've got a CTA element on your site or social platform.
- Action is the most crucial element of all. Every company wants potential customers to take action. Action can include everything from clicking on a website or placing an order and it can also include placing products in carts for future reference.

Conclusion

There are other marketing strategies as well but if you've constructed a firm foundation of your company goals and marketing funnels then you're bound to do better than 40 percent of other businesses.



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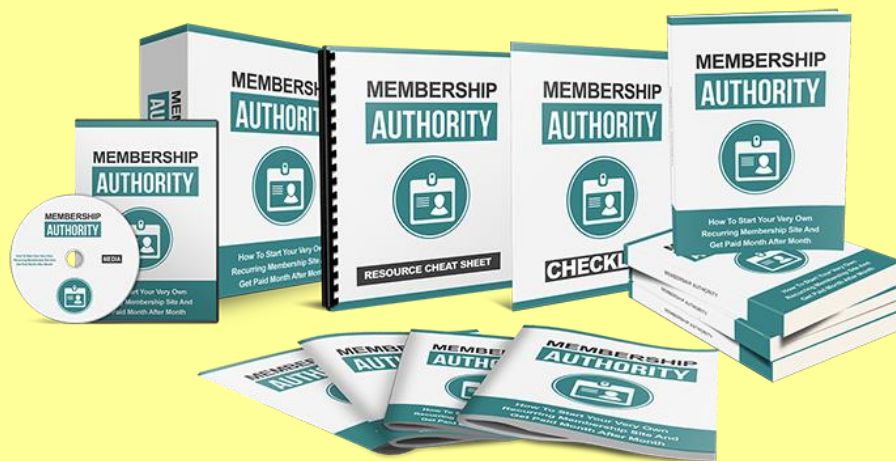
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# MWM success story

## SPOTLIGHT ON: THE COFFEE BEAN AND TEA LEAF'S ADAM TABACHNIKOFF

By: Yuyu Chen

Adam Tabachnikoff, senior vice president of global brand strategy for The Coffee Bean and Tea Leaf, shared his experience with building emotional connections with consumers.

Adam Tabachnikoff is an experienced marketer who knows when consumers want a cup of coffee and how they want it.

He joined The Coffee Bean and Tea Leaf as senior vice president of global brand strategy in October of this year. Before that, he held a few senior marketing positions at Church's Chicken and Burger King.

Throughout his marketing career, Tabachnikoff has stood by one principle: the consumer comes first.

"Putting the consumer in the center of the decision making is not always the easiest or the most popular decision amongst colleagues, but consumer testing is so important. It gives us feedback so we know if we are headed in the right direction," says Tabachnikoff.



THROUGHOUT HIS MARKETING  
CAREER, TABACHNIKOFF HAS  
STOOD BY ONE PRINCIPLE:  
**THE CONSUMER  
COMES FIRST.**

### Quotable:

“

“Truth is, I wouldn't know a gigabyte from a snakebite.” ~Dolly Parton

By undertaking a consumer-based marketing approach, Tabachnikoff introduced new brand taglines for various products. At Church's Chicken, he helped the brand launch 18 limited time offers, open six new international markets in a 24 month window, as well as redesign a Web page and launch a guest facing mobile app. Most recently, he led his team to push social media for Church's Chicken, which tripled the brand's Facebook followers compared to a year prior.

Of course, marketing for The Coffee Bean and Tea Leaf is different from marketing for Church's chicken and Burger King, because they are offering different products. But what remains the same is the emotional connection that consumers are searching for with a brand.

"No matter whether you are serving cheese burgers, doughnuts or coffee, your consumers are looking for a good experience that they can connect with," says Tabachnikoff.

He explains that in order to create that emotional connection, marketers across industry verticals need to understand who their target market is, as well as who their brand is, its competitive advantages and key differentiators. Marketers also need to understand how their design target interacts with their brand, and how products and services coincide.

"Once you understand this connection you can begin to market in a meaningful way. For example, if the design target is looking for new products and new [information], it is imperative to have a relevant product selection with limited time offerings. If your design target is looking for on-the-go options, it might make sense for you to offer portable products and convenient packaging to make the experience more conducive to how the consumers are using your brand and your products," says Tabachnikoff.

***"No matter whether you are serving cheese burgers, doughnuts or coffee, your consumers are looking for a good experience that they can connect with."***



Applying this marketing philosophy to his new gig at The Coffee Bean and Tea Leaf, Tabachnikoff believes that his team should be more focused on social media, mobile app development and loyalty programs.

For example, in collaboration with agency WONGDOODY, The Coffee Bean and Tea Leaf created an interactive social media campaign for last year's holiday season. The company encouraged fans to post a video on their own Instagram, Twitter, and/or Facebook pages tagging @TheCoffeeBean and using the hashtags #SlurpCarols and #PurpleStraw.





***"In retrospect, I would advise 20-year-old Adam to get out of his comfort zone as quickly as possible. My biggest successes have come from situations when I had bosses or mentors who pushed me to try something new."***

"Going back to our design target, we know our consumers are on their smartphones, so we need to be there with them. If this means telling our story on social media or offering a guest facing mobile app to make the experience more personal or more convenient, that is where we will focus our resources," Tabachnikoff explains.

Aside from channel strategies, Tabachnikoff's team will also pay more attention to the nuances in The Coffee & Tea Leaf's 1,000 stores across 30 countries. After the company comes up with an overall marketing framework, it will allow franchisers and business partners to localize their marketing strategy in order to respond to customers on a micro-local level.

"In December, for example, it's cold in New York City and Baltimore, while it's still warm in Singapore and Saudi Arabia. The local language and culture vary so we need to think about the differences when we launch and promote our products," says Tabachnikoff.

Being the head of marketing is a milestone in Tabachnikoff's career. Looking back at his work experience in Mexico, Europe and Asia, Tabachnikoff believes that in order to advance in a marketing career, young professionals should step out of their comfort zone intellectually. A step-up may not always result in a promotion or salary rise, but it can broaden experience and an overall skill set.

"In retrospect, I would advise 20-year-old Adam to get out of his comfort zone as quickly as possible. My biggest successes have come from situations when I had bosses or mentors who pushed me to try something new," he says.

"Sometimes you win and sometimes you learn. But if you take the leap and get out of your comfort zone, you are bound to learn more about yourself and your new role. And this is a win every time," Tabachnikoff concludes.



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# MWM ask the expert

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



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

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**?**

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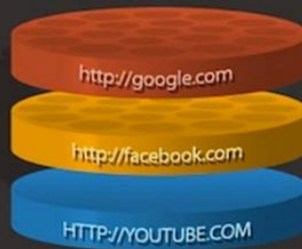
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# MWM ask the expert

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

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

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

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

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



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

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

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





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

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

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

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

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

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

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

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

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



e-Commerce is growing like never before!

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- U.S. Online sales will be **\$523 Billion** by 2020

- E-Retail spending to go up by **62% this year**

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

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

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



**With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted**

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- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
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# THE POWER OF INTERNET MARKETING

By: Ebony Diaz

*Boost your sales with effective Internet marketing tools. Read on to discover the effects of effective web marketing ways!*

## What is Internet Marketing?

Internet marketing is a marketing strategy that uses the internet to give information to consumers via social media, emails, display ads and search engine machines.

It is also known as online or web or internet advertising. It involves writing ad campaigns and then publishing it on the web.

Internet Marketing is the easiest way to inform your customers about marketing messages. This includes various techniques such as email, social media, etc. There is a bucket full of perks this form of marketing

For few years now, internet marketing has overpowered other means of marketing like television, radio, newspapers, etc. This medium of delivery marketing messages has proved beneficial to the industrial sector.

## Types of Internet Marketing

Internet marketing can be further categorized into the following types:

- **Email marketing:** Information about selling and messages regarding any product or company can be sent by email to a specified group. Initially, such messages were considered as "spam" but over the years, it gained popularity.
- **Web Marketing:** Particular websites, blogs and specialized way of typing a text via search engine optimization have helped many to promote themselves.

With the rise of social platforms such as Facebook and video-sharing websites such as YouTube, marketing strategists, publishers and



- **Display ads:** This concept arrived in the year 1990. It involves marketing efforts by posting ads on popular sites so that when a consumer clicks on the link they are directed to their page.
- **Social media for marketing purpose:** With the rise of social platforms such as Facebook and video-sharing websites such as YouTube, marketing strategists, publishers and advertisers did not waste much time to use this platform.
- **Mobile phones** have also become a medium to send marketing updates.

## Benefits of Online Marketing

Internet marketing has flourished as a significant strategy to deliver marketing news as a large section of the consumers are now web friendly and are available online for a large part of their day. It helps you to connect with the consumers on a more personalized basis plus you can let them know at any time.

## Conclusion

Internet Marketing has now dominated other modes of advertising and marketing tactics. Almost the entire industrial sector has taken over online marketing for means to update their customers.

# THE SKILL SET OF THE FUTURE: INTERNET MARKETING

By: Ivan Copeland

*There are about three types of people out there today: those who can barely change the channel on the TV, those who have mastered the TV but struggle with laptops and even worse with smart phones and lastly, those who can handle it all and more. These three types are slowly converging, shifting their focus from the TV and to the internet which is why **Internet Marketing** is so important.*

## Why It's Important

It is the year 2016, and it's a time of transition, so it is wise to get ahead and make yourself a desirable asset in the commercial world, even if it's just for you. It is the era of the introvert, as making connections isn't about going out and mingling with others, but more inclined to meeting persons of interest via business connecting websites right from the comfort of your couch.

Even though more personal connections can take you a long way, great ideas and digital advertising on various social platforms are just as good.

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It's not enough to just put up a status and ask your friends to pass on the world, more than often it isn't fruitful at all. Making dedicated social media accounts, using custom hashtags along with traditional ones, creating blogs and even specialized pages or a website are a good way to get started.

To boost these social media ventures, it also helps to buy advertisement space online to increase your Internet Marketing technique.

## Learning from the Masters

Since Online Marketing is the game-changer of the century, Digital Marketing Certified Associate Training (DMCA) was founded. It can be taken both as a subject in universities and correspondence if you're pursuing another course or already working.

Even if you're a freelancer looking to do some simple copy-paste kind of online promotions, this course, and others are most helpful for results.

With the changing times adapting is survival of the most-skilled, so get learning and become a pro at Internet Marketing and beat the odds.



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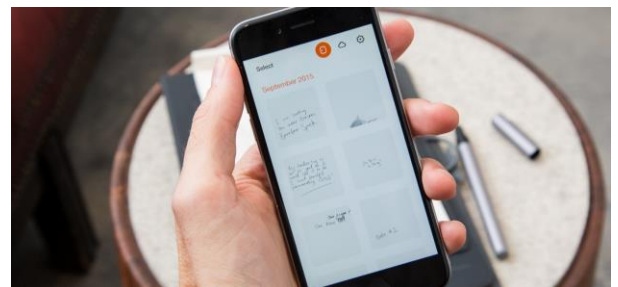
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## WACOM'S DIGITISING NOTEBOOK CAN FINALLY CONVERT HANDWRITING TO TEXT



If you're hesitant to give up pen and paper for all your note-taking needs, Wacom's Bamboo Spark digitising notebook has added another good reason to avoid a touchscreen stylus for a little while longer: handwriting to text conversion.

Surprisingly, this wasn't a feature that was included when the \$249 Bamboo Spark was first introduced. Notes jotted down on your paper of choice were still digitised so they could be accessed on the Spark iOS app, or online via Wacom's Inkspace cloud service. But what you wrote on paper was exactly what you ended up with on your mobile device; editing or copying text was simply not an option.



Wacom is updating the Bamboo Spark iOS app with the option to convert hand-written notes (in one of 13 supported languages including Korean, Japanese and Chinese) into editable text that can be copied into an email or archived in online services like Evernote or Microsoft's OneNote.

If your handwriting is barely recognisable, even by you, this update should make sharing your digitised notes considerably easier. It also gives the Spark iOS app vastly-improved search capabilities if you're terrible at keeping all of your scribbles organised.

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

## Samsung targets the mobile health market with new smart bio-processor



<http://www.coolest->

The Samsung Bio-Processor claims to be the industry's first all-in-one health solution chip, as it integrates Analog Front Ends (AFE), as well as the microcontroller unit (MCU), power management integrated circuit (PMIC), digital signal processor (DSP), and eFlash memory, which gives it the ability to process the bio-signals it measures without having to have external processing parts. Thanks to the integrated design, the Bio-Processor is small and innovative, and measures around one fourth of the total combined size, making it ideal for small wearable devices.

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<http://firebox.com/>

Did you know?

HP, Google, Microsoft and Apple were all started out of garages.

# INTERNET MARKETING IS CREATING STRONG CONSUMER RELATIONS

By: Nicolas Walters

As a businessman, you must continually look for new and innovative ways of making profits. Everybody knows the best way to up your sales is by advertising and marketing your business effectively. And Internet Marketing will help you with just that.

## The Internet is on Everyone's Mind

Why market on the web? This might be the first question that comes to your mind, especially if you are not an avid user of the internet yourself. And this issue is the first thing this article will answer.

Multiple studies conducted on consumers have revealed that a maximum number of buyers consult the internet before deciding whether to purchase a product. They made either look through social networking sites or may go through research on the web. Through this, they compare the prices and the qualities of different products.

## Customer Relations is Key

An important benefit of incorporating internet marketing as a business strategy is the effect it will have on your client relationships. Through the web, you can build a closer and a personal bond with your consumers thus strengthening the relationship. At the same time, it will help in reducing costs as online communication is the most cost-effective means of communication.

When a customer decides to purchase something from your online store, he strikes an invisible relationship with your company. And maintaining this relationship is your duty. You can email customers thanking them for their purchase and provide details of their order. You can keep them up-to-date on the latest offers and programs in your store. You can also invite customers to come on your website and share their views regarding your services. All this are critical steps in securing and cementing the relationship.

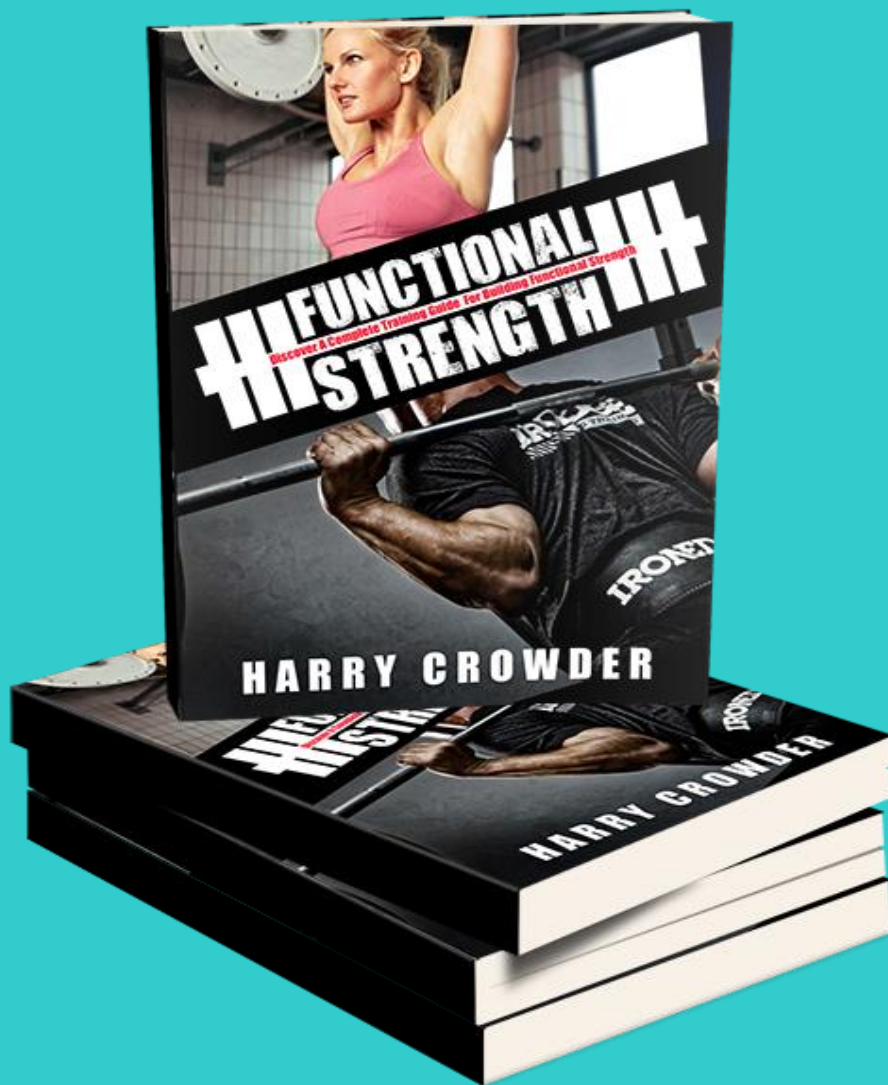
One important thing to remember is that as a business it is not only important to attract new customers. You must also focus on re-captivating your existing clients. Research has shown that this is the most profitable approach.

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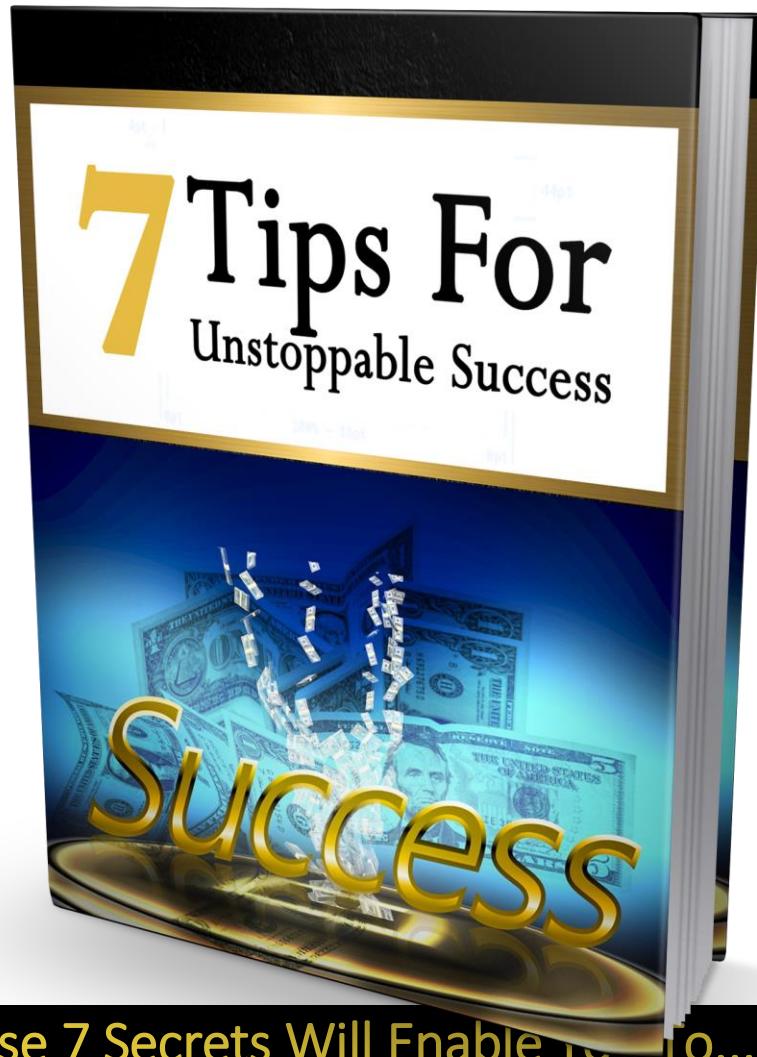
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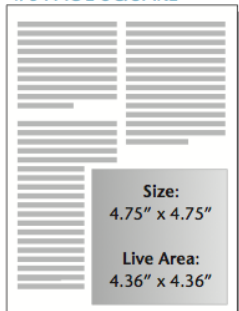


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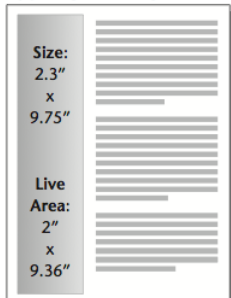
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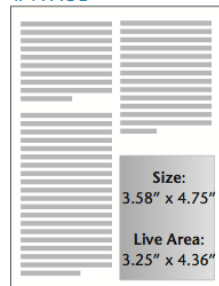
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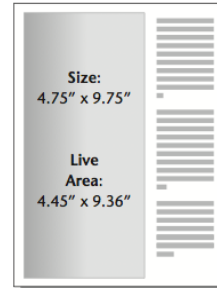
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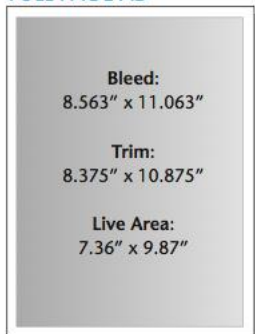
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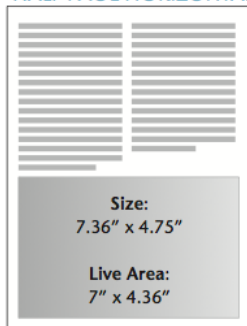
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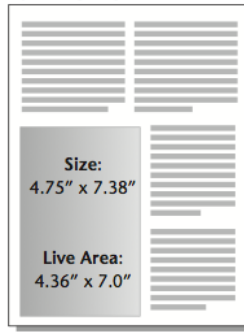
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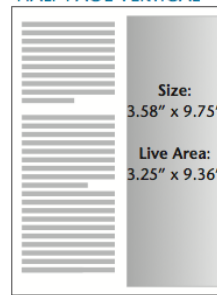
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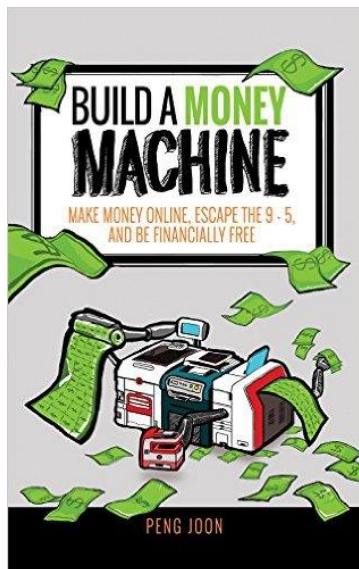
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### **Build A Money Machine: Make Money Online, Escape The 9-5, And Be Financially Free** By: Peng Joon

Build a Money Machine reveals a simple 5 step system used to build, grow and explode any business online. Each chapter is carefully constructed from the basics of starting out all the way to automating the entire business.

The book walks the reader through Peng Joon's journey from starting out in debt to becoming one of the top online vendors in the world.

Readers will learn how to find lucrative niches on the Internet, build and manage their websites without any technical skills, position themselves as an authority, get an unfair advantage to getting traffic and to living a life full of choices.



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If you're not a well-known store, lack of consumer trust is very likely a contributing factor. In a consumer survey, 8 out of 10 online shoppers said that they won't shop on a website they don't trust. The TRUST app addresses this by conveying key trust elements to the consumer, that reassure and legitimize your store.



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Vital Touch - The easiest way to gain your customers trust by connecting with them personally

Vital Touch helps you send a welcome email from you to your new customers after 30 minutes of their first purchase. It breaks the ice, builds trust in your brand and encourages future purchases.

With Vital Touch, everything is ready for you, an A/B tested email that was carefully written based on your and your customer's information. On-click install and you don't need to take care of anything else.

### **50 Great Ideas: Easy SEO for Business** By: Jodie Cook & Ben Cook



The 50 Great Ideas series brings you the best, tried and tested ideas and tactics for the major social media platforms.

Okay, SEO is not strictly social media, but social media has an increasingly important role to play. Search engine optimisation cannot be ignored by businesses in the 21st century and having a high-ranking site for relevant search terms can be of major benefit. Unfortunately, SEO can be confusing, challenging and costly if done incorrectly.

We've broken down this potential minefield into 50 actionable ideas that anyone can implement. We also reduce the 'black box' element of SEO by explaining exactly how and why each tactic works.

This book really is a must read for budding digital marketers who aren't familiar with on-page and link-building SEO tactics.

**?** Did you know:  
The Apollo 11 Lunar Lander which was used to travel to the moon, has less processing power than the processor of a cell phone.



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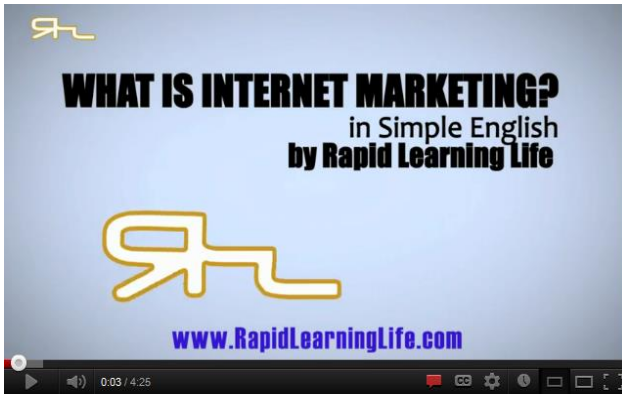
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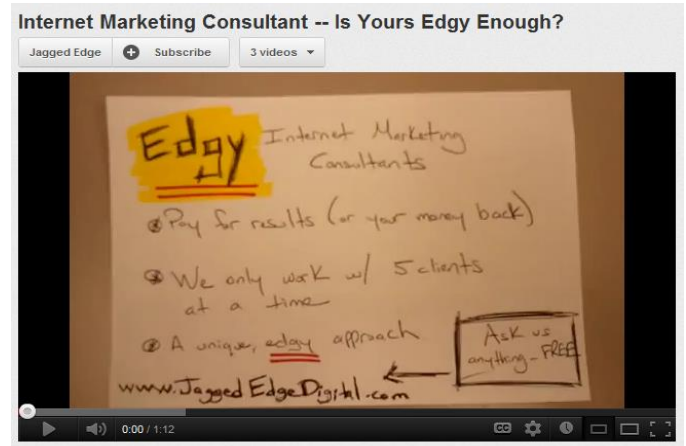
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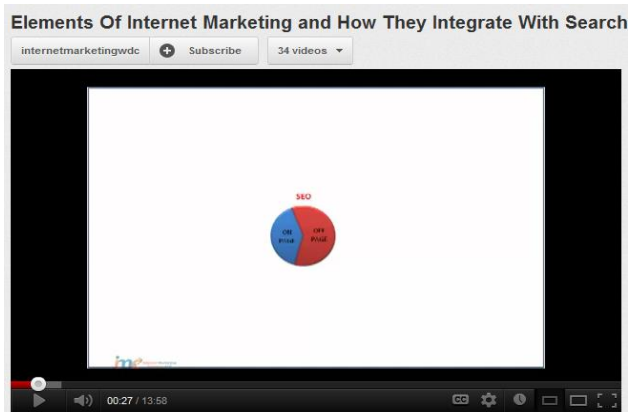
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# KNOWING ETHNICITY- A BIG HELP FOR INTERNET MARKETERS

By: Lorenzo Harris

The degree of accessibility among customers is the key to bliss for any trader who strives to stay competitive in an arena of internet marketing. It's never a flop idea to go through the doctrines of success mantras in marketing on virtual platforms. Ethnicity can be a crucial socio-psycho tool to address the issue of clients' vulnerability. **Data Collection is More Than an Activity**

Yes, you may find some workers in a marketing organization working edgily to collect details of consumers. There are exclusively appointed for this particular job. Data Analyst has been the name of a designation, and there exists a separate department now –a- days it.

This particular practice is very painstaking and requires an aberrant approach. That implies to adopting some smarter techniques.

## Where Marketers Miss to Hit it Right?

Market giants desperately work on getting data, but somewhere down the wire they lose on to decode the real mystery of people's inclination towards a particular brand, product or organization.

What often online marketers do is to attack customers' private life. A client seldom likes to be interviewed or asked about things frequently. So this is where retailers go a bit wrong.

*If a marketer believes that he/she can share some candid moments with the targeted customer, greater are the chances customer enjoys to respond openly.*



## Get attentive of Their Culture

This would not always be true that people have a disdain for details about them. If a marketer believes that he/she can share some candid moments with the targeted customer, greater are the chances customer enjoys to respond openly.

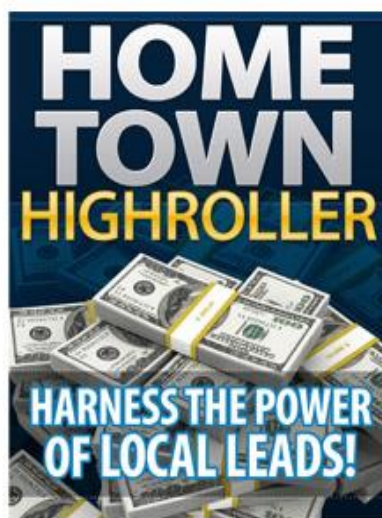
Let them realize the significance of the data being collected from them. This pleasant response of consumers can be earned by their ethnicity.

Ethnicity can be better understood by knowing the social group or native values of an individual. Also by knowing his/her residing places because these values vary from place to place or country to country.

Hence, understanding the cultural facet of customers can do wonders for the success of an internet market.

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## SOCIAL MEDIA MARKETING FOR YOUR BLOG- INTERVIEW WITH JENN HERMAN

By: Taranpreet Singh



***The big trend now is live video and I love when bloggers use these platforms to build their blogs. You can share live videos on relevant topics to build your audience and trust, while encouraging these viewers to subscribe to your blog.***

Jenn Herman is well known Instagram marketing expert. She is a successful entrepreneur who offers valuable blog posts about Social Media Marketing & its utility for online business growth to her readership at JennsTrends.com

As an Instagram marketing expert, Jenn is well dedicated to serve the target readers of her blog with the insightful subjects related to social media marketing as well as management ideas. She coaches & teaches other people to develop their marketing skills in her unique terms & methodologies. That's the reason why she has now become a globally recognized expert.

**Question 1: Social media management is an essential aspect to be covered while looking forward for blog growth? How should an effective strategy be developed for best results?**

**Answer:** A social media strategy is absolutely essential to growing a blog. The moment I started my blog, I avidly promoted it everywhere and attribute that to the success I've achieved. Your social media strategy should include posting to all of your social media sites (you should have accounts on all the major platforms). You should also be posting to Facebook or LinkedIn groups in accordance with those group guidelines. Look for blog sharing sites where bloggers are encouraged to share and promote each others content. Your social media strategy should also include deliberate and authentic engagement with other influencers and bloggers in your industry or niche.

**Question 2: With change in technology, marketers & bloggers change the way they work upon their blog. What kind of positive change do you feel with available technologies for Social media management?**

**Answer:** The big trend for NOW is live video and I love when bloggers use these platforms to build their blogs. You can share live videos on relevant topics to build your audience and trust, while encouraging these viewers to subscribe to your blog. You can use live video to tease or promote upcoming blogs. Get creative and find ways to use live video to your advantage.

**Question 3: Content planning & automation of social media posting are in vogue these days. How effective do you feel they are in utilizing the benefits of social media channels?**

Answer: Automation should only be used as a resource not a replacement. For example, yes, I schedule out blog posts to social media and use tools to tweet out old blog posts. This simplifies the process of sharing and is very helpful with time management. But these tools should never replace authentic engagement and interaction. That's why I don't like to use dashboards or other tools, but instead, log into every platform daily to stay directly interactive with my audience.

**Question 4: You seem to have an influential knowledge base about Instagram marketing. How bloggers & marketers can get helped in growing or monetizing their blog through Instagram?**

Answer: I recommend bloggers use Instagram to build their expertise and brand. Share all of your blog posts to Instagram (using your blog post image) and direct them to the link in your bio – which should go to your blog url. You can also share tips, tutorials, helpful insights, and other valuable content on your Instagram account to build your audience and presence.

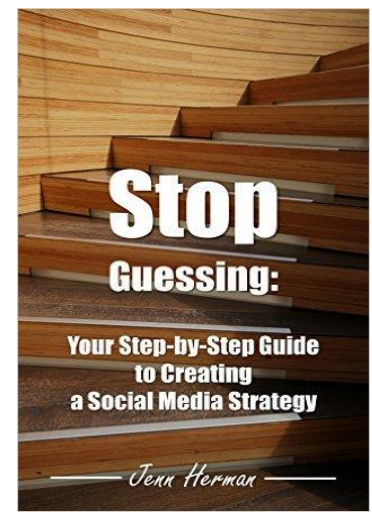
**Question 5: Creation of high quality images to be shared at Instagram needs professional touch. Can you suggest some technologically advanced tools with which that touch of high quality can be added?**

Answer: For people who struggle with creating quality images, Canva is a wonderful tool. Adobe just launched Spark which allows for social media image creation. Other apps (I like Photofy) are abundant in the app store as a way to add graphics, text, and other enhancements to your images.

**Question 6: The recent change in Instagram algorithm about what should be shown in the feed is a part of its business (as you've said in one of your blog post). Will it be having its effect on how Instagram is used for brand marketing?**

Answer: The Instagram algorithm will help businesses who already have good engagement as they will get better rankings in the Instagram feed of their followers. If you are doing well with Instagram, the algorithm is a good thing. If you're not getting good engagement, now is the time to focus on creating better content to increase your engagement.

**EVERYONE HAS SOME  
AUTHORITY ON  
SOMETHING. YOU  
DON'T HAVE TO BE AN  
EXPERT TO GET  
STARTED WITH A BLOG.  
BUT YOU DO HAVE TO  
HAVE AN OPINION OF  
YOUR OWN AND SOME  
EXPERIENCE IN THE  
TOPIC.**



**Question 7: Unlike Facebook & Twitter where outbound links can be added in each update, Instagram can be mainly utilized on the basis of Hashtags? What's the best way to cover blog updates through Instagram for maximum visibility?**

Answer: You definitely want to find all the best hashtags for your niche or industry. Think about the types of things your audience is looking for and include these in your hashtag strategy. Use these hashtags (you can use up to 30 hashtags on an Instagram post) on every blog post notification on Instagram to increase your reach and awareness. Then, make sure you include that call-to-action in your post caption to click on the link in your bio to read the post.

**Question 8: Why marketers & bloggers should develop a well defined social media marketing strategy?**

Answer: Social media is dependent on the level of planning you put in place. Yes, there are those very random people who find amazing success on a fluke, but you can't plan on this happening to you. Instead, you want to have a clear plan for all of your social media activities. This should define what your goals are, how you plan to achieve those goals, and how you'll measure that success over time. That way you can track your progress and determine what platforms, which posts, and which tactics are best helping you grow your blog.

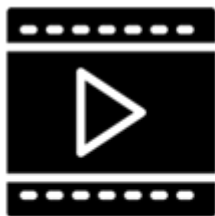
**Question 9: Last Question: Share your views about authority blogging as an entrepreneurial idea, which can credit a blogger with a 'BLOGGOPRENEUR' tag. Since with knowledge base, it is possible to develop a blogging business, be it in the niche of content marketing, social media marketing etc., how would you like to promote this idea in a few words?**

Answer: Everyone has some authority on something. You don't have to be an expert to get started with a blog. But you do have to have an opinion of your own and some experience in the topic.

I wasn't an expert in social media or Instagram when I got started but through repeated blogging, a strong social media presence, and constantly learning, I was able to establish myself as an authority.



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# UNDERSTANDING THE THREE ESSENTIAL COMPONENTS OF INTERNET MARKETING



By: Lola Brady

*Content strategically means every piece of work circulated with a chief purpose to help people to understand more about your business.*

Internet marketing involves promoting a business using online tools to connect with the potential target audience. There are hundreds of online tools and the every marketing resource your business chooses comes with its set of positives and negatives.

However, the strategy your business comes up with has a lot to do with the outcome of a marketing campaign. Small businesses especially commit a lot of trail and errors in the process of utilizing the internet for developing brand awareness.

Many small businesses randomly employ different marketing tools without any concern for the manner, which later ends up a failure. Effective internet marketing comes with developing intelligent marketing strategies and most importantly delivering value to customers.

Bear the following pointers in mind to make maximum utilization of internet marketing.

- **Social Media Marketing**

People nowadays spend maximum time over social media platforms, interacting and constantly engaging with their respective social circle. Thus, targeting your customer audience from one of these social platforms proves to be a win-win strategy. Nowadays, many social platforms provide independent ads services at budget friendly prices which make things all the easier for a business to reach out more people.

- **Content Marketing**

Many businesses often misunderstand the word "Content." Content is not fancy written works displayed over your website in the About Us section column. Content strategically means every piece of work circulated with a chief purpose to help people to understand more about your business. Content includes everything right from the video, photos, media, links, and more. Develop engaging content and stay ahead.

- **Email Marketing**

Everything fascinating about the internet is communication. The only task that internet does is that it breaks the barriers and allows people to communicate beyond boundaries. Emails are the most useful tools when it comes to communication. Business can make use of emails to drive more traffic, elevate the sale conversions and interact with the audience at extremely budget friendly prices.

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### ContactUs

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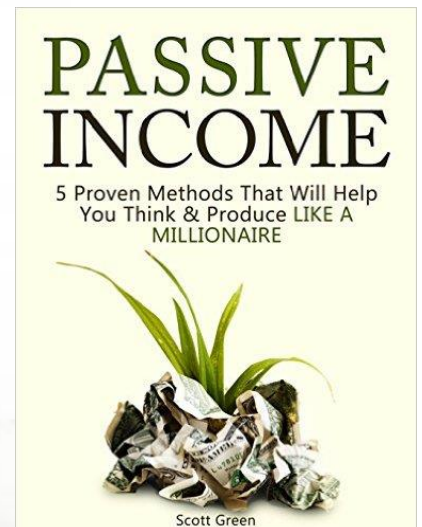
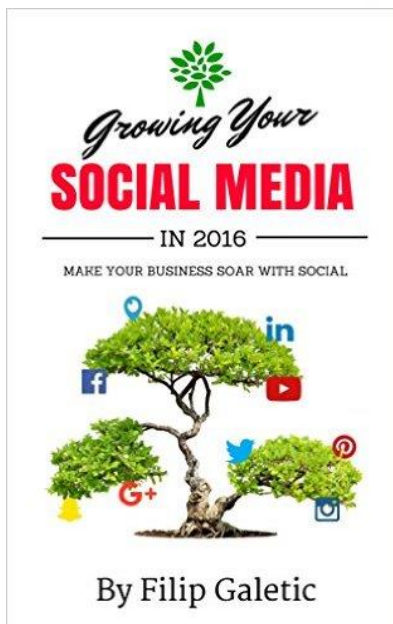
### Contact:

ads@makingwebmoney.com

### Make an offer

A great brand name for an  
internet marketing  
Product or service

**ViralInternetMarketing.com.**



## Quotable:



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



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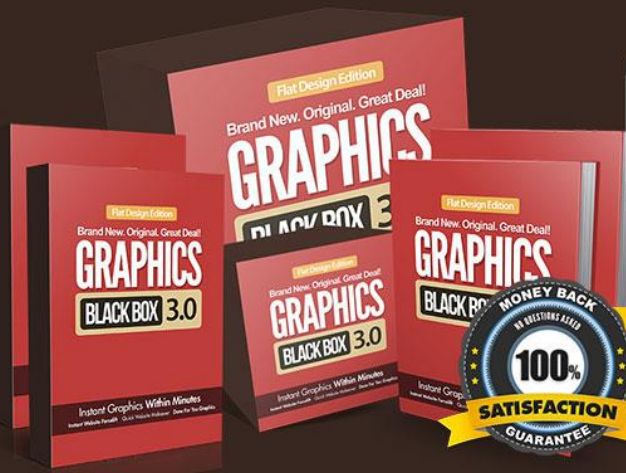
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# MWM contributors

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## **Jody Ellis**

Jody Ellis proves that age is not directly proportional to skills. She is still in her early 20's but she has incredible knowledge and skills when it comes to Internet marketing.



## **Velma Powers**

Velma Powers used to be a real estate broker, but she discovered her love for writing and Internet marketing in 2011. She now works for a big digital marketing company in San Francisco.



## **Ebony Diaz**

Ebony Diaz is a writer and entrepreneur. She runs a personal blog as well as a business blog. When not taking care of business, she enjoys travelling.



## **Ivan Copeland**

Ivan Copeland has been an SEO specialist for 4 years but his skills are impressive. He works full-time but he doesn't forget to enjoy. During his free time, he plays with his band and travels as much as he can.



# MWM contributors

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## Nicolas Walters

Nicolas Walters has been in the online marketing business for 5 years already. While not exploring Google and social media, he spends his time car racing.



## Lola Brady

Lola Brady is the name to call when it comes to SEO and PPC marketing. She works in a digital marketing company based in Melbourne. During her free time, she enjoys playing with her 2 kids.



## Lorenzo Harris

Lorenzo Harris owns a digital marketing company based in Canada. He started in advertising but when there was a boost in Internet use, he joined the bandwagon.



## Daisy Button

Daisy Button is a freelance Internet marketer. When she is not monitoring Google or analyzing online data, she travels around the world.



# HOW EFFECTIVE IS ONLINE MARKETING FOR SMALL BUSINESSES

By: Laverne Alvarez

Small businesses, especially the ones backed up by traditional ideology can often be heard saying no to online marketing. And they have their reasons for it. The question, however, is if they can prosper without putting up an online presence?

Allow me to answer that.

## Why Small Businesses Say No to Online Marketing

- They think that online marketing will fade.
- Or, it doesn't bring any benefits.
- Maybe they've tried and failed and now, don't trust the system.
- Maybe they don't need any more customers.
- Or they think it is a waste of money.
- Or they just don't get the idea of online marketing.

Every small business owner will give you one of their reasons. If you are one, you must have a whole list of reasons explaining why you don't trust or don't like marketing online.

## How Many of These Reasons are Accurate

Well, not many.

If someone is content with their current number of customers, perfect for them. But you can't dismiss an idea just because you don't get it at present.

## An Online Presence Establishes Your Legitimacy

Let's suppose I suggest your business to a friend called Rainbow. I can guarantee you that Rainbow will look you up online. Having a website seems like a not-so-important thing. But trust me, not having one makes people question your credibility or disregard you as a potential choice for their business.



## Online Marketing Expenses are an Investment

It'll bring back results. And if it didn't the last time, assuming you've tried and failed at some point, just refine your technique. Find a better agency, change the design, improve your quality. It isn't the idea that failed. It was the method you chose. So fix that.

## Also, This Doesn't Look Like A Trend That'll Fade

Strategies fade. New techniques replace old ones. Disciplines stay. So will online marketing. Sure, transformations will occur at some point. But with the technological high this world is on, online marketing isn't going anywhere.

So look again. Maybe now you won't brush aside the benefits of online marketing.

***Find a better agency, change the design, improve your quality. It isn't the idea that failed. It was the method you chose.***





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# INTERNET MARKETING RESEARCH TOOLS AND TECHNIQUES



**By: Daisy Button**

There is no specific definition of internet marketing. In simpler terms, internet marketing is simply the sale of products and services on the internet. If you are new in the world of internet marketing, it is important that you do some research. In this article, we bring you some of the tools and techniques that you can use in conducting your internet marketing research.

## Categories of research tools

Internet marketing research tools are of two categories: online research tools and offline research tools. All these tools are used by both small and mid-sized businesses.

*The purpose of audience research is to help in discovering who is watching TV, listening to the radio, surfing the internet and reading print media. If used in the context of internet marketing, the study will help you to profile internet users and determine the popularity of internet usage in general.*

## The use of questionnaires

Internet marketing researchers often use questionnaires when the research activity involves people. They can be administered online, person to person or administered in written form.

Questionnaires may be open-ended or closed. Closed questionnaires often provide the target category with alternative choices to a question, i.e., "excellent", "good" or "fair". On the other hand, open-ended questionnaires solicit unstructured reactions from the focus groups and capture them accordingly. They are in most cases verbal: people interact with images, messages or products and discuss them. Responses are then evaluated by the observers.

## Audience Research

The purpose of audience research is to help in discovering who is watching TV, listening to the radio, surfing the internet and reading print media. If used in the context of internet marketing, the study will help you to profile internet users and determine the popularity of internet usage in general. For instance, you will be in position to assess the advantage of using social media over websites when you use audience research.

## Database Research

Sometimes referred to as database mining, this form of internet marketing research exploits all forms of data regarding customers. It involves going through purchase records, average income of buyers and the buying habits of most customers. You can obtain data about average income of customers from the Census Bureau. This will then help you to structure your internet marketing strategies based on the available data.

Choose what befits your internet marketing needs.

# A Beginner's Guide to Internet Marketing

By: Justin Matthews

Today the internet is aggressively used by every business organization in order to create a market and to garner consumers for the products and services they provide. The dynamics of Internet Marketing has effectively changed over the years due to increased usage of varied social media websites and internet in general by consumers.

A business organization has to ensure that they use Internet Marketing to the best possible extent as it yields results and garners consumer's attention towards the organization's products and services alike. The following steps can be termed as a beginner's guide to Internet Marketing.

## 1. Planning a Marketing Strategy

An organization is required to plan a marketing strategy that incorporates the consumer's they wish to target, the light in which they want to show their products and so on and so forth. The marketing strategy must be planned around important factors in order to optimize the results.

## 2. Acquiring Website Traffic

Website traffic can be simply defined as views by the consumer. The number of views or traffic a blog page or a website generates is important. There are varied ways through which this can be possible one of which can be Click On Ads.

*Social Media is an important part of every consumer, and the business organization should make the best use of social media as possible.*

## 3. Making Best Use of Social Media

The business organizations can connect with n numbers of consumers by effectively and efficiently connecting with them through various platforms of Social Media. Social Media is an important part of every consumer, and the business organization should make the best use of social media as possible.

## 4. Improvising the Mobile Version of Website

This is an important step that must be followed by every business organization. Mobile phones are the new personalized personal computer and varied consumers prefer browsing the internet on their mobile phones and hence the mobile version of the organization's website must be made compatible and improvised.

## 5. Search Engine

Search Engine is the most powerful source through which the consumer and business organizations can connect. In order to use Search Engines effectively, the organization has to ensure that their website is the best possible website for that concerned product or service.

These are the simple steps that an organization can adopt in order to get started and have an edge in Internet Marketing over its competitors.





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# MWM back story

## HOW VICTORIA TSAI TURNED A GEISHA SECRET INTO A COSMETICS INNOVATION



The title on Victoria Tsai's business card is Chief Treasure Hunter at Tatcha, the skin-care company based on ancient Japanese traditions. It could very well say founder, CEO and product developer.

But Tsai has been on a continual hunt to find that ideal combination of living simply and naturally and appreciating this life.

And her journey reminds us all that if you have a problem or an issue, odds are good someone else is suffering from it as well. So fix it and build your business around the solution.

***Life is a gift,  
she says.  
Don't  
waste it.***



### Life Is a Gift

As a fixed-income analyst at Merrill Lynch, Tsai worked in the World Financial Center, which was across the street from the Twin Towers. So she saw everything on 9/11.

And everyday thereafter. "Every time they recovered another body we knew because they would cover it with the American flag," remembers Tsai.

And then her once-athletic husband got very sick for the next two years after the attacks. "And they still don't know what happened," she says. "Plus I just didn't believe in what I was doing anymore," says the Jersey Girl, whose parents came from Taiwan.

So she knew it was time -- they had to get out of there. Life is a gift, she says. Don't waste it.

### Fix Yourself First

She went back to business school and got a job launching consumer products in China. But she made the grave mistake of testing way too many of those products on her own face. She ended up with acute dermatitis – which is basically a bleeding, blistering red rash – and couldn't find anything to cure it.

In the process of researching a treatment for herself, she learned that the FDA has no oversight over cosmetics here in the States. "Ingredients are innocent until proven guilty here," she says. "There are no advance protections in place for consumers."

And the chemicals in some of the products she tested were obviously the reason for her current condition.

We often forget that the skin is the body's largest organ and 60 percent of what you put on your skin passes right through into your body. So Tsai got completely turned off by the cosmetics industry and went "the natural, granola route, but that didn't work either," she says.

When flying through Japan one day, she came across these blotting papers – thin papers you use to pat your skin and absorb the excess oil. They were made from the abaca leaf, which is more fibrous than a banana leaf, and hammered into a super-thin sheet.

Her skin started to dramatically improve with these papers and she learned that the Geisha used them.

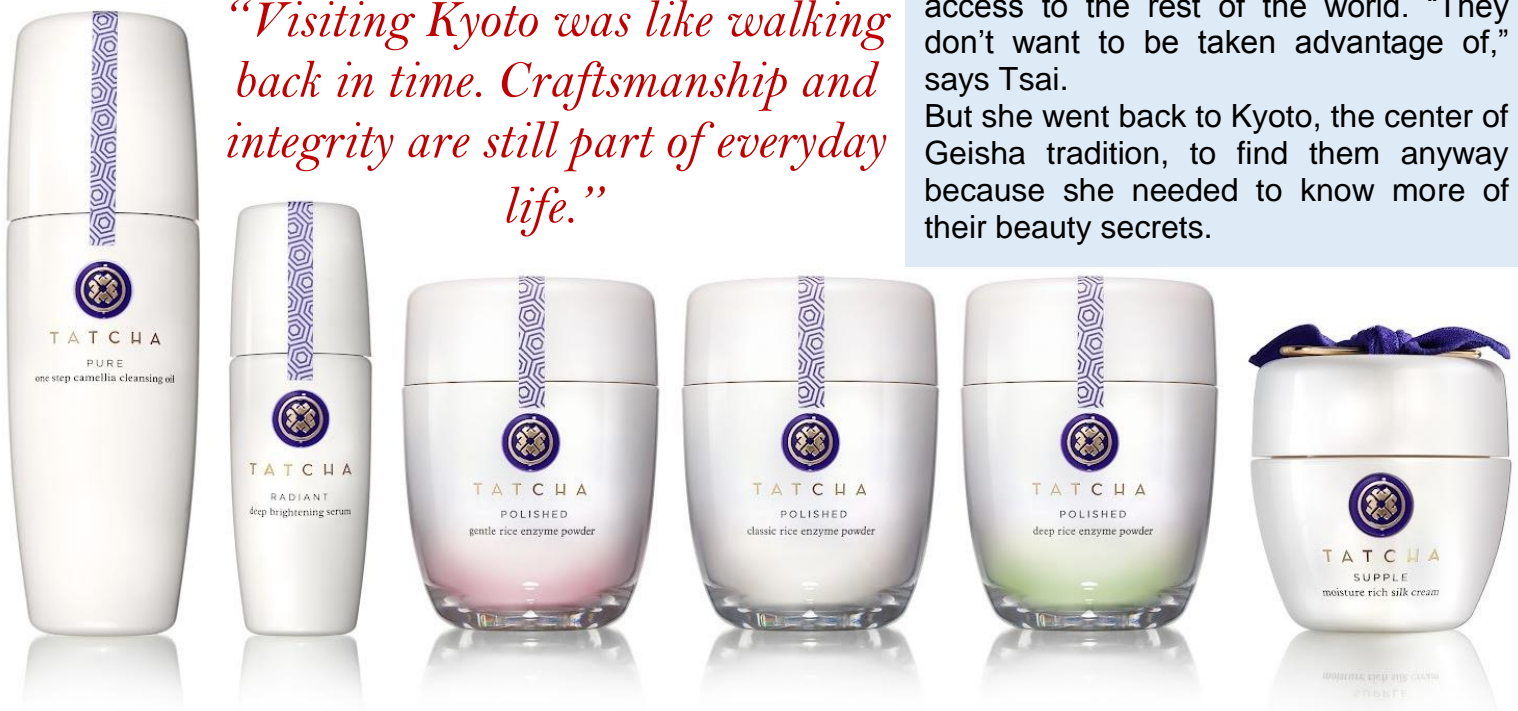
### Our Ancestors Just May Have Been Smarter Than Us

Geisha, which means arts person, are considered almost sacred in Japan. They are the female version of Kabuki actors.

Thanks to inaccurate accounts of sexual promiscuity, they have closed down their access to the rest of the world. "They don't want to be taken advantage of," says Tsai.

But she went back to Kyoto, the center of Geisha tradition, to find them anyway because she needed to know more of their beauty secrets.

*"Visiting Kyoto was like walking back in time. Craftsmanship and integrity are still part of everyday life."*







When Tsai met her first Geisha she was blown away by her beautiful skin – with that white makeup and without makeup. “It was magical to meet her,” she says.

She learned that what they put in their bodies they put on their skin. But they didn’t write anything down. For more than 300 years, these traditions were just passed on.

She eventually heard that there was one book with all the details, written 200 years ago. When she finally got her hands on it and had it translated, “I didn’t know whether to be delighted or disappointed,” she says.

It was super simple: In addition to the abaca leaf, they used green tea, seaweed, red algae, oatmeal, rice bran and Japanese wild roses.

### **Your Problem is Likely Someone Else’s, Too**

In the Western world, we are taught to believe that future discoveries must be better than what happened in the past. But, certainly not in this case.

“Visiting Kyoto was like walking back in time. Craftsmanship and integrity are still part of everyday life,” says Tsai. It inspired her and made her believe in something again. And she wanted to keep that feeling with her at all times.

It was then she decided to create a company that embodied these simple, old principles.

She sold her engagement ring and car to finance it. She took on consulting jobs and was even the superintendent of a building to make ends meet.

She found two partners and began the process of creating products -- those blotting papers -- made from these few ingredients.

When the first 10,000 arrived in big wooden crates, she panicked. “I really hoped other people were as obsessed with this piece of paper as I was” even though it wasn’t new or technologically advanced, Tsai says.

They put up a little website, “and there were crickets,” she says. The only people who purchased were a few good friends, whom she is forever grateful to.

She tried to hire a PR agency but they all turned her down. So she sent samples to magazine beauty editors and makeup artist.

And then people took notice. She was soon in every magazine, including O, the Oprah Magazine, and on the Today Show. Calls from stores started coming and today her blotting papers now are in every Hollywood star’s handbag.

Her skincare, all made with the same ingredients that the Geisha used, has taken off as well. While the company is private and doesn’t release numbers, 2014 results were made available and total revenue was \$12 million.

### **Be Grateful and Give**

Everyone asks Tsai about her “exit strategy” because that seems to be the top question when your company is headquartered in San Francisco.

But there is none. “I am on the 100-year plan,” she says. Her intent is to leave the company for her daughter and she wants it to stay in the family for generations to come.

And January 2014, they started a partnership with Room to Read, an organization committed to improving our children’s education. So every full-sized Tatcha skincare purchase funds a little girl’s day of school. She has since funded more than 1,500 years of school for girls in 11 countries.

“That is how I measure my success,” she says.

That’s how we all should. Life is a gift. Live simply.

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