

80
'How-To' Ideas

For Your Own
Small Business



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How to Develop Direction and Self-Motivation:

Developing self-motivation is something you may not have thought about before you started to work from home. Most work and life structures have been set up to provide motivation from an outside source.

For example, if you work at a job outside the home, instant motivation would be provided by the fact that you are working in a monitored environment where there is not much other to do than work. And so you work.

When you go to school, instant motivation is provided by a teacher who checks to make sure you have done your assignments.

But when you work from home, you don't have an instant motivation source on tap. In fact, if you have your own business, it may be time to learn a whole new set of skills you haven't used previously.

The good news is that self-motivation can be learned. It's not something that will come naturally to all of us, but with a little work and time you can develop it. Here are some tips to help you get started.

#1 – Be strict with yourself. Set a work schedule which means when you sit down to work you are working. Be firm with yourself and don't get distracted by any other activities. If it helps, set a timer to ring once your work time is finished. It's also important to try and work at the same time each day so that you can form a work pattern where both your body and mind are prepared to work.

#2 – Finish one thing before moving on. Ideas and creativity are the fun part of running a business but the other more mundane tasks need to get done as well. If you start a new project, see it through and don't stray from it. Avoid the lure to move on to another more exciting project. This can lead to you taking on too many things at one time and not completing anything to its full potential.

#3 – Know what you want. It's difficult to develop self-motivation and direction if you're unsure about what you're working towards. The first step for any business should be to write out a clear business plan and goal plan on paper. This is your new business map and will serve to keep you on course and moving in the right direction.

#4 – Reward yourself. It's easy to let our smaller achievements go unnoticed. But keep in mind that starting a running a business is a big achievement on its own. Take a little time to reward yourself for a job well done. If you finish a big project, treat yourself a meal out or that new book you've been looking forward to.

Small rewards can lead to increased motivation by giving us something to look forward to and strive towards.

If you're lacking a little direction or self-motivation, don't beat yourself up. Take comfort in the fact that it may not be something you've had the chance to develop previously. And use the tips above to start instilling a pattern of motivation in your mind.

How to Become a Successful Business Coach:

If you love helping people succeed and have a good mind for business, then becoming a business coach may be the perfect business to start. While the number of coaches seemed to have reached an apex in the past year or two, a good business coach is still in demand. Here's how to become a successful business coach.

#1 Create a business plan. Who is your audience? Are you going to target a certain demographic? A certain type of business owner or business model? A specific industry? Outline not only your business plan including marketing strategy, organization and the like, but also your strengths and weaknesses as it relates to being a business coach.

You'll want to outline your coaching program. How are you going to conduct sessions: on the phone, via email, in person? How are you going to charge your clients? What does a coaching program with you look like? Is it open ended or close ended, (meaning it lasts for a predetermined amount of time)?

#2 Decide if you want to become a certified business coach. There are a number of coaching institutions that will teach you all you need to know about coaching. They'll help you learn how to conduct a coaching session, what types of exercises and activities to give your clients to help them succeed and they will show you how to structure a coaching program and perhaps even how to start your own coaching business.

That being said, a coaching certification isn't required to become a coach. It may lend some credibility to your business, but ultimately the decision is up to you. If you have a list of prospects knocking on your door and waiting for you to hang up your open sign, then certification may not be necessary.

#3 How will you screen clients? Presumably not every client is going to be a good match for you and your coaching services? What does your ideal client look like? How will you screen them? How will you say no?

#4 Take an honest look at your schedule and decide how many clients you can take on at any given point in time and then create a strategy to achieve that goal.

#5 Finally, in order to become a successful business coach, you're going to need to market your business. Ultimately, word of mouth, credibility and authority are what will drive your coaching business. One extremely satisfied customer who is motivated to spread the word, say through a referral incentive, will help grow your business to a point where you have a full schedule.

Becoming a successful business coach is first about building a successful business. You need to know the ins and outs, fears and doubts for people starting their own business, and you need to be able to fill your schedule through referrals and word of mouth marketing. If you have a knack for helping people succeed, get out there and become a business coach.

People 'do' need you.

How to Become a Computer Coach and Programmer:

The job of a computer programmer is to write code for companies so they can accomplish their online goals. It may be something as simple as writing a bit of code to track affiliates or it may be more complicated project. While a computer programmer is still an in-demand job, many people would rather freelance and have the freedom of working from home on a variety of projects for a variety of clients.

The challenge comes when you need to build up a client base. If you're great at marketing yourself and networking with others, then making a living as a freelance computer programmer is certainly a very viable option. However, if you want to ensure your success as a service provider, you may want to add computer coach to your resume and broaden your offerings. Here's how to become a computer coach and programmer:

#1 Learn about the needs internet marketers have because they're going to be your clients.

#2 Learn about how to market to your audience - small business owners.

#3 Offer coaching services so you can show aspiring entrepreneurs how to accomplish many of the minor programming needs they have. You may be scratching your head and wondering why you'd teach them how to do something when you could make more money if they hired you to accomplish the task. However, coaching accomplishes several business building goals.

First, coaching puts you in the role of a consultant and gives you an abundance of credibility. People are willing to pay top dollar for your expertise, so you will make money coaching and you will position yourself as an expert with your clients.

Secondly, just because someone knows how to do something doesn't mean they're going to do it. Many people know how to write content and yet they outsource the task to ghost writers. Why? Because they don't want to write, because they don't have time to write or because it makes more sense financially to hire someone to do it and to focus on tasks that boost their income.

#4 Consider positioning yourself as an expert in a particular niche industry. When you narrow your target audience to a particular group of people, it's easier to become well known as an expert and it's easier to build a very profitable freelance business. It's also easier to stay on top of industry trends if your focus is a bit narrower.

#5 Market yourself using the same tools and strategies internet marketers use. Write and publish content, publish tutorials and hold teleseminars or webinars. Post audio and video lessons on how to do computer programming tasks and advertise on relevant websites. Consider PPC and social networking as marketing tactics to use as well.

If you have the skills and knowledge to be a computer programmer, position yourself as an expert by also coaching and teaching others how to accomplish programming tasks. It's a great way to establish yourself as an industry expert and a superior method to build your business.

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How to Become a Ghost Writer:

Being a ghost writer can be the best of both worlds. You have the opportunity to work from wherever you want, doing something you love to do. And because you hand over the finished product to your customer, you are relieved of the marketing and publicity tasks associated with successfully publishing a book. Top it off with the fact that ghost writers have the ability to learn about a wide variety of industries and that the pay can be pretty darned good, and you have the makings for a perfect career choice. So how do you become a ghost writer?

#1 Choose your niche and business model. Are you going to write on a variety of topics or will you specialize? For example, you can become a health writer. Additionally, will you ghost write any type of content i.e. articles, blog posts, books and reports, or will you specialize in one particular type of content? It's important to decide this in advance because it will help you not only hone your skills but also market your services and assess your competition. You can always expand your services or reduce them as your business grows and changes.

#2 Become an expert. The only way to prove you're worth salt as a writer is to write. And the only way to become better as a writer is to write. If you're going to focus on a specific industry or topic (and this is strongly advised because it enables you to focus your marketing efforts), then you'll want to gain recognition in your niche. That means publishing articles, reports and maybe even a book on the topic.

Don't worry, publishing can be a very straightforward process. The internet has made the process of self-publishing easy and straightforward.

#3 Create a portfolio. Using the content you've published and other samples of your work, you'll want to create a portfolio of samples your potential clients can review. This can be a labor-intensive process; however, it's worth the effort.

#4 Create a website. One of the benefits of working as a ghost writer is that you can work from anywhere and your clients can be half way around the world. That means, it pays to have a website which outlines what you do, how to contact you, what you charge and provides a glimpse into your portfolio.

#5 Begin marketing your business. Some ghost writers make a very good living through a bit of networking and word of mouth. And if you're a skilled writer, you can fill a year with projects with very little marketing effort. However, it always takes a bit of marketing to get your business off the ground, and it pays to have some sort of marketing strategy to fill in the gaps. Clients come and go, and a solid marketing strategy will help you replace them without too much stress or effort.

Again, one of the best ways of marketing your ghost writing business is to write and publish. Article marketing, for example, enables you to drive traffic to your website. You may also want to attend industry events and introduce yourself to people you'd like to work with.

#6 Continually strive to improve your skills. That means not only staying on top of your chosen niche industry, but also improving your writing skills. Attend conferences and workshops, read publications on writing and consider working with a writing coach.

Being a ghost writer takes a combination of writing skills and business skills. You're offering a service and if you remember to balance that with being a good writer, you're well on your way to a successful ghost writing career.

How to Become a Virtual Public Relations Advisor:

If you have a background in public relations and are looking to launch your own work-from-home business, you may want to consider becoming a virtual public relations advisor.

A virtual public relations advisor has all the same responsibilities as a traditional public relations specialist, communications specialist or media specialist, including:

- * Planning promotions

- * Event planning
- * Press release writing and distribution
- * Media contacts
- * Speaking engagements, scheduling and co-ordinating

The only difference is that rather than heading into the office to represent your company, you work from home for a number of clients and communicate via email, telephone, chat, video conferencing and fax.

According to the latest occupational data for 2010-2011, a public relations advisor makes an average salary of about \$55,000.

As a virtual public relations advisor you can charge by the hour, by the service or by the package. The hourly fee ranges from \$50-\$150.

Why Would Someone Hire a Virtual Public Relations Advisor?

The benefits of a virtual PR advisor are numerous for a business. Instead of paying an employee a full salary plus benefits, training and education, they only have to pay you when they need your services. They save money. And, your fees are almost guaranteed to be lower than if they hired a public relations firm.

If you're interested in becoming a virtual public relations advisor, consider the following steps to take:

- * Do a strengths, weaknesses, opportunities and threats assessment – SWOT. What areas are you strong in, where are your weaknesses, what opportunities match your strengths and goals and what threats do you see to attaining your goals? For example, a threat may be something as simple as significant competition in your niche or something a bit more daunting like a fear of public speaking. It'd be tough to be a public relations advisor if you're uncomfortable speaking to groups of people.
- * Once you've completed your SWOT analysis you'll have a good idea about where you stand. Now it's time to determine where you want to go. What are your business goals? Who is your ideal client? What are their problems and how can you solve them?
- * Create a business plan including how you're going to market yourself. Ideally, once you start building your website you'll also be compiling a portfolio of experiences, references and testimonials to your expertise.

* While putting together your business plan you'll also need to investigate the business requirements in your area. Do you need insurance? Permits? Certification? Check all of these things out, register your business and determine how you're going to manage your finances. For example, do you need a business bank account?

* Network. As a public relations advisor, who you know is almost as important as what you know. Network both online and offline to build your business and make connections.

- Finally, launch your business and enjoy the benefits of being self-employed.

How to Become a Sought After Website Translator:

If you have a second language in addition to English, you can make a good living as a website translator. As internet marketing continues to grow and expand, businesses all around the world are needing to have entire websites translated into English and other languages. Imagine the profitability if you get a handful of large websites to translate. Some websites have more than 100,000 pages. It's a big project with a potential for significant profits. Spanish, Chinese, and other European languages are in high demand.

So how do you become a sought after website translator?

One of the easiest ways is to bid on projects on freelance job sites. One or two projects under your belt gives you the credibility and portfolio to market your services. These freelance websites are also a good place to research the market.

Generally provider's rates run on the low end to be competitive. However, once you transition off of freelance job sites and are attracting your own clientele, you can up your rates to meet demand. When working on freelance websites it's recommended you collect an initial deposit because a translation

job can take several months potentially and you want to have some money to live on while you're working.

Among the freelance service-providing community there are a few keys to being successful and having a full schedule. They include:

- * Being professional 100% of the time. Don't talk negatively about your clients, their websites or their business. Always, ALWAYS, deliver projects on time or early. Don't change rates in the middle of a job (This means you may have to ask a lot of questions in the beginning to provide an adequate quote.) Respond promptly to inquiries and client questions.

- * Communicate effectively. Your job is to translate language; this means people will expect you to have good communication skills. Demonstrate your skills by sending clear and understandable email messages, having a website which is easy to read and understand, and by simply being easy to work with and talk to.

- * Become more than a translator. If you can offer insight, act as a consultant, you will offer more value to your clients than someone who merely translates. If you have a specialty in Chinese for example, and are translating an English written website for an American company, and if you can provide insight into the culture for the company you're translating for, you can help them position their website and their business effectively in the global market place.

- * Once you're up and running, don't forget to market your services. Word of mouth may be your most powerful marketing strategy; however, advertising, article marketing and search engine optimization will all help you fill your schedule with translation projects.

There's a wealth of projects just waiting for your expertise. If you have good knowledge of an in demand language, you can make a nice living translating websites. The start-up is low risk and you can get started without quitting your day job. To your success!

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How To Break into Ghost-writing:

So you want to be a ghost-writer? Congratulations. It is a rewarding lifestyle. You have the freedom to work when it suits you. You get to work with wonderful clients. Additionally, you are able to learn new things each and every day and focus on a skill you enjoy. However, as a ghost-writer, competition can be difficult. And breaking into ghost-writing provides some challenges.

Here are the top five tips to break into ghost-writing.

Tip #1 - Focus on a niche. A niche is a speciality. As a ghost-writer, a niche can help you establish credibility and authority. Your niche can be a topic, for example "parenting," or your niche can be a format like articles or blog posts. A niche will also help clients find you. They may search online for "parenting blog writers." If you've established yourself and created a website around that niche, they'll find you.

Tip #2 - Remember customer service. One of the most important aspects of being a ghost-writer doesn't have anything to do with writing. It's your customer service. This means professional communication, reliability, timeliness and of course a professional approach to requests, revisions and feedback. You're providing a service to a customer – if they have a good experience they'll recommend you to others.

Tip #3 - Network. Breaking into ghost-writing can be simply a matter of being in the right place at the right time. In order to create more opportunities, you may want to network online and off. The more people who know about your service, the more opportunities you'll come across.

Tip #4 - Price competitively. There are a number of ghost-writers who seem to write for next to nothing. And there are those who charge ten times what the market demands. Your job is to price yourself competitively. You want people to be willing to pay to try out your services and sometimes that means working for a little less than you'd like - especially in the beginning. Know that you can raise your rates once you're established. You might even consider doing some work on spec. It can pay off handsomely.

Tip #5 - Brag. Often writers are introverts. They also struggle with confidence. Half the time they think they're an amazing writer and the other half of the time they think everything they write is the worst ever. However,

in order to instil confidence in your clients you're going to need to at least fake it. Don't hesitate to list your writing accomplishments, credentials and experience.

Breaking into ghost-writing isn't difficult. It takes a plan, a commitment to succeed and the willingness to go out and market yourself. Trust that you'll soon have a full schedule, wonderful clients and you'll be living the writer's life. The life you've always dreamed of.

How to Become a Business Plan Service Provider:

Being a self-employed service provider is perhaps one of the most gratifying ways to earn a living. You make money helping people better their lives. If you have excellent planning, research and financial skills, one possible and potentially lucrative service-based business is to provide customized business plans. Here's how:

#1 - Write your own business plan. How are you going to market your business online and off? What is your business vision? Who is your audience? Are you going to specialize in a particular industry or offer broad-based services? Are you going to provide 100% of the work or will you outsource some of it to experts? What are your skills, strengths and weaknesses?

#2 - Decide how you're going to charge for your services. Will you charge a flat fee based on the predicted work required to create a custom plan for your client, or will you charge by the hour? Much of your work will be one-on-one with your clients going over their budget, their business model, their target audience and their goals.

From that point, you will need to work on your own to conduct market research and prepare the financial statements and projections. This can be a lot of work and depending on the client and their business industry and model, the hours you put into a project may vary. Additionally, if you specialize in an industry you may be able to retain some information, for

example market research, from project to project, making your turn around time much faster and more efficient.

#3 - Determine your target market. Are you going to cater to small business owners? Brick and mortar retailers or internet marketers? Are you going to help a business owner choose a business name and domain name? Are you going to help them register their business and obtain the proper licenses or are you going to stick to creating the business plan only? Are you going to prepare business plans for new businesses seeking funding?

According to the Small Business Association, a comprehensive business plan covers the following topics:

The Business, including a description of the business, marketing, competition, insurance and operating procedures. Financial data including loan applications, balance sheets and projections, and a detailed budget, along with supporting documents which include licenses, resumes, lease agreements, and tax returns.

That means you'll need to be proficient with financial analysis and documentation, adept at market research and completely organized and efficient. Because many business owners have a dream but do not know what is entailed in creating a comprehensive business plan, being a business plan service provider is a wonderful and potentially lucrative service to offer.

How to Capture Your Market Online with Viral Marketing:

Viral marketing is one of the best marketing tools to grow your business. If it's done correctly, you can go from obscure to what's on everyone's lips in just a few days. If you're new to the term, viral marketing is essentially capturing your market with a tool that's passed from person to person. YouTube is a perfect example of this as people love to share videos, especially funny or shocking ones. However, other products can be viral as well.

You can capture your market online with these viral marketing tools and tactics:

- * e-Books
- * Reports
- * Workshops, seminars or online course
- * Video or audio

In order to make these marketing tools viral you'll need to make sure they accomplish a few things. Viral means that they're passed from person to person and the more quickly items are passed, the bigger the market you're able to capture. So let's think about what makes someone pass along a bit of information. They'd forward it to a friend if it is:

- Entertaining. Humor is a great way to capture a viral market online. People love to laugh and if you can make them laugh and market your business at the same time, you're golden. Video is the easiest tool to capture an online audience with humor. Try creating a funny advertisement and posting it on YouTube.

- Thought provoking and/or controversial. Controversy can really get people talking. However, you must walk a fine line when going viral with a controversial book, report, video or other product because it can backfire.

- Valuable. Regardless of the fact that there's an abundance of information available online today, people still hold quality content in high value. If you can create an informative product, people will share it with others.

But how do you use a viral product to promote your business?

When using something like a video or audio, you can market your product or service directly in the content. You can also make sure to incorporate your company name and URL into the content.

The same holds true for any print product like an eBook or a report. Simply make sure that you include a link or two back to your website. You can also place an "about the author" type page inside your book and a separate page to promote your products and services. The choice on how you promote yourself is yours; just make sure to let people know where to go for more information.

To capture your online market with viral marketing you'll also want to make sure your viral content is placed where your audience hangs out.

Use social networking, advertising and PPC, article marketing and so on to draw attention to your viral product. Get the word out and then let your viral content do its job.

How to Use Cognitive Training to Improve Your Work Performance:

Want to increase your brain power?

Looking for more creativity?

Want to be more productive?

If you answered yes to any of those questions, then cognitive training may be exactly what you're looking for.

Business owners have a lot of hats to wear. You have to be a CEO, a sales person, a CFO, a technical advisor, a writer, and an innovator. All of this requires a lot of brain power. It also requires a lot of time and energy. Your brain, as cognitive theory goes, is like a muscle. The more you exercise it, the stronger it gets.

What is Cognitive Training?

According to many experts, cognitive training is the process of exercising the brain to make it stronger. Much like you'd lift weights to grow your arm and leg muscles, you can do exercises or "training" to strengthen your brain.

Most often people think of cognitive training when they're assisting people who are suffering from brain injury or illness. We're talking about things like traumatic brain injury or dementia. Doctors and therapists can devise specific exercises to help patients increase their brain power.

However, these same concepts can be applied to people without any impairment to strengthen their brain. One of the most powerful ways cognitive training can help is to help you learn how to focus. It's often used for people with attention-deficit issues. Additionally, cognitive training can help you change your mindset. For example, if you want to become a more

positive or confident person, you can use cognitive training to facilitate the process.

How Do You Use Cognitive Training?

There are actually several formal and informal ways you can go about strengthening your brain. Formally, you can find a number of brain training software programs online. They walk you through exercises and puzzles over a period of time. There are even mobile device applications devoted to the concept.

Informally, you can strengthen your brain by participating in a number of activities, including:

- * Ballroom dancing
- * Crossword puzzles
- * Learning a new language
- * Playing chess
- * Rubik's cube type puzzles
- * Sudoku
- * Learning a new sport, game or activity that requires intense focus

People who have undergone formal brain training activities and programs claim that they experience the following benefits:

- * Clearer thinking
- * Faster thinking
- * Improved memory
- * Increased awareness
- * They're happier, more joyful
- * Better concentration and focus

All of these are great attributes for life, and certainly for work and productivity. If you'd like to reap these rewards, cognitive training may be exactly what you're looking for. And if you believe that if you don't use it you lose it, then it certainly makes sense to exercise your brain.

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How to Make Your Content Go Further:

You probably spend a lot of your time, energy and money creating content. You know the importance of content to drive traffic, market your business, provide value and ultimately to support your business. However, chances are you're not making the most of your existing content efforts.

Here are a few key strategies to make your content go further.

E-books and Reports

One of the wonderful things about e-books and reports is the sheer size of them. There's a lot of content packed into a thirty page e-book or report. That thirty page e-book could be repurposed to create:

- * Articles
- * Blog posts
- * Guest blog posts
- * Email messages/auto-responders/business newsletter
- * Social networking posts (imagine the number of Tweets you could pull out of a thirty page e-book!)
- * Lessons for an online course
- * A workbook from the e-book or report, depending on the subject matter.
- * Audio files - Get really creative, read the e-book or report aloud and create audio files. Add screenshots and make it a video series.

Articles and Blog Posts

While articles and blog posts are generally shorter in content, they can still pack a powerful punch. You can use articles and blog posts in almost as many variations and formats as you can repurpose e-books and reports. Here are a few ideas to get your creative juices flowing.

- * Collect like articles and/or blog posts and create a report
- * Collect articles and/or blog posts and create an e-book. Organization is key here. You'll want to add an introduction and transitions to make the report or e-book flow. However, your organization will be the biggest time expenditure.
- * Pull tips or information out of blog posts or articles and post on social networking sites.
- * Re-purpose blog posts or articles for article marketing sites.

* Collect articles and/or blog posts and create an online course.

Finally, you may have a few pieces of content you're completely unaware of that can be tremendously valuable to you and maximizing your overall content strategy. They include:

Blog And Forum Comments

Your comments are often well thought out and valuable, right? These comments can be used as material for articles and/or blog posts. Don't let your input go to waste by leaving it to just one site. Reuse it!

Social Networking Interactions

Quite often the material you receive from social networking interactions is ripe for republication. Upon receiving permission from the contributors to your discussion, you can use the material as a blog post or article on your site.

Miscellaneous Downloads

This includes blueprints, worksheets, templates, mindmaps and other miscellaneous content. Your downloads can often be compiled into one large file for added customer value. It's a great way to add a bonus to a product, launch an opt-in list promotion or simply draw attention to your website. Collect your downloads into one nice package and offer them to your customers.

Before you sit down to implement next month's content plan, create a content maximizing plan too. Decide in advance all of the many ways you're going to reuse that content and watch your return on investment grow.

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How to Start Up a Convention Planning Business:

Love to plan events?

Are you organized and efficient?

Do you have excellent networking skills?

If you're answering yes to all three questions, then a convention planning business may be in your future. Here's how to start up a convention planning business.

Step One: Analyze your skills and experience. Do you have experience as a convention or event planner? If not, consider taking some courses on the topic or apprenticing with an event planning business. Many colleges and universities offer planning management courses and degrees. You can sit in on the courses or enrol. Additionally, there are courses available online and possibly in your community through community education programs.

Step Two: Gain experience. If you don't have experience, consider volunteering your services to begin with, meeting individuals in the field and making valuable connections. Many non-profit organizations would gladly accept the help of a volunteer and you can learn the ins and outs of convention planning while making a difference in the world.

Step Three: Consider getting certified. The Convention Industry Council offers the Certified Meeting Professional (CMP) and The Society of Government Meeting Professionals (SGMP) offers the Certified Government Meeting Professional credentials. They are not mandatory; however, they help to establish your credibility in the industry.

Step Four: Network. One of the best ways to make it happen - and with convention planning there's a lot to put together and "make happen" - is to know the right people. That means networking, making friends and connections with people who are in a position to help you. Go to convention planning association meetings and introduce yourself. Make friends.

Step Five: Launch your business. You'll of course need to set up shop both online and off. You'll need to register your business, market it, determine your policies and procedures and write your business plan. Create a budget and prepare your financial goals and projections. If you're going to be seeking start-up financing, your business plan is an essential document.

Step Six: Start marketing your business. Online you can market your business by advertising, networking with business owners and other event planners (who can recommend you if their calendar is full or they don't specialize in the services a client is seeking). You can also publish content that helps businesses plan conventions or hire the right event planner. Offline, you'll want to make connections with local business owners and you can do this by calling them on the phone to introduce yourself, by sending them brochures, by issuing a press release and of course by partnering with other businesses to market each other. For example, you could partner with a local hotel banquet manager or a convention center to promote each other.

Step Seven: Make time to analyze your goals and strategies on a regular basis. Part of being a successful business owner is making time to plan your business. A convention planner is no doubt a very time-consuming and active business to be in. Scheduling time to plan and grow your business is essential for success.

Being an event convention planner can be a lucrative field. Many convention planners get to travel, meet tons of fun and interesting people, and relish in a job well done once the convention is successfully complete.

How To Create a Great Landing Page with Eye-Catching Graphic Designs:

Your website is the first impression your visitors have of you. Like a book cover, your website has about 20 or so seconds to capture their attention or they'll click away. Great landing page design with the right eye-catching graphic design elements can pull your visitors into your site.

The elements of graphic design include:

- * Shapes
- * Lines
- * Color
- * Type

- * Images
- * Texture
 - Balance
 -

They all need to work together to create an overall appealing page. Balance for example would be offset if you have a large image or logo in the upper right hand corner of your page and no graphics or design elements on the left hand side of the page. They don't have to be symmetrical to be balanced. Each of the elements of graphic design can be integrated into your web design. For example, shapes, color, type or font and texture can all be used in the design of your logo. They can all be integrated into your header.

The focus of your website design should be to support your content, not to detract from it. Flash and other graphic images should always support your content.

Your Headline and call to action are actually design elements too. They will have color and type that will draw attention to them in a manner that appeals to your audience.

Your opt in box is another design element to pay attention to. Make sure your opt in box has a background color that makes the it noticeable. You want to draw your visitor's eye to it.

Images and photos. Images and photos can really bring your website landing page to life. There are two keys to remember, the first is that your website must load quickly which means your image files need to be small around 30KB per image or less, while still retaining medium to high quality.

The second key is that the image has to have a purpose. Is it there to evoke emotion? Is it there to demonstrate how to use a product? What is the purpose of the photo or image? For example, you may want to put your own picture on your landing page to help people relate to you and to build your brand.

Use design elements to help brand your business and to draw readers into your site like a good book cover will draw a reader to flip the book over and read the back cover. Your website design alone won't usually sell products or services but it will motivate your visitors to read your content and that's the first step to lasting success and a powerful landing page design.

How To Create a Squeeze Page:

If you're trying to build an opt-in list, and of course most internet marketing experts recommend that you do, then you'll want to create a squeeze page. These single web pages are designed to work as landing pages whose sole task is to collect opt-in list subscribers.

Squeeze pages are landing pages created to solicit opt-in email addresses from prospective subscribers. Let's take a look at how to build one:

Step #1 Get your website ducks in a row. Do you have a domain name, hosting company and a method for creating a web page? A squeeze page is a web page so your first step is to find or open whatever programming software or system you're using. If you already have a website then you'll just add a page to that site. If you're starting from scratch then your hosting company will likely have templates you can use or you can hire someone to create a web page for you. You can also create a web page with software like FrontPage or a WordPress template.

Step #2 Lay out your page. Your squeeze page will not want to have a multitude of graphics or flashy features. Everything on this page should be focused on getting your visitor to subscribe to your list, that's it. You will have some formatting in the form of a headline, bullets, a call to action and a form. You may also want a color scheme, logo or image that helps brand your page to your business. However, before you publish this page, make sure everything on the page supports the task of motivating opt-ins.

Step #3 Write your headline. Your headline, like a book title, has to capture the attention of your visitor in a matter of seconds and motivate them to read further. Make a promise, offer them something valuable, always make sure you're keeping your visitor's needs in mind when creating your headline.

Step #4 List the benefits subscribing or signing up for your email list offers. Bullet points are the easiest to read and you can highlight keywords in bold print to draw the reader's eye through the copy. Remember, benefits are not features. Benefits are about what signing up for your email list will do for your prospect. How will it benefit them?

Step #5 Write your call to action. Your call to action is essentially a statement that tells your visitors what you want them to do – sign up now!

Step #6 Create your subscription form. You can use a number of services to create this form, or if you know how to write code, you can do it yourself. You need to collect an email address and a name if you want to address future communications to this person directly. "Dear Amy" sounds much better and more personal than "Dear Reader." Paste the code onto your squeeze page and you're ready to publish.

Step #7 Follow-up. You may want to follow up with a confirmation to make sure the person intended to subscribe and a thank you for subscribing. Once your squeeze page is up and running you have three remaining tasks, test and track it for success, you may find that a little change in the wording of your call to action for example may motivate more opt in, or your headline could use tweaking. Test and track your page for results.

You'll also want to market your squeeze page through various marketing methods like PPC advertising and finally you'll want to provide your subscribers with all of the wonderful content you promised them. Once you have the ball rolling and have built a notable opt-in list, you can then focus on using that list to boost profits.

How to Create Personalized Gifts from Home with Your PC:

Imagine if you could create your own unique, and in-demand, business by personalizing speciality items. With personalized gift software you can create the at-home business you've been longing for with a few keystrokes. Here's how to create personalized gifts from home with your PC.

#1 Research your business niche idea. What type of products will you personalize and sell? The sky is the limit here. Personalized Gift software lets you personalize everything from cards and stationary to candy. Key chains, family trees, and even pet products can be created to represent your customer and their unique needs.

So the first step is to create a business plan, and that involves determining what products you're going to sell and what services you're going to offer. For example, if you're going to become a genealogy researcher you can create personalized family tree documents for your customers. Determine who your customer is, what their needs are, and how you're going to meet them. Plan how you're going to market your business and how you're going to charge and fulfil your orders.

#2 Research and purchase your office equipment. For a personalized gift business, you're going to need a computer and personalization software. There are several products to research. Look for a product that offers customization, is able to personalize your type of product and is compatible with your home technology. If you don't have a computer already, and a printer, you'll need those as well.

Because part of your business is printing personalized labels, look for a high quality printer. Many software programs allow a free trial, so consider trying the program out before you buy it. Make sure it's easy to use and the customer service is all you need it to be.

#3 Market your business. Whether you're marketing online or off, you're going to want to create a website. Your website will function not only as a means for marketing and promoting your products, but also to sell your products. When people can order online, it makes the shopping process quick and easy. You'll also want to make sure your website is search engine friendly and that your advertising and promotion strategies are working to drive traffic to your website. Content marketing is a good way to drive traffic as well.

#4 Gather your inventory and make a few sample products. Creating sample products will provide you with images for your website. It will also give you items to take with you when you participate in trade shows, networking events and if you rent a booth at markets or other events. These events are also a great way to market your business.

#5 Create an affiliate or referral program to expand your clientele and grow your business. Once you have a solid customer base, consider increasing it with an affiliate or referral program. And get ready to grow! Affiliates and past customers can be your best marketing tool, and you may soon find you've grown beyond your surroundings. Imagine needing a warehouse and a staff to help you with your business!

A personalized gift business can be a wonderful way to specialize and create your own business niche. Find some great software, plan your business and get ready for success!

How to Design Websites that Really Sell:

Designing a website can prove to be a challenge, especially if you are unsure what to include on your website. These days, customers are looking for more usability and less decoration – simple is better. Use the following tips to help design a website that will attract users and function well.

When designing a website, it is important to make a note of the aspects of the website that you want to shine through. If you are selling goods, you want to have a good layout for customers to access your products. Make sure you size your pictures small, but large enough to be shown. Because large pictures take longer to download, only make your pictures as large as they need to effectively showcase your products.

Avoid clutter. Too much information on one page will only serve to confuse your customers. This is not what you want to do. If your customers cannot navigate the website with ease, it is unlikely that they will purchase your products or service. It is also unlikely that they will ever return or recommend your site to friends and family.

Flash is not necessary. While attractive, it can take a long time to download and if your customers are running on dial-up you are talking several minutes. Many users will lose patience and move onto the next website in their list. If you like the look of Flash, offer it only as an entrance to your site, but also offer the option to skip the intro for those users who have slow connections.

Your content matters. If you sell products, emphasize why the products are so great. Draw your users in with catchy phrases and really sell the products to them. Avoid making your entire website sound like a sales pitch. Rather, leave the descriptions to the products and offer useful information on the rest

of the website – such as articles, tips and recommendations.

Include color but do not overdo it. Colors really help a website to pop, but too many colors or obnoxiously bright colors can be a turn-off. You can have the best products in the world, but if your customers cannot stand to look at the website, you will not sell much. The same is true for services websites. If your website is distracting your users from the information, it will not be in your company's best interest. It is okay to use color, but tone it down.

There are many tips out there to help you design an attractive website that will appease your customers. Keep it simple, yet attractive enough to draw viewers in. If you find that you are not happy with your results, it may be time to bring in a professional – make sure you hire one who enforces your ideas.

How to Become a Financial Writer:

Money is something we all have in common. We all want to be able to do more with our money. We want to make the most of it, make smart decisions and to learn how to make more money. Because of that, there are a lot of questions to answer, a number of financial products and opportunities to explain, and an abundance of confused people. This presents an opportunity for you if you like to write: Become a financial writer. Here's how:

#1 Determine how you want to make your living. There are a number of opportunities for financial writers. You can be a freelance financial writer, working for magazines, newspapers and writing for online clients. There is definitely a market for skilled financial writers.

You can also work for a company and write for them as an employee. Again, your employer may be a financial publication or a company that sells financial products. You could even work for a financial advising or planning company and write materials to help market them and inform their customers.

Finally, you can become a financial writer by writing, marketing and selling

your own financial information products. You can write books, reports and even create courses to educate others about financial matters.

#2 Educate yourself on financial matters. While some things stay the same, when it comes to money matters, other things change quite quickly. Depending on your chosen speciality (for example, consumer financial planning, financial markets, global finance, etc.), you'll need to make sure you're well versed on your topic so you can write intelligently and clearly. Industry jargon and technical language may work well if you're writing for financial experts; however, if you're writing for the general public then a knack for explaining things clearly, in layman's terms, is required.

#3 Create your portfolio. No, not your financial portfolio - your writing portfolio. Write financial content that addresses your chosen specialty or niche. These pieces are what you'll use to market your skills to freelance clients and/or potential employers.

You can build your portfolio by working on spec (the client pays if and only if they like/use the content). You can also build your portfolio by simply writing financial content that interests you and publishing it online on your own website or blog, on article marketing websites, or on content aggregate websites.

#4 Create a website. Regardless of your chosen career path, a website is beneficial. Use your website to market your information products and to market yourself to employers or freelance clients. Also, use it to educate and inform others.

There are many opportunities for financial writers, and if you're knowledgeable about financial or money matters and have a knack for writing, it can be a wonderful way to make a living.

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How to Flip Sites for Profit:

Flipping websites is a fairly new business. It's a lot like flipping houses only without the hammer and nails. When you flip a website, all you need are some research and internet marketing skills. Here's how to do it successfully.

#1 Find good sites. Just like when you're looking for a house to flip, there are key variables that must be in place for the flip to be profitable. To begin, a website needs to have a good domain name. It also needs to have some targeted traffic. You're not going to create miracles here; you're just improving on a solid foundation. If there's no traffic going to the site, it's best to move on. Finally, is the website generating any income? It's much easier to convince others to buy a site if you're able to show an increase in income.

#2 Settling in to make improvements. Okay so you've purchased the website you're going to flip. Now what? You will essentially do several things. The first thing you'll want to take a look at are the current SEO practices. Is the site coded correctly? Are there incoming links and internal links?

The second thing, and this may be the most important thing, is you'll want to put content on the site. This will involve keyword research to make sure the content is optimized for the search engines, and then of course it will have to be written. You can write the content yourself, outsource it or purchase PLR and tweak it to meet your needs.

Now, how's the navigation? How does the website look? If the website could use some aesthetic help, grab a free template, install it and you're on your way. Depending on the site's purpose you may want to install a few extras. Like, could it benefit from a forum? What about some AdSense or affiliate traffic?

Remember, people are going to be interested in purchasing this site only if you can show an increase in revenue, so this is the time to focus on that. You may also want to have the sales copy (depending on the website and business model) improved or completely rewritten. If you have a knack for sales pages, then this is a great way to improve the profits quickly and easily.

#3 Sell the site. Now you're ready to make a profit. You've increased traffic to the site, and have the records to prove it. You've increased the site's income, and have the records to prove it. Now it's time to put it on the market.

You'll want to value it and that can be a tricky thing. Some experts tell us that the value of a website is generally worth three to six times earnings before interest and tax. There are two ways to approach the sale of a website: you can email people in the industry who already have websites and may be looking for more, or you can post the sale on a site like eBay and let people bid for it. SitePoint also offers a websites for sale area.

Congratulations! You now know how to take a website, improve it and make some good money. Like anything, this business takes a bit of know-how and skill, so do your research before you jump right in.

Happy flipping!

How to Get More Traffic from StumbleUpon:

StumbleUpon is a search tool for internet surfers. By using a toolbar, users can give the thumbs up or down on recommended sites. StumbleUpon pays attention to your preferences and suggests pages based on your reaction and the reviews of others to sites. As an internet marketer, this is a great way to drive traffic to your site. Here's how:

Embrace standard SEO procedures. For example, it's important to tag your site in a relevant category so StumbleUpon can find you. Additionally, you'll want to insert the StumbleUpon integration code to pages in your site. However, you also want other people to stumble your pages, so don't list every page yourself.

Embrace standard copywriting procedures. People are going to stop and review your site if you have attention-grabbing headlines and relevant and valuable content. Some experts suggest making sure your site is extremely content rich with information that cannot be read in one sitting. That way you'll receive repeat visits from StumbleUpon.

Build a community. In addition to becoming actively involved with StumbleUpon so you know how it works and how better to optimize your content for the site, you'll want to build a community around your website. This way you'll be able to actively promote StumbleUpon on your website and in your communications, and visitors will naturally visit StumbleUpon, install the toolbar and start giving you the thumbs up!

Always give something away for free. You know the drill - to build your opt-in list and traffic to your site, give them something for free. This technique drives traffic from visitors that come to you via any medium, and StumbleUpon is no different. And they're more likely to give you a thumbs up if they're getting something for free – reciprocity.

Embrace standard website procedures. For example, make sure your site URL is easy to remember. Make sure your site is easy to navigate and make sure it's also appealing to the eye. People sometimes give a thumbs up just because they like the way your site looks.

Finally, ask people to rate your site. Ask friends and family to give you a StumbleUpon thumbs up. Ask current list members, customers and even associates to get on StumbleUpon and rate your site and actively promote StumbleUpon on your website(s).

StumbleUpon is a great social tool to build your website traffic, community and profits. Use it, promote it, and follow general optimization, content and website design recommendations. Once you're doing well on StumbleUpon, experts say your traffic can increase by as much as 800-1000 visitors each day That's nothing to stumble over!

How to Build a Healthy Business/Life Balance:

It seems many of us live a life of extremes. If we're relaxing, then we're doing absolutely nothing. And if we're working, we're at it so intently that we're completely stressed out. Wouldn't it be nice if every day was a healthy balance of work and play? If you could work without regret and play the same way? Good news - you can. It takes time, patience and a commitment. However, finding a healthy business/life balance is completely possible.

#1 Track the data. This may sound a bit retentive; however it's tough to know where you can make changes if you don't have accurate information. Simply track how many hours each day you're working and how many hours each day you're spending on fun, friends, family and yourself.

Note: if you're cleaning the kitchen or picking kids up from school, that's a third category. Somewhere between work and pleasure. Track that information too.

#2 Assess your happiness and that of the people around you. Realistically, take a good look inside. How are you feeling about your business and personal life? Are you happy? Satisfied? Fulfilled? Now, take a look at your friends and family. Do they feel they're getting enough of your attention and time? Do they make comments about the fact that you're always working? Do they seem to resent the time you spend on your business? If so, chances are there's an imbalance here.

#3 Now that you have both the data and your emotions and family's emotions recorded, it's much easier to see where you can make changes. You can see where you're spending more of your time and you can see how it's affecting you and your friends and family. Now comes the tough part - making changes and sticking to them.

Look at the possibilities and your resources. If you're working from 9-9 seven days a week, is it because you have to? Or are your time-management measures not holding up? Can you outsource? Can you create more focused work times? Can you schedule time for yourself? Can you schedule time for your friends and family? Scheduling it sounds a bit strange; however, when you set aside time to spend on your personal life, it forces you to manage your time a bit better.

#4 Become a better organizer. One of the best ways to find and maintain a healthy business and life balance is to become a skilled expert in the field of time management. Create lists, prioritize your tasks and focus on the most important, high impact activity first.

#5 Learn to let go. It takes practice but it is possible to focus on what you're doing right now and to let go of the fear, guilt and stress related to what you think you should be doing. Once you can accomplish that, you're better able to produce and to enjoy the moment. When you're with your family, be with them. Don't think about what you should be doing for your business and vice versa.

You control your life. You've created a fantastic business and you deserve the best of both worlds. You can have it. It takes a plan, commitment and an honest look at reality. If you're living an unbalanced life, make changes. Live the life you want. It's all in your control.

How To Hire a Good Ghost Writer:

In a business where content is essential and good content writers can be hard to find, hiring a good ghost-writer can be one of the best decisions you make. That being said, hiring a good ghost-writer isn't always easy. It can be a long drawn out process of trial and error to find the one you work best with. Here are a few steps to help you make the process easier and more efficient.

Step #1 Outline your project or content needs in detail. Not only what you need and when you need it but also the voice and style you want the content to be in. If you're unsure about the voice and style, find examples of content you like online. Create a package, blueprint or guide to be able to give your chosen ghost-writer.

Why create your project needs before you find a ghost-writer? Because you want to find someone who can handle your project and content needs. Ghost-writers have specialities and some have very specific styles. You want to find someone who can represent you accurately.

Step #2 Ask friends, family, business partners and associates who they do business with, who they know in the writing industry and who they recommend. Make a list of these names and research them online.

Step #3 Start researching for ghost-writers online. Do a Google search for writers who specialize in your niche or your content needs, search social networking sites like LinkedIn to find reputable ghost-writers and start sending inquiries. You can also post your project on freelance websites and have the writer come to you however you will be weeding through a lot of unqualified writers to find the one or two good ones.

Step #4 Check references. As the ghost-writers respond to your inquiries, start collecting and checking references. You'll also want to ask for writing samples and review them with an eye toward your writing needs. Keep in mind you're looking for a ghost-writer who responds to you in a timely manner, is easy to communicate with, professional and has a good reputation in the industry. There are many ghost-writers however not all of them are able to meet deadlines, write well and communicate effectively.

Step #5 Hire your ghost-writer and start them with a small test project. It can be something as small as simply writing a blog post or two. This test project is designed to not only make sure you've hired the right person but to also make sure you have an effective communication system down pat before you start with the big projects.

Finally, once you have a good ghost-writer working for you, keep them busy and pay them well and on time. Relationships are built over time and they're two way streets.

Take good care of your good ghost-writer and they'll take good care of you.

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How to Holiday-Prep Your E-commerce Site:

One of the best ways to ensure your business website capitalizes on holiday sales is to take extra care to prep your website before the holiday season is upon you. Not sure what a holiday website prep entails? Simple, just follow these five easy steps.

Step #1 - Holiday Search Engine Optimization

Assuming your search engine optimization is effective and running smoothly, website holiday preparation involves creating a separate search engine optimization strategy for the holidays. Spend some time researching the keywords and keyword phrases your customers might use during the holiday season to find your information. Optimize your site and new holiday content for these holiday keywords and keyword phrases. Add the required HTML coding and create a strategy to build incoming links for this seasonal strategy.

Step #2 - Make your website more user friendly

Broken links, graphics that take a day and a half to upload, and difficult navigation are all ways to lose a potential holiday customer. Make your website experience as positive as possible for your visitors. Give them every reason to want to stay on your site. Give them every reason to recommend your website and to come back often. This includes making your site searchable, enhancing navigation, adding holiday graphics and products or services, and offering a wealth of valuable content.

Step #3 - Is your server up to speed?

Are your website, software, and server, prepared for a rush of traffic and transactions? Find out how much traffic your website and supporting software can support and make sure it's more than enough to cover you during those peak buying times. Additionally, take some time to back up your site just in case it crashes. You'll be glad you did.

Step #4 - Protect your customers

In addition to making sure your policies, procedures and privacy statements are easy to find and up to date, make sure your customers' transactions are secure and protected. Update your SSL and only participate with vendors who

do the same. Identity theft is scary and customers will be more likely to purchase from you if they know they're protected.

Step #5 - Is your shopping cart functioning optimally?

Spend some time running through test transactions so you see what your customers see. How can you improve the user experience and make shopping on your site, and paying for products or services, as easy and enjoyable as possible? One of the most common causes of lost sales are abandoned shopping carts. If you need to get some new shopping cart software or tweak the process, do it now before the holidays hit.

The holidays are an optimal time to boost annual sales and to capitalize on an increase in website traffic. Making sure your website is ready for the influx of visitors and sales is the best first step you can take. Come December, you'll be glad you took the time to perfect your customer experience and website now.

How to Become a Home-Based Customer Service Representative:

If you're looking for a work-from-home opportunity and enjoy talking on the phone, then a home-based customer service representative opportunity may be exactly what you've been looking for.

A home-based customer service representative is generally hired as a contractor, meaning you work for a company making a wage - usually around \$8-\$18/hour. Generally, you're responsible for your own taxes and insurance; however, to be competitive and to lure the most qualified candidates, some call centers offer benefits like insurance and 401K plans.

Here's how to become a home-based customer service representative.

#1 Take a look at your technology. Most customer service representative opportunities require a few pieces of technology. They require:

- * A land-line
- * A computer
- * A noise cancelling headset for your phone.

If you don't presently have these, and not many of us already own noise cancelling headsets, then create a budget for them. Don't buy them yet; you want to investigate the company you'll be working for before you head out and buy the equipment.

#2 Be sure you enjoy speaking with people on the phone. They're generally calling because they have a problem, so not everyone is going to be pleasant. That being said, it can be a fun and rewarding career because you are solving people's problems and making money doing it.

#3 Decide what kind of company you'd like to work for. Companies that need customer service help range from technology companies to clothing companies. If you have an idea of your strengths, skills and interests it'll help you narrow down the companies you apply with.

#4 Research customer service companies. Generally a company will outsource their customer service needs to another company, which will then employ people to work from home. That being said, large companies may choose to hire their representatives in house. This means researching both types of opportunities. If, for example, you know you'd like to work for the home goods industry, then you might visit the websites of several major companies who make home goods.

You may also research the larger outsourced companies like:

- * Alpineaccess
- * Working Solutions
- * West at Home
- * Customer Loyalty Concepts
- * Convergys

#5 Fill out the applications for employment and read their technical requirements to make sure you've covered your bases. They're looking for motivated, well-spoken and professional people to fill these positions, so make sure you present yourself in the best light.

Working at home as a customer service representative is a wonderful way to make money if you're between jobs or looking to supplement the family income. And if you find the right company to work with, you can make a nice living as well. It offers the best of both worlds - a regular pay check and the freedom to work from home.

How to Become a Successful Home Business Consultant:

As more and more people turn to home businesses to supplement their income or to replace a 9-5 job, the demand for home business consultants continues to grow as well.

People are finding themselves in two main groups. The first is those who have found some level of success with their home business and need a consultant to help them grow their business. And the second is those who want to start a home business but aren't quite sure how to do it successfully. Both of these present an opportunity if you're interested in becoming a home business consultant. Read on to find out how.

#1 Analyze your strengths and interests. As a home business consultant you have the opportunity to specialize in a number of ways. You can specialize by catering to a specific industry such as affiliate marketers, a specific level of business like start-ups, or even a specific area of home business ownership such as marketing.

To decide how to specialize, consider your area of expertise and your personal strengths. If you have a lot of experience in business planning for example, then you could specialize by helping aspiring business owners plan their business for success.

#2 Analyze your weaknesses. Take a quick look at the areas where you may be weak and educate yourself in those areas or decide how you're going to compensate for them. For example, if you're not skilled or dislike the financial aspect of business planning, then you could educate yourself in the matter or partner with someone who is strong in that area.

#3 Create your business plan. In this step you'll outline who your target market is, how you're going to market your business, what services and/or products you're offering and how you're going to manage your business. Set your prices/fees and create your invoicing and fulfillment systems. You'll also want to include goals and the necessary steps to achieve your business goals. Ideally, you'll also outline and create your business website in this step or hire someone to create it.

#4 Network and get clients. This is often the trickiest step; getting that first client. Networking with your target audience both online and off is a good way to reach your audience. Additionally, content marketing and presenting yourself as an expert will also help you reach your audience and convert them to clients.

#5 Provide value. Content in the form of reports, audio or video programs, webinars and online courses are all great ways to provide value to potential prospects. It's also a great way to build a lead list. Provide the content for free and then market your business consulting services to your subscribers in subsequent messages. The content helps position you as an expert and gives you access to qualified prospects.

#6 Once you have the ball rolling and your first few clients, embrace a referral or affiliate business model to drive more business in your direction. A referral model would mean that you'd provide some sort of credit or incentive if clients referred new clients to you.

#7 Continue to provide value. As consulting businesses go, generally there will come a time when the client will no longer need your services. However, that doesn't mean you cannot continue to provide value to them. Content, like a monthly newsletter, will continue to provide information to your past clients and they'll be more likely to refer you to a friend or associate because you're in continuous contact with them.

Business consultants that offer value and specialize will always be in demand. Take time to plan your business and you'll achieve the success you desire.

To your success!

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How to Turn Your Ideas into E-Books:

Information marketing is a wonderful business model. It can be quite lucrative as a stand alone business. You can also incorporate it into an existing business model for more profits and credibility. However, sometimes taking that leap from idea to e-book can be quite a challenge. Here are a few ideas to get your idea turned into an e-book reality.

#1 Get someone else to write it. No, we're not talking about hiring a ghost-writer, though that's certainly an option. Some of the best e-books are actually collections of articles written by industry experts.

For example, if you have a website devoted to dog training and want to write an e-book about training your dog unusual tricks, you could ask ten animal trainers to each contribute their favorite trick to the book. Each dog trainer would get exposure for their business in the book and you'd get a complete, and quite valuable, e-book to sell. You didn't have to write a single word!

#2 Break it down. Sometimes the hurdle between book idea and actual product is a feeling of being overwhelmed. There's an easy way around that challenge. Break your main topic into ten to twenty supporting topics. It may be easier to pose them as questions.

For example, an e-book on sales techniques might have the following supporting points or chapters:

- * What are the benefits of better selling?
- * How do listening skills play a role in increased sales?
- * How important is relationship building?
- * Should I network for more sales?

Each of these supporting chapters can then be divided even more into ten or more supporting points. Thus, for a ten chapter book you end up with 100 smaller, almost article size, topics to address. It makes writing a book much more manageable.

#3 Turn to audio. Some people just don't have the time or the inclination to write a book, but still want the results. No problem. You can create an audio file instead. There are actually two ways to approach this. You can interview people on your topic, have the interviews transcribed, edited and polished.

Then compile them into an e-book format.

Or you can simply speak your book and then have someone transcribe it and edit and polish it into an e-book. For some, it's easier to flesh out their ideas if they're talking. If this is you, consider recording your book instead of putting fingers to keyboard. Additionally, there is software like Dragon Naturally Speaking that will transcribe your audio for you. This saves you the cost of a transcriptionist, though you may still want to hire someone to edit and polish your book.

Finally, though we did mention it in the beginning, if you do have an idea for an e-book but don't have the time or inclination to turn it into a reality, then consider hiring a ghost-writer. Look for one who is experienced with writing books. Discuss your needs and work together to turn your idea into e-book profits.

How to Effectively Integrate your Online and Offline Marketing:

There's no doubt that offline businesses can benefit from online marketing. However, did you know that online businesses can benefit from offline marketing too? The trick to maximizing both is to integrate them into one cohesive marketing strategy. Here's how:

Step One

What are your goals for each? What do you want to accomplish? There are a number of goals you might consider. They include but are not limited to:

- * Driving traffic
- * Increasing awareness
- * Strengthening brand
- * Building your opt-in list
- * Boosting credibility and authority
- * Attracting partnerships and affiliates
- * And of course selling products or services – increasing sales

Step Two

What tactic(s) will help you reach your goals? Offline you have a number of tactics at your disposal. They include but are not limited to:

- * Flyers
- * Radio advertisements
- * Television ads
- * Print ads
- * Media spots – radio or television interviews
- * Press releases
- * Publicity – events
- * Direct mail
- * Yellow pages ads

And of course online you have a wealth of tactics to choose from as well, including:

- * Email marketing
- * Article marketing
- * Social networking
- * PPC advertisements
- * Banner and text ads

Integrating your online and offline marketing is where the real challenge and opportunity begins. Before you implement any tactic, explore how you might integrate the two for maximum effect. Create a comprehensive strategy to accomplish it. For example, if your goal is to drive traffic to your website, you could offer a free report. You might market this report by:

- * Radio or printed ad
- * PPC (pay per click) ad
- * Social media exposure

Step Three

Launch the campaign. Here's where you're really going to need to pay attention and where integration can be effective. There are three keys to successful marketing integration. They are to launch your campaigns:

- * Simultaneously – Launch your radio and print ad at the same time you launch your PPC ads. This way you're capitalizing on momentum. You're also

in control of how long the promotion lasts and you're being consistent.

* Complimentary – Make sure the campaigns complement each other. Continuing with the same example, your radio and television advertisements are going to be driving traffic to your website for your free report, just like your PPC advertisement. You want to make sure your offline and online marketing tactics support the same goals and each other.

* Consistently – Consistency is important. Your marketing tactics are designed to promote your business, increase awareness and exposure and strengthen your brand. If they have a different voice, personality and approach, the inconsistencies will be noticed. Your prospect who hears your advertisement on the radio is expecting to find the same tone, personality and voice at your website and supporting marketing materials.

Step Four

How will you track success? Often, offline marketing tactics are more difficult to track and test. However, if you have the same goals, then testing may be easier. For example, if your call to action in your radio and television advertisements sends people to a website, then you can track your traffic to that particular URL and analyze increases in traffic. Tracking success is an essential element of any marketing tactic or strategy, regardless of whether it's online or off.

When creating your marketing strategy, take a look at where your prospects are and create tactics that reflect that. Most often, you'll find that a little offline marketing works quite well to build your business, particularly when it's integrated with your online tactics.

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How to Make Money on the Internet If You Love Writing:

If you have a knack for writing, enjoy learning and researching and are looking to make money from this passion, writing for the internet may be the answer you're looking for. There are many ways to make money on the internet if you love writing. Let's take a look at the most common ways to make money writing for the internet and how to make it happen.

#1 Sales Copy - A copywriter is someone who writes sales copy and if you've spent any amount of time online lately, you know that the internet is jam packed with people selling a myriad of products and services. As an internet copywriter, you can write sales pages, landing pages, emails, and advertisements. The demand for skilled internet copywriters is high and if you can produce sales copy that converts prospects into buyers, you can make quite a good living.

#2 Blogger - While the data is inconsistent, there are reportedly more than 100 million active blogs online. While many of these blogs are journaling type blogs, many more of them are online to make a profit. That means they're owned and operated by businesses and entrepreneurs. The good news for writers is that many of these business owners outsource their writing – they're looking for people to blog for them. If you enjoy writing blog style content or if you have a passion for a certain niche or industry, for example, green tea or fitness, then you can actively pursue blogging for pay in these industries.

#3 Content writing - Websites need content, lots and lots of content. They need articles, e-books, reports, case studies and so on. All of this traffic helps them attract traffic to their websites, improve their search engine rankings, and provides information and a benefit to their audience. Many internet entrepreneurs also sell their content as information products. Where do they get all this content? They outsource it to freelance writers, of course.

So how do you get these internet writing jobs?

As an internet writer, you're starting a business as a service provider. That means naming your business, marketing your business and of course being paid for your service. Initially, because you're writing for the internet, you're going to want to do two important things:

1. Create your website
2. Create your portfolio

A website will outline who you are, why customers should hire you, your policies and procedures, how to contact you and any other relevant information. It may also have a portfolio of samples so you can show your prospects what they're getting.

Your portfolio speaks to your writing skills and tells your prospects exactly what you're capable of accomplishing for them. Many of your samples, in the beginning, will have to be created specifically for your portfolio. However, as your client base grows, you'll be able to put their projects in your portfolio.

The first customer is often the most difficult to get, but job boards and non-profit/volunteer work can help pave the way.

How to Turn Your Jewellery Making Hobby into a Successful Business:

Do you enjoy making jewellery and wish there was a way to make money from it? Good news - there is. You can turn your jewellery making hobby into a successful business. Full time, part time or somewhere in between, you can create a business selling your jewellery. Here's how:

#1 Research your competition and your market. The first step to creating a successful business is finding a unique niche or market. If you make a variety of jewellery types and styles, then there's a great chance you can find a unique niche. Research online to learn who your market is and who your competition may be.

In addition to researching jewellery websites, also visit [etsy.com](https://www.etsy.com), [eBay](https://www.ebay.com) and other seller websites to see what's available there. Based on your research, determine the approach you want to take. Do you want to specialize in single stone rings? Do you want to specialize in zodiac jewellery? What's your unique niche?

#2 Create your inventory. In addition to having an inventory to sell from, you can take photos of your items for your online catalogue. Potential customers will want to see samples, and the photos of your jewellery will motivate them to purchase. Have fun with this part of the business-building phase and do your best work.

#3 Price your jewellery. This is the fun part; don't under-price your jewellery because you want jewellery to sell it. Price it for what it's worth, price it to make a profit, and price it competitively. This will require a bit of research.

#4 Create your website, or have someone create it for you. Your website needs to accomplish several goals. It needs to market your business and your jewellery. This will be accomplished with several tactics, including search engine friendly content, a product catalogue and information about you and your art. You'll also need some way for people to order jewelry, a shopping cart system, and a fulfilment procedure.

#5 Consider creating stores on other websites like etsy.com, eBay, or even Amazon.com. These sites offer you the ability to create 'stores' and they manage the shopping cart and search engine aspect of business. It can be a great way to start out.

#6 Market your jewellery. There are various ways you can market your business. In addition to creating stores on the websites mentioned in #4, you can also advertise online or utilize content marketing and search engine optimization tactics to drive traffic to your website. However, don't forget your community. Friends, family, and local advertising can be a wonderful way to get your first few clients. In fact, word of mouth is one of the best marketing tactics.

For example, you could host a home party to sell your jewellery, or give your jewellery to family to wear with the agreement that they hand out your card every time someone compliments them on their jewellery.

Congratulations! You're ready to launch your business and make money from your jewellery hobby. Have fun with it and enjoy the process.

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How to Launch an Online Toy Store:

If you love toys, and who doesn't, then owning your own online toy store can be a dream come true. And with all of the amazing resources available online, it's actually a fairly straightforward process to launch your online toy store. Here's how:

#1 Plan your business. Here are some important questions to consider:

- What are your goals?
- How are you going to market your business?
- How much time are you devoting to your business?
- Are you a reseller?
- Are you going to join a direct sales company?
- Who is going to handle the responsibilities of owning and operating an online business?
- Are you going to outsource work or hire employees?
- Is this toy store going to be part time or full time for you?
- Who is your market?
- How are you going to test and track your products, systems and strategies?

Using the answers to these questions, create a solid business plan.

#2 Decide what your foundation is going to be. For example, are you going to open an eBay store, use Amazon or Yahoo, or go out on your own and build a site and host it yourself? This is a tough decision and it's important to do a bit of research, analyze your options and be honest about your goals, skills, time and commitment.

#3 Register your domain name. If you're using a service like Amazon or Yahoo you can register your domain name there, otherwise you can use any domain name registration service. Do a bit of keyword research before you brainstorm domain name possibilities. You want your store to pop up in the search engine results when people are looking for toys. For example, if you're going to sell ethnic toys like Russian Matryoshka Dolls, then you may want to call your store RussianDollStore.com if those are commonly searched terms. Keyword research is important to online success.

#4 Build your store. If you're using a merchant service like eBay, Amazon or Yahoo, they offer the ability to walk you through the store-building process

step by step. This is great if you have a restricted budget and cannot hire a web designer, or if you're merely dipping your toe in the water so to speak and don't want to initially spend a lot of money.

#5 Register your business. Look into your state or local laws regarding business ownership and establish yourself as a business. Get a business bank account, a tax ID number and take care of the legalities.

#6 What kinds of toys are you going to be selling and where are they coming from? You may already have the answer to this question, or you may not. There are actually many options for selling toys. You can purchase toys for resale, become a direct sales consultant for a toy company or if you're skilled you can make your own. It all depends on the type of toy store you want to open.

#7 How are you collecting payment and how are you fulfilling your orders? Yahoo, Amazon and eBay all facilitate this process. However, if you're doing this on your own (and it's most certainly possible), then you're going to need to determine how you're accepting payment and how you're shipping and fulfilling orders. You're also going to need to find a suitable shopping cart system if you're building your toy store on your own.

You're now ready to launch - congratulations!
Owning a toy store is going to be fun and rewarding.

How to Launch a Yahoo! Store;

When it comes to building, managing and owning a store, Yahoo merchant solutions are a perfect solution for aspiring entrepreneurs who are looking for a step-by-step solution and one-stop shopping. Yahoo is a large entity as you no doubt already know, and their merchant solutions are thorough and well established. If you're considering starting an online store, check out Yahoo and read through the following steps to determine if it's the right choice for you.

#1 The first decision you'll make is which plan to choose. There are three: Starter, Standard, and Professional. Each comes with a \$50 set-up fee, a monthly fee, and a list of features to help you start, build and manage your store.

#2 Choose your domain name. A domain name will ideally represent the products you're selling. For example, if you're selling gift baskets then ideally "baskets" or "gift baskets" will be in your domain name. You'll want to brainstorm a list of possibilities, do a bit of keyword research, and then check and see if your favorite picks are available. Always opt for a .com whenever possible.

#3 Once you've chosen your plan and registered with Yahoo, it's time to design your store. There are three options for this. You can use their wizard to walk you through the process, you can customize your own using your own website-building software, or you can outsource it to a professional. There's actually another option and that's to purchase a Yahoo store template. You can use it as is, customize it yourself or hire a professional to fine-tune it to meet your needs.

#4 Add your products. This is where you'll start adding photos and descriptions. Quality photos are essential and accurate and detailed descriptions will help sell your products. You can use Yahoo's wizard to walk you through the process or you can upload the items yourself.

#5 Establish how people are going to pay you. Yahoo will walk you through setting up an account with PayPal or another merchant service so you can accept credit cards. Depending on the type of merchant plan you have with Yahoo, they'll take 1.5% to 1% of your sales.

#6 The next decision and step is to establish your shipping and fulfillment policies and procedures. Again, and this is why Yahoo is so user friendly, they'll walk you through the process. You'll want to establish shipping rates and carriers. You'll also want to set up your sales tax rates using the Yahoo wizard.

#7 Launch. When you're ready to go, there's an "Open for business" button you can push to start selling. But you're not done yet...

#8 In addition to managing your business, you'll want to market it. Tell people about your business, create an advertising and marketing strategy and start networking. Drive traffic and customers to your store so you can make a profit.

Yahoo stores are extremely user friendly and many long-time internet entrepreneurs still use the store's tools and set-up to start new businesses. If you're interested in becoming an online retailer, check it out.

How to Let Go of Negative Thoughts and Unlock Your Business Potential:

Mired by negative thoughts?

They can hold you back from achieving all you're capable of.

Some negative thinking is habit, some is created by lifelong limiting beliefs and some is just plain old procrastination. When you learn the cause for your negative thoughts you can release them and unlock your business potential. Here are a few ideas to help you get started.

Start by catching yourself whenever you have a negative thought. It'll probably contain the words,

- * "I can't"
- * "I'm not good at"
- * "I'm afraid"
- * "I never have"

You get the picture, right? It'll be negative. When you're first starting on this road to letting go of your negative thoughts, don't judge yourself. Simply recognize when you have negative thoughts and what they are. You may even want to write them down. Keeping a journal of your negative thoughts for a couple of days will help you analyze where they're coming from.

Once you are beginning to recognize your negative thoughts, you can start changing them. Ask yourself where the negative thought came from and if it's true. Most of the time our negative thoughts are just a habit, or they're based on a limiting belief that really has no validity. For example, "I can't go to college, no one in my family ever has." Is it true? No, of course you can go to college; your family has nothing to do with your ability, goals, and

decisions.

So up until this point you're recognizing or becoming more conscious of negative thoughts when they appear, and you're starting to question their validity. Next, it's time to change those "I can't's" into "I cans."

You have a negative thought pop into your head when you're contemplating something. You recognize it, you question if it's true and now you begin to turn it into a positive thought. Every time you think, I can't, stop yourself and create an affirmation that tells you, you can.

"There's no way I can reach my sales goal of \$100,000." Is this true? No, where there is a will there is a way. You can accomplish anything you set your mind to. Your affirmation may be, "With some creativity and careful planning, I can reach my sales goal of \$100,000." Now you can sit down and make it happen.

Fear, doubt, insecurities and negative thinking are something most people battle with from time to time. The difference between successful people and everyone else is that successful people don't listen to that negative talk. They push it aside, mold it into something they can use and persevere to achieve their goals and dreams.

The great news is that once you begin making a habit of turning negative thoughts into positive ones, the negative thoughts will diminish. You'll have them less often and they'll be replaced by a can do attitude. You'll develop a habit of positive thinking and then your full business potential can be achieved.

How to Make Your Santa Letter Business a Success:

The holidays are right around the corner and it's the perfect time to launch a Santa Letter business or to boost an already existing one. This article takes a look at creative and fun ideas to make your Santa letter business a success this holiday season.

#1 - Boost your website appearance

One of the best ways to drive traffic and business is to give your website an overhaul. Taking a look at your present website and consider these tips:

- * Update your samples – Make sure you have samples of your best Santa Letters online.
- * Add testimonials – A glowing testimonial is worth its weight in gold. Add a few to your website home page.
- * Offer special promotions – People like saving money. What about offering a "buy 5 get one for half off"?
- * Make the payment process easier – Instant payment is great and PayPal is one of the most popular options. However, not everyone has a PayPal account. Track how your customers like to pay and see if you can make the payment process as easy as possible.
- * Add more products or choices – Offering choices when it comes to content in the letter, stationery, and even special touches is a great way to help your customer customize their letter.

#2 - Boost website traffic

Now taking a look at your traffic, here are just a few ways to drive more traffic to your business:

- * Advertise in e-zines
- * Pay-per-click ads
- * Affiliate marketing
- * Article marketing
- * Article exchange
- * Link exchange

- * Social networking
- * Auction sites/eBay stores
- * Place online classified ads, for example Craigslist.org

#3 - Offline marketing

You may find your best clients are right in your very own neighborhood, so take the time to market offline too. Possibilities include:

- * Post flyers in local establishments.
- * Place samples and/or a brochure in local establishments. If you have gift shops in your community this is a great way to market to the holiday shopping crowd.
- * Place an ad in your local newspaper.
- * Place a listing in your yellow and/or white pages.
- * Participate in charities or affiliate with a charity. For example, donate a portion of your sales to the event, and don't forget to issue a press release about your plans.

#4 - Offer something unique

There are many ways to make your Santa letters unique, including:

- * Special graphics
- * Custom stationery
- * Glitter or snow in the envelope
- * A wax seal
- * A beautiful hand-written signature from Santa
- * A unique postmark, say from the North Pole (Christmas Cancellation Center) in Fairbanks Alaska.

* Stickers or other trinkets inside the envelope

#5 - Expand your business

You can also expand your Santa Letter business to include other holidays, including Kwanza, Hanukkah and even Valentines day and other special holidays.

When marketing and building a Santa Letter business, much of your success will depend on customer service along with your unique product. Add your personality, make your letters fun and inviting, and be sure to spread the word through the marketing ideas we've mentioned in this article.

How to Make Money Offering a Market Research Service:

If you have a knack for research, there are many aspiring business owners and even current business owners who could use your services. Market research is a growing field with a potential for profit. Here's how to make money offering a market research service.

#1 If you have a formal education in marketing, communications, advertising, or library sciences you have more than enough knowledge to start a market research service.

#2 If you have a sales background you can turn your knowledge of market research into a service-based business.

#3 If you have speciality knowledge for an in-demand niche, you can use that knowledge to offer market research to that industry.

#4 Network online with aspiring entrepreneurs to market your research services. For example, Warrior Forum is filled with aspiring and established

internet marketers.

#5 Offer more than just market research. Offer consultation services. Small business owners and entrepreneurs are looking for guidance. They want to start a successful business, and often think they have a good idea, but would happily pay for expert knowledge and advice.

#6 Market your services to copywriters. Copywriters need to have an understanding of the audience they're marketing to. However, they often don't have the time, or the inclination, to research the audience in depth and would rather outsource the task. They will happily pay you for your market research services and spend their time writing copy.

#7 Utilize freelance job sites to build a base of testimonials, reviews and references. These sites may not pay well but they're a great place to build your resume when you're just getting started.

#8 Research your target audience and market to them. If for example, you want to help affiliate marketers, then you can focus your business on this niche.

#9 Become an expert in emerging trends. Market research is one thing, but if you can advise would-be business owners on emerging trends, you're going to be a highly coveted service provider. Resources like Google Trends and Springwise, and even keeping a pulse on social bookmarking sites, will help you stay on top of trends.

#10 Understand search engine optimization tactics. Much of market research centers on keyword research. Business owners need to know not only who their audience is but also what keywords they're using to find information.

Becoming a sought-after market researcher is about more than having great research skills, though it certainly helps. Your services will be in more demand if you can position yourself as an expert in a particular industry or business model, or if you can offer more than market research. Additionally, extreme professionalism and confidentiality are always appreciated.

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How to Start Your Own Online College:

More and more people are turning to the internet for their education. This presents a very real opportunity for entrepreneurs. You can start your own online college. Of course, it takes some planning and a good strategy. Here's how to start your own online college.

#1 Research online learning programs. You can use email to communicate and teach; however, your students will have a much better learning time if they're able to learn via a comprehensive online system. There are software and services that provide this. They range from Moodle to Blackboard. Even Apple has applications and software for online learning. The system you use to educate your students will be an integral aspect of your business plan.

#2 Get support. It's not easy to run an online college all by yourself. You'll want to find people to support you and your vision. These will range from administrators to instructors. Because this is an online venture, you should be able to find the people you need. They're available all over the globe.

#3 What are you going to teach? This will go hand in hand with recruiting support, namely your educators. What programs will you offer degrees in, and how will you teach them? In the beginning, it may pay to start small. Once you have a solid foundation in one or two degree programs, then you can expand to offer more.

#4 Accreditation and license. To legally offer a degree program online, you must be licensed by your state. To get a license, you'll need to be able to prove to the state that you know what you're doing. That means a valid curriculum, staff, budget and infrastructure.

It's also important for your prospects that you're an accredited college. This means you've received approval by the state. It adds credibility to your program and allows you to charge more for tuition. You're offering value. Investigate what it takes to become accredited in your state and make your college legal.

#5 Create a business plan. Because you're applying for accreditation and because you're seeking support from educators and administrators, you're going to need a business plan. Even if you're not seeking these things, a business plan will help you achieve success.

Among other things your business plan will contain your:

- * Vision and mission
- * Target audience
- * Budget – How much capital do you have? What are your expenses?
- * Competition
- * Market analysis
- * Staff and organization
- * Marketing strategy
- * Curriculum and degree programs
- * Policies and procedures
- * Tuition

#6 Create your website. If you're outsourcing the creation of your school's website, look for someone who has experience creating college websites. Consider researching your competition and finding out who they used to create their website. This is a niche field with unique website requirements. It pays to start your college off right with a great website.

#7 Grow your college. If you're in this for the long haul and want students to be able to qualify for federal financial aid, know that it takes approximately five years to meet all of the federal regulations and compliance.

While this may seem like a lot of work, starting an online college actually doesn't cost as much as you might think. Start small, gather respected advisers and support and create your dream. Online education is a growing field and when you can offer a specialized degree, you're positioning yourself for long-term success.

How to Optimize Your Website to Accommodate Bing:

You thought you were done when you optimized your site for Google, MSN, and Yahoo, right? Nope - the Microsoft Network, MSN, has partnered with Yahoo in a 10-year, \$275 million dollar agreement and recently launched Bing. Having gone live in June 2009, it was instantly very popular.

There's even talk that it may eventually replace Google as the most popular search engine because it is intuitive and offers users a number of search options.

Early reports also show that Bing users are more likely to click on advertisements than Google users. Time will tell and Google will most certainly have an answer to Bing's growing popularity. While we can't predict the future, all signs point to making the effort now to optimize your website for Bing. Here's how:

#1 Make your content longer than 300 words. According to SEO experts, Bing algorithms seem to place a higher value on content that is over 300 words. That means longer blog posts, more content on web pages and longer articles.

#2 Optimize your title tags for your keywords and use unique <title> tags on each page. You may be doing this already for Google and Yahoo. Keep it up; Bing likes title tags and pays attention to them when indexing and ranking your page. If you haven't been paying too much attention to them up until now, it's time to start.

#3 Linking is always important. However, unlike Google, Bing likes backlinks from relevant websites and outbound links are treated with a bit more weight than other search engines.

#4 Bing's FAQ page suggests that you target no more than two keywords per page.

#5 You may have let your meta tags slide because rumour has it Google doesn't really pay attention to them. However, Bing recommends you use unique <meta> description tags on each page.

#6 Continue to Use Other Standard Optimization Techniques and strategies. For example:

- * Use H1 tags
- * Use text navigation links
- * Use keywords in your URL

There's a bit of disagreement between experts. There are some reports that indicate Bing places value on longevity. The older your website, the more respect Bing seems to want to give you. However, other sources cite that younger, newer sites, have the advantage. Regardless, whether you're a

brand new site or a website that's been around for years, put the above practices in place and be patient.

As an internet business owner it's always good to pay attention to what the big three are doing, the big three being MSN, Yahoo, and Google. And when two of them team up then that most certainly deserves a change in strategy. As the months pass and Bing continues to grow, there will likely be some additions or changes to how they index and rank websites. Stay tuned for further developments.

How to Find Your Perfect Business Location:

Finding the right business location can mean the difference between amazing success and a struggle. Of course, when it comes to starting and growing a business, amazing success sounds a whole lot better, right? Let's take a look at ten questions you need to ask to find your perfect business location.

1. Can you afford the lease? Does it meet your budget? Of course, leases are negotiable. However, it's important to start on the right foot and that means making sure your lease meets your financial needs. Additionally, some areas may be cheaper to insure than others. Make sure the property is in an affordable insurance area too, by talking to your insurance representative.
2. Is it zoned properly? Make sure you're able to conduct your type of business in that area before looking at the property more closely. Changing zoning regulations and boundaries can be a time-consuming bother. It's much easier to find a location that meets your needs.
3. Is the facility large enough for your business now and tomorrow? One important consideration beyond making sure the space will fulfil your needs now is to make sure it'll fulfil your needs five years from now. This is important for two reasons. Firstly, it's expensive to move and you may lose customers during the transition. Secondly, you may be able to negotiate a better lease if you can sign a long-term one and saving money is always good.

4. What condition is the building in? If the building needs too much maintenance and upgrading to meet your needs then it's going to be costly and the constant construction is going to get in the way of you doing business. Make sure the building or space you lease is in good shape.
5. Does the existing space meet your needs? This means not only the layout of the space but also the existing wiring, plumbing, lighting and so on. The less remodelling work you have to do and pay for, the better.
6. Is the space in the path of your target audience? For example, if you're opening a coffee shop, are you on the main thoroughfare in a busy commercial area or will people have to drive out of their way to find you? If you're opening a consulting firm, then is the space in a location that's easy to get to?
7. What about the outside? Is parking adequate? Is it easy to get into the parking lot or are one way streets and hidden buildings going to drive your customers crazy trying to find you?
8. Where is your competition? Sometimes it pays to be close to your competition; for example, a coffee shop located near a Starbucks may get their overflow and attract customers who prefer a non-franchise operation.
9. Are you on or near a bus route? If you're opening an establishment where customers will be coming to you, it's important to make sure you're accessible by all and that means being close to a bus route or other public transportation.
10. Finally, what's included in the rent? Some properties will pay utilities, offer to make any necessary repairs or remodel the space to fit your needs, while other properties leave you on your own to cover all costs. Find out what you're paying for and then make sure it meets your budgetary needs.

Finding the right space for your business can be a long process but once you find it, you'll be rewarded by bigger and better profits. And that's what we're all shooting for.

This Book Is Presented To You By The Fred67.community
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How to Take Your Personal Training Business Online:

Personal training is traditionally an offline business. Personal trainers typically operate out of a gym or two, or they come to your home. However, if you're a personal trainer and you're looking to broaden your client base and meet different needs, you may benefit by taking your personal training business online. Here are a few ideas to get your creative juices flowing.

* Post content on your [website](#) about nutrition, exercises, goal setting and even workout routines. Content is the single biggest reason people go online. They're searching for information, for answers and solutions to their problems. You can provide solutions, information and even resources on your website in the form of articles, blog posts, and reports.

* Write and publish a book. As a personal trainer there's no doubt you have valuable information and insight. You can use your experience, knowledge and resources to write a book. Once it's written, you can self-publish your book and sell it online. It's a great way to make a passive income and a wonderful way to build your client base.

* Post demonstration videos. In addition to written content, personal training lends itself particularly well to video demonstrations. You can create how to videos and even workout videos and publish them on your [website](#) - thereby drawing traffic, and potential customers, to you.

* Podcast – charge a subscription. Podcasts are video or audio programs which people can subscribe to. Visit iTunes and you'll see exactly what we're talking about. There are podcasts on just about every topic under the sun, and you can create a podcast too. You can offer your podcast for free or charge a small subscription fee for it. Another idea to monetize a podcast is to sell advertising space in it. However, don't go overboard; people want to hear and see your content, not advertisements.

- [Blog](#). A blog is a great way to get started online and it's also a way to publish quickly and share your information and experience. A blog can generate a list of followers and once you reach a certain size you will be able to sell ad space on your blog. You can also promote affiliate products and services for extra money, but make sure they're products and services you believe in.
- A blog can help generate awareness for your personal training business

and give you the foundation you need should you decide to move your business more online than off.

* Create a membership site where folks can support each other, ask questions and learn about new tips and tricks. Membership sites are a great way to offer a service, and you can charge for memberships. Make sure your membership site offers something unique and valuable to potential customers.

* Offer online coaching. While many people think you have to be in the same room as a client to coach them, with technology today you don't have to. You can become an online personal trainer and provide sessions via Skype or video conferencing. And if much of your service is based on motivation rather than actual form and performance, then you can most certainly provide motivation via phone, chat, email and Skype.

There are a number of profitable and effective ways to take your personal training business online. As you're brainstorming, remember to always keep your client in mind.

What do they need and how can you solve their problems?

How to Persuade and Influence Others:

The ability to influence and persuade others is a highly coveted skill. When you can accomplish it, you're able to build your business quickly, you're able to work better with others and you're able to attain your goals with less struggle. The good news is that influencing and persuading others is actually less complicated than you may think. Let's take a look at how to do it.

#1 - Empathize

The only way, and this is important, to be able to persuade others is to first understand where they're coming from. For example, let's say you sell cars and someone comes to your lot looking for a car. They're looking at the minivans and you assume it's because they have children and start to talk about all the benefits of minivans for families.

If they're looking at minivans because they like car camping, well then you've completely missed the mark and all your persuasive talk is going to fall flat. So the very first thing to do is to understand your audience but more importantly, to be able to put yourself in their shoes. What do they want, need and hope for? What are their struggles and how can you solve them?

#2 - Learn to listen

Listening is more than half of the persuasion equation. Everyone wants to be heard and understood, and that begins by simply asking a few questions and actually listening to the answers. In fact, give it a try. The next time you are introduced to someone new, ask them a question or two and then sit back and listen. People love to talk so you'll learn a ton about them. And they'll be so darned pleased that you cared enough to engage them in conversation and actually listen to them that they'll be happy to listen to you when you have something to say or something to ask for.

#3 - Know what you're talking about

People have a tremendous respect for experts, people skilled and knowledgeable in their industry or niche topic. When you know what you're talking about and can communicate that effectively, people will be open to listening to how you can solve their problems.

#4 - Reciprocity

Reciprocity is a buying trigger. It says that when we get something from someone, we're more inclined to give them something. For example, when you get a free ebook from someone, you're more inclined to give them your email address. Reciprocity also helps you persuade and influence others.

#5 - Timing

Finally, sometimes you have to wait for the right moment. They say timing is everything and it's why internet entrepreneurs spend so much time building a list and contacting customers regularly – eventually hoping that the timing will be right. This again goes back to knowing your audience and understanding or empathizing with them. When you know your audience, you can better predict the right time to sell to them.

Persuasion and influence, like many other skills, are improved by practice.

Practice empathizing, listening and the other tips we've offered and notice what works for you and what areas you could use some work on. It's worth the effort! Imagine what being better able to persuade and influence others could do to your business and your family life!

How to Rank High in the Search Engines:

High search engine ranking can be achieved in one of two ways. You can purchase it with a PPC campaign. You'll pay for every click and the cost can be quite high. Or you can focus on organic search engine results. Most business owners choose to utilize both methods. Firstly by creating a solid search engine ranking with organic results, and then by supplementing with a pay-per-click campaign when necessary.

Organic search results will be the key to long-term success. To achieve a high ranking in the search engines, there are a few steps to follow. They include:

- * Content
- * Keywords
- * Linking

Content is of course the primary source for both your keywords and your linking efforts. Without content, there's just no point. Content can, fortunately, come in a variety of forms, including:

- * Articles
- * Blog posts
- * Video
- * Audio
- * Photos and images

As long as the content has a purpose, i.e. to motivate linking, to focus on a keyword phrase, to drive traffic, then you're on the right track.

When focusing on keywords, it's important to do your research. You want to choose keywords with a fairly low supply and a lot of demand.

The better this ratio, the more success you'll have reaching number one on the search engine results.

According to a survey conducted by SEOmoz.com, these are the five most important elements to your search engine strategy:

1. Keyword-focused anchor text from external links
2. External link popularity (quantity/quality of external links)
3. Diversity of link sources (links from many unique root domains)
4. Keyword use anywhere in the title tag
5. Trustworthiness of the domain based on link distance from trusted domains

If you'll notice, both keywords and linking play a critical role in search engine success. Your keywords should be in your title tag. They should also be in anchor text from external links. Your links will be numerous and come from quality websites.

So how do you accomplish this? Ultimately it comes back to your content. However, regularly publishing great content on your website is only the first step. You'll also want to attract interest for that content. This can be accomplished by:

- * Utilizing social networking
- * Commenting on blog posts in your industry
- * Linking to other relevant blogs or websites (initiating reciprocity)
- * Article marketing
- * Press releases
- * Partnerships
- * And of course by achieving good search engine results. The better your results, the more traffic and attention you'll have.

More people will link to your content and your SEO plan comes full circle.

Ranking high in the search engines begins and ends with your content strategy. Find your keywords. Create amazing content and market that content.

Patience, persistence and a solid plan are the keys to search engine success.

How to Recruit Affiliates:

There's no doubt about it, having a team of affiliates working for you is a sure-fire way to grow your business. However, finding the right affiliates could mean the difference in profits and performance. Here's how to recruit affiliates:

#1 Market to your list. Your list is made up of people who are interested in you and your products or services already. They may be the ideal people to work as affiliates because they're already familiar with your business. And presumably they like you - that helps. You can send out occasional "Promote our Products" type of email message and you can include an affiliate sign-up link in the footer of your email.

#2 Make sure you have a link on your website. It doesn't need to be anything fancy. A simple "Partner with us" link that redirects them to an information page will do the trick.

#3 Get listed in an affiliate directory. That way affiliate marketers who are looking for your type of product or service can find you easily.

#4 Advertise on relevant websites, forums and blogs.

#5 Get noticed! Your blog and social networking interactions can drive traffic to your website. If you're a force to be reckoned with, people will want to join you. They'll want to become part of your success.

#6 Network offline too. Attend seminars and workshops. Get out and make friends. Partnerships are often forged during the coffee breaks at seminars and conferences.

#7 Make sure your affiliate offer is worth noticing. In addition to a nice chunk of the profits, make sure you're giving your potential affiliates all the incentives they need to sign up. Bonus downloads, freebie marketing materials, and frequent pay outs are just a few perks.

#8 Research your market. It's often pretty easy to see what affiliate marketers are marketing to your industry. Once you've identified a few key affiliate marketers, contact them personally and make your pitch.

#9 Be sure to promise a lot and then over-deliver. One of the best ways to recruit affiliates is to have other affiliates rave about you. Word of mouth is a great seller. The best way to accomplish that is to promise a lot and then to over-deliver.

#10 Create the best products or services and deliver. One of the best ways to recruit great affiliates is to have a great product or service for them to promote. Good products and services are easy to promote and therefore easier to profit from. And they get to feel good about promoting you.

Affiliates can really take your business to the next level.

If you're ready to start an affiliate program, take the time to plan it well. Decide how you're going to pay and reward your affiliates and then make it happen.

Spread the word through all of your current marketing channels and don't be afraid to try a few new ones.

How to Select a Profitable Affiliate Program:

Affiliate marketing has been and still is a profitable business model. Whether you're pursuing affiliate marketing as a business or are looking to add a few affiliate products to your current business model, there are some secrets to selecting a profitable affiliate program.

1. Check out their reputation in the industry. There are literally thousands of companies around the world with affiliate programs and chances are you'll have plenty to choose from in your business niche. However, not all of them are created equal and it pays to be selective.

One key way to make sure you're signing on with a profitable affiliate program is to research their reputation in the industry. Do they have a reputation for quality products? Do they have a reputation for good customer service? Are they respected? Is the company growing or is it on a downward turn?

2. What are their payment terms? Does the company pay you whenever you make a sale or only when you reach a certain level of sales? This is important because if you have to wait until you make ten sales or reach \$500, this affects your cash flow. Cash flow is important not only in staying afloat as a business owner but also in staying profitable. Make sure the payment terms of your chosen affiliate program meet your cash flow needs.

3. How are their sales pages? If you're being paid per sale, rather than pay per view, there's no profit in sending 1000 customers to an affiliate sales page if the sales page doesn't convert visitors into customers. Make sure the sales pages of your affiliate product or service convert traffic into sales.

4. What materials do they provide you to promote? Some affiliate programs give you an affiliate link and send you on your way. Other affiliate programs offer you a wealth of content, advertisements, promotional materials, buttons, and more to promote their products. The more materials a company provides, assuming its quality marketing material, the easier it will be for you to make money.

5. How do they treat their affiliates? This is important. When issues arise or when you need to speak to an affiliate manager about anything, is there someone available to help you? Look for companies that have a good reputation for treating their affiliates like the valuable assets they are. If you have questions about whether an affiliate program is the right choice for you, contact them.

6. Do you feel good about their products or services? Instincts and intuition are important, and so is your ability to sell or promote an affiliate program's products and services. If you're unable to promote them with enthusiasm then you're probably not going to make much money from them.

7. Does the program compliment your other affiliate programs? This may seem obvious; however, the best way to make an affiliate program profitable is to make sure it fits into the needs of your audience and that it compliments your other affiliate programs. If you're seeking your first affiliate program, then make sure it fits your business vision.

Finally, ask around if you have questions about an affiliate program's potential profitability. If you cannot find anyone who represents the products, which you should be able to do with a quick search online, then contact the program manager and ask for a few references or the contact information of a few affiliates. Talking to these affiliates will likely answer any questions you may have.

How to Relieve Business Stress with Exercise:

Whether you work for yourself or have a boss, the stress from our work and business life can be overwhelming. Stress, chronic stress in particular, can also be severely detrimental to your health. Many illnesses and health problems are caused or worsened by stress. The good news is that exercise is a straightforward and great way to get rid of this stress. Here are three ways to relieve business stress with exercise and how to include exercise in your daily routine.

#1 Get outside and walk. Walking accomplishes a number of things. It's a great way to clear your head. You also receive heart health and lung health benefits from moving your body. And walking isn't something you have to suit up for or join a gym for. It's easy. Just lace up your shoes and get outside for 10, 20, 30 minutes or more. Exercise releases hormones, endorphins, into your body and brings about a sense of calm and focus.

#2 Get up and move your body at least once an hour. Sitting actually causes your body and metabolism to slow down, which makes it more difficult to focus. Get up and move your body for a few minutes every hour to help separate yourself from your work and to help you focus, and it will help you reduce muscle tension which can increase due to stress.

#3 Exercise can also help you diffuse anger. Have a co-worker, client or vendor that's driving you mad? This kind of stress can build up in your shoulders, neck and even your internal organs. Fatigue, ulcers and a lower immune system can all be caused by stress. Getting regular exercise can help reduce frustration and diffuse anger.

The key to getting regular exercise is to [find fitness programs or routines](#) that you enjoy and that fit into your schedule. Walking is often an easy one and as we stated in #1, you don't need special gear or a gym membership to walk. That being said, walking may not be something that excites you. Or maybe you live in a wet or cold area and walking outside isn't enjoyable. Here are some other options to consider:

- * Dancing
- * Yoga
- * Running
- * Boxing/Kickboxing
- * Aerobics
- * Team sports like volleyball, soccer, or softball
- * Cycling
- * Swimming
- * Tennis
- * Weight lifting

If you're unsure of the type of exercise that's right for you, spend some time figuring it out. The process can be fun and it'll help reduce that business stress while you're at it. When deciding what works best for you, consider if you like to exercise alone or with others, find support or camaraderie to help motivate you and praise yourself for the effort. Exercise is fantastic for reducing business stress, but it also has numerous other benefits including weight loss, longer life and a better immune system.

For more tips & resources check this ['Personal Health & Fitness'](#) website.

How to Run a Domain Management Service:

Looking for an opportunity to make money from home? A domain management service is a great way to provide assistance to businesses and entrepreneurs, utilize your technical and business skills and make a nice salary. Here's how:

#1 - Understand what a domain management service is. A domain management service is exactly that; it manages domains. You can provide services ranging from simply registering domains and letting your customers know when they're coming due for renewal, to handling all aspects of domain management including redirecting, monitoring when the site is down or having problems and even connecting domain buyers and sellers.

#2 - Determine what type of service you're going to offer. Are you going to strictly limit your services to registering domains for others (most website hosts offer this service already). Are you going to research and list domains that are available? Are you going to monitor domains and let people know when they're down or ready for renewal?

#3 - Study and learn who your audience is. Who is going to use your service? Why do they need your service and how can you best reach them? What marketing methods do you think would be most effective? What products and services will solve their needs? What problems do they have? Understanding your target audience is essential for a successful domain management service.

#4 - Research your competition. Who is out there already offering the services you want to offer? Research their pricing, marketing strategy and website. What do they do well? What can you do better or different? What's your USP – Unique Selling Proposition?

#5 - Choose your domain name, register it and create your website. Remember, you're going to be marketing to people who have websites and are internet savvy. How you present yourself online is important. Spend time creating your website.

#6 - Register your business, obtain your business banking account(s) and write your business plan. This is the time to take care of all the legal and financial issues of starting a business. It's also a great time to consult with an accountant to establish a system. Trying to get organized after the fact can be a real headache.

#7 - Decide how you're going to collect payment, your pricing and what software you need to automate the business. PayPal is a common method of collecting payment and it's accepted in a large number of countries and accepts a myriad of currencies. You can also utilize shopping cart software and establish a merchant account.

#8 - Create your marketing strategy. How are you going to tell others about your business? Options include advertising, SEO, social networking, press releases and so on.

#9 - Launch and market your business.

Congratulations! Owning a domain management service can be a really interesting and lucrative business. It's a service you can provide from any

location, as long as you have an internet connection. And the majority of the tasks can be automated, leaving you plenty of time to plan and grow your business or to do whatever else your heart desires.

How to Set Up Effective RSS Feeds:

RSS feeds are a useful tool for people who want to keep tabs on websites, blogs and membership sites without having to surf and visit the websites individually. RSS feeds essentially send information to the visitor.

As a business owner they're almost an essential tool to provide to your visitors, because they help you stay in connection with them on a regular basis. In fact, many people have readers that aggregate all the feeds they subscribe to and organize them so they're easy to read and access.

On that note, here's how to set up effective RSS Feeds.

#1 Determine what content you want to make available to your visitors. What content do you want them to be able to subscribe to? For example, if you have an information-based website, you may want them to be able to subscribe to categories or to all new articles or to give them the choice.

#2 Create your feed. You can use an RSS channel editor to create your RSS feed; if you're not comfortable coding then this is an easy step. There are a number of channel editors and you can do a quick search online to find one that meets your needs.

You can also create your feed yourself. It'll look something like this:

```
<?xml version="1.0" ?>
<rss version="2.0">
<channel>
<item>
<title>Your Article Title Here</title>
<description>Your article summary/description here.</description>
<link>http://linktoyourwebpagehere.com</link>
```

```
</item>  
</channel>  
</rss>
```

#3 Upload your RSS file. You'll cut and paste the code into your website code. Or if you're using FTP, you'll upload the file into your server.

#4 Validate the feed. There are a number of free validation programs available online. This is an important step because errors can be present if you've created the feed yourself or if you've tweaked it.

#5 Your next step is to let people know they can subscribe to your feed. Advertise. Place a button on your web page(s) and promote it. Many internet users love RSS feeds and take full advantage of them.

Make sure you update your feed as needed and stay on top of RSS technology. It has changed over the years; there are actually three types of RSS feeds and you want to ensure you're giving your visitors the best you have to offer.

How to Start Up a Desktop Publishing Business:

Longing to put your artistic talents to good work and start your own desktop publishing business? Good news - there's an ongoing demand for skilled desktop publishers. Here's how to start a desktop publishing business.

Step #1 - Evaluate your strengths. Owning and operating a desktop publishing business requires a few skills to survive and thrive. Make sure you have:

- * Design skills
- * The ability and confidence to market yourself
- * An understanding of the industry
- * An ability to be disciplined and motivated (you 'are' your own boss now!)
- * Organizational skills
- * Business management skills

Step #2 - Determine if you're going to have a market niche. Will you offer desktop publishing services to all industries or will you focus on one industry? The benefit of specializing is that you'll be able to target your business to that industry rather than trying to market to everyone.

Step #3 - Establish your business. This means choosing a business name, registering it with the proper authorities and creating a website to represent your business. Note that as a desktop publisher your online appearance is of the utmost importance. Make sure to spend time on the design and layout of your website and be sure to include a portfolio of your work.

Step #4 - Set up your home office. To get started as a desktop publisher, all you really need is a good computer, an organization system, a system to back up your work, and the software required to run your business. Depending on your speciality, graphic design and/or typography, you'll want software to accomplish your services and you'll also want invoicing software and other tools to market your business. That being said, you don't need all of this to get started. You can gradually add software and services as your business demands.

Step #5 - Set a price for your services and determine your policies and procedures. How are you going to charge, how are you going to collect payment and how are you going to make your pricing and fees appealing to your customers? Additionally, will you have clients sign a contract? It's a good idea to at least have them sign a work agreement and be ready with a non-disclosure agreement, as many online entrepreneurs want to make sure their information is protected.

Step #6 - Create a marketing strategy. How are you going to tell others about your business? Article marketing, search engine optimization, press releases, social networking and advertising are just a few of the marketing options available to you.

Step #7 - Strive to continually improve your desktop publishing skills. Take courses, and attend workshops and seminars. As your skills increase so too can your prices increase. And the more skilled you are, the more demand for your services. Soon you'll be turning away clients because your schedule is too full to work with everyone.

Desktop publishing is a wonderful business to start. You can choose your own hours, have the financial freedom you desire and spend your time doing a task you enjoy and are skilled at. (If not skilled there's always [fiverr.com](https://www.fiverr.com))

How to Submit Your Classified Ads to Social Bookmarking Sites:

Social bookmarking is a way to broaden your audience and drive traffic to your website. It's part bookmarking feature in that users can vote on web pages and content they enjoy, and part social networking because you share your favourites with other members. It's also a great way for marketers to draw awareness to specific pages they want to drive traffic to, including classified ads. Here's how to submit your classified ads to social bookmarking sites.

Step #1 - Understand social bookmarking

Social bookmarking is a method of storing, organizing, and searching web pages. It's social because your vote helps to determine the popularity of the web pages – your vote and the votes of others. So not only are you able to help determine how a website ranks, you can also use this tool to help you find information that's relevant and useful.

This is a great tool for internet marketers because if they get enough positive votes from the public, their value and exposure increases.

Step #2 - Understand the power of classified ads

Classified ads are a whole different ball game. They're essentially a way for internet marketers to drive traffic to their site using websites devoted to ads. Craigslist is an example of a free classified advertising site. These sites are useful for internet marketers because they're typically a very expensive way to drive targeted traffic to your website.

Step #3 - Combine them for ultimate recognition

Whatever social bookmarking tool(s) you use, you'll probably have to register and get an account. Once you have an account, submitting your classified ads is as simple as visiting the page where it's listed and bookmarking it.

For example, if you're using Digg, you'll simply click "Submit it." Digg will take you to a new page where you can change or optimize the title and description. Digg also allows you to choose a thumbnail to go along with your description and asks you to put your submission in a category.

Choose wisely so you receive the most traffic and votes.

The advantage of submitting classified ads to social bookmarking sites is that while most social bookmarking sites identify the person who submitted the web page, because the site doesn't belong to you it means your self-promotion won't be as obvious. Still, take some caution in promoting your own website exclusively because some sites will ban you.

Social bookmarking sites are fabulous because as the popularity of your page increases so too does your search engine exposure. And classified ads are a proven method of driving traffic to your website and increasing incoming links. Combining these two powerful strategies is good business sense!

How to Become a Tax Preparer:

Tax season has to be one of the most stressful and potentially lucrative times of the year. Lucrative, that is, if you're a tax preparer. It's a great way to earn a solid chunk of cash during a few short months, or you can build a year-around business preparing quarterly returns for business owners. Here's how to become a tax preparer.

Assess your skills. Are you good with numbers? Do you like preparing taxes? If you're unsure, do your own and see if it's enjoyable for you. Do you like solving puzzles, finding deductions for people, and helping others? Are you organized and have a good attention to detail? If you find yourself saying yes, honestly, to the above questions, then becoming a tax preparer may be a great business to go into.

Education is key. The first step to becoming a tax preparer is to educate yourself. Initially there is a lot to learn about taxes, tax law, and tax preparation and your education will be ongoing because tax laws change every year. You'll need to stay up to date. A quick search online will probably provide you with a number of courses you can take to become a tax preparer. Many of these courses are held online, but you can likely also find courses and workshops in your community.

Become familiar with tax preparation software too. Many people begin preparing their taxes on their own using a tax preparation software program and then run into a glitch or have questions. If you're able to step in and understand the software, you can consult or finish their taxes quickly.

Get licensed. In order to be able to legally prepare taxes for others, most states require you to pass a licensing exam. Just search for state licensing exams online, access the preparation materials, which you probably received in your classes, and study!

Decide if you're going to set up shop on your own or if you're going to work for a tax preparation company. During tax season many companies hire seasonal preparers, and this can be an easy transition into the field and a sure way to obtain clients.

If you're going to set up shop on your own then you'll want to create a website and a marketing plan, you'll also want to create a business plan, register your business, and decide if you're going to meet with clients in your home office or offsite in an outside office. You may be able to sublease an office space for tax season and then spend the rest of the year working out of your home.

Decide who you're going to market your services to. The options are plentiful. You can focus on small businesses, personal and family tax returns, or really specialize and focus on divorcees, freelancer designers and artists and so on. Specialization will help you know all the particular ins and outs for that person and it'll help establish you as an expert.

Preparing taxes for others can be a lucrative and satisfying career choice. Establish your goals and a plan to achieve them, educate yourself and start preparing taxes.

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How to Find Unique Article Ideas:

You know that content is the foundation for any successful website or blog. You also probably know that content marketing is one of the most effective tactics a business owner can employ. Unfortunately, you probably also realize that sometimes it's just darned tough to find something original to write about. So let's take a look at a few ways to find unique article ideas.

#1 Head to the magazine aisle at your supermarket - Really. It sounds crazy, but mainstream magazines have this whole catchy article thing down pat. Grab a headline from any magazine and convert it to meet your niche.

For example, "Is Your Hair Colour Ageing You?" from More Magazine (September 2010 issue) can be changed to:

"Is your home ageing you?"

"Are your pets ageing you?"

"Are your eating habits ageing you?"

"Are your business habits ageing you?"

"Is your commute ageing you?"

"Is your freelance business ageing you?"

"Is your technology ageing you?"

The headline can be moulded to fit just about any niche.

#2 Browse the news headlines - Every day there are controversies, emergencies, tragedies, disasters, weird news, achievements and editorials published. Find stories that affect your industry and write about them. Tapping into current events is a great way to not only create content but also to attract new readers and drive traffic to your website.

#3 Read blogs - How many times do you read a blog post and comment on it? If you're not reading industry blogs and interacting, you should be. It's a wonderful way to increase your awareness and exposure, and to drive website traffic. It's also a great way to generate content ideas. Use your comments as the foundation for a new article. Expand on a blog post you recently read. If someone posted a particularly compelling comment, ask if you can include it in your article or blog post.

#4 Networking interactions - Networking is a tremendous way to drive traffic to your website. It's also a lucrative source of content ideas. Use comments

you've read or made to start an article. Follow interesting links and use those ideas as a starting point for content. Sometimes, you'll have a particularly compelling interaction either while networking online or off. Use that interaction as the foundation for an article. Finally, browse social media sites and look for commonly asked questions. Those make great material for valuable articles and blog posts.

#5 Check the best-seller's list - Visit Amazon.com's best-seller's list for your category. Browse the top 25-50. Do you see common themes? Read the table of content for those books to brainstorm article ideas.

When you look outside the box for inspiration, you can come up with relevant and interesting content time and time again. Do yourself a favour, though. When those content ideas start flowing, write them down some-place safe. That way, when you're seeking a good content idea, you already have a list of them saved.

How to Use Skype Safely For Your Business:

If you're unfamiliar with Skype, it's a way to make phone calls to anyone around the world from the convenience from your computer. It's easy to use and extremely affordable, in fact in many cases it's free to make a phone call. And for business owners, it can offer the convenience they're looking for.

Skype offers you the ability to:

- * Receive calls from anyone on any type of phone
- * Call anyone from your computer whether they're on their computer, a land-line, or a mobile phone.
- * Video and conference calling – all you need is a web camera

However, because Skype requires an install and transferring files during calls, it can seem like a security threat to your business. Fortunately, Skype has taken that into consideration and has taken steps to protect your computer systems.

Here's How To Use Skype Safely For Your Business.

As a business owner you have access to the Business Control Center. This center gives you the ability to manage Skype accounts, for example you can create accounts for each of your employees or contractors and add credits to their account from the Control Center.

Additionally, within the Business Control Center you have added protection features to protect you and your business from, spam, spyware and adware. This security center comes with:

Antivirus compatibility – each of your inbound and outbound Skype file transfers are scanned by the major antivirus products.

Secure firewalls – most often you don't need to make any changes to your firewalls to run Skype on your business computer.

However you don't have to use the Business Control Center to use Skype as a business owner. You can get started with it and still protect your privacy. Here's how:

You've downloaded and installed Skype, set up your account profile and privacy settings. You can choose who you allow calls and chats from and whether or not you want your status to be shown on the web. Your profile is public and can be viewed by other Skype Users so take care to only put things in your profile that you're comfortable with other people seeing.

How to Get Started Using Skype

#1 Visit Skype and create an account.

#2 You'll download and install the software. Note nothing is installed without your consent so read each step carefully as you're installing the software to make sure you're not accepting anything you don't want to.

#3 Set up your Account and privacy control settings or set up your Business Control Panel. The Skype for Windows – Business version download includes a Windows Installer Package, which makes it really easy to configure for your system needs.

Skype is a simply and cost effective solution for the business owner, whether you have a bevy of employees or are a single work from home entrepreneur. Take a look at the benefits of using Skype today and rest assured, security measures are in place to protect your business computer from spam, spyware and adware.

How to Use YouTube to Your Advantage:

Have you ever sat for hours watching YouTube videos?

The site can be addictive. Have you ever forwarded a YouTube video to a friend or received a link from someone? Probably.

YouTube has become part of our lives.

There are people who make a living solely on YouTube videos.

As a business owner, you can capitalize on this continuing trend and use YouTube to your advantage.

Here's how:

The first step is to get a YouTube account if you don't already have one. If you're already a member, then you're ready for the next step. YouTube accounts are free and if you already have a Gmail.com account then you also have a YouTube account and there's no cost to you.

The next step is to create a video. (*With nearly everyone now owning a Smart-Phone it's never been easier*).

This is where strategic planning is important. The first question to ask yourself is what the goal is of this video or marketing tactic. Why are you creating a video and what do you want it to accomplish? There are a number of potential goals to consider. Some include:

- * Drive traffic
- * Boost your opt-in list subscribers
- * Sell a product or service
- * Increase awareness – viral marketing
- * Strengthen your brand

Based on your goal, the next question you'll ask is:

How can I accomplish this with a video?

One great place to look for answers is to look at your audience.

What do they want?

What do they respond to?

For example, if your goal is to boost your opt-in list subscribers and your audience is commonly looking for "how to" advice, then you could create a "how to" video that leads them to your freebie giveaway for more answers

and information.

If you want to drive traffic to your website, then you'll likely want to go all out to create a video that will go viral. Viral means that it spreads quickly. People share it with their friends, family and associates. In order to go viral, your video needs to be something people haven't seen before. It can be funny, extremely informative, controversial or a new approach or solution to an old problem.

Before you create your video there's one additional consideration – your brand personality.

What is your brand personality and how can you communicate that in the video? - For example, if you're known for controversial statements and positions, then ideally your video will have an element of controversy too. Remember to be consistent with your brand for better awareness and effect.

A few key points to consider include:

- * Your video must be less than 10 minutes
- * It must be smaller than 100MB
- * It must be in an acceptable format, namely .AVI, .MOV, .WMV, and .MPG file formats.

Making the most of your YouTube video

You've put a lot of work into creating a video to help you meet your business goals. It's important to pay attention to the finer points now. Make sure you:

- * Enter Title, Description, Tags, and Category to make it easy for people to find your video
- * Set your video to Public
- * Get the code so you can embed the video on your website or blog
- * Link to the video in your various marketing tactics. For example, post a link to it on any social networking site you participate in. Email links to your list and encourage them to forward it
- * When embedding it on your blog, tag it to make it extra easy to find via the search engines

YouTube is an entertainment tool and a learning tool, and it can also be a business tool. Create our goals, pay attention to your audience and your brand, and follow up with good SEO and marketing practices to spread the word.

How to Become a Virtual Public Relations Advisor:

The majority of business is now conducted online. People buy services, products and information online. They also glean much of their information online. That means for business owners, it pays to have online visibility - even if they have a brick and mortar presence as well. If you have a knack for press and publicity, you can become a valuable resource for many businesses, both large and small.

What Does a Virtual Public Relations Advisor Do?

A public relations company is designed to help a company achieve greater awareness with their target audience. They often achieve this by:

- * Planning and hosting promotional events
- * Issuing press releases and making media contacts
- * Media management
- * Publicity planning and promotion
- * Occasional contact management, for example creating and managing the company newsletter

If a business owner were to hire a PR agency to handle all of this, they'd spend a lot. They can save a tremendous amount of money by hiring a virtual public relations advisor. This reality has made becoming a virtual PR advisor a truly in-demand job.

What Skills Are Required to Be a Virtual PR Advisor?

If you don't have any experience or even any education in press and publicity, it's okay. There are many online courses, books and even college classes you can take to quickly improve your knowledge. Once you have a solid foundation, it's time to build your portfolio. One way to quickly gain experience is to volunteer for a local charity or non-profit organization.

They're always looking for extra help and it's often difficult to find a PR advisor willing to donate their time. You'll gain valuable experience, items for your portfolio and most likely a stellar recommendation.

One of your best assets may be who you know. This makes networking a valuable way to spend your time. Get to know people who may be your prospects. However, it's also important to get to know people in the media and people who can help you do your job.

Advice for Getting Started

As a virtual PR advisor you don't have to be a one-stop shop. You don't have to provide a full range of press and PR knowledge, experience and services. If you're an exceptional press release writer, you can focus on that skill and service. If you are skilled at event planning and promotion, then you can focus your business on that niche.

That being said, if you do want to offer a full service business, you can also outsource some tasks to become a single resource for your clients. For example, if you're skilled at event planning and promotion and a client needs a press release also, you can outsource the release to a ghost-writer.

Get a website up and running as soon as possible. Focus on creating excellent content that positions you as an authority in your industry and also solves your audience's problems. Don't forget to include contact information and the services you provide. Once your website is up, start networking and promoting your business. It's a growing field, which means you shouldn't have to wait long for your first client. After that, the sky is the limit!

How to Become a Wedding Event Planner:

To be a wedding planner - oh, what a fun and exciting job! For most brides, their wedding day is a day they've looked forward to their entire lives and to be the person who helps make their dreams come true has to be incredibly rewarding. If you have a romantic side and enjoy planning events, then becoming a wedding planner may be the straight road to career and business success. Here's how to become a wedding event planner.

Step One: If you're new to the industry, you'll want to consider investing in a bit of education. There are online courses you can take to give you an edge and to learn the ins and outs of event planning. Many professional wedding and event planning associations offer certifications, courses, and workshops in the field.

Step Two: Make friends and network. Being an event planner requires connections. You'll need to be able to plan and execute your bride's plans and desires and connections in the industry, with caterers, florists, banquet halls and so on. While you may not have these connections in the early stages of your business, growing them as you grow will most definitely help your success.

Step Three: Take care of the business side of opening a business. This means registering your business, writing a business plan, creating a website, creating a budget, creating your payment policies and procedures, outlining your marketing strategy and of course setting up your office. You may decide at first to have a home office; however, because you'll be bringing clients to your office for consultations and meetings and because you may need room to store samples, books and other items you may choose to lease an outside office.

Step Four: Market your business. Online marketing will draw attention to your business and tools like articles, reports on how to have your dream wedding, and tips for brides-to-be will position you as an expert and attract clients. That being said, offline marketing will be invaluable too. For example, you can contact local caterers and partner to promote each other. You promote their catering services to your clients and they can promote your wedding planning services to theirs. Word of mouth is a great marketing tool.

Step Five: Consider becoming an expert in a particular type of wedding. Establishing yourself as an expert in a niche can make it easier to market your services. For example, if you like extreme sports you could market yourself as the adventure wedding planner and plan unique weddings like sky diving weddings, mountain climbing weddings and so on. Or what about a Caribbean wedding planner, a mountain wedding planner, a Vegas wedding planner and so on. There's a lot of opportunity to specialize.

Being a wedding planner requires a great ability to plan and execute. You must be organized, efficient and of course a good salesperson. It also pays to be patient because some brides can be difficult and being able to work with them and forge a mutually beneficial relationship takes a little extra skill.

How to Write Articles Fast:

When content marketing is a large part - or even a small part - of your business marketing strategy, it pays to learn to write articles fast. With this five-step process you can write educational, value driven, and informative content quickly and easily. Here's how to write articles fast!

Step #1 - Choose your article topic or keywords and form it into a question. So for example, let's say your keywords are "dog training tools" and you want to write an article about dog training tools. These keywords formatted as a question might look like this: "What are the most useful dog training tools?" or "What are the top three dog training tools?"

This is an extremely writer-friendly technique because it's much easier to answer a question quickly and succinctly. And when you perform your keywords search, you'll often find the phrases are already formatted as questions.

Step #2 - From that question, add three additional questions that relate to your main topic. For example,

- * What are the benefits of dog training tools?
- * Where can you find dog training tools?
- * How do you choose the right dog training tool?

Step #3 - Answer each question with a four or five sentence answer. This is where the true writing begins and you'll find that writing a paragraph, or two, to answer your question is quite easy. The best online content is easy to understand and written conversationally. This question and answer technique facilitates conversational writing. The question and answer format also helps create articles that are easy to read online. Short paragraphs with subheadings are easy to scan and absorb the value quickly.

Step #4 - Write a quick introduction. Once you've answered the three main questions in your article, it's time to go back and write the introduction. Again, this will be a four to five sentence paragraph, only this time you want to introduce the problem you're addressing in your article and provide a

benefit for reading the article. You want to motivate people to continue reading.

Step #5 - Write your conclusion. Your conclusion is merely a re-emphasis of the benefit in your article and a quick summary of your key points. You'll also want to include a call to action here, like "Visit my website for more information." (Be sure to include a link.)

By formulating your article as a series of questions, you're able to write the answers quickly and provide valuable information to your prospects. It's a useful technique for just about any article type or subject matter. Give it a try; chances are you can cut your article writing time in half with this simple five-step technique.

How to Write Like a Pro FAST:

Does it seem to take forever to write content for your website or blog? Do you struggle to create information products? If so, you can learn a few tricks of the trade from professional writers.

#1 Outline your ideas - Before you sit down to write or type, make sure you know what you're going to write about. Jot down your main point or headline. Underneath, bullet your supporting point ideas. When you actually sit down to write, you'll have a format to work with.

#2 Choose a format for your content - Every single thing you write adheres to some type of format.

For example, a tips article offers a series of bullet points or quick two- to three-sentence paragraphs. A "how to" article will list steps. A review article will summarize the product or service being reviewed and then dive into the pros and cons of the item. A tutorial will break the topic into manageable lessons. And an informative article will have a topic paragraph with three supporting points and a conclusion.

Decide when you're outlining your content, what format you're going to use.

#3 Research later - This may not make a bit of sense at first, but let's explain it. Research takes time and we often waste time in the process. We research blindly, looking for information we can use in our content. However, if you write your content first, making notes along the way about where you need to do research, then your research will be focused.

For example, imagine you're writing a report on comparing sugar substitutes. Researching sugar substitutes can be a very broad and time-consuming process. However, researching the illnesses caused by saccharine is much more specific and will take you a tenth of the time.

#4 Edit later - This is a habit that takes time to learn. Many people correct their spelling, change their sentences and even add and delete content as they're writing. This takes too much time and it breaks your thought flow. Instead, just write. Don't edit anything until you're done.

Once you've put all of your thoughts on paper, then you can go back and make changes, edits and corrections. This habit takes time, commitment and practice but it does work. It's about letting go of perfection and enjoying the process of writing. It's okay to have a really bad first draft. No one will ever see it.

#5 Finally, this little trick is a real time saver - When you're writing, simply write as if you're answering a friend's question. This helps in two key ways. The first is that you're writing conversationally. Conversational copy is accessible copy and it's something your readers will appreciate. It's also much easier to write.

Secondly, if you're answering a question it's really easy to determine what you want to say.

For example, let's go back to that report on sugar substitutes. When you're creating your outline using the question format it might look something like this:

- What are sugar substitutes?
- Are sugar substitutes bad for your health?
- Are there any benefits to using sugar substitutes?
- Which sugar substitutes are the best?

If you're writing this report and you are an expert in health and nutrition, then answering these questions will come naturally. It helps kick your brain into writing mode and removes any procrastination or stress from the writing process.

The honest truth is, you don't have to be a professional writer to write great content quickly. Take advantage of these trade secrets and boost your content productivity today.

How to Make Money by Writing Reviews:

Do you enjoy reviewing products and want to make some money in the process? Are you passionate about technology, books, music and other products, which are commonly reviewed? Here are two main ways to embrace that passion and make money writing reviews.

#1 Become an affiliate marketer. Affiliate marketers make money by earning a commission on sales they send to a company's website. For example, you can create a website devoted to fitness technology and become an affiliate for various software products and gadgets. People looking for fitness technology, say pedometers, will visit your website and read about pedometers. If you've posted a favourable review for a product and included a link to the manufacturer's website, they'll click through, make a purchase and you earn a commission.

The goal of an affiliate marketer isn't to sell but to pre-sell, and one great way to pre-sell a product is to review it. Of course, if you only review products you're affiliated with and you only provide biased and favourable reviews, savvy consumers will catch on and your sales will suffer. The key is to be a legitimate expert on your topic.

Money-making reviews will generally summarize the product's purpose in an unbiased and informative paragraph. The reviewer will then discuss their experience with the product, pointing out all of the strengths and benefits and also addressing any drawbacks. Of course, if you're looking to make an

affiliate sale on the review then you'll want to mitigate the drawbacks if there are any and then round out the review with a positive touch. Always include the price, any promotions presently available and a link to the website where readers can buy the product. Voila, money from a review!

#2 Write reviews for product sites and websites. There are many websites that pay for reviews. These websites include sites like epinions and even manufacturer sites. They're not paying, hopefully, for a favourable review but rather an honest and unbiased one. Some review sites want their reviewers to be knowledgeable in the industry or about the topic, while others are simply looking for bulk reviews. You can find these sites by doing a quick search online or by targeting specific industries and writing queries to the sites or manufacturers. This isn't the most lucrative way to write reviews, but if you can write in abundance the cash can add up.

Getting paid to write reviews is a great way to earn a bit of extra money, particularly if you're inclined to try potential products in the first place. You're sharing your experience with others, providing valuable information and earning a profit. It's a great way to earn some extra cash and provide value at the same time.

How TweetLater Can Help You Manage Your "Twitter Time":

If you're like the hundreds of thousands of online business owners, you are using the social networking tool, Twitter, to connect with your prospects in a new and beneficial way. However, like many business owners you're busy and social networking can consume a large amount of your precious time. This is where TweetLater can come in handy.

What Is TweetLater?

TweetLater is a social networking tool that helps you manage your social networking time. It's now known as SocialOomph. It enables you to:

- * Schedule your tweets in advance
- * Send welcome messages to new users who follow you
- * Draft tweets offline
- * Automate the following process
- * Create a status feed
- * Manage unlimited Twitter accounts from one location
- * Track keywords on Twitter
- * Add your blog RSS feed for automatic updates
- * Shorten URLs
- * Track clicks

And unlike many other Twitter applications, there is a free option and a paid “professional” option that costs \$29.97 a month. There’s a free trial period if you’re interested in checking out the professional option.

So How Does Tweet Later Benefit You?

Because you’re able to create offline drafts, reuse them and schedule your Tweets in advance, you’re really able to create a Twitter campaign. You can plan your tweets in advance and lead followers to the best posts, content, and promotions you have to offer.

TweetLater also helps you plan your conversations with other Twitter followers so you can craft well thought out and productive conversations, rather than spur of the moment tweets you may later regret.

And TweetLater/SocialOomph enables you to track not only popular keywords, but also your click-through rate so you can fine-tune your Twitter campaign for the best results.

Finally, because time management is an issue for just about everyone, TweetLater enables you to spend a focused amount of time on your Twitter marketing strategy, say 30 minutes a day or 60 minutes once a week, and then set it aside without worrying that you’re missing something or not participating enough. It helps you make sure you focus on the right things at the right time because you’re able to manage your Twitter profiles at any time of the day or night.

Twitter is a growing social networking tool, and business owners can take advantage of its popularity to connect with their prospects and build a larger awareness and a larger audience. Yet, people can spend hours of their valuable time on Twitter thus losing time they could be spending on more profitable tasks. TweetLater/SocialOomph solves this problem.

If you're a Twitterer, consider checking out this valuable time management tool today.

How to Boost Your Online Influence:

Your online influence is the power you have to affect others. The more influence you have, the more you can sway people. You can direct their attention to your business, to events or to websites. You can influence their decision to buy. However, boosting online influence takes a strategic plan and commitment. Here's how to boost your online influence for more business profits and success.

#1 Create a strong brand personality

Your influence is affected by your personality. The stronger your personal brand and identity, the more power you will have to influence your followers. Actually, the stronger your personal brand, the more followers you'll have. If you don't have a strong personal brand, spend time cultivating one. Make sure your personality comes through every communication you have. That means email messages, auto-responders, social networking, marketing messages and content all communicate a consistent personality.

#2 Get involved

The only way to boost your online influence is to get involved online. In addition to publishing content on your blog and responding to comments, participate in social networking. Social networking is a powerful way to boost your online influence. Share your opinions - often. Offer advice, information and ideas. Contribute to conversations.

Comment on blogs, participate in industry forums. Join social networking sites and interact. The more involved you are online, the more influence you'll have.

#3 Publish

People who are published have online influence. This is because they've established themselves as experts. Publish e-books, reports and articles often. The more you publish, the more people will recognize you as an expert. They'll trust your opinion and follow your advice.

#4 Teach and share

Finally, when you share your knowledge with the online community you gain influence. Host workshops and seminars. Give talks, interviews and speeches. Establish yourself as someone who not only knows a lot about their industry but is also excited to share knowledge.

Make sure the online community is aware of your teachings and knowledge. Tell others where and when you'll be speaking. Motivate them to participate and spread the word. The larger your community, the more influence you'll have.

Boosting your online influence takes a strategic plan. Create and communicate your brand personality. Publish and get involved. Share your knowledge and experience with others and become an active participant online. Put yourself out there as a credible expert and others will follow.

Always use your influence wisely.

If you mislead your audience, you'll lose influence over them and it'll be difficult to regain it.

To your success!

How to Build and Maintain a Profitable Opt-In List:

You've no doubt heard the phrase "The money is in the list." This phrase has gained in popularity as more business owners realize the value of an opt-in list. Your subscribers are people who have expressed an interest in receiving your information. They're practically asking to buy your products or service.

They just need a little more convincing. That's where your email messages come into play.

Here's how to build and maintain a profitable opt-in list. Grow your list; grow your business.

Step One: Create a compelling offer

The very first secret to building a profitable opt-in list is to create a compelling offer. Now a compelling offer might be a brand new television. However, if you're marketing to pet owners then you're not targeting them with the right offer. A compelling offer needs to be related specifically to your targeted niche. You want it to be something that appeals to them, not everyone on the planet.

A compelling offer also has to be valuable and unique. If you're marketing to pet owners, then it might be something like an e-book or report on "How to choose the right veterinarian for your pet." It must offer value.

Step Two: Market your offer

Once you've decided on your offer and have created your product or giveaway, it's time to market that offer. You can market any number of ways. The goal, however, is to drive targeted traffic to your opt-in form or offer page. You can use:

- * Article marketing
- * Social networking
- * Co-registration
- * Advertising/PPC
- * Blogging

Make sure your marketing efforts support each other. Create a comprehensive marketing strategy and send each prospect to your opt-in offer page.

Step Three: Use your list right away

One of the biggest mistakes people make is to focus on building the list and neglecting communicating with the list. Make sure you begin building that relationship with your subscriber right away. Send them a welcome message. Send them value in the form of links, downloads and information.

Start using your list right away.

Make sure to also have an email template that brands your business. Make sure it looks professional and builds authority and credibility. You want your prospects to trust you.

Step Four: Create a communication plan

Make sure you're communicating with your subscribers on a regular basis. An autoresponder is a wonderful tool because it enables you to create and schedule your messages in advance. Each new subscriber can receive the same messages in the same order, regardless of when they signed up. This gives you control over the relationship-building process.

Also remember to offer valuable content, not just promotional messages. An autoresponder automates the process, including the subscribe and unsubscribe management. You don't need to hire anyone to manage the task for you. Your time is free to build your business in other ways.

Step Five: Partner with others to grow your list

Once you have your list building and management process smoothed out, consider partnerships. You can really boost your subscribers by partnering with other relevant business owners. For example, the website owner who markets to pet owners might partner with a website that sells pet toys. They can help market your opt-in list by including a link to your form in their newsletter and vice versa. You can support each other to succeed.

Your opt-in list can mean the difference between thousands of prospects. It really can launch your business.

If you don't have an opt-in list, start creating a plan to build one.

You'll be glad you did.

This Book Is Presented To You By The Fred67.community
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How to Throw Great Direct Sales Parties:

Direct sales parties are a great way to have fun, meet new friends and make a lot of money while you're at it. Throwing a good direct sales party involves following a few key steps. Follow these steps and you'll be well on your way to profitably selling from your own home.

=> Create a Great Impression of Your Home

Before you have anyone over, you should make sure that your house is meticulously clean. Remember - your home is a reflection of you and therefore a reflection of your products. Having any kind of messiness in your home will indirectly detract from the credibility of your products.

Make sure your bathroom and kitchen are spotless as well. A lot of a home's impressions are formed in these two rooms.

Finally, guests form their opinion of your home before they even step into your house. They form this impression the moment they first lay eyes on your home. Make sure the exterior of your home looks great.

=> Preparing for a Fun, Profitable Party

Know your material like the back of your hand. Before your party, rehearse your whole sales speech several times. If possible, get a friend or two to give you their impression.

Remember that you want to sound natural and don't want to sound like you're reading lines. You should be in the moment when you're presenting, but don't just wing it. A combination of knowing what you're going to say without confining yourself to exact lines tends to work best.

Make sure you know which are the main benefits you need to emphasize. If you need visual aids, make sure those are all prepared. It helps to have back-ups of anything that might break just in case something happens.

Every good presentation needs to include a demonstration. The demonstration should be one that really "WOW"s people. If you can involve your audience in the demonstration, so much the better.

Cutco Knives for example, do in-home sales presentations where they ask a member of their household for a knife. They take a piece of leather and ask them to cut it with the knife. It takes a lot of sawing to get the knife through. Then they take a Cutco knife and slice through the leather like butter. They have the customer try it for themselves.

A demonstration like that is infinitely more powerful than words.

=> Connect First, Then Sell

Nobody likes being sold. But everyone loves it when a friend recommends a great product.

Before you get down to the selling, spend some time catching up with everyone. How are they doing? What's new in their lives?

Reignite the trust and rebuild the connections. Then and only then do you start selling your products.

It's trust and connection that sells more than anything.

Even if you give a really great sales presentation to someone who doesn't like you very much, you won't sell a lot.

On the other hand, good friends will often buy your products even if they're just moderately sold.

How to Earn Money through Article Marketing:

You've probably heard about article marketing and maybe you've even used it a time or two to drive traffic to your website. Article marketing is the practice of publishing articles on article directories and other websites to promote your business. It's a great way to drive traffic and boost credibility.

However, did you know you can earn money through article marketing?

You can! Here's how:

#1 Use Article Marketing to Promote Affiliate Products or Services

If you're an affiliate marketer you may want to look into article marketing as a tool to boost your commissions. Articles are a wonderful way to pre-sell products and services. You can write reviews, comparison articles, or simply informative or "how to" articles.

Some article directories allow embedded links in your article content. Others don't. Take care to find directories that help you meet your goals. If you're not allowed to embed links, make sure to link to your website or include an affiliate link in your author box.

#2 Use Article Marketing to Promote Your Own Products or Services

Just like you can use article marketing to promote affiliate products, you can use it to promote your own products as well. Take care, when writing, to not write a sales page. You want to provide informative content and to establish your credibility and authority. Link to your relevant products or services in the content to drive traffic to your sales page. Use your content to presell the product by providing information or a solution to your prospect.

#3 Use Article Marketing to Build Your Opt-In List

An opt-in list is where you transform visitors into prospects. Each prospect then has the potential to turn into a customer. Therefore, the larger your opt-in list, the more potential you have for sales and profits.

You can use article marketing to build your opt-in list. Create helpful and informative content. Motivate people to visit your website or send them to an opt-in form or squeeze page. Provide valuable content, content that solves a problem and offers a solution, and your prospects will be hungry for more. They'll sign up for your list without hesitation and you'll be raking in the dough.

Article marketing is a fantastic tool to build your business and increase your bottom line. Choose your article marketing sites wisely. Make sure they support your goals and objectives. Then write great content and watch your profits grow.

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How to Establish Your Writing Business:

Starting a writing business is a challenge. It can be a fun and rewarding challenge. However, once you've started your business, you're going to face another challenge. Now it's time to establish your writing business.

Establishing your writing business means having clients come to you, rather than you chasing work. It means having a full schedule and it may mean making adjustments to your systems in order to write more and meet the needs of your growing client base.

No More Chasing Clients

There's something quite satisfying about building your business to the point where clients come to you. This happens gradually. It's the result of hard work, consistently providing professional service and motivating your happy customers to spread the word. In fact, you may even consider offering a referral program to motivate happy customers.

Become Invaluable

Another great way to establish your business is to become an expert. Whether you're an expert in an industry, a format or a style, when you become an expert you're able to offer more value. Additionally, you become more valuable if you offer more than writing as a service.

Now we're not suggesting you start offering graphic design services, administrative services or anything like that. Instead, become a consultant to your clients. When appropriate, offer advice or guidance. Help your clients achieve their goals and they'll return to you again and again.

Establish Efficient Systems

Once your business starts to pick up, you may find you spend a lot of time on non-money generating activities. We're talking about things like answering emails, invoicing, paying bills and so on. You can streamline some of these tasks so they're practically automatic. You can also outsource some tasks so you can spend more time writing and making money.

For example, instead of having clients contact you, place an order form on your website. You may even require payment or a deposit at the same time

and collect payment via PayPal or another service. The more efficient your systems, the more efficient your business.

Finally, consider partnering up with other individuals to add more to your business. Partnerships can take a number of formats. You could partner with a graphic designer, for example. They refer clients to you for content and you refer clients to them for graphics. You could also partner with a website developer to write the content for their clients at a discount. They're able to offer more value to their audience and you'll have a new source of work.

Establishing your business takes a plan. It can be just as rewarding and enjoyable as starting your business. However, now you're getting to watch it grow. You're able to set new and more challenging goals and you're able to make a living writing.

How to Expand Your Editing Business:

You have chosen your niche for your business. You are doing well but you can do better. In your business plan you may have identified ways to expand when the time arose. Here are some ways to expand your editing business.

There are many ways that you can start a business. One way that you can do it with low overhead is through online marketing. Choosing a business that can be conducted from home locally and/or online is a coup. There is a low overhead and your success is limited only by your vision and your skillset.

What Do You Do in Your Editing Business?

An editing business may revolve around cleaning up someone else's work. You are the second set of eyes that can put the positive polish on everything from articles to book layouts to advertising campaigns.

This is a service business. You can find clients locally in the Yellow Pages, want ads, speciality papers and trade papers. Even though you are local, you can still conduct work via telephone and internet.

If you want, you can conduct personal meetings and work that way.

The prices you charge will depend on local competitors and online competitors. You can charge more for rush jobs and high-profile clientele like large companies with more work. Repeat business is going to be your staple and also help bring in new business.

Identify your service. If you are sticking to books or advertising, state that. This is only where you start, not where you are going to end up.

When to Expand?

If you are ready to expand your business, evaluate the options. Which upgrade is going to give you the best profit? What skills are you adding to the table that are profitable to your business?

Here are some suggestions for increasing your skillset and the areas that you can expand into.

- * Take some advanced classes – As an editor, you know that good grammar is a must. Learn about online editing or print editing if you are not in one of those areas yet.

- * Know your market – Look at some of the services that others editors are adding that may benefit you as well. If you have that skill, use it. Advertise more online if that is where your market is moving. Consider article marketing, viral video marketing and social networking to find more clients.

- * Listen to your clients – Maybe you have lost clients because they were looking for someone who could offer more comprehensive services in one place.

- * Formatting – Online e-book formatting is increasingly important as more and more people are downloading information and printing it out. There is lower overhead for the seller and the buyer.

- * Proofreading – Related services such as this can give your clients the advantage of getting all their needs in one place – yours.

Are you ready to expand your editing business? Know which way to expand, and if you have the skills know how to turn a profit from them.

How to Find a Great Virtual Assistant:

A good virtual assistant can be the answer to an online marketer's prayers. However, finding a good virtual assistant isn't always easy. You want to find someone who can handle your tasks competently and professionally. You also want someone who is easy to communicate with and charges rates you can afford. Here's how to find a great virtual assistant.

Step One: Define what you need. Before you go on a hunt for someone to help you, determine exactly what you need help with. Each virtual assistant is going to have their own strengths. Some virtual assistants might offer a variety of services ranging from basic to quite technical and complicated. Other virtual assistants may specialize in an industry or a specific type of service.

For example, one virtual assistant may specialize in editing, proofreading and transcription. Another may specialize in forum management or WordPress installation. In order to determine who to hire, you need to first determine what you need them to do.

Step Two: Begin the search. In addition to perhaps posting the job on classified job sites, social networking sites and your own website, start searching. Ask associates who they recommend. Use a search engine to find service providers. Start gathering candidates for the position.

Step Three: Narrow the field. Once you have a list of candidates, start narrowing the field. Use references and recommendations to shorten the list. Consider speaking with the top candidates on the phone to find out how they work, what their policies are and to see how they communicate. Half of an effective relationship is communication. You must be able to clearly and effectively communicate with each other.

Step Four: Test the waters. Ask the top two or three candidates to manage a small project for you. The purpose of this is to essentially test how you work together, how the virtual assistant manages the project and their professionalism. If you end up with two or three perfect virtual assistants, that's okay. You can then choose the one that offers the best rates or the one that you most connect with personally.

Step Five: Keep your new VA busy. Once you've found a great virtual assistant, or two, then keeping them busy is a great way to keep them. Service providers need to keep their schedules full to keep their business alive. If they can count on you for a certain amount of work each week or month, they'll make a consistent place in their schedule for you. This means you'll be able to receive your projects on a timely, and consistent, basis.

Great virtual assistants can be difficult to find. Additionally, a good working relationship with a virtual assistant is a two-way street. You want to be able to provide clear and consistent communication about what you need accomplished. Consider creating a system for your virtual assistant to follow. Once you've found a great VA, take the steps necessary to keep them.

How to Find People to Blog for You:

Doing all the blogging on your own can take a lot of time and energy. Having other people blog for you at times can help relieve some of that pressure, while also giving your readers a fresh voice and perspective.

In fact, there are several top blogs that feature more guest post content than content written in-house. This works only if all the content you outsource is absolutely A+ quality.

How do you find other great writers to help write high quality blog posts for you? Here's how.

=> Start with Your Own User Base

One of the best places to look is the comments section of your own blog.

Are there users who are regularly posting intelligent, value-providing comments? Do they sometimes write responses 2-5 paragraphs long?

Many bloggers often find that after a period of time, they have a few "power commenters" who spend a lot of time writing comments, just for the sake of

sharing information.

Get to know these power users of your site. They may be experts in and of their own right, or have valuable information they can share with the rest of your users. If you asked them to write a guest post, chances are they won't even charge, as they're already a fan of your site!

=> Finding Guest Bloggers

Another great way to have others blog for you is to ask other bloggers if they'd like to guest post. This is quite common in the blogosphere.

How does it work? Basically, another blogger writes a unique, exclusive article for your blog. In exchange, at the bottom of the post they write they can post a link back to their site.

This is a win for you, because you get high quality free content. It's also a win for them because they get more people exposed to their website and get a backlink for SEO.

There are a few ways to find guest bloggers who may be interested in blogging on your site:

- * Your comments. Other bloggers often comment on blogs on related topics.
- * Google. Search for your main keyword + blog.
- * In person networking. This is a great way to find high quality content writers from people who aren't even bloggers!

=> Paying for Blog Posts

There are many places you can find potential bloggers to write for a small fee. ProBlogger.net is perhaps the largest blogger-specific site where you can find people who specialize in creating high quality content for small amounts of money.

ELance and Guru are also places where you can find freelancers to write content. If you're considering using eLance or Guru, remember that you're judging the content based on quality, not price. You'll get a lot of bids from people whose English simply isn't all that great.

You want to position yourself as someone who pays well for top quality content, not someone looking for the lowest price.

Finding other people to blog for you can be a great way to lessen the pressure of having to always create content. It can also help give your readers a fresh perspective by seeing how several different people see the same issues. Find guest bloggers from your comments, through related blogs and perhaps even by paying for high quality blog posts.

How to Find and Keep Service Providers Online:

Finding great service providers who consistently deliver quality work on time with clear communication is a skill in and of itself. How do you find these service providers? And once you find them, how do you make sure they love working with you and build a long-term relationship?

=> Finding Service Providers

There are many places you can find service providers.

By far the best place is referrals. Ask people you know who they use. If they have service providers who they can recommend, that's often one of the best ways to find quality providers.

You can also find service providers by meeting people in person. Stay-at-home moms or retirees who want to make a bit of extra money and have the necessary skills tend to be great long-term out-sources.

Online, you can find providers on sites like the Warrior Forum, Digital Point, SitePoint Marketplace, 99Designs and more. These are community websites where service providers hang out.

Finally, you can find service providers on sites like eLance and Guru. These are "bid for job" sites where you post a listing and potential providers bid on how much they'll charge and how long it'll take.

=> Before You Hire

Before you hire someone, there are a few things to consider.

First of all, go through their samples carefully. Don't just take a cursory look. Go through 2-4 of their samples and really get a sense for their style and quality of work.

Ask them questions. Get a sense of their work ethic both by their responses and the speed of their responses. If they don't get back to you for two days before you've even hired them, chances are that's what you can expect in the long run.

Finally, once you find a service provider that you believe matches what you're looking for, start them out with a small project. See how they deliver, both in terms of quality and delivery time.

Only once they've proven themselves on a small project you can hire them for a larger one.

=> Keeping Great Service Providers

Once you've found a first-class service provider, how do you keep them?

The two most important things are that you treat them fairly and that you pay on time.

Remember that communication is two-ways. If you have a unique project, make sure you provide enough information and be available for questions. If they did a great job, make sure they know you appreciate their work.

Finally, pay on time. Perhaps the easiest way to lose a service provider is to not pay on time.

To sum up the steps: find a service provider using one of the many methods described above. Ask them questions, look at their samples and start with a small project to feel them out. Once you've tested them out, keep them by paying on time, treating them fairly and by having great two-way communication.

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How to Get Over Your Fear of Growing Your Business:

It takes a lot of courage to start a business. Once you start it and have established your business, it's also easy to become complacent. You're making money and have achieved your initial business goals. Many business owners stop here. They allow their business to plateau. One of the most common reasons is a fear of taking their business to the next level. They're afraid to grow their business. Here's how to get over that fear.

Explore Your Options

Before you can face a fear head on, you may want to explore what your options are. One of the reasons you may fear growing your business is that you only see one option to grow your business and that option isn't appealing. When you sit down and think outside of the box, and allow yourself to daydream and innovate your future business, you may find a growth idea that's inspiring and motivating. This will help you move past your fear.

Determine Where the Fear Is Coming From

What are you afraid of? Are you afraid of more responsibility? Are you afraid of more commitment to your business? Are you afraid of the steps required to grow your business? There are many emotions and things that may be contributing to your fear. Spend some time documenting what you're afraid of. Once you have that information you can determine if:

- * The fears are reasonable
- * You're willing to face the fears to achieve your goals
- * You can eliminate the task and achieve your goal another way

Set Goals

It's sometimes difficult to face your fears if you don't have any motivation or inspiration. Goals can help you push through your fears. For example, you could set a new sales goal or profits goal. If you're money motivated, that will work well to help you push through your fears. If you're motivated to help others, then you can set a new customer goal. Find what motivates you and set goals that reflect your motivation.

Push Through

Sometimes there's nothing you can do to avoid or manage a fear. You simply have to push through it. A positive mindset and confidence in your abilities will help. If you're struggling with fear of growing your business, create an affirmation to help you push through the fear. You won't be label to avoid the fear or the pain associated with it, but you can modify your mindset to help you manage it.

Fear is a part of life. However, you're an entrepreneur. That means you have the skills, mindset and ability to manage your fears and achieve tremendous business success. Use your planning time to explore what your fears are, what you can do about them and where you want to take your business. Then take action to make it happen.

[An excellent Audio-Book is;](#) By Susan Jeffers -

'Feel the Fear and Do It Anyway' [Here!](#)

How to Keep Up with Emerging Business Trends Online:

The speed at which businesses change has been picking up over the last decade. Today, entire industries can change over the span of just months. If you're not keeping your finger on the pulse of emerging business trends, you and your business will get left behind.

How can you use the internet to keep track of emerging business trends right from your computer? Here are three ways.

1) Read the Wall Street Journal or The Economist Online

The Wall Street Journal is considered by many business experts to be the premier business newsletter. They follow business activities across a wide variety of industries and report on them every day.

The Economist is another widely recognized subscription. One big difference

between WSJ and The Economist is that the WSJ is a daily newspaper, while The Economist is only published once a week.

If you'd rather keep your finger firmly on the pulse of business, then follow the WSJ for daily updates. On the other hand, if you just want to know the most important things that are going on every week, then consider following The Economist.

Rather than following the print version, you can follow the journal or The Economist with the iPhone app or the online versions. Using the iPhone or the internet to browse makes it a lot easier to scan through and just read the articles you really want to read.

2) Follow Relevant Topics Using YourVersion

Each industry is different. You may not care much about emerging business trends in the consumer goods industry, but you may care a lot about emerging trends in the cleantech industry. How do you follow a specific industry online?

One great way is to use a news aggregator like YourVersion. These services will collect news articles based on keywords you give it and give you all the result in one easy to use interface.

If you're interested in cleantech for example, you might type in keywords like Solar, Clean Energy, Clean Tech, Hybrid, etc. It'll then show you all news articles related to your industry, condensed into one screen.

3) Follow the RSS of Top Blogs

RSS or "Really Simple Syndication" allows you to follow blog posts from your favorite blogs as they're posted. Rather than having to visit each blog individually, you can just subscribe to their RSS feed.

To do so, you'll need to download an RSS feed reader. There are many free options for RSS readers. Once you have a reader, you can start subscribing to feeds. You'll then see all the new posts stream by and be able to pick and choose which ones you want to read.

These are three ways to follow emerging business trends online. Use one, two or all three depending on how much information you want.

How to Make Money on the Internet:

The internet has changed the world. Children do homework and go to school online. You can shop for anything online. You can learn anything online. It's also opened up an entirely new way of doing business. In fact, there are many ways you can make money on the internet.

Affiliate Marketing

This business model is one of the most popular. It's also one of the easiest ways to get into internet marketing. An affiliate marketer earns money by pre-selling products or services for other companies.

An affiliate marketer begins with a niche - a specialty topic. You then create a website based on that topic. You provide an abundance of article content and information about that topic. This draws traffic to your website. You promote affiliate products by writing information about the products or services you're representing.

For example, you could create an affiliate website on slow cookers. The content you create on your website could range from reviews of slow cookers to slow cooker recipes or unique ways to use your slow cooker. In the review articles and other content you include a text link or two to the company's sales page. For each slow cooker you sell, you earn a commission.

Information Marketer

Information marketing, like affiliate marketing, is a fairly easy way to make money on the internet. However, unlike affiliate marketing, as an information marketer you're creating your own information products and promoting them online. Information products are products that provide information. They include books, videos, online courses and even seminars and workshops.

Like an affiliate marketer, the key to success is to choose a speciality topic or niche. Create content to support that topic and draw traffic to your website. You can then build an opt-in list and begin marketing your information products to your visitors.

E-commerce

E-commerce is essentially selling a product online. You can sell a handmade product such as jewellery or bath products, or you can become a representative for another company, or manufacture products. Many internet business owners are artisans. They create what they sell online. There are sites that support this type of business owner. They include but certainly aren't limited to Etsy, Foodzie, eBay and so on. You can use these e-commerce sites to create a store, or you can create your own website to sell your merchandise.

Service Provider

Finally, the other major business model is to become a service provider. This is a great way to make a supplementary income or to create a full-time business. You can provide services ranging from freelance writing, administrative help, graphic design, personal coaching, or even health and fitness training.

If you have a background in a service, consider creating an online business around that experience. You'll market your business with a website. It's a great option because you can choose your hours, your clients, set your own rates and make a living helping other people while doing something you enjoy.

We've covered four of the most common types of internet business models. However it's not an exhaustive list. If you're interested in making money online, take a look at your skills, interests and what people need. Design a business that helps solve a problem and you're off to a great start.

Once you've decided on which type of business you're going to start - Go! For it and the visit the Free Internet Marketing & Business Development Free! E-Library at - <http://fred67.com/libraryim> to grow it as fast as your potential will allow.

How to Monetize Your B2B Blogs:

Making money from a B2B (business-to-business) blog is different than making money from a consumer blog. A B2B blog generally means you'll have somewhat less traffic than a more generic blog, but each visitor can potentially be worth a lot more to you.

Generic blog monetization methods like AdSense and affiliate programs just don't make sense when it comes to B2B blogs. Here's how to monetize a blog that's targeted specifically at businesses.

=> The Goal Is the Big Sale

The goal isn't to make 10 cents on a click or \$20 on an affiliate sale. Instead, a better goal is to sell \$100-\$1,000 products on the front end, plus \$1,000 to \$10,000 on the back end.

To do that you need to demonstrate that the money visitors spend will generate a positive ROI. That's what's great about B2B blogs - you're not selling on emotion, you're selling on ROI.

If you can demonstrate that you'll make them money and back that with a money-back guarantee in case they don't make money, you'll get a lot of sales.

=> Focus on the Relationship;

First of all, don't expect to make a fast sale. Instead, focus on building the long-term relationship.

Get as many people on a newsletter as you can. Aim for 90% of your newsletter to be high-quality content and 10% to be sales.

Post on your blog regularly so your readers can get to know what you have to offer over time, rather than all at once.

=> Selling Advertising;

If you have a blog that's well regarded in a particular industry, you can charge a lot for advertising. You might charge on a CPM model, or you might charge on a monthly model.

If you're a recognized name in the online marketing industry for example, businesses that target people in that industry will be willing to pay a premium for advertising on your site.

You can get up to four times what others might pay for more generic advertisements - sometimes even more. These sales will come primarily from building direct relationships with other people in the industry. Once your blog is better known, just put out the word that you're accepting advertisers and let them come to you.

=> Selling through Your Customer's Networks;

One benefit of having a B2B blog is that most of your customers have customer lists and relationships of their own.

If you create something that they find truly useful to themselves and their customers, that makes it very easy for them to pass your products on to a lot of people.

Tim Ferris, author of the 4 Hour Work-week, put this technique to great use. Although his audience was small, much of his audience was internet marketers. Through his connections with other bloggers and marketers, he was able to go from a no-name to a New York Times bestseller almost overnight.

Put out great content that's original and truly useful to others. Build relationships with your visitors and aim for larger sales rather than incremental earnings. Your B2B blog can be an incredible source of revenue once it picks up steam.

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How to Start an Online Business Selling Artwork:

If you're an artist you can make good money online.

Many artists hold on to the myth that the only way to be successful is to have your artwork in a gallery. This just isn't true. You can create your own online business and have your artwork represented in online galleries all around the world. In fact, your online art business may help you gain the notoriety you've been looking for. Here's how to start an online business selling artwork.

#1 Create a website to display your artwork;

There are a number of website templates designed specifically to highlight artwork. You can create a website to simply display your artwork, or you can install a shopping cart and let people buy right from your website. If you create a display website, be sure to include a contact number or email address and form so potential customers can contact you. If you produce commissioned works you will also want to include an order form or contact information.

In addition to basic website templates there are also blog templates that are designed for artists. Spend some time browsing websites belonging to other artists. If you find a site you like, take a look at the bottom of the page. Sometimes the designer or template is listed. You can also hire a website designer to create a custom website for you.

#2 Build a store at Etsy and/or eBay;

Etsy and eBay are online marketplaces. Etsy specifically caters to the artist community. You can build a store directly on the site and sell your art to interested buyers. EBay is an auction site; however, you can build a store there as well and sell your art with a 'buy it now' option if you don't want to auction them off.

#3 Network online;

One of the best ways to generate free interest in your art is to get online ad network. MySpace (*Yes! They're still out there*) specifically offers profiles for artists. This is a great place to start.

However, it's also important to network where your audience hangs out. For example, if your artwork is primarily landscapes or extreme sporting photos or paintings, then consider participating in online forums and blogs dedicated to the topic. You're sure to sell your art to those interested in the out of doors or extreme sports.

Finally, specialization is a great way to really carve a niche for yourself. It's much easier to become the artist to go to for paintings of dogs or handmade gemstone rings than it is to appeal to a broad market. If you have a number of passions and artistic interests and skills, create a website devoted to each of them. Identify your audience and market specifically to them.

With modern technology, art is available to everyone. You don't have to sell only in a gallery. You can sell to people all around the world. Let the internet be your gallery and make money from your art.

P.S. I bet you thought "What about Pinterest?"
Exactly! Now probably 'the' best place to showcase your Art, and if you don't have a Pinterest account yet [Grab Yours Here!](#)

How to Develop a Positive Money Mindset:

The most important factor for making money has nothing to do with techniques or know-how. Your money mindset has a bigger influence on your finances than just about anything else in the world. This is why someone with no business experience and with less than \$10 in their pocket can build a multi-million dollar business.

How do you develop a positive money mindset?

1. Money Isn't Real - It's an Expression of Value

If you study the minds of the most successful people in the world, one common understanding of money always comes up: "Money isn't real."

Donald Trump, in *Art of the Deal*, says "I've got more money than I'll ever need - It's not about the money. It's about the art. Eventually, we all kick the bucket and none of it matters anyway."

Felix Dennis, the man who founded Maxim Magazine, PC Magazine and many other successful publications, and is worth over \$400 million dollars, is also a strong proponent that money isn't real.

The most successful people in the world don't focus on how to make money. Instead, they focus on how they can create value in the world.

What problems can you solve? Who can you help? How can you create value? Money is just a reflection of how many people you've helped and how many problems you've solved.

2. Act As If You're Already Successful

"You need to be a millionaire before you can have a million dollars" --
T Harv Ecker, Author of 'The Millionaire Mind'.

Before your bank account can reflect your financial success, you need to already embody the characteristics of someone who is successful.

On a regular basis, put yourself in the shoes of your future, successful self. How would this person look, feel and think? What advice would your future self give you?

Every day, try to take on this future version of you more and more. Breathe like that person would, think like that person would, hold your body like that person would and do business like that person would.

3. Failure Is Setback - Your Success Is a Matter of Time

People who don't succeed tend to have the mindset of starting ventures to see "if" they'll succeed. Successful people don't wonder if they'll succeed; they already know it's just a matter of time.

The question is not "if" but "when."

Successful people regard any failure as a setback or a lesson to be learned from. There is no such thing as an irrecoverable mistake.

Incorporate these three things into your mindset. If you can really embody the creation of value while firmly holding yourself as someone who's already successful and knowing that your success is just a matter of time, then your success is almost assured. Visit; <http://fred67.com/thinkandgrowrichvideos>

How Your Business Could Profit from Podcasting:

Podcasting is a relatively new concept, but it can serve wonders for your business. If you are considering podcasting, there are several benefits to your business, providing you utilize the technology to your advantage.

Podcasting is the relay of information through audio. Rather than read an ad or watch one, your target audience will listen to you promote your business. This is a plus because often-times people cannot be bothered to read every piece of information that they may stumble upon. People are generally looking for specific information and if your article or ad is not attention catching, you may just be skipped over. This is where your podcast will come in.

Using your voice can be an effective marketing tool. You can determine which words to emphasize and which tone of voice to use. In addition, your audience is hearing you – the voice of your very own business. Now, you are associated with your ad which makes you more valuable. Podcasting also allows you to get your message across by telling your audience what you want them to hear. You can specifically emphasize any points and even make more than one podcast that will target different users.

If you are in a service-based business, you can create advice clips for users to download on your website. Many people do not want to be bothered to read, but will gladly listen to an audio clip. Often-times, people will understand material better if it is spoken by another, rather than reading something themselves which may contain technical jargon and possibly confuse them. Also, by using a podcast to share valuable information, you are showing your expertise in the field and encouraging listeners to hear your tips.

Podcasts are available in RSS (Real Simple Syndication) which means that your target user would not have to wait for you to upload the clip, they could listen to it real time as it is occurring. Your users will also be able to sign up for the feed so that any new clips that are added by you are instantly available! It doesn't get any easier than sending new information right to your customer's ears.

Even though podcasting is relatively new technology, it allows for a plethora of possibilities. You can record many different messages, including industry advice, and upload them to your personal website for instant access. Using podcasting is similar to broadcasting over the radio – you are reachable every single day.

How to Redesign Your Website Successfully:

There often comes a time when a website's design just needs to be changed. Perhaps it was designed months ago and you just don't think it's up to par anymore. Perhaps your market or brand has changed. Maybe you need to implement new technologies that your old platform doesn't support.

Regardless of the reason why you're redesigning your site, here are a few tips on how to make the redesign go smoothly.

=> Staging the Site

Generally the best way to do a smooth redesign is to create a fully functional staging site. For example, if your website is www.example.com, then your staging site might be at www.example.com/stage/

The `/stage/` website should be a fully functional version of the actual website with all links, pictures and content intact.

When you're ready to hit go, all you do is switch out `/stage/` for your root or `public_html` folder. That way, when your site goes live you've already tested your site for bugs and have a fully functional site to go.

Make sure you have a back-up of your site that you can switch back to quickly and easily if something does go wrong with the switch. Also, do your switch at night for the least service interruption to users.

=> Letting the Design Sit

If you're using a designer, they'll generally give you a few rough designs first. You pick the one you like, they finalize the design and then implement the

website on that design.

Instead of jumping on a new design right away, mentally pick the one you think works best. Then sit on it a week and come back. You'll often return with a fresh perspective and a couple of ideas on what to change.

The same applies to redesigns that you're designing yourself. Put your work down for a period of time and don't let pride of excitement cloud your judgment.

=> Consider the Platform

There are many platforms your site could be built on: Plain HTML/CSS, WordPress, Drupal, Joomla and others.

A site redesign is the perfect time to reconsider your site platform. If your site started out as a ten-page website and has now ballooned to a 200-page website, it'll soon get unwieldy and be nearly impossible to make mass changes. It may be time to switch to a real CMS.

Since you're interrupting user experience anyway, you might as well do it just once and switch your CMS now if you're doing a redesign.

=> When NOT to Do a Redesign

The one time you shouldn't do a redesign is when you've gotten bored of the old design. If ...

- 1) The old website is converting well and making money
- 2) The users enjoy and have grown accustomed to the old site
- 3) The old site works perfectly
- 4) The old site still conveys your brand

... then you really don't need to do a redesign. Website owners may get tired of a website design after a year or two and want to change it, when really their users don't care and would be burdened by having to get used to a new interface.

Redesign only when there's a purpose to it.

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How to Start Your Own Resume and Cover Letter Writing Service:

If you have a knack for writing great resumes and cover letters, you may have a lucrative profession ahead of you. Resume and cover letter writers have a scarce and very valuable skill. By turning this skill into your own business, you could be making a very substantial income in just a few months, possibly over six figures in a year or two.

Here are a few of the top tips for starting a resume and cover letter writing service.

=> Select a Specific Clientele

There are many different kinds of people who may want to employ your services. It helps to narrow your speciality down to one of these types.

The first is someone who is extremely busy. The thought of spending days, or even a week or two honing a resume or cover letter is simply unthinkable to this person. They tend to be high income earners, often executives. They'd much rather hire someone to write their resume than spend the time themselves, provided they believe a good job will be done.

Another demographic would be someone who doesn't have the skills to create a good-looking resume. They may not know how to manipulate word documents very well and may not be very technically inclined.

The list of potential client types can go on and on. Come up with your own specific kind of person you want to target and spend your time developing a brand for yourself in those social circles.

=> Test Marketing Methods

There are many ways you can start marketing your service.

The first and often most important way is networking using your own circle of friends. According to Facebook, on average most people have 200 friends. Each of your 200 friends will have another 200 friends.

Around your network of contacts are dozens of people currently looking for jobs. By establishing yourself as an expert in resumes and cover letters, people you know and friends of people you know will start to come to you for help and advice.

You can also start advertising in the newspaper. Generally you'll want to get your ad as close to the employment section as possible. Test several different newspapers with small ads first. If you identify a paper that seems to bring in good leads, experiment with a larger ad.

Finally, you can also try marketing online. Try posting regularly on Gumtree, eBay and Craigslist. Make sure you get a range of positive reviews on Yelp. (Even Yell.com will give you a FREE!! Advertising slot)

You won't get rich overnight. But as you get more and more satisfied clients, your business will grow. You could eventually get to the point where you have more clients than you can serve at one time and will have to raise your prices. The time from start-up to real success could be anywhere from a month or two up to a year.

How to Make a Living Selling Your Inventions:

You've invented something that will benefit thousands of people. Congratulations! Now you have many decisions to make. Namely, how are you going to profit from your invention? This article is here to help. Making a living selling your inventions doesn't have to be a complicated process. Here's how to do it.

#1 Identify your target audience

The key to success for your invention is to determine who will benefit from it. What problem does it solve and who does it solve the problem for? Once you identify your target audience it will help you decide the best method for selling it. Identifying your target audience will also help you market your invention successfully.

#2 Determine the best selling approach

There are a number of ways you can sell your invention. They include but are certainly not limited to:

- * Selling at local fairs, trade shows and kiosks
- * Licensing - you own your invention and rent the right to make, use or sell it in exchange for a royalty payment
- * Private label agreement – you essentially sell the rights to sell your product to one retailer
- * A joint venture
- * Selling online

Depending on your invention you may need to find a manufacturer to produce it. This can be expensive, so plan your business and your projected earnings well. Don't manufacture more than you can sell. Licensing and partnership agreements may help you cover the cost of the manufacturing initially.

#3 Set up an online store

Of all the methods to sell your invention, an online store may be the easiest and most profitable. You can market, fulfill and distribute - all from your website. Additionally, this eliminates the need to find office or retail space.

The key to successfully selling your invention online may rest with your marketing. It's important to create a buzz for your invention. Issue press releases and have a presence on local media. Get out into your community and online. Cater to your niche.

For example, if your product solves a problem for new parents, then join forums and chat rooms where new parents hang out. Advertise on websites for new parents, and in magazines. You can make money from your invention. However, your profits and success will rest on a few key decisions.

Research your market. Identify your target audience. Once you know who they are, you can position your invention optimally. Then create a solid business plan. Make sure it outlines where and how you're going to sell your product. Include goals and a plan to achieve those goals. Then get out and market your invention. You've created a wonderful product. Share it with the world and enjoy the profits!

How to Set Up Your Ghost-writing Business:

Being a ghost-writer is a dream come true for many. If it's your dream too, then you'll want to take several important steps to succeed. Here's how to set up your ghost-writing business for lasting success.

Step #1 - Create your website. Your website is an extension of you. It should accurately represent your personality, your business vision and mission and your services. It also needs to sell your services, and that means a bit of copywriting.

What benefit do you offer your prospects?

What value do you have to offer?

Consider what information you want on your website. Do you want an about page? Do you want to list your rates? What about a form to fill out to place an order? Do you need frequently asked questions? Testimonials and endorsements? Samples?

Step #2 - Speaking of samples, your clients are likely going to want to review your work. You can accomplish this in several ways. You can list links to your work on your website. You can provide samples on your website or you can simply provide samples when a prospect asks for them. Another option is to offer a free report for prospects to download. This can accomplish two things: marketing and providing a sample of your writing work.

Step #3 - Establish your rates. How much are you going to charge? Establish your rates in advance. This is important because you'll want to be able to quote consistently. Additionally, you can post your 'general' rates on your website.

Step #4 - Establish policies and procedures. Like your rates, you'll want to establish your policies and procedures. You may also want to publish these on your website. At the very least, you'll want to send them to your prospects when they inquire about hiring you.

For example, do you require a deposit? If so, how much? How long does it take you to complete a project? How do you accept payment? Do you use projects in your samples? What's your confidentiality policy? Knowing the answers to these questions and having them established will set your prospect's mind at ease.

Step #5 - Financials. How are you going to collect payment? How are you going to record income and expenses? You'll likely need a bank account for your business, along with a method for clients to pay online. For example, PayPal accepts checks, credit cards and bank transfers.

There are a number of steps to setting up a ghost-writing business. Make sure to take care of them thoughtfully. They'll help set the foundation for a successful and long-lasting business. However, once they're established, you can focus on doing what you love – writing!

How to Start an Online Consignment Business:

Do you enjoy retail? Are you looking for a way to profit and help other people profit too? Consider starting your own online consignment business.

A consignment business is a store that sells other people's belongings. You take a commission on the sale and they earn money by selling their items. It's a great way to make a nice monthly profit. Here's how to start an online consignment business.

Step One: Decide what you're going to specialize in. There's actually a great deal you can sell. For example, you can specialize in:

- * Baby clothing
- * Maternity clothing
- * Housewares
- * Pet items
- * Art
- * Collectibles
- * Sports memorabilia
- * Fitness equipment
- * Formal wear
- * Wedding attire
- * Vintage items
- * Designer clothing
- * Teen clothing

The list can go on and on.

Find a market where you see a need.

Find a market you enjoy and would enjoy selling.

Step Two: Take a look around your community for your first consignment products. Eventually you may acquire goods to sell from all around the country. However, initially it'll be good to build your store with easily accessible items. Consider asking your friends and family for items to stock your online store.

Step Three: Build your online store. Once you have a few items to sell online, it's time to build your website. In addition to building a website you may want to consider selling items on eBay and/or etsy.com. Etsy deals with vintage items so you'll have to be selling vintage to qualify. Otherwise, eBay is a great option. You can build a store right on their site. This way you're both selling via your own website store and eBay or Etsy.

Step Four: Continue collecting items to sell. Your store is only effective and profitable if you have items to sell. This means you're going to have to market to two audiences. You're going to want to market your consignment business to people who have things to sell. And you're going to want to market your business to customers who want to buy.

Initially, it may be advantageous to gather consignment items locally and sell them on your site. As your business grows you can include a form or information on your website about selling consignment goods on your site.

Step Five: Agreements and policies. This step is actually a tangent step to creating your online store. You're going to want to create agreements with both your buyers and your sellers. For example, what commission do you make per sale? How long do you keep an item in your store before you consider it "unsellable" and send it back to the owner? How do you ship? What's your return policy?

You can glean much of this information by visiting other consignment stores and learning what works for them. Then you can create your own policies and agreements to fit your business goals and needs.

Owning an online consignment store can be tons of fun. As your business grows, you can add other items to your store. For example, you can visit garage sales and find suitable items to sell for a profit. Plan your business well and launch with confidence. To your success!

How to Succeed as a ClickBank Affiliate:

ClickBank is a great resource for affiliate marketers. It's packed with great selling products that fit just about any niche. And you can choose from a variety of products to represent. They range from e-Books to online courses and videos. If it can be downloaded online it can be sold on ClickBank.

With ClickBank you earn commission right away. They also offer useful tracking and reporting functions so you can analyze your efforts and your success.

So how do you promote ClickBank products? How do you succeed as a ClickBank affiliate?

[Build a Niche Website or Blog](#)

Consider building a theme-based website. Choose a topic that you love and are passionate about. Or choose a topic that supports a top-selling ClickBank product. Create lots of content on that topic and use the content to promote your ClickBank product. Content options include:

- * Autoresponders
- * E-newsletters
- * Blogs posts
- * Articles
- * Press releases
- * Reviews
- * How to videos
- * Reports
- * Online courses
- * E-books

Article Marketing

Another great way to earn affiliate income from ClickBank products is to utilize article marketing. When you use article marketing you write articles topics that support your chosen ClickBank product.

For example, weight loss. If you're promoting an e-book about weight loss,

then you'd write articles on the subject. In your author's resource box you'd include your affiliate link to the e-book's sales page. Readers will click through. They'll then make a decision to buy the book. Each reader that makes a purchase earns you a commission.

Social Networking

You can also use social networking to promote affiliate products. Create a fan page or profile. Write posts that offer value and link to the ClickBank product you're promoting. Branch out and use several social networking sites to boost your income. Of course, don't forget to interact too. People tend not to respond to networkers who only promote.

PPC Advertising

If you're skilled at finding low-supply keywords, you can use PPC (Pay Per Click) advertising to promote affiliate products. The trick is to test and track so you make sure you're earning more in commission than you're spending in advertising. By utilizing this tactic you don't have to build a website. You only have to research and write great ads. Each advertisement will send prospects directly to the affiliate sales page. If they have a good conversion rate then this method can really pay off.

The great thing about being an affiliate for ClickBank is that you can choose any method that best fits your needs. Many ClickBank vendors offer a wealth of marketing materials. They may offer sales pages, articles and blog posts. They may even offer PPC ads. You can use these materials however you see fit.

If you want to earn extra money, try ClickBank. Being an affiliate is a great way to earn a living or add money to your pocket. But you really should have a reliable website or blog theme – So please check out this theme FIRST!
<http://socrates-o-socrates.com/>

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How to Write Successful 'Pay Per Click' Ads:

Writing successful PPC ads takes a combination of proven techniques, creativity and meticulous testing. Here's how to write PPC ads that get high CTRs and conversions.

=> The Starting Point

The easiest place to start is to simply copy your competitor's advertising style.

If you're in a market with a fair amount of competition, chances are your competitors have already spent thousands of dollars testing what converts and what doesn't. Why start over?

In general, copying the general principles behind your competitors' ads is a good starting point. The downside to doing this is that you look like everyone else's ad and don't stand out.

The idea is to use this as a starting point and then test out ads that stand out from there.

=> Taking Advantage of Keyword Bolding

Whenever an ad has the exact keyword in the ad text, that ad is bolded. For example, if you type in "watch repair," ads with the exact text "watch repair" will be bolded. So, having the exact ad text in as much of your ad as possible is a good idea.

The best way to do this is to do one keyword per ad group. This will allow you to write a different ad for every keyword, which means every time someone types in their search term, they'll see their full keyword bolded in your ad.

One keyword per ad group is easy to do if and only if you use AdWords Editor and Excel to create your ads. If you use the online interface, it will take far too long to be practical.

=> Things That Stand Out

One simple way to stand out is to use either symbols or specific numbers.

For example, which stands out more?

San Francisco Pizzas
Pizzas @ San Francisco

The latter, naturally.

Another thing that stands out is specific numbers. Which of the below stands out more?

Increase Opt In 20%!
Avg. Opt In Up by 19.7%!

The latter - because it seems more real and precise, rather than a generic claim.

Use symbols and specific numbers wherever possible. Little things like these can drastically increase conversions.

=> Split Test Meticulously

Nobody is asking you to write a superstar ad right from the get go. Even the best players in PPC can't do that. The idea is to throw wildly different ideas against the wall until you have a clear winner. None of your ads should look remotely similar in the beginning.

Once you have a clear winner on the specific style of ad, then start refining the ad by split testing different words, punctuations, call to actions, capitalizations, etc.

A mediocre copywriter who is meticulous about split testing will do better in the long run than a great copywriter who's sloppy about split testing.

Here's the bottom line: Start out by copying the general principles behind what others are doing. Split test wildly different ideas, with an emphasis on things that make your ad stand out. Sooner or later, you'll have an ad that's a clear winner. When you do, refine it to get the highest CTRs and conversions possible.

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How to Think Like a Winner:

Your mindset has a direct effect on your success. It also strongly influences your enjoyment. When you think like a winner, nothing can stop you from achieving your dreams. Each day can be a fantastic day when you think like a winner. Here's how:

#1 Create a pattern of success

One of the best ways to think like a winner is to create a pattern of success. This is accomplished by setting goals and consistently achieving them. There are many ways to set goals. To achieve them and create a pattern of success there is a proven method. Create a realistic but motivating goal. Create a series of smaller goals to help you achieve your big goal. Plan how you're going to achieve each smaller goal.

For example, if your larger goal is to have \$100,000 in sales this year, then one of your smaller goals may be to launch a product each quarter. Plan how you're going to launch your product successfully. Create measurements to determine your success. As you achieve each smaller goal, you're creating a pattern of success. As you become accustomed to succeeding you'll naturally begin to feel, act and think like a winner – because you are one.

#2 Positive affirmations

We all struggle with limiting beliefs and doubts. However, to think like a winner you need to think positively. Turn your fears, limiting beliefs and doubts into positive affirmations. For example, "I am no good with money" can become "I am in control of my financial future. I am capable of success." Repeat the affirmation each time doubt creeps into your thoughts. Make a habit of repeating the positive affirmation regularly. Make it part of your inner dialogue. Soon you'll begin to believe and act like it's true.

#3 Surround yourself with supporters

Make sure your friends, family and associates are of like minds. It's wholly unhelpful to give your attention to naysayers. Believe you can accomplish anything and surround yourself with people who feel the same. Positive and enthusiastic people are powerful. Their passion is contagious. When you surround yourself with these people you really can accomplish anything.

Finally, accept that some days are going to be more difficult than others. Instead of fighting these days or time periods, experience them with an open mind. Embrace them as learning moments and persevere. Winners aren't people who never fail or struggle. Winners are people who persevere.

Set goals, maintain a positive mindset and create a strong support network. You are a winner. Always remember that.

How to Write a Kick–Butt Review:

Reviews are wonderful tools. They provide the type of valuable information many prospects and website visitors are seeking. They're also an exceptional tool to pre-sell affiliate products. The key is to write a product review that grabs attention.

Step One: Introduction.
What are you reviewing?

However, rather than simply state what the product is and what it does, focus on the problem it solves.

Who is your audience and what is their problem?

How does the product or service solve their problem?

Focus on their emotions. There's plenty of time to address the features later.

First you need to grab their attention by highlighting the problem the product or service solves.

Step Two: The nitty-gritty.

Grab three to five of the strongest features of the product. These should be features that support your introduction. Again, here you want to go ahead and highlight the feature and what it does. However, also remember to focus on the benefit to the reader.

These features and benefits are part of two larger questions which ask:

- * How well does the product solve the problem?
- * How does it solve the problem or how does it work?

Step Three: The Caveat.

Remember that no product or service is perfect. If your review is one sided it will read more like a sales page than a review. You want to offer a balanced review, or at least one that seems balanced to your reader.

One way to accomplish this is to state the negative aspects of the product or service. Then quickly highlight the benefits again. For example, while the e-book offers some advanced information that's not for the beginner, it presents the information in an easy to read and easy to understand manner."

Step Four: Summarize the review.

Restate the problem the product solves and how it solves it.

Tap into your reader's emotions.

Keep this final paragraph to just a few sentences. Include the relevant data. How much does it cost? Where can they buy it? When can they buy it? You want to leave readers with a powerful reaction at the very end. Wrap it up with a call to action that includes a link to the sales page.

Tips to write a kick-butt review:

1. Approach as if you're writing or speaking to a friend – conversationally
2. Include an image for more visual appeal
3. Take care to not sound salesy. (Honest, unbiased, reviews convert better)
4. Remember, your readers want to know what's in it for them
5. Add a personal touch. Include any personal experience or stories you have related to the product or service you're reviewing.

Product reviews are powerful selling tools. Take time to create reviews for any affiliate products or services you represent. Keep these steps and tips in mind and watch the commissions surge.

Now when your business is Up-And-Running and you're confident that your business is Honest, Ethical, Reliable and Competent, you might like to consider requesting to join 'The FRED67 Business Referral Club' [Here!](#)

OK - That's it Folks.

But for a whole lot More!

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Please pay us a Visit

(And recommend others do the same maybe? :-)