

Excellence

EMPOWERISM—INTERNATIONAL SUCCESS MENTORING

Welcome Back to Excellence!

Excellence Magazine is back after a 30-month hiatus. [Empowerism](#) is pleased to once again bring you a publication filled with articles on a wide variety of topics, with current, useful information. Please enjoy the fruits of our labor!

Go Under the Hood of the Google Power Machine!

Whether you're a novice at Internet marketing or a pro in need of a boost, Google should be high on your list of tools. Join us as we take an in-depth tour of one of the most massive Internet machines ever created, and learn how to use it to skyrocket your business to its ultimate success!



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Publisher's Message

by Janet Wilson

After a 30-month hiatus, Excellence Magazine is back! I hope you will enjoy the articles here, and find them useful as well.

In addition to a new beginning, with this issue of Excellence, this also marks the end of an era for [Empowerism](#), in that we are no longer focusing on email marketing. That writing has been on the wall for several months, as it became more and more difficult to send out massive numbers of emails on behalf of our subscribers, while still maintaining the ability to get email through to the major ISPs.

Legitimate email marketing (I'm not talking about spam) may be used to some degree of success by companies that have the budget to pay the price, but very few home-based businesses like yours can afford the number of emails it takes to get the response you'd need to succeed.

However, all is not lost! It is clear to anyone interested in building an online business that email marketing is past history and search engine marketing is where it's at. Google is leading the way – in a BIG way – and if you haven't jumped on this yet, then it's definitely time for you to get your share of the Google billions. We're here to help make it easy for you!

That is why [Empowerism](#) now offers a free Goldmine of Google email mini-series that has replaced the Email Marketing course for those who request it from the website. This course offers nine valuable lessons about successfully using Google; however, it's a mere drop in the bucket compared to what our subscribers will find in the Empowerism Training Center! Currently, that lesson plan has 25 sections and growing, where every topic

"When you change the way you look at things, the things you look at change."

~ Dr. Wayne Dyer

is broken down into small bites that are easily digested. If you need a complete education, you'll find it from start to finish. But if you just need clarity on a specific aspect of Google, you'll be able to pinpoint and learn it immediately.

In fact, this issue of Excellence contains the first feature article of five or more planned articles just on Google. Those of you reading this issue of Excellence as your free sample will be able to get a small taste of what's in store for you in the Training Center once you subscribe to [Empowerism](#).

So, wouldn't you rather choose a small monthly fee than spend hundreds (or even thousands) for ebooks on many different topics to find typically lower quality, less updated information? That's the idea behind the Empowerism training center – it's all available there, every topic in one place, broken down in methodical, easy lessons, for about the cost of a pizza!

And if you're here to focus primarily on your earning potential with [Empowerism](#), you will be excited to learn that, although not typical, many of our members earned more than \$50,000 last year, and some topped \$100,000, while others hovered at the \$20,000 level and have picked up the pace this year. There are no limits – that's a guarantee!

Thank you for your interest, and I look forward to working with you all in the coming months and years.

Kindest regards,

Janet

Building a Connection to Customers Without a Hands-On Approach

If you ran a retail business in a brick-and-mortar store, chances are you'd employ people who would interact well with your customers, providing superior service and attention that would set you apart from your competition.

But in the world of Internet transactions, there's no flesh-and-blood person waiting in the wings to answer questions, convince a prospect to buy, or respond whenever the company is met with a complaint.

You have to know how to set up systems on the 'net that automatically cater to your customers needs in a way that – surprisingly – makes them feel as if they've gotten personal treatment.

The Good, Bad, and Ugly Side of Marketing on the 'Net

You wouldn't have launched an online business if you didn't see the positive side to Internet marketing. There's the unlimited amount of profits, the ability to become self-employed and work less while earning more, but there are also some drawbacks that hinder your goal of achieving brand recognition and customer devotion.

With a decent computer and an Internet connection, you have the ability to create a space where your customers can congregate. That may mean a static website where you convert a sale or a forum where members can interact with others and yourself.

You can contact them, provided you adhere to permission-based contact and don't violate their trust by flooding their inbox with irrelevant offers just to seize the opportunity to beef up your bank account – which almost always backfires and results in complete loss of credibility and a depleted mailing list.

But you can't smile and look them in the eye and shake their hands to make them realize you're a trustworthy person. You can't speak to them and instantly get their feedback and respond to their objections, questions, or complaints. What's the solution?

Reaching Out to Deliver a Personalized Experience

What are the primary ways you want to build a connection to your customer? You know you want to build a brand and image. That's the first course of business. Once you have recognition, it means you've positioned yourself as a leader among a sea of competitors.

You can achieve brand recognition through smart marketing tactics. Never abuse your customers' email addresses, but do contact them whenever you feel you have a truly valuable product or service to give them. Do your best to research the offering, the reputation and/or experience of the person behind it, and study the product or service to be sure it's worthy of your stamp of approval. Your reputation is at stake – be diligent!

Time your communications and launches so that they're not back-to-back where they prevent people from buying, but they're not spread so far apart that the customer forgets who you are in between offers. Better yet, intersperse these offers with emails containing helpful, valuable information pertinent to the reason they're on your list to begin with. Even if you do a brief, monthly Top Five Tips, your offers will be more readily received and likely to be taken more seriously.

Remind your customers whenever you interact why you're contacting them in the first place. Tell them what product they purchased in the past and never assume they'll recall doing it. Some of these purchases or memberships are made in the wee morning hours on the spur of a moment when a friend made a quick recommendation.

The second thing you want to do is provide quality customer service. Whenever anyone accesses your site, they should be able to access you. That doesn't mean they can call your cell phone at 2 o'clock in the morning. But if they can email you and get a response within 24 hours, you're providing a doorway into your world that most online consumers will accept and appreciate.

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Excellence
Empowering People Worldwide

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Every site you launch should have a troubleshooting/FAQ area where the person can find help instantly or contact someone for assistance. This is especially true if a purchase has just been made with the promise of an immediate download, and the customer then finds he or she can't download the product as promised.

In each email you send out, make sure the recipient has a way to unsubscribe or respond to the communication if they wish. Intruding on someone's email can be a bothersome thing to many people, even if they agreed to receive information.

The third and last thing you want to do to build a bridge of communication is set your contact system on autopilot. Autoresponders allow you to drip information and offers to your clients on a regular basis, setting up systems that go into place depending on which action the customer took.

If they bought one particular eBook from your site, then your system might encourage them to become a member of your other site that complements their original purchase. Or, if they're members already, your system might promote an information product purchase.

Even your email settings should be set up so that, if you aren't glued to your inbox all day (which you shouldn't be), it automatically sends a note out to let the person who emailed you know that you received their communication and you'll be reviewing it and get back to them at a later time.

There are many options to making the Internet a personal experience. If your customers need a face to the name, then add your photo or an audio or video file that lets them feel close to you in a friendlier environment. Always strive to find ways to humanize and personalize the online business-relationship experience. Show your customers that you value their business and will work hard toward maintaining a long-term, trusting relationship. This will leave them with a positive impression of you as an entrepreneur and will increase your chances of leveraging the power of communication for your ultimate online success.



Are You Running on Fumes? Replenish Your Mind, Body and Spirit!

Has your dream job of being your own boss and working from home turned into a nightmare of worry, sleeplessness and a horrific feeling of your life slipping away?

In the competitive and dynamic world of Internet marketing, staying on top of your business is vital. But if you're running on fumes from the stress and overload of it all, you may be in for a big letdown. Unless you take steps to replenish your mind, body and spirit, you'll find yourself on the losing end of relationships, your health, and even your business will suffer, if not fail.

There are steps you can take to overcome the overload and still take your business to the top. It involves dedication to make changes and stick to them, even when the computer beckons and you think that just one more hour will solve all the problems.

There are ways that you can keep your family happy, your mind sharp and your spirits high. If you know that you're running on fumes, you don't have a minute to waste before you make some deliberate life-changes.

Revitalizing Your Mind

Sometimes you get bogged down so deep that no matter how much you struggle to find a way out, you just head in a different direction in the same old rut. The truth is that your mind is also in a rut and you must take steps to revitalize yourself before you can function at your highest capacity.

A clear and alert mind is an important tool for your Internet marketing business, but too often you can become too obsessed with tweaking everything – sales copy, price points,

marketing campaigns, and on and on. You think you're being efficient and on top of things, but you're really like a gerbil spinning in a wheel.

You must nourish your mind as well as your body and spirit to get the most from your everyday life – not only your work, but also your personal life. To provide nourishment for your mind, you need to have a plan of action. Think about the following ways you can relax and revitalize your mind and which would mean the most to you:

- Reading a good book – just for entertainment, not a business-related book.
- Spending time with your family – spouse, kids and/or pets – playing a game or having a picnic or fun in the park.
- Having a leisurely lunch with a good friend.
- Attending a Yoga or Tai Chi class.
- Taking a nap or going to a matinee movie in the middle of the day.

You get the idea. You will be able to think of other ways to help revitalize your mind. And some of these ideas are good for your body as well as your mental state. They all work together to make you a happy, productive, and balanced person.

A helpful reminder to stop and take the time to renew and revitalize your mind is to place a photo or other item that prompts you to remember something you like to do. It might be a photo of you and a good friend – or an activity that you enjoy, such as hiking or bicycle riding.

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The important thing to remember is that you must work nourishment for your mind into your daily schedule the exact same way you work in a time to launch a new marketing campaign. When you give yourself permission to rest and relax, you'll be surprised at how much better you feel and how much more work you get done.

Getting in Touch With Your Body

As you move within the stress and anxiety that often mark your day from early to late, it's impossible to ignore the toll it takes on your body. You may grab food that isn't good for you – on the go. Working on the Internet may have you sitting at the computer most of the day and into the night because you think you just can't afford to get up even for a minute.

But your personal truth probably tells you that unless you make some changes in your life and get in touch with what your body really needs, you may suffer the consequences.

Here are some ideas that might help to rejuvenate your body, even if you're at the pinnacle of a stressful day:

- Before you turn on your computer in the morning, plan when you're going to take a break. Even if you just take ten minutes to get up and stretch, your body will respond in a positive way. Stick to your plan no matter what.
- If you're stuck in your office chair, you can still stretch your legs or lift them up one at a time to get some movement going. Taking ten slow, deep breaths will also be refreshing and stimulate your brain and blood cells with oxygen. Breathe in deep – to your belly – to the count of eight, hold the breath for a count of eight, then breathe

out to the count of ten. Repeat three or more times per day.

- Plan your day so that you have at least 30 minutes to take a brisk walk or participate in a short workout plan.

The benefit to getting in touch with your body is that your mind and spirit will also improve. It doesn't take a lot of time or planning to carry out the above suggestions, but you and your business are certain to reap the rewards. Skeptical? Since you have nothing to lose and everything to gain, why not make a plan and try it for 30 days?

Improve Your Quality of Life by Renewing Your Spirit

Your mind, body and spirit all work together to make you the person you are – the person you want to be – successful in business, healthy in body and a positive influence for your family and friends.

When one of these entities is out of kilter, chances are good that the other areas of your life will be unfocused and unsatisfying. Your spirit, especially, is a force that can help you put things in perspective. Renewing it can mean the difference between success or failure as a husband, wife, parent or business person.

The health of our spirit is also the one thing that's easiest to neglect; we tend to take it for granted because we don't associate it with a physical malady. You might realize the importance of exercise, diet, and accomplishing things for yourself that restores your mind. But the spirit is something that is too easily put off to another time – a time when you're not so busy or tired or hungry or stressed.

Your spirit, in harmony with the rest of you, can be an awesome force in your life. It can mean the difference between running around in an aimless fashion just to get the work done or a serenity that helps you to accomplish

much more than you ever thought possible.

Replenishing your spirit can be as simple as expressing gratitude for what you have. You can also try one of the following "spirit nurturers."

- Take a few minutes to meditate – make an effort to put everything work and stress related out of your mind, close your eyes, and think of a calm, quiet place that you'd like to be. Focus your thoughts on what each of your senses is experiencing in this place you're picturing.
- Do something each day that will help another person. It might be something as simple as sending an email to someone whom you know is in need of a kind word or donating an old computer to a children's center.
- Connect with a loved one. Take some time to sit down with someone you love and find out what's on his or her mind.
- Participate in a passion in your life, such as cooking, playing nine holes of golf, caring for animals, or gardening.

Rather than taking away from your business, you'll actually be investing in one of the world's most powerful sources. You'll be able to connect with yourself, your family and your business as you never imagined.

You can change your life in a positive way by replenishing your mind, body and spirit on a regular basis. Every successful businessperson who came before you learned and implemented this lesson. Try it yourself and experience the multitude of rewards that can be yours for the asking.



Why Most Marketing Fails –

How You Can Succeed in a Sea of Competitors

Internet Marketers are a dime a dozen. Those who do have more than a small temporary trickle of success are instantly glorified as gurus, but there's no amazing talent they possess that escapes you.

The only thing they're doing is marketing the right way and never giving up. There's a myth in 'net marketing that it's all about the product. People spend a lot of money having the perfect website designed, the best information product written, and set huge budgets hoping to recoup their ROI (return on investment) for their ad campaigns.

They think they've done as much as humanly possible to succeed, but then a month later, they find their bank account empty, their website sitting static with no noticeable amount of targeted traffic, and a product that isn't flying off of the virtual shelves of their site.

To avoid this fate, what you need to know is how to market, because once you can do it the right way, you will succeed. You can sell anything, including a service, product, or membership.

What's Wrong with the Way People Are Marketing Today?

Let's start with the way people are choosing their target audience. It's too broad. Most 'net marketers hear the word 'niche' but still try to go after that all-encompassing group of people that range the entire spectrum of consumer demographics.

Success on the 'net is derived from providing value to a narrow niche. If you're competing against hundreds or thousands of other products that would fit the bill for a general audience, then chances are, your site will resemble a needle in a haystack.

But if your site markets to a group of people you zeroed in on and you are one of only a handful of competitors marketing to that group with such specific information, then you tower over the competition and stand out in a way that increases your rate of conversion.

Even if you have a niche idea and audience, your site is still static. You have to find a way to draw traffic in, which means developing a USP (Unique Selling Proposition) – something that shows you have a unique point of view independent from the dozens of other sites.

When you first start thinking about what you're going to be marketing, be sure to look for what solutions are missing in the industry. What problems are people having that still aren't being resolved with what's already out there?

Another common problem with marketing today is the overwhelming number of options people have. They're not creating a plan before they set out to profit on the 'net; they're just jumping from opportunity to opportunity.

Many marketers don't take time to figure out a system, so when it fails to produce the first time, they pack up shop and move on. Instead, you have to learn to master each marketing opportunity.

If you're using a Google AdWords PPC campaign, then you

should know the ins and outs of AdWords before you ever set up a budget and start running ads. If you're hoping to spread viral articles on EzineArticles.com, then don't submit anything that isn't polished or of value because you'll be wasting your opportunity.

The Best Ways to Master Online Marketing

If you want to succeed, you can. It's as simple as that. But you have to change your mindset and start marketing for long-term results, not a short-term increase in overnight sales. The long-term buildup of your business is what will sustain your career as an Internet Marketer.

First, make a plan of action. Don't go into any business without having a strategy in place. You need guidance from a source to get you going on the right track, usually a mentor who has had previous success in the same arena.

Don't just use one avenue to market to your audience, such as banner

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What business strategy is all about; what distinguishes it from all other kinds of business planning - is, in a word, competitive advantage. Without competitors there would be no need for strategy, for the sole purpose of strategic planning is to enable the company to gain, as effectively as possible, a sustainable edge over its competitors

~ Keniche Ohnae

ads on another website. You have to branch out and employ new means of driving traffic to your domain, such as press releases, viral articles, PPC campaigns, joint venture agreements, autoresponders, and more.

Be persistent. Don't give up at the first, second, or tenth signs of trouble, like requests for refunds or a PPC campaign that isn't producing click-throughs. Internet Marketing is all about tweaking until you achieve maximum results.

Make sure the message you send out to the online community is customer-driven. It's great to tell about your own success, but your target audience is admittedly selfish and they want to know how it can make *their lives* better.

Test your marketing. Then test it some more. Tweaking is the key to succeeding on the 'net and it's extremely easy to test variables in your sales copy. You should test different price points, headlines, guarantees, and every component that could affect the decision a consumer makes to invest on your site or click out forever.

It's easy to achieve marketing results that will build your business if you commit to the process and follow a plan of action. This alone will give you an advantage over the myriad of marketers who quit the minute they see a single failure.



Going Under the Hood of the Google Power Machine

Every 'net marketer – whether promoting a service or a product – wants to achieve search engine optimization with the Google Power Machine. Doing so prevents you from having to shell out big bucks for paid traffic and allows you to land on a perch above your competitors.

But why is Google such a powerful force in the world of e-commerce? Let's take a look at what it is, why it's worthwhile to cater to it, and how you can reap the rewards of all it has to offer.

What is the Google Power Machine?

It might be easier to answer the question what *isn't* Google? It's become the leader in search engine queries among users all over the world. Whether you're seeking textual content, videos, or images, Google seems to provide access to exactly what you (and more importantly, your consumers) need.

Google is a multi-faceted piece of virtual machinery that is free to use and has toppled other tools like MSN, Alta Vista, and Yahoo! In the next several issues of Excellence, we are going to cover the many faces of Google, and see what each one has to offer.

Google was founded by the "Google Boys," Larry Page and Sergey Brin, in the fall of 1998. What started as a simple way to search the Internet soon evolved into an index with billions of URLs that are ranked according to a highly secretive algorithm that changes frequently to prevent hackers and tricksters from manipulating the system.

By the end of 2005, the two-person operation had grown to almost 6,000 employees. The mission was, and continues to be, to index and organize an endless supply of information available on the web.

The term *Google* is derived from the word "Googol," the mathematical word used to define a 1 followed by 100 zeros. It all started when two Stanford University kids, Page and Brin, began arguing about everything and agreeing on only one thing – the need to somehow organize all of the data on the 'net for the average user.

The young men, one of whom made a working computer out of Lego bricks, termed their project "BackRub," because they were focused on the way some sites provided back links to other sites, showing it was a valuable resource.

Out of a college dorm room grew the Google Power Machine, wobbly on its feet at first, but growing to the mammoth beast it is today. Yahoo! Founder, David Filo, encouraged the duo to work on their technology.

But in order to perfect it, they needed an investor. Andy Bechtolsheim, a founder of Sun Microsystems, wrote them a check for \$100,000, which they couldn't cash right away because they had forgotten to legally incorporate their business. After two weeks and the birth of Google, Inc., the check was deposited and the search engine began fielding about 10,000 search queries a day, alerting members of the press corp.

Investors in Silicon Valley jumped on board and in 1999, the beta phase was over. In June of 2000, Yahoo!

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teamed up with Google, and the site was fielding over 100 million search queries a day.

Over the months and years as Google has grown, they have used their customers' needs as the basis for every program and feature they invent and present to their users. From mobile technology to Google Zeitgeist – a comprehensive look at the trends and patterns of users on the 'net – they continue to create new components in the Google Labs.

Technology was advanced once again when they released Googlebots onto the World Wide Web, scouring URLs and indexing sites for relevant content to display to their users.

Google was named Brand of the Year for 2003, with its co-creators, Page and Sergey, claiming titles of Persons of the Week by ABC News. In early 2004, Yahoo! dropped its partnership with Google, but then lost the battle as the premiere search engine used by consumers and information-seekers on the 'net.

The Google Part of Tens

Now, in 2006, the company continues spreading its wings, living by their own ten commandments, as seen below, which are applicable to us all, especially when focusing on Internet Marketing efforts.

- 1) **Focus on the user and all else will follow.** We, as 'net marketers, have to focus on our target audience's needs as well. This means creating a helpful website for both its content and its usability. You'll build loyalty and a good name for your brand in the marketplace.
- 2) **It's best to do one thing really, really well.** You can't realistically be seen as an expert if you stretch

yourself too thin. Choose a niche and excel in it until you've exhausted every angle.

- 3) **Fast is better than slow.** Your customers, sales/affiliate organization, and everyone you encounter will want instant gratification. People who download eBooks rather than browse the bookshelves at Barnes & Noble are looking for that quick fix.
- 4) **Democracy on the web works.** Partnering with other like-minded individuals can be a benefit and boost to your business. You don't have to isolate yourself from an entire network of people who can help you, while you help them.
- 5) **You don't need to be at your desk to need an answer.** Not every aspect of your business will be utilized through the 'net. There are offline tactics you can use to drive traffic to your site. There are also tasks you need to complete whenever the computer is off, such as accounting and brainstorming new ideas.
- 6) **You can make money without doing evil.** At [Empowerism](http://www.empowerism.com), the crux of our beliefs are that your 'net marketing efforts should be ethical. Those who have a blatant disregard for the online community won't have the same level of success over the long-term as those who operate with ethics.
- 7) **There is always more information out there.** After choosing the direction you want to go, find ways to keep expanding your multiple streams of income. The art of 'net marketing requires a continual education.
- 8) **The need for information crosses all borders.** Don't limit yourself to one geographical location. On the 'net, your marketing knows no boundaries – you can have customers in every corner of the world.

9) **You can be serious without wearing a suit.** Your seriousness should be about your dedication to your craft. In order to gain customers, acquire a downline, and secure partnerships to further your success, you have to realize that you're dealing with people – even though it's through an Internet connection or a static website.

10) **Great just isn't good enough.** Always go the extra mile. Deliver more than expected and don't stop when you reach your current goals. Continue setting the bar higher for yourself and you'll find success comes easily.

What Power Does Google Have Over Your Business?

A lot of power, apparently. There is no comparison to Google when it comes to increasing visibility or findability on the 'net.

When you first chose to become an Internet Marketer, you most likely developed a strategy for success that included marketing and promotion. Since Google caters to almost all Internet users when it comes to online searches, they play a major role in the way customers and associates discover a path to your site.

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Obviously everyone wants to be successful, but I want to be looked back on as being very innovative, very trusted and ethical and ultimately making a big difference in the world

~ Sergey Brin

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Everything is indexed in Google – your website, your forum posts, your ezines, and your online store. If you're sitting in the middle of the forest with no tools to clear the brush, customers won't be able to see you or get to you. Google provides the logging machinery to remove the barriers between you and your target audience.

Within minutes, you can launch a pay per click campaign through AdWords and have traffic delivered to your virtual doorstep. At every Google crawl, you can make sure customers know about your newest online efforts. They allow you to target your audience, not just put a random message on the 'net and hope the right kind of people show up.

Marketing generally costs money. With Google, you can pay or travel the free path to visibility using organic Google growth – getting indexed and naturally raising your PageRank.

You can't go knocking on doors to find your customers. Your customers have to find you. How are they seeking on the 'net? Through Google. Of course, there are other means of creating a buzz online, like marketing in MySpace or using press releases. But eventually, it all comes back to getting listed in Google.

There are over 309 million websites or pages that get returned when a user types "net marketing" into Google's search engine. If you don't know how to get listed near the top, then you might as well be buried under the sand because searchers generally don't click 100 pages deep to find what they're looking for.

To understand how to get yourself a prime position, you have to understand the Google search machine. You can't rely on shady promos that

promise you a #1 position in the SERPs (Search Engines Results Pages).

No one knows Google's algorithm completely, but what we do know is that your PageRank and positioning depends highly on the relevancy of your content, the number of quality links pointing to your site (the BackRub equation rearing its head again), and the size of your website.

You have to cozy up to Google's spiders and create a web within your site that keeps the spiders there a long time, indexing every silken strand of your domain. That means being vigilant about your competitors, setting growth goals, and not relying on black hat tricks to beat the system.

Over the course of this series, you'll discover exactly what Google has to offer. The number of features you never even knew existed can be mind-boggling. It's especially important that you stay abreast of what they're developing and releasing into the wild. Their next tool might result in a massive turn of events for your business success.

Leveraging the power of a global audience is a given for your online strategy. Maximizing your use of the Google machine can provide a quick evolution to a higher level of success for your business.



Tips for Successful Google Searches

Here are five tips guaranteed to help you make the most of your Google searches:

Tip 1 - Use | (above the \), the abbreviated version of "OR". If you're trying to locate Mike's Bikes but you're not sure if it's in San Francisco or San Diego, type your search as "Mike's Bikes" San (Francisco | Diego).

Tip 2 - Use - (minus sign), the abbreviated version of NOT, to exclude from your results. If you want to locate auctions but don't want any eBay results, type your search as auction -ebay.

Tip 3 - Use intitle to narrow your results to websites that have your search term in the page title. To return a list of websites that focus on Tiger Woods rather than every website that mentions his name, type intitle:"Tiger Woods".

Tip 4 - Like intitle, the "inurl" and "site" commands enable you to restrict your searches to types of URLs (inurl) or specific domains (site). This is handy when you need information specifically offered by a government site (.gov) or an educational site (.edu) or from a domain that contains thousands of pages of possible answers. Examples are "John Edwards" inurl:.gov and "Outlook Express" site: support.microsoft.com

Tip 5 - The Google Phonebook offers residential and business phone numbers. Simply type the name and state preceded by rphonebook: (for residential) or bphonebook: (for business). For example, rphonebook:Jane Doe, GA will search for Jane Doe in Georgia, and bphonebook:Starbucks, Dallas, TX will list all the Starbucks in Dallas, TX (typing the city is optional).

Want to learn more search tips to save you time by returning the results you need? Go to: <http://www.google.com/help/refinerearch.html>

Happy Googling!

Cutting Costs to Attain the Freedom of Self-Employment

As a group, Internet-marketing hopefuls often worry about leaving their 9-5 jobs to launch a business on their own. Don't put off the dream because you don't think you have enough cash to begin. There are ways to save money on your startup costs so that the financing you need is minimal.

Do-it-yourself methods to cut costs when starting your own business require time and dedication, but if you're passionate about owning your own business, a little labor on your part can provide a ramped-up start to realizing your success.

Below are some ways to save on the necessities that you'll need to start your own Internet-based business. Some require you to do the work and others are ways that you can get freebies to help get you on the path to success.

How to Determine Your Startup Costs

All businesses have different considerations when figuring startup costs. If you were planning to open a retail business, you'd have to rent a space and purchase an inventory. A home-based business on the 'net would have entirely different considerations – perhaps a computer and basic office machines and office furniture to begin with.

You want to be able to launch your business on a realistic note, so be generous with your estimates. You can

still be on a shoestring budget and get everything you need for a successful startup by doing a little pre-planning.

Before you turn in your resignation at your day-job, you can get lots of things started for free and make a plan to put a little bit aside as you acquire the budget you need to launch your online business.

First, you'll need to divide your costs into necessary and non-essential items. For example, a computer is a necessity if you don't have one. A certain software program may not be essential right now, especially if there's a comparable free version (known as shareware) that you can use until you can afford to upgrade – for example, using a free HTML editor to create your web pages rather than buying software such as FrontPage or Dreamweaver.

After you determine the nature of the startup costs, you can begin to whittle them down into things that you can do yourself or outside help that you can get free from the Internet.

How to Get a Great Website for Minimal Cost

Having your own website has become an essential item for most 'netpreneurs, but you don't have to pay an expensive web designer for the privilege of owning your own piece of virtual real estate. It gets your name out there and is a great way to promote your products. If you've never had

need of a website before, it probably seems like a "web" of confusion.

Actually, you only need to worry about three things to procure your own website:

1. Design and content of the site

– If you want to have a hands-off approach to web design, then you can go to a site like www.Elance.com and get freelancers to bid on the work. That way you'll already have all of the bells and whistles in place.

But, you can save money by doing some of the work yourself. There are free, high quality templates available on the Internet that make it easy to launch your own site.

[Empowerism](#) provides subscribers with dozens of free templates from which to choose. In addition, packages like Microsoft FrontPage also help new site owners get started with the help of wizards and templates

2. Hosting your website

– There are dozens of free or very low-cost website hosting services available on the Internet. The type of service varies from the amount of space you can use to the number of free enhancements, such as a guestbook and message board.

3. Acquiring a domain name

– You must have a unique domain name and it must be registered. You can take care of this yourself by taking advantage of Internet help sites such as www.godaddy.com. It will guide you through each step of securing a domain name for your company.

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Don't stress out about planning a website for your business. With all the help that the Internet offers, you can easily do the work yourself and find ways to get what you need for a minimal cost. The key is to keep moving forward with your goal in mind.

Be Your Own Writer

You know your product or service better than anyone, and with the help of spell-check and grammar-check you can easily write your own sales copy and product descriptions.

Software is also available at a nominal cost that will provide templates for some of your writing needs. See what might work for you by taking a look at some advertisements and sales copy that you admire, and then pattern your own with what you've learned. However, NEVER plagiarize, or steal someone else's words or design. Aside from the fact

that it's unethical and will ruin your reputation before you even have a chance to get started, it could result in serious financial consequences for you.

Do take note of the words that were used to make a dynamic statement about the service or product and use those words in your own writing style. Have a trusted friend or colleague look it over to make sure you got the point across.

Partnering to Cut Costs

On the 'net, everyone is looking to link up in a way that benefits both parties. If you have a skill, such as writing, but you lack in another area, such as marketing, you may be able to barter your services or provide one half of the equation while your partner provides the other much needed input.

You can also go to www.sba.gov and work out a viable business plan and try to secure funding through more traditional means. Just

because your business is in the virtual realm doesn't mean it can't secure a small business loan, especially if the plan is well thought out.

The great thing about launching an online business is that slow growth is rewarded. You can register your domain and start out slowly building momentum while consistently investing spare time as you continue working in the "real world."

Then, whenever you're ready, you can dedicate yourself fulltime to your online efforts and leave the comfort of a full-time career outside of the home. It may seem scary at first, but as you start seeing results, you'll find the payoff is worth the careful planning that you put in.



How to Avoid Procrastination

When you're marketing on the 'net, everything operates with such speed that it can get overwhelming. In less than five minutes, you can launch a Pay-Per-Click ad campaign. In mere minutes, you can buy a domain and launch a website using a template.

Unfortunately, this plug and play era of automated tools that work with lightening speed can cause some 'net marketers to clam up, shut down, and sit back puzzled about what their next step should be.

Instead of putting it off to sort out tomorrow, start mapping out your intentions. Cover every aspect of your business – product creation, marketing, customer service, etc. Break the tasks that need to be done for each area into bite-sized pieces. For instance, instead of writing down, "Improve Sales Copy," break it up into easier tasks, such as, "create five new headlines to test," "add testimonials," "offer a stronger guarantee," and so on.

Procrastination is not usually a result of being lazy, but rather results from the feeling of being overwhelmed by the sheer volume of things that need to get done. You'll feel much better crossing off twelve small tasks on your to-do list than if you have to wait weeks to cross off a single item from a list that only covers the big picture of improving your business.

Let Quantum Physics Guide You to Success

Success isn't something that just happens. You have to engineer it. You have to visualize it, reach for it, and never let it out of your sight. The top Internet marketers may claim to have stumbled upon a miracle solution overnight, but what really happens is that they've made a commitment to achieve the goals they've set forth.

In every business success book on the shelves of bookstores, you'll find chapter after chapter devoted to things like goal setting and time management. But learning a task in this manner is like teaching a dog a trick. It's a repetitive action that, when performed enough times, finally catches on.

That's not what true success is. The end result may allow you to make a certain amount of money or gain more time, but you're acting like a robot to perform. Success is more than money. It's about feeling as if you've made it to the point in life that you are happy – with your business, your relationships, and your overall security and happiness.

How Does Quantum Physics Fit Into My Success?

Quantum means the smallest increment. In order to build your success, you have to maximize every microscopic level of your business so that each block is strong enough to support the overall structure of your company.

When you think of your business, you might initially conjure up the big picture. Your bottom line might be good, or it might be bad. You usually don't stop to think about the multitude of building blocks it takes to create and sustain your business efforts, and the individual tasks it takes to sustain each building block.

You probably run from one task to the next, spending a few hours on PPC campaigns, an hour on list building, and

some time tweaking your sales copy. Then the next day, you glance at the big picture again.

Let's say you run an Internet marketing business that sells information products. That's your big picture. Maybe it's not operating as efficiently as you'd like, or your profit margin isn't high enough. So you look at your building blocks.

They include technology, product creation, marketing, customer service, and so on. This is where quantum physics can help. Instead of randomly selecting an overall approach to improve the quality of your marketing, such as branching out to more than one form of advertising, you would take marketing as a whole and break it into the smallest levels possible.

Quantum physics is the belief that the energy put into something isn't one large chunk, but millions of the smallest units. You don't just say to yourself, "Okay, I'm going to add PPC campaigns and viral freebies to my existing marketing efforts, which just consists of free search engine traffic."

Instead, you go deeper. You take the elementary particles that make up each marketing effort. You break PPC campaigns down into the lowest level and educate yourself about it, practice, and implement your new strategy. Then you revisit and tweak it from time to time.

Like atoms rapidly bumping into each other, your results will be equally scattered, sometimes allowing you to reap the rewards of the time and money you put in, and other times forcing you to go back to the drawing board.

There are always numerous possibilities that exist for every minute aspect of your business. A small error in your ad campaign could wind up costing you missed profits. Or, it could wind up one of the greatest discoveries you ever accidentally stumbled on.

Most people (Internet marketers in particular) work to excel at project management. That's not going to guide you

to success the easy way. Don't look to the future and use a ready-made list where you can cross off the mundane tasks as they occur.

Taking it a Step Further

Live what you envision; don't just daydream about your success. When you think about goals, act as if they have already materialized. Positive affirmation is what catapults your goals into true success.

There is a theory of quantum physics that holds that there are an infinite number of universes in existence. If you've seen the film *Sliding Doors*, with Gwyneth Paltrow, then you understand the concept where each choice you make alters your current existence, but that a parallel universe exists where your other choices are made.

Likewise, if you made the decision to launch a viral ad campaign, you might see your sales soar with a 300% increase in profits. But at the same time, there's the option of you not launching it, which would mean you'd choose the door where the 300% profit increase was delivered to the hands of your competitors.

When you make the choice to do one task over another, to reach one larger goal instead of a smaller one, you're creating a new universe for your success. It's not a life-changing event; it's a universe-changing event.

Develop a quantum-like scenario of what you want your life to be like. Don't say you want to be rich, write down a number of how much you want to make. Forget saying you want to travel more – create a destination and make it happen. This kind of clarity and precision will provide you a paved road to success.



How *Personal Confidence* Projects *Professional Success*

When you work as an entrepreneur, you have the ultimate power to control your success or your failure. What you project to your clients, colleagues, and other business contacts can have a huge impact on how you're received and how you fare in the business world.

Your ability to exude confidence is essential as you build your reputation. And while it's essential, many people don't know how to project self-confidence in a professional situation. Most of the time the reason people don't project that poise is because there's an area where they are feeling insecure.

What is Self-Confidence?

Many people are confused about what it really means to be self-confident. While it's closely linked to self-esteem, it's not quite the same thing. Your self-esteem is the way that you feel about yourself.

Self-confidence is how well you think you can complete an activity. You can have high self-confidence levels in some areas and low self-confidence in others. For example, you may have a lot of confidence in your ability to set up a website, but scant amounts when it comes to writing an ebook.

It's critical that you have a lot of confidence in your ability to work in your chosen field. As an entrepreneur, it's even more important to exude self-confidence in everything you do.

Projecting Poise

It's important to take a look at how confidence can affect your job performance and impact your professional life. When you are feeling sure of yourself, you will radiate that feeling into everything you do. Here is a sampling of how you can make sure your professional contacts know you're right for

the job – or trust that they have made a wise decision turning to you for any type of help.

Writing It Right

When you have self-confidence, you need to make sure that it shows in your writing. Be clear, concise, and certain. If you're communicating with someone about a specific project, be detailed and precise. Don't give a lot of excuses or elaborate too much. Just tell your clients, customers, or colleagues exactly enough to get the job done, without superfluous details.

In a world where so much is done through electronic mail, make sure that every email you write comes across as confident and complete. Take the time to carefully read everything that your correspondents send to you and respond to every question and concern. Good written communication is essential to success whether it's with your customers or your partners or colleagues in business.

Give Examples of Your Success

One of the best ways to exude confidence in your abilities is to provide clients with scenarios of past successes. When you can show that you have a proven track record, you'll be able to wow them with your expertise.

If you don't have a lot of experience and are new to a particular arena, you may need to build up a portfolio of work or a clientele. In that situation, it's even more critical that you radiate strength and determination. You may even choose to do some work at a reduced price or even for free in exchange for referrals. This will allow you to have examples for future clients along with a good reference.

Vocalizing with Vivacity

When you have opportunities to speak with professional contacts or customers, be certain that you don't become a shrinking violet. Speak clearly, directly, and be loud enough that you can be understood easily.

Whether it's on the telephone or in person, don't make promises that you can't keep. Be clear about your limits and your expectations. People who are confident in their abilities don't have to spend as much time in negotiations or making excuses as those who don't feel up to par.

Stand Firm

Confidence allows you to stand up for yourself when someone tries to take advantage of you. In a perfect world, you'd never have a client or competitor behave in a way that's unethical or inconsiderate. However, there are plenty of people in the real world who don't operate that way.

You don't have to be pessimistic or jaded, but you do have to be practical about how you may be treated. Don't allow yourself to be put in a situation where you feel awkward or uncomfortable. There may be times when you can't take no for an answer – and you will need to radiate confidence in order to do that.

Faking It

What if you don't really have self-confidence - yet? In that case, you need to fake it until it's real. Practice saying things directly and assertively on your own before you have to speak to a customer or partner. It's even easier to do it in writing. Look at an email before you send it and change words that seem unclear into action words that show your determination and drive.

Once you have mastered these steps, your self-confidence will shine through in everything you do. You will also tend to experience more success as you command more trust and respect, as most people view *confident* business owners as *competent* business owners.



The Top 10 Most Profitable Niche Markets on the 'Net

Whenever you start marketing on the 'net, you'll discover that broad, general topics won't make you the kind of money you were hoping for. In today's marketplace, it's all about marketing to a niche audience.

That means the more narrow your topic, the higher your conversion rate. Why does it work this way? Think like a consumer. If you had a general medical problem – let's say you weren't sleeping well – would you buy an A-Z medical guide or an information product on sleeping better?

While you might find a snippet of information on sleep disorders inside the medical guide, you'll get much more for your money if you invest in a product that's dedicated to helping you find a solution for your specific problem.

Internet marketing means competing with hundreds of thousands of other entrepreneurs on a global scale. Your customers will come from the four corners of the world, as will your competition.

You constantly have to stay abreast of what the market wants. You need to provide solutions for their problems, answers to their dreams, and guidance on their goals.

Right now there are ten areas of interest that consumers are buying rapidly and that marketers are seeing success in selling. Let's look at the ten, in no particular order, and see what makes up each individual niche category.

Relationships

Everyone has relationships with other people, unless they're isolated in the deep woods and not active in society. Relationships mean any bond you have with another person.

Books on relationships range from *Finding the Perfect Partner* to *Merging Two Families Into One*. *Divorce*, *Sex Therapy*, and *Wedding Planning* are other topics that can be listed under relationships.

Even friendships, working relationships, and other non-romantic interaction can fall into the relationship category. You have to find a slant that will sell and capitalize on a common problem in society.

Are men having trouble asking women on dates? Are single women over 30 dying to find Mr. Right? Is a parent panicked because she no longer knows how to talk to her teenager?

These are among the many kinds of relationship issues that can sell. Just remember when creating a product for this niche that you have to supply a solution for their problem – and give them something they can put into action to see results. You're not just writing an informal advice column – this requires research, reading, and results.

Parenting

Raising Babies, Childhood Trauma, and Schooling are some of the issues affecting parents worldwide. There are so many slants that the possibilities for backend products are endless.

You must always think ahead when it comes to finding a niche. Is it a one-time offer or can your product line grow with your audience? With parenting, you can have a captive audience for 18+ years.

Take your customer through the infant stage and dealing with colic, on to the toddler discipline issues, through to the awkward "tween" stage, and maintaining a relationship with troubled teens. You can even cover the process of applying for and getting financial aid for college!

Internet Marketing

Anyone selling on the 'net is an Internet marketer – from the housewife who launched her own eBay store to the guru hoping to sell a million dollar's worth of product in one day.

Topics that fall under Internet Marketing include Search Engine Optimization, Copywriting, Site Design, and Advertising. Take a broad, general topic under this category and zero in on it even more.

For instance, Internet marketers need to have a thorough understanding of copywriting – unless they can hire a professional to do it for them. Even then, you need to know what kind of copy you want.

Instead of creating an eBook on copywriting – a very broad subject matter, you could create one on creating Pay-Per-Click ad campaign copy or writing powerful headlines. You might find success selling an info product based on your research and testing of the importance or impact of bullet points and/or testimonials.

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Hobbies/Crafts

Amazingly, hobbies and crafts have become a hot topic on the 'net. Knitting, using MP3 players, and Video Creation are the types of info products that people are putting out in this arena.

You can easily combine an info product with the sale of your tangible products. For example, if you had an eBay store that sold cell phone accessories, then you might create a viral eBook on cell phone usage that drives customers to your product line. What if people could just read a simple ebook and learn how to use features of their camera phone without having to read the microscopic print of an instruction manual?

Playing an Instrument and Scrapbooking are also popular topics with the niche audiences. Some people even create products on how to make sports equipment like a hackey sack – from scratch!

Health

Health is an evergreen topic – which means it's in style 100% of the time, year-round and around the world. It will always be a prosperous niche market because most of us either want to achieve good health or avoid bad health.

Fitness, Diet & Nutrition, Women's Health Issues (such as Menopause), Mental & Spiritual Health, Alternative Medicine (such as Hypnosis, Herbs, or Acupuncture), and Addiction are all topics that can be categorized under health.

The diet industry has grown from \$30 to \$100 billion a year – so you

want to find your unique niche and grab a piece of the profits, while offering something to the Internet community that is of high value and could really change someone's life.

Business Success

Regardless of what industry someone is in, if they want to achieve their goals, they need to have Interpersonal Skills, Organization, Time Management, Motivation, Advertising Insight, and/or Financial Management. Business success is also derived from one's personal life, so you can help your audience find a balance between the two.

When you create a solution for business success, you need to realize that time is the most valuable thing you can give your customer. Whether it's a software solution to help them manage their affairs or an information product to walk them through the steps of entrepreneurial success, if you can show them how to take shortcuts to achieve their goals, you will create a lifelong customer.

Mastery of Sports

Sports are big business – from the protégés practicing on the field from age two to the amateurs-turning-professional concerned about negotiating contracts. Golf, Casino Gaming, Training Guides, Turning Pro, and Sports Scholarships can develop into high profits for the right 'net marketer.

If you have your eye on this niche, then you want to immerse yourself in the game, know how it works, and what issues people need help with. This is a very detailed niche – your customers will want facts, not fluff, and you are expected to deliver.

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Do You Need an Assistant?

Some people working online make the mistake of thinking that because they're self-employed or working from home, they don't need anyone to help them out. Outsourcing to a third party isn't your only option. You do have the ability to hire someone who can provide immediate help in your home office – or even from his or her own home.

It's a major pitfall of being self-employed. You get sick or want to go on vacation, but you don't just own a business, you are the business. Without you, there's no one to launch ads, monitor stats, and handle customer communication. So you're tied to the job like a ball and chain.

When your business starts to grow substantially, it's time to hire a helper. You want them to be capable of operating the business to your expectations – on the same high level of performance to provide continuity within the daily operations.

Here's what to look for in an assistant:

- o *Someone who is motivated to further the growth of the company, not just interested in their own paycheck and hours. You need to trust them to do everything in the best interest of your business.*
- o *A man or woman with the technical skills and passion to tackle any responsibility within the company, not just a few tasks you want to delegate to another person.*
- o *A person that is fiercely loyal to you. You don't want to teach someone the ropes and have them pull the rug right out from under you, stealing your customers when they leave. As long as you offer incentives and a positive working environment and relationship, you should be able to foster the growth of their commitment to your success.*

Don't worry if the first assistant you hire doesn't seem to mesh well with you. Internet marketing is a foreign concept to most people, even if they're on the 'net several hours a day. They may not be cut out for this type of working arrangement, so you may have to try out a few assistants until you find the right person who is cut out for the Internet marketing lifestyle.

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Real Estate

Real estate consumers are generally interested in wealth-building strategies. They may have little to no knowledge about property investments, so you can create solutions that range from newcomer advice to advanced techniques.

Foreclosures, Rental Properties, and Commercial Real Estate are a few of the real estate solutions you can provide to this niche. Think of it from every angle – and find out what problems haunt real estate investors so that some people succeed while others fail.

A topic that is extremely popular now is flipping properties. The person who puts together a fail-proof information/advice product on even one aspect of that topic will do very well in the profit department.

Investments

Stock Market Trading is a hit these days. Professionals in other industries are trying to pave their way to success and make an enormous amount of cash in a short amount of time by day-trading over the ‘net.

Unfortunately, without the right guidance, many will lose their shirts. Don’t attempt to offer solutions to this market unless you have advanced insight into the industry – but if you do, you can provide consultations, software solutions, and info products to satiate their hunger for knowledge.

This topic has legal restrictions and requirements, so you must be absolutely thorough in your research before publishing.

Travel

Travel topics are becoming more and more popular. No longer do people want to go to the same old places and rely on tourist guides to help them understand the language and the culture.

Today’s travelers are looking for advanced information so that they can feel comfortable navigating a foreign land on their own. For this niche, you might provide Language Mastery, Destination Planning, or Tour Guides.

Don’t just give a broad account of Mexico – go into detail about a certain city, showing the audience exactly what to do – what hard-to-find spots they’ll want to see while they’re there. Most travelers want to steer clear of typical tourist destinations now – they’re looking for the experience and for an escape from the crowds.

Whenever you’re researching your niche, go to [ClickBank](#) to see what topics are selling well under certain categories. Hang out in message boards to find out what people are talking

about, and more importantly, what they’re asking about. Visit sites with a large number of participants and read the topic headings to see what looks like might be profitable.

Make sure, when you do choose your niche, that you conduct thorough keyword research to see how the words and phrases are performing. You will also want to spy on the competition to see what their products promote – and possibly what they’re missing that you can provide to your customers. You will likely end up buying and reading some of your potential competitors’ products to help you know what direction you should or should not go in.

After this process, you will be ready to figure out what type of solution you want to provide and either develop it yourself or hire someone to do it for you so that you can begin marketing it to your newfound global niche audience.



How do I change?

If I feel depressed I will sing.

If I feel sad I will laugh.

If I feel ill I will double my labour.

If I feel fear I will plunge ahead.

If I feel inferior I will wear new garments.

If I feel uncertain I will raise my voice.

If I feel poverty I will think of wealth to come.

If I feel incompetent I will think of past success.

If I feel insignificant I will remember my goals.

Today I will be the master of my emotions.

– Og Mandino, "The Greatest Salesman in the World"