

## OFFLINE MAGAZINES THAT HELP ONLINE ENTREPRENEURS BY BONNIE LOWE

Blogger 1: "I just learned a fantastic tip from a magazine!"

Blogger 2: "What is it?"

Blogger 1: "It's a publication printed on shiny paper that contains lots of articles, photos and ads."

Fans of the movie "Airplane!" may appreciate my attempt at humor.

My point is that many internet marketers spend so much time online that they forget and/or neglect excellent offline resources, such as magazines!

### Here, in no particular order, are three magazines that can help online entrepreneurs:

1. Revenue. The latest news about online marketing, including affiliate marketing, search marketing and performance marketing. Free. To subscribe: [Revenue Today](#). The first two issues I read dealt primarily with affiliate marketing, and that is still a primary focus of the magazine. But it's expanded to include all aspects of building a successful online business. It includes snippets of information and charts with statistical data that will assist you in identifying markets, products, and trends that are on the way up—or on the way out. Reviews of books, software, affiliate programs, marketing techniques, advertising methods and more are also included in each issue.

#### Feature articles in a previous issue include:

- "The Web, Take 2 (tips on using Web 2.0 elements such as widgets and user-generated content);
- "Getting a Reputation" (a fascinating look at how the blogosphere can impact your business—positively or negatively—and tips that make monitoring and managing your reputation online easier);
- "Presidential Performance" (reporting on how political candidates are using online techniques to raise money and awareness... and how smart marketers can take advantage of this quickly growing trend).

2. Business 2.0. Covers the latest technologies, techniques and trends related to today's business owners. To subscribe: <http://money.cnn.com/magazines/business2/>. This is one of my favorite magazines. It is not specific to the web, but an online business is, after all, a business! It covers ideas, products, trends, people and companies that are shaking things up in the business world. It also provides case studies on innovative and successful entrepreneurs.

#### Feature articles in a previous issue include:

- "How to Scale Mt. Google" (SEO tips for boosting your site's ranking).
- "Ripping up the Rules of Management" (profiles of contrarian business leaders—including Jeff Bezos of Amazon and Craig Newmark of Craigslist—who achieved success by zigging while the rest of the world zagged).
- "A Hard Sell" (an interesting story of how a major Madison Avenue ad agency reinvented itself by using Web 2.0 and "guerilla" marketing tactics).

3. Website Magazine. Information about online business trends, industry insights and best practices. Free. To subscribe: [Website Magazine](#). I've only read one issue so far (it came unsolicited). As the name implies, it's geared toward internet marketers. It covers a variety of topics such as domain registrars, content generation, online marketing, and SEO.

#### Feature articles in a previous issue include:

- "Selecting an Outsource SEO/SEM Agency" (when and how to get professional help).
- "Building a Domain Portfolio" (how to find a good domain, build a portfolio and profit from it all).
- "SEO Corner: Internal Linking Structures" (tips for making sure your internal links are properly optimized and easy for search engines to locate and index). There are many other magazines that can help you build a successful online business. Don't discount the value of these wonderful offline resources!

By Bonnie Lowe. Discover more great tips about learning and earning money online at Bonnie's blog: [Best Earning Strategies](#)

**W2S - THE WEB'S ONLY WHITE HAT SOCIAL NEWS POSTING SOFTWARE BY JACK HUMPHREY**

Save up to 7 hours per week with our new social marketing software!

We've been keeping quiet about the stuff we've been developing in the "lab" lately. Time to show off some of the goods! Soon after we released the Authority Black Book, it became apparent that bloggers needed something to help them submit new posts to Digg, Reddit, StumbleUpon, Netscape and other Web 2.0 sites.

It takes a lot of time to properly submit posts to all the big sites, so I asked Brandon Hall, resident handy man, to whip up something to help save valuable marketing and promotion time. I figured out that I was spending a minimum of 7 hours per week submitting my posts to all the Web 2.0 sites I use with great results to get links and get direct traffic.

I was doing a \$7 per hour job, and I bill my time to clients at \$300 per hour! So I was wasting \$2100 per week just because I wasn't using a system to do what I was doing by hand.

Brandon came up with a doozy.

Called Web2Submitter, his new program cut my submission time down to minutes per post from up to an hour per post by hand!

Now, I am sure someone will come up with a program after we launch today that spams Web 2.0 sites. People watch what we are doing like hawks and immediately swoop in to pick up the crumbs we leave behind. Problem is they won't "get it" and will hire a coder to make dangerous programs that will get peoples' accounts deleted.

Our social marketing software does not violate any terms of service or spam any news directories. It simply automates the tasks you used to do by hand and puts the submissions in one place, on your desktop, remembers your logins for all the Web 2.0 sites, logs you in, and posts your title, body, tags, etc. for you.

Same thing you do now by hand, just and more efficiently. The good thing is you can submit with Web2Submitter, save up to 7 hours per week for other link building and marketing, and KEEP your accounts in good standing on all the services you use to post your latest news much faster.

The Most Powerful Part Of All...

There is also a very special addition to the software. It is something that companies will be paying us \$2000+ per submission to use, but it comes free with your purchase of Web2Submitter!

You probably read that a couple times wondering if I made a serious typo. I didn't.

Watch the detailed video and read about it on the site and start saving valuable time and energy on your Web 2.0 promotion!

[Web2Submitter](#)

**QUOTE:**

**"A business has to be involving, it has to be fun, and it has to exercise your creative in-**

**UNDERSTANDING THE DIFFERENT SOCIAL NEWS SITES BY BRANDON HALL**

If you've been doing Web 2.0 marketing for any amount of time, you should know that your results can vary greatly from website to website. For example, you cannot submit a story about dogs and cats to Digg and hope for a lot of targeted traffic.

For the best results you have to understand each site, the visitors that frequent it and what type of stories you need to submit to generate the most traffic.

It's important to explain the differences of each site and what type of stories you need to submit to get the best results. That way, you will have a better understanding of each site and what is required to garner the most traffic from it.

**Digg** – The largest of the social news sites and one of the highest traffic sites on the entire internet. Currently, Digg has a Compete rank of 24 and receives an estimated 100,000 visitors a day. Believe or not, almost all of those visitors are tech junkies and information technology (IT) people. They are interested in what is happening at Google, Wired Magazine and TechCrunch.

Therefore, you should focus on Digg for stories that are tech-related, geek driven or tied to the computer world in some way. You will have the best results submitting stories that conform to that standard.

**Netscape** – Inventors of the first widely distributed internet browser and passed by Microsoft in market share somewhere around 1998. Netscape stayed in limbo for several years until they quietly re-launched their search engine as a social news site in 2005. The move has proved to be very smart for Netscape executives. It currently holds a compete rank of 274 and is growing everyday.

Want to be successful on Netscape? Submit a story related to families, animals or gardening. Netscape is generally browsed by consumers and stories that follow that vein will garner the most interest.

**Stumble Upon** – Probably the next biggest site in the social media sector, Stumble Upon currently holds a Compete rank of 2932, but an Alexa rank of 314. Those stats alone should tell you something about Stumble Upon. Most of their users are webmasters, programmers or marketers.

The most successful stories on Stumble Upon are cool webmaster tools. Things like a Javascript based CSS preview creator or a peer-to-peer (P2P) application that you pop in your system tray. For Stumble Upon, you will have the best results by submitting a nifty web tool that users can benefit from using.

Stumble Upon can bring success for any number or style of sites, so it should be top priority behind Digg or Netscape. You should spend at least 30 minutes a week "stumbling". You will see so many cool tools and get so many blog post ideas it will blow your mind. Guaranteed!

Just remember, you are looking for targeted traffic. Submitting a story about revolutionary dog food to Digg will not do you any good. Submit that same story to Netscape and watch your traffic skyrocket.

If you are unsure what kinds of visitors frequent a particular site, make sure to peruse their categories. The categories are a dead giveaway to what types of visitors are coming by. Like anything else in internet marketing, these sites have to site "niche" down their sites to appeal to their target market.

Determining which site fits your target market the best, will bring you the best results long-term.

**QUOTE:**

**" They say a year in the internet business is like a dog year..equivalent to seven years in a regular persons life. In other words, it's evolving faster and faster"**

## 7 TIPS TO DOUBLE YOUR PAGE VIEWS BY PETER LENKEFI

7 Tips to Double Your Page Views and Encourage Your Visitors to Stay on Your Site Longer

How often does a user log onto your website and simply come and go, as if flicking through the channels on TV?

What is making them leave in such haste?

Are you encouraging your visitors to stay on your website and view more than one page at least?

If you are able to take a visitor, usually who whilst browsing only views one of your website pages, and make them view a second page, you are essentially doubling your page views. Many content managers and website owners are often concerned with the number of viewers who view their website along with the number of page views on a particular topic.

However these people are never really concerned with one of the most important statistics of any website: page views per user. Imagine the following: 20 users log onto your website after researching a certain topic. They found the piece informative but left quickly afterwards. In total you had 20 views. However consider the following: 20 users log onto your website after researching a certain topic. They found the piece informative and decided to look at 1 more page a piece each. In total for this demonstration there were 40 views and 2 views per user. So how can you increase the number your number of page views. The following is a list of useful tips for increasing page views:

### 1. Write Lists

Lists are brilliant. They are easy on the eye whilst being quick and easy to read from the user's perspective.

There are also benefits to be got from the authors' perspective. Lists are easy to write once you have decided on your main article points.

Even notice how this article has been divided into a type of list.

### 2. Posting

Writing a series of posts will force a user to return regularly to your site.

Having a series will also force new users to navigate through the series of posts and therefore increase your views per user ration.

### 3. Encourage Interaction

Encouraging user to interact with your website is a guaranteed way of increasing page views. The most popular ways of increasing user interaction are through polls and competitions. If a user has a reason to return often, your view will increase considerably. Others ways to increase interaction is to ask a question or write about a topic and invite them to reply through comments. This method often leads to discussions being generated and results in more page views. Another method is to write about controversial topics or topics that you know your users will be able to discuss and engage in.

### 4. Offer Subscriptions

Offering a subscription service to your users is easy to do and provides an excellent way for your users to receive update on your website.

### 5. Interlink Topics

By interlinking your topics with related topics and articles you will not only be providing your users with interesting and relevant information but you will also be increasing your view per user ration significantly. Probably the best example of a website interlinking topics is the great Web 2.0 website Wikipedia. A user of Wikipedia researches one topic and in no length of time at all, may have viewed up to 20 pages, an extraordinary views per user ratio.

### 6. Use the "More..." Technique.

The benefit of this technique is that it helps clean your homepage especially if articles become long and this method also allows users to views more than one headline at a time.

### 7. Use RSS Feeds to Your Advantage

If your users are able to read entire articles from their RSS readers then they do not have any need to return to your website.

By having article excerpts, if it is interesting enough, your users should have no qualms about following the link to the relevant article.

### QUOTE:

**"Since the purpose of business is to satisfy existing desires, or stimulate new ones, if everyone were genuinely happy, there would be no need for**

**WHEN IS A NUMBER 1 GOOGLE RANK WORTHLESS? BY BONNIE LOWE**

The first website I created (in 2003) is about job interview strategies. It's ranked Number 1 in Google for the keyword phrase "job interview strategies."

Isn't that great?

No. Other than some bragging rights, this accomplishment is virtually worthless to me.

Why? Because no one is searching for that keyword phrase!

It's like having the best steak for sale at a vegetarian convention.

What keyword phrase are they searching for? "Job interview." More than 18,500 searches per month!

But there's also a lot of competition. When you search Google for that keyword phrase, it finds more than 2 million matches!

My site is ranked Number 30.

Which would you rather have—the Number 1 spot for a phrase no one searches for, or the Number 30 spot for a highly searched phrase?

This is just one example of how a lower Google rank can be far better than a higher one. Successful ranking depends on the keyword phrase and the number of searches for that phrase.

When doing your initial research, first find the keyword phrases for your niche that people are actually searching for—not phrases you think would be good. When I began designing my job interview site, "job interview strategies" seemed like a great phrase. It isn't. If I'd done better research, I would've known this from the beginning.

My job interview site is not a blog, but it is an authority site. It took me years to achieve a decent ranking for a good search phrase. With Authority Site Center and all its resources, you'll get there much quicker.

Just make sure the keyword phrase you're focusing on is worthwhile!

Tip: While you're waiting for your site to climb in the rankings, be sure to write and market articles for your niche. In the early stages of my site development, several of my articles were published on websites with much higher rankings (and far more traffic) than mine. I've no doubt the backlinks from those authority sites, and the visitors they generated, helped my site to achieve success.

**By Bonnie Lowe. Discover more great tips about building a successful online business at Bonnie's blog: [Best Earning Strategies](#).**

**QUOTE:**

**"Why is it that with all the information available today on how to be successful in small business, so few people really**

## BUSINESS BUILDING STRATEGY: BE A COLUMNIST OR GUEST BLOGGER BY RENA KLINGENBERG

### QUOTE:

**"I have been quoted saying that, in the future, all companies will be internet companies. I still believe that. More than ever,**

One way to build your online business is to write a regular column for someone else's high-traffic website, blog, ezine, or offline publication related to your niche. Writing a column takes "article marketing" to a whole new level. The beautiful thing about being a columnist for another site or publication is that - in addition to building your image as an expert on your topic - you're also getting access to another site's audience who are very interested in everything you write. You probably won't get paid for writing your column. But in exchange for an article or two per month, you can get a level of repeated exposure and promotion to your niche audience that would be prohibitively expensive to buy.

What's Involved in Being a Columnist? Writing a column is dead easy. It's just like writing a regular article or blog post. Your column can provide insider tips, insights, interviews, product reviews, trend reports, or whatever useful content suits your niche. For the past three years I've been a columnist for *The Bead Bugle*, one of the largest ezines in the handcrafted jewelry niche. Every month I write two different columns for this ezine - one full-length "jewelry business" article, and one collection of quick tips on jewelry business or jewelry making. Although I don't get paid for this columnist gig, it's been a fantastic opportunity to reach tens of thousands of new readers, build my own traffic and lists quickly, and become thought of as an authority in my niche - all in exchange for a small amount of my time every month.

At the end of each of my *Bead Bugle* columns, I have a nice resource box with my mini-bio and a blurb about my main website, along with a link to my home page, a link to my newsletter subscription page, and a link to my latest ebook. Every month when my columns are published, they bring a wave of readers and new subscribers to my site, along with more sales of my ebooks. And my column pages in the ezine's online archives wind up at PR3 and PR4 very quickly, which turns them into valuable on-topic backlinks. After experiencing the power of the "columnist" model of article marketing, I'm now a guest blogger / columnist on about a dozen websites, blogs, and ezines - and I appreciate the resulting boost in traffic, ebook sales, and "branding" of my image. Often people who read your columns on other websites will give you an extra boost by blogging about them, Digging them, bookmarking them on del.icio.us, or Stumbling them. Now for many of my niche keywords, the top 10 Google results show an article from one of my own websites, as well as one or two from my various columns, Squidoo lenses, Netscape submissions, other people's blogs, etc. Dominating the first page of Google makes me look like the "authority" of that keyword.

### Tips for Writing Columns

For my columns and guest blogger posts, I often write something completely from scratch. "List articles" are always popular and very quick to write (10 Best Wineries in Spain; The 5 Most Important Resources for Bloggers; 7 Things You Should Never Tell Your Mother-in-Law; etc.). However, if I'm short on time, I'll take an article or post from one of my own websites or blogs, and expand or update it to make it new and unique. Occasionally in my columns I place a link to an interior page or blog post on one of my own websites - but only if it genuinely enhances the article. I'm careful never to spam or take advantage of my publishers, and to keep the quality of my columns as high as possible.

TIP: You can make the job of columnist even easier on yourself by writing several months' worth of columns at a time, and sending them in a big batch for the other publisher to "drip feed" into their site every month as needed. That way you'll reap the benefits of being a columnist all year long, while actually attending to your duties only once or twice a year.

### How to Get a Columnist or Guest Blogger Gig

Submitting one or two columns a month per publication is a very do-able level of writing. You should receive a regular flow of traffic from your efforts, but without feeling like you have a deadline everytime you turn around. There's a huge need for fresh, high-quality, niche-specific information that your columns can fill. All content websites, blogs, ezines, and offline publications are in a constant crunch for good content.

Many niche retail and wholesale businesses also publish a newsletter, ezine, or blog that needs good content. If you already know some publishers or business owners in your niche, simply ask if they'd like you to contribute a regular column for their publication. Or if you don't know any publishers of high-traffic publications in your niche, edit one of your best articles for a sample column, and approach some popular blogs, websites, or ezines in your niche. Ask the publishers or editors if they'd be interested in receiving a regular column from you.

If you demonstrate that you can provide great content that the publisher won't have to spend a lot of time editing, you shouldn't have any trouble finding a publication that will welcome you as a regular columnist in exchange for linking to your websites in your resource box. The easier and more beneficial you can make your content for your publisher, the more likely you are to be welcomed as a regular guest blogger or columnist.

About the author: **Rena Klingenberg is the author of the ebooks [Ultimate Guide to Your Profitable Jewelry Booth](#) , [Squidoo Traffic Power](#)**

**Her websites include: [Home Jewelry Business Success Tips](#), [Jewelry Display Ideas](#) , [Squidoo Traffic Power Blog](#), [Sleepy News](#)**

**AUTHORITY SUMMIT IS COMING UP BY JACK HUMPHREY**

The event of the year for people who want to seriously ramp up their online presence, sales, traffic, and rankings is coming to Vegas this September 8-9th, 2007.

Dubbed the "Authority Summit," this conference focuses on authority site building tactics and new media marketing techniques that give sites like this one a distinct edge in whatever market they are built for.

The Authority Site Center puts this event on each year in Vegas. And it's not all work and no play. We are in Vegas after all!

Many attendees of last year's Summit use this trip as both continuing education and vacation, often sandwiching the event dates between "bonus" days of sightseeing, catching shows like Blue Man Group and Cirque de Soleil, and getting away from their offices to drum up partnerships and new ideas for their businesses.

The Authority Summit has early bird registration open right now. ASC members attend for 1/2 price (yet another big perk for being a member of the tightest, most professional and successful group of authority site publishers on the web)

To learn more about the Summit, which is open to the public, please visit: [Authority Summit](#)

**QUOTE:**

**“It takes a lot more to run a good business than just trailing commissions or kickbacks otherwise everyone would succeed, wouldn't they?”**

**MOVE YOUR ONLINE BUSINESS TO THE TOP OF THE SEARCH ENGINES BY JACK HUMPHREY****Move Your Online Business to the Top of The Search Engines with Post and Rank™ Technology**

Move Your Business to the Top of The Search Engines by using Post and Rank™ technology, just one of the techniques taught at the 2007 Authority Summit: September 8-9, 2007 in Las Vegas, NV. Hosted by The Authority Site Center; the online training and development industry leader specializing in Authority Site Building and Web 2.0 marketing strategies.

Las Vegas, NV (PRWEB) June 19, 2007 — The Authority Site Center (ASC) announces their 2007 live training event: The Authority Summit; to be held in Las Vegas, September 8-9th.

The focus of the Summit is online publication and promotional strategies for business, making use of the newest trends in Web 2.0 technology.

Topics covered will include online testing and tracking, blogging for dollars, Social Powerlinking, video creation and syndication tactics, effectively making use of press and the media, as well as strategies for traffic generation and conversion. Several well known experts, including Dave Lakhani and Howie Schwartz have confirmed their participation.

Jack Humphrey, CEO of ASC, reveals, "We focus on what we call Post and Rank™ technology, which means you won't need to use pay-per-click advertising or fight for search engine position. Our unique and exclusive publishing and marketing system has gotten hundreds of sites to number #1 on the largest search engines."

This year's Summit will be held at the Tuscany Suites, very close to the internationally famous Las Vegas Strip. The event will take place over two days and will focus on research, publishing, marketing, and monetization of online web properties.

The event will be suitable for the beginner, intermediate, or advanced online marketer; especially those who are looking for information on how to profit from the expansion of Web 2.0 sites such as Netscape, Craigslist, and Squidoo.

"This event would be excellent for any business who wants to improve their online presence," states Rick Butts, Online Business Strategist for AuthoritySiteCenter.com and Editor of Online Marketing Monthly magazine. "With so much business moving to the online sector, it would be business suicide to continue to promote without using these strategies. The way of the web is changing, and our methods can keep your business at the forefront of the new technologies."

**To learn more about the Summit, which is open to the public, please visit: [The Authority Summit](#)**

**QUOTE:**

**"Go for a business that any idiot can run, because sooner or later, any idiot probably is going to run it."**

## USING NOW PUBLIC'S WEB 2.0 FEATURES BY TOM SEBASTIAN DIGGES

Now Public can be a powerful way to get fast traffic. It's way faster than article sites or even blogs. For one article I wrote recently I got 400 hits the first 6 hours. Not bad for a 15 minute piece of work. I also got 5 signups to a membership site from it. NP has many Web 2.0 Features that will enhance exposure of your websites, as well as greatly extend the reach of articles you write. It is also very quick and easy to use.

Here's a short list of features:

- Post articles which automatically get seen on the main page.
- A voting system that allows your article to become prominent.
- Ability to update articles with audio & video – automated Utube function
- A profile with links to your main websites, feeds, friend function, etc... etc...
- Automatic Posting to up to 5 of your blogs.
- Rapid traffic, especially for buzzworthy content

Any links are allowable in your posts

Take a look at my profile to see the features live. [Members Profile](#)

Want a quick start? Take these steps:

1. Go to Now Public and become a "reporter".
2. Add the "Highlight" power tool to your Firefox browser.
3. Create your profile
4. Add your 2 main websites
5. Add all your blog info so you can automatically & simultaneously post to them
6. Create a "story" in your niche and post it.
7. Repeat step 6 often

My insider advice for Now Public is:

Of course, create your profile first. Then complete steps 1-5. Next, write a unique newsworthy post relating to your niche subject and be sure to put a link in it to your site or blog or your product sales page. Especially here, I recommend cloaking any affiliate link. Do this on a regular basis. You can upload graphics, audio & video too. That can create a lot of interest. Linking your story to a related video on Utube is an automatic function, so this is simple and will generate better results. Writing for Now Public is a little different than writing typical articles. It's not difficult to catch on to what type of stuff really flies there. Just think of yourself as a newspaper reporter and write about your subject from that angle. This is actually fun and refreshing. You can also pretty easily convert any articles you've already written to be more "newsy". This is a fantastic way to get lots of extra mileage out of your articles. **Tip:** Now get this. There is a system for other people to update (add to or comment on) your original article (you get to approve it). But, each time it gets updated it moves to the top of the line and gets viewed again on the front page. You can keep an article on the front page by updating it yourself. Below is some more info to help you do that.

### Buzz Grouping With NP

As you have probably seen by now, this site lends itself very nicely to Buzz Group activity. Having a group of co-reporters to update (called crowd sourcing) and vote on (flag) your stories can become a powerful force to create great traffic. The simple way to work this is to have members of the group visit your profile. There they can see your latest stories. They can chose to crowd source it with text, audio or video. They can flag it and make it more popular. Or, they can make a comment. All three would be best of course.

### Getting Content For Your Stories

Here's how to get a never ending supply of relevant content for articles and especially Now Public which thrives on buzz and breaking news.

Get a Gmail account. Sign up for notifications using your keywords or phrases. You will receive tons of breaking news about your niche subject.

Go to those news sites and "Now Public" them with the highlight tool. This amounts to a comment on the news article which of course will contain your Cloaked Affiliate Link for the product of your choice, or your blog etc. You can use these breaking news stories to update your own original stories too! Just find a news story that relates to your post and update your post with the info or pictures or video. Or, you can zip through some of them and create your own related original story or cutting edge article using the news stories as references. Believe me you don't have time enough to even begin to write the incredible content that will be flying into your mailbox.

Tom Sebastian Digges is an Author, Blogger & Life Coach. [Web 2.0 Magic](#), [Self Actualize Now](#)

### QUOTE:

"In business, I've discovered that my purpose is to do my best to my utmost ability every day. That's my standard. I learned early in my life that I

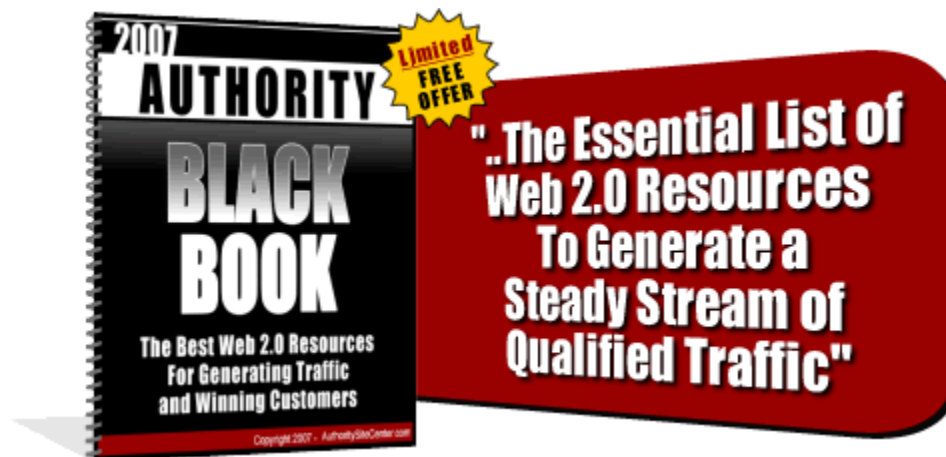
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- Elite Coaching Program—Taking your
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M I S S I N G E L E M E N T**



Now you can download the Authority Black Book and start bumping your traffic significantly as early as today!

It's no joke. We use the tactics in this guide to launch sites with immediate traffic and rankings and grow them to high traffic authority sites over time, all the time.

**Download the Authority Black Book here:**

[Authority Black Book](#)

After you devour the content included in the Black Book, please visit the blog to leave your comments.

[Authority Black Book Blog](#)

We also included a survey so we can make improvements to the next version.

Newsletter Layout and Design by Melissa Trippel

Melissa is a Website Designer/Consultant for online business development she also is an authority site development coach at the [Authority Site Center](#). She is the author of [Crafty Places](#), [The Stay At Home Moms](#), and [Webweaver Designs](#)