

5 QUICK TIPS TO GET THE MOST OUT OF YOUR WORKING DAY

If you have been working from home for a while, you have probably learned how difficult it is to stay focused, be on track and organized.

This is especially true if:

- Your office is in your house
- Your working space is small
- You have small children at home during office hours

But don't despair. I will give you 5 quick and easy tips you can immediately use to get the most out of your working day.

1. Treat it As a Real Business

Every morning, when you wake up, you need to play the game that you're going to work. You take a quick shower, have breakfast, kiss your loved ones good bye and leave for work. Even if this means that you walk down the hallway into another room. You need to make your family members understand, that until lunch time you are not available. If they need you, they need to meet you after office hours. Once you're in the office, close the door behind you, switch on your computers and get down to business.

2. Plan The Day on The Day

Although most people usually plan their days in advance, I have found a better and more effective way of daily planning. Before I would get started, I sit down with my dairy and think over all the tasks and projects I am working on. I start making a list and then I execute the tasks. I noticed that if create my list in the morning, I create a much better, fresher list and in most cases I manage to include the most important ones.

Clear Day, Clear Head, Clear Planning.

This simple day planning strategy works for me. If you find it easier to plan your days in advance just do that. Whatever it takes to keep your days effective and organized. You need to work on priority issues first and leave everything else for the rest of the day.

3. Block Temptation

There are all sorts of different ways of blocking temptation during working hours, one of them is using this handy little free software program called "[Temptation Blocker](#)".

Here is how it works. You can enter unlimited number of web addresses into TB and the software will block them for a certain period of time you specify. For instance, if you kind of having the urge to quickly go to eBay and check out a couple of cool guitars, right in the middle of a meeting, this little puppy will prevent you from doing that.

4. My Rules to Checking Emails

I don't mix any private emails or industry newsletters with business emails. I use a totally separate web based email account, such as Gmail for that purpose.

I use Eudora for everyday business email communications. I check my business emails 2-3 times a day and respond to them in larger blocks.

I check my newsletter email account once or twice a week. This strategy helped me to save tons of time.

5. Focusing on One Project at a Time

Even if I have multiple projects running at the same time I tend to focus on one at a time.

I usually dedicate a certain part of the day for a particular project and try to accomplish my goals set for the day. Then I take a breather and move onto the next one.

Not mixing projects helps me to stay focused.

When I am working on project I have the tendency of not answering phone calls either. I let the answering machine to do its job and I call back my clients, before I would finish my day.

Peter Lenkefi is the editor of [Web 2 Center](#) and is a founding partner of [Content Desk](#) as well as the [Authority Site Center](#).

INSIDE THIS ISSUE:

HEADLINE STORY- 5 QUICK TIPS 1

UP CLOSE AND PERSONAL 2

IF I'D ONLY TRIED HARDER 3

THE VALUE OF RESEARCH 4

IS ASC MEMBERSHIP WORTH IT? 5

MAKING A WEB 2.0 BLOG POST 6

PRODUCT DEVELOPMENT 7

DO YOU SQUIDOO? 8

RESEARCH.. AN INTEGRAL PART 9

THE FOCUS:

- Publishing IS your business
- Start shutting out the noise
- Authority site development is a process
- Proper research is key
- Connecting with your audience
- Why ASC?

UP CLOSE AND PERSONAL WITH ASC MEMBER ANTHONY FALLON

1) How long have you been a member of ASC?

I joined the Authority Site Center in March 2006. I think I joined after reading Power linking by Jack Humphrey. To be honest I didn't know what I was joining. I just thought I wanted to be part of it. My first reaction upon arrival was to turn away and run. It was alien, I didn't know what people were talking about in the forums and to this day I never got to understand the old CSB system. I got a copy of DreamWeaver and tried to build sites with that. I can do wonders with double entry accounting but HTML codes and java just didn't stick.

The first few months within ASC were spent trying to knock out the first site and learning the terminology. It was at least month 2 by the time I knew I had something called cPanel!

2) About how many sites have you built during your time in ASC (using the ASC tools and process)?

Since Wordpress Master came on board I have created seven sites, although I wish I hadn't! Time constraints make it impossible to manage that many and it hurts your head too! I was speaking to a woman at the Authority Summit who told me she was planning to churn out an authority site every month - she didn't seem convinced when I told her how much work that would involve. I also had to point out that you don't create authority sites - you become one.

3) Which sites are you most proud of, and why?

Two sites, the first one is [The Sage Training Company](#). The Sage Training Post is the first site I did through ASC and took about three months to get it the way I wanted it. It's also the one which has generated the most income. Just before joining ASC I had been listening to Brad Fallon's stomping the search engines audio CD's relentlessly day in and day out.

Whenever I was told to do something either through the audio CD, through the forums or listening to a Tele-seminar on site building I would just do it. If someone said you needed to do articles I did article's. If someone said you needed to do a press release I did a press release. I even did a podcast. At no time did I say to myself, "I can't do that." I just went ahead and I followed all the instructions from the audio course and ASC. In July, Google rewarded my efforts with a PageRank 6 for the site and rankings for all kinds of search queries.

The second site I'm most proud of is [Warrington Web Works](#). It's a relatively new site launched in August - I created this site to share what I had learned from the first 5 months of ASC membership. (I should have turned it in to an e-book and retired to Spain) It wasn't until I listened to Mitch Axelrod at the Authority Summit that I knew what I was going to do with the site long term. You'll have to wait and see what comes next!

4) About how many hours per week do you spend working on your sites?

It can vary from a couple of days to the whole week it really depends how my head is working. I walk away when I can't focus.

5) What was your biggest surprise about content publishing?

The biggest surprise is that I find it easy to do. Although it can be hard work sometimes as long as I can focus on the content and let William the conqueror take care of the technology and I'll be happy.

6) Which part of the Research, Publishing and Marketing process is your most favored? Why?

Publishing, then marketing, then research. Publishing is the creative part of the process, the communication between me and the reader.

7) What do you do when you're not ASC'ing? Hobbies/interests?

Easy...Drinking, Dancing and Cavorting and when I'm not doing that I do a lot of riding on my motorbike; this is my thinking time. I have the Welsh mountains, the Peak District and the Lake District all within an hour's drive, so I can wander lonely as a cloud. I have been known to call into one or two pubs on route - You can learn a lot from barmaids! I think I've out grown sports but I do watch Rugby League and Football (Manchester United) occasionally. I do like to travel.

8) What are your plans for the future as far as content publishing?

I haven't got a clue what I'm doing but I'm having a wonderful time. I guess I'll just wash, rinse and repeat. I'm planning a huge content site with lots of sub-domains that'll keep me busy through the winter months. I would like to get around to more internet marketing seminars to continue the learning process. Since the Authority Summit I have signed up Willie Crawford as my making money online mentor.

9) Words of advice for our newer members? (Three things about content publishing you wish someone had told you...)

1. Do your research - I hate research as much as the next person but you must treat this is a business. If no ones spending money in your niche, forget it.
2. Stick with one site to start with. Don't stretch yourself or your time. Your goal is to make it the best site in your niche on the net, the traffic will follow and the cream always rises to the top
3. Be passionate when you're talking to your site visitor. Passion spills over into your content and makes compelling reading. (You can't do this with ContentPress!) BTW ContentPress didn't exist when I created my first PR6 site.

Before becoming a content publisher through the ASC Alliance. Anthony was a financial and systems Accountant. He lives in Warrington, Cheshire, England.

You can view his first PR6 site at [The Sage Training Company](#). For more information on how Anthony created his first authority site, check out his article at [Warrington Web Works](#).

QUOTE:

"Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it. "

“IF I’D ONLY TRIED HARDER”**QUOTE:**

My piece for this newsletter is supposed to be around a marketing tactic or two. I’ll fit that in along with a lesson I have learned over the years which may help as well.

Marketing on the web is a game of discipline and focus. Most people end up marketing the wrong thing and fail, even *with* traffic.

For our purposes here, I will stick to the assumption every reader has something of a winner on their hands and a powerful need to get more targeted traffic in front of it.

I am not sure the person who coined the term “Information Overload” had present day challenges for online marketers in mind when they first blurted out their catch phrase. I cannot imagine that anyone could foresee just how much information would become available to people through the internet through so many channels. Getting distracted online and marketing online go hand in hand, and the former is the #1 killer of the latter if time and information flow is not managed properly.

Simply put, you are not trying very hard to succeed if you spend too much time bouncing around the web trying to find the end, or trying to find the easy button. Sometimes we may *think* we are doing productive things when at the end of the day, our sites are getting no more traffic than the day before.

So before life passes you by and you find yourself in a scenario everyone dreads: “What will I be thinking back on in the last hour of my life?” – make sure you re-dedicate yourself, right now, today, to working your tail off to get traffic to your business.

The last thing you want is to think to yourself “I should have tried harder.” Most failure is simply a lack of focus and dogged determination to win. Not bad tools. Not bad training. I’ve had more than my share of both of those yet I’ve come a long way baby.

The tactics you should focus on above all else in online marketing if you have to prioritize and choose are...

Getting More Links!

They make the web go round and always will. They were sending traffic back and forth long before Yahoo and Google came on the scene and have *everything* to do with the amount of traffic you get to your site(s).

Content syndication (article exchanges, RSS) is a must. As is social networking. We have a fine 4 hour seminar on the topic inside Authority Site Center for you to brush up on if needed.

There are no bad links. Forget Google and their relevancy for a minute. They are just a search engine needing a way to gauge the value of sites – NOT the link police of the internet.

Don’t go grabbing links from any and every site you can, but don’t get all flustered over Google’s relevancy standards. How many of the hundreds of thousands of links the authority sites have could POSSIBLY be relevant to them? Get my drift? Coca Cola has a gazillion links. Do you think everyone that links to them is a soda-related site?

Link Baiting

I have articles at The Friday Traffic Report that discuss link baiting in detail. Link bait is anything that is such a neat, valuable, time saving, controversial, or otherwise interesting piece on your site that others link to it naturally.

People make the mistake of thinking this won’t happen for them. Tell Robin Good that. He has the Top 55 Blog directory list on his site and it has so many links it has higher PR than pages closer to his index page of his site!

Value breeds links. Your site is a breeder reactor. If you put garbage content into it, you will get garbage results from it, especially where linking is concerned.

Focus hard on your content. It is the only thing that makes your site unique, link worthy, trustworthy, and sticky. Everything else is just fluff.

Exclusive Content

Find a Blogger in your niche and offer them some free, exclusive content in exchange for a resource box at the bottom.

Bloggers, good ones, write a lot and get tired often of being tied down to always finding new topics to write about. Give someone a fresh piece of good content designed to make them look good in exchange for a link.

If someone turns you down, they aren’t working hard enough on their blog to be ready for such a great offer. Look further and don’t sweat the small stuff.

I will keep these tips rolling in future issues, but remember: These are the details. How much effort you put into them and how effectively you can implement the details depends 100% on your focus and determination.

Where my business is concerned, I want to die with a smile on my face knowing I gave it my all and built the best nest egg for my family I could possibly build because I worked smart and I worked hard.

I bet that sounds pretty good to you too. Just don’t forget about this lesson tomorrow when the distractions start vying for your attention again!

Read more about success, traffic generation, and social networking at [The Friday Traffic Report](#).

“Nothing interferes with my concentration. You could put on an orgy in my office and I wouldn’t look up. Well, maybe once. “

THE IMPORTANCE AND VALUE OF RESEARCH

Lets face it every each and every one of is confronted by some aspect or other of research every day of our active lives.

Whether it is looking up a recipe to give the old man and the kids something different for dinner and costing the ingredients, deciding on a family holiday, choosing a mutual fund to tuck a little cash into for a rainy day, the best auto insurance deal, and even choosing clothes out of the closet each morning for every day wear, for the kids, for the light of your life, for a special occasion, to go shopping in, what to buy at the supermarket, to go to work in, to be fashionable, where to go for a meal, that every day list is endless.

So what does this mean?

Simply that research, under whatever guise, is an essential part of all of all our lives, and is fundamental to our [decision making](#).

Let's take some forward steps in our thoughts about research.

Look at and analyze two of the most successful men in today's business world.

Do you think that Bill Gates got where he is now without researching his market and his competition and using his research results to spot future trends that put Microsoft and its innovative products ahead of the game and has kept it the market leader.

His decisions could only have been decided by his evaluation of the results of comprehensive targeted research that gave him the edge over others who expected to compete with his company for that top spot.

The world's second richest man, Warren Buffett, has made his fortune and those of many others who have followed his advice, purely by researching listed companies, commodities and currencies in depth and that conform to the parameters that he has developed over his many years of experience in the financial markets.

Mr Buffetts' bottom line is whether an investment will become profitable and the answer to that question is simply his ability to spot trends by analyzing research. The result has been lots of money for Mr Buffett, his associates and his investors.

There are many men and women who have become very wealthy by researching the wants of the man or women in the street.

My favorite is Martha Stewart, who, despite her goal sentence, made a fortune by knowing what Mrs. Average American Woman wanted and needed to fulfill her role. She may have started by instinct but her success was built and sustained by ongoing research (and hard work), pity she got greedy but she has bounced back.

She knows her market by constant research and maybe a bit of gut feeling thrown in.

OK so what!

What are the lessons that we must take on board?

To be successful in our entrepreneurial activities as Webmasters with [Authority Site Center](#) is not only to research *in depth* our chosen niches for prospective websites but to have the ability to evaluate the results to give us the parameters we will need now and for future development that we believe will combine optimum traffic and maximize monetization to provide the income that we want, expect or need to achieve.

This summation needs thinking through, it is not simply research, it is essential to make sure that the research that we undertake is comprehensive and that a clear understanding

of the objectives and pathways to profitability that link in with the ultimate goal of maximizing the revenue of each and every website that members decide to embark upon.

Make no mistake, this is not easy and there are no short cuts, unless you are extraordinarily clever or lucky enough to pick on a profitable niche nobody else has thought of (some hopes).

You have just got to be better than the competition and that must and has to start with the quality of your research, next use your brains and think it through and plan ahead, then a lot of hard work and finally and most important, you must be determined.

There is a hell of a lot of money to be earned on the world wide Internet.

To do the business, know what you want to achieve, work at it today and every day, be determined to succeed, no short cuts on research, plan, be patient and not faint hearted, and when you do identify a developing trend and, who knows, you might amongst the first to get in on the ground floor, play it hard for all its worth, then the world can be your oyster.

Remember trends are, more often than not, cyclical so keep researching keeping an eye open for the next trend and be prepared to dump that once great earner as it becomes exhausted and move on to the next opportunity.

To achieve the ultimate goal of financial independence think positive, learn from your mentors, think outside the box, conduct your research in depth and to specific parameters that you, and only you, believe will give you that all import edge that will maximize the ongoing profitability of your sites.

Jaks Lloyd is a member of the Authority Site Center

She lives in Spain and indulges her creative talents by writing and building innovative authority websites.

These are some of her sites:

[Hot Exercise](#)

[Eye Beauty Tips](#)

[Precious Metal Investment](#)

[Authority Site Center](#)

QUOTE:

"I'm not a driven businessman, but a driven artist. I never think about money. Beautiful things make money. "

IS THE ASC MEMBERSHIP REALLY WORTHWHILE?

Should you really still be doing this or is there a better way to make your mark – and your first fortune? I guess, apart from the principles of the company, we've all asked the same stark question. I know I have.

To answer it I often think to back to life before ASC.

I've discovered that the benefits you gain from a solid business development system are not simply one dimensional and its often easy to miss this point until its disregard leads to further disaster!

Many of us have spent too long rushing from one opportunity to another and then back again. We have wasted cash but, evenly more importantly, lost irreplaceable time. After all money can be made again, time is lost forever.

A web business must be one of the most difficult businesses to start for the simple reason that once you lift your naive head above the parapet to learn how to be a success, you are hit by probably the best directed and most targeted barrage of garbage ever known to man.

You want to develop a web business? – I will help the world screams and before you know where you are you've signed up to several monthly programs, have large boxes of CDs, DVDs and manuals (all repeating the same message incidentally) sitting on the kitchen floor and the kids have stormed off moaning at yet another video you are watching because 'we will all profit in the end'. Not to mention another call from the credit card company wanting to know if its really possible that you spent so much in the last 28 days!

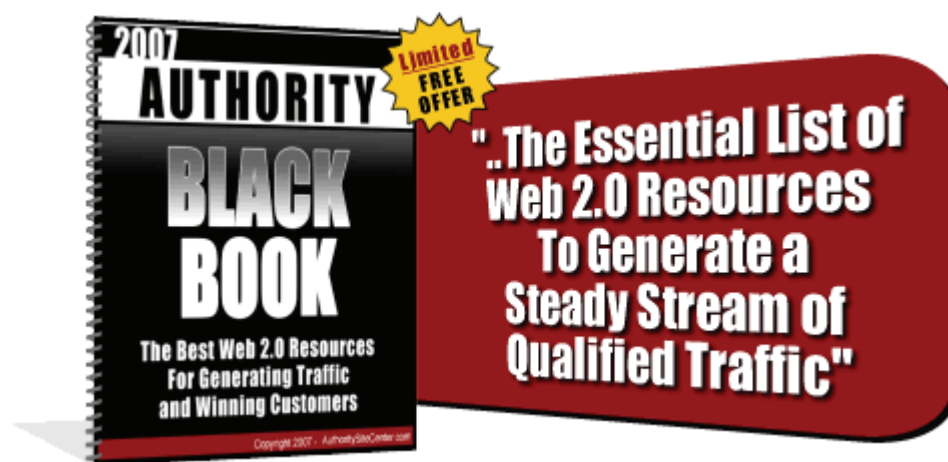
Yes, web business development is difficult because everyone wants your dollar and everyone knows where you are, making you feel as naked as a nudist at a business rally, not knowing which way to turn to minimise your exposure.

So as you tune into the forum again or watch another Jack video while your friends are out at the ball game or Tupperware party, just focus on this:

- **ASC is a proven web business building system where the principles are actually beside you in the trench! They are not selling you a dream they do not follow themselves.**
- **Yes the system does work and the work of others will lead to benefits for you way above the costs involved,**
- **Much of the benefit you receive is the focus you gain – no need to keep rushing off at tangents just adding to the wealth of so called 'gurus',**
- **You belong to a community who all want you to succeed.**

So come on, login again and together ASC will take you further. Doubt it? Just turn around and see how far you've come already!

Chris Morton is a personal coach, and editor of [The Wedding Wizards](#). For more information about Chris [visit his site](#).



GET YOUR COPY [NOW!](#)

7 TIPS FOR MAKING A WEB 2.0 BLOG POST

I wanted to spell out how to create and market a blog post with a Web 2.0 twist. There are, of course, several different ways to market your latest blog post. Below I have outlined a step-by-step strategy for marketing your latest blog post using Web 2.0 sites.

1. Your ping list has to be in order.

Check out the recommended [ping list](#) if you don't have a ping list you are happy using. The first part of marketing your post starts with your ping list. Plain and simple.

2. You must tag your post.

[Ultimate Tag Warrior](#) is a required plugin for Wordpress blogs. It will allow you to categorize content based on a tagging engine. Without a doubt, Ultimate Tag Warrior is one of the most powerful Wordpress plugins. Each time you make a post add your keywords as tags at the bottom of your post.

3. Tag [Technorati](#) throughout your post.

For example, this post is about [Web 2.0](#) and [blog posts](#). Using this approach will keep your posts at or near the top of the list at [Technorati](#). There's a really killer plugin called [Tagalize-It](#) that makes tagging throughout your posts really simple.

4. Your post is pinged and tagged properly. Now what?

Time to syndicate your post and generate some immediate traffic. Some clarification is necessary here. Web 2.0 sites normally have 2 types of functions. Either they act as bookmarking sites like [Del.icio.us](#) or they act as story submission sites like [Digg](#) where users vote on the quality of story.

5. Understanding syndication and bookmarking.

At [Del.icio.us](#), the more users that have a site bookmarked; the more popular it is. At [Digg](#), users submit stories and people vote on whether or not they like them. The more votes a site receives the more prominent it is on the site. Either way, users are rating the content.

6. Automate your bookmarking for free.

After you post, use a service called [OnlyWire](#) to bookmark your post at 15 different services. It's absolutely free. This will generate 15 backlinks to your site instantly. If you use OnlyWire naturally, meaning that you bookmark sites you actually like and not just your blog posts, then your accounts at each bookmarking will gain TrustRank and PageRank over time.

7. Start submitting your post to the different story submission services. After making a post, then just submit your blog post to each service. The thing about this is there are hundreds of these sites out there. Find the ones relevant to your niche market and you will really clean up on the traffic.

Credit for the methods listed here is due to one of my partners, [Jack Humphrey](#). He taught me how to do this stuff. His blog is averaging over 4000 visitors a day using the methods I've listed above. Impressive!

Here's a short list of sites to get started with:

- [Reddit](#)
- [Netscape](#)
- [Digg](#)
- [Newsvine](#)
- [Shoutwire](#)
- [Slashdot](#)

For more tidbits and tips on Web 2.0 and SEO check out [SEO Feed](#).

Authority Site Concepts:

- Don't make up words, nobody likes corporate speak.
- Don't exaggerate.
- Don't be salesy.
- One idea per paragraph, readers skim.
- Link to more complete information.
- High ranking is just half the battle. Getting clicks depends on users understanding headlines and summaries. They skip past the ones they don't understand.
- Social bookmark yours and others posts.
- Stay active in forums within your niche.
- Engage your visitors in social commentary.
- Don't forget to just be a blogger sometimes.
- Submit all your RSS feeds on a monthly basis.
- Post at least once a day.
- Post relevant value driven information.
- Your visitors want resources and quantitative information as well as qualitative.
- Utilize social networks such as MySpace and FaceBook.
- Join the Authority Site Center.
- Remember that this is your business.

PRODUCT DEVELOPMENT...LESSONS LEARNED ALONG THE WAY

If you've read or know anything about authority sites, content publishing, or building a long-term successful Internet business, then you know the ultimate goal is to develop your very own product.

Having recently completed the process of creating my very own first product, an electronic report (e-report), I can tell you it was not a "solo act" by any means. Although it only took 11 days to create the content and put it into final format, I quickly realized it had been a "work in progress" for some time prior.

I actually began my product development journey about 5 months ago when I became an Authority Site Center (ASC) member. I took advantage of all the training material in print, teleseminars, webinars and even live group coaching to build the foundation I would need to successfully launch my own product and market it effectively.

Using the ASC system, training and tools, I built a very automated, streamlined authority site first. The types of tools and strategies I used, which were included in my ASC membership were:

- **PheedPress**
- **Tag and Ping plugins and automation**
- **Content Press**
- **Power Linking using Trackbacks**
- **Monetization Tools and Strategies**
- **Statistical Tracking Programs**

Loads of Plugins that automate many tasks

Once I had my authority site built and my traffic doubling monthly, I began to plan my product development.

It was an exciting time, planning the product and then beginning the creation process. And even with the great foundation and all of the ASC training, I still had questions and needed guidance along the way.

I went straight to the ASC Forum for help, numerous times, because each time I did, the help and feedback I received was beneficial. It's like having my very own team of professional consultants, working FOR me, only a post away. In fact, in the initial stages of my product development, input from the forum saved me over \$1,000 in cold, hard cash, AND 7 weeks of my time.

So with 5 months of combined training, site development and traffic building under my belt, and the consistent guidance and support of my own team of experts in the ASC Forum, launch day did arrive and I had my very own product to bring to market.

Shortly after launch day, I took some time out to reflect and review the product development process. I was amazed when I realized just how far I had come in such a short time. In only 5 short months, I went from not even knowing what an authority site was, to owning one, publishing to it daily, doubling traffic consistently, and finally, creating my own electronic product.

I could NOT have done so much, in so little time, if it wasn't for the Authority Site Center. The system they provide, the training and professional support were critical to my success.

So of course, I immediately began thinking about my next product development project, and I found myself making a list of "lessons I had learned" that I know will benefit me the next time, and hopefully help others too!

Be ready to invest time when you develop your first product. No matter how much time you estimate, double it. In my case, I had a hard-fast deadline I set, and although I made it, I worked double time to get there.

Get as many folks involved as possible. Get feedback from friends, family, business associates, competitors and even strangers.

Consider all levels and types of users that you will target with your product; beginners, intermediate and advanced.

Share your project with those that you know are your target market and those that would have absolutely no idea or interest in your topic.

Then take all the feedback in, and focus in on those things that are most repeated. If you get lots of good feedback on one aspect of your product, really make that aspect work for you.

If you get lots of feedback on an aspect that doesn't work well for people, REALLY take that into account and consider alternatives. In other words, LISTEN and learn.

Once you have your product finished, have numerous people go through the purchase process.

From sales page to final purchase, let them go step-by-step. Make sure they share their experience with you, completely.

This was an aspect of my own product development where the ASC Forum was invaluable. Many fellow members reviewed my product and their input really helped me tremendously.

Go through the entire process yourself multiple times to be absolutely certain there are no glitches and everything is working just as it should.

Then take a few days AWAY from the project, before launching it. Take time to remove yourself from the process. Let your brain wind down and your thoughts clear. Then go back and go through the product and purchasing process again. It gives you a whole new perspective.

Looking back, I know I was far too immersed in the technical aspects of my project initially, and first run, I created a product that during testing proved to be far too complicated for users to purchase and use.

KEEP IT SIMPLE. Let's face it, we're not creating historical literary works of art.

AND, if it's the first product you're creating and all it ends up being is a learning experience, it's invaluable. I found myself, at times, making things far too complicated not only for myself, but for my customers.

And, of course, that just covers development! I have now started my marketing phase and I will continue to utilize the ASC system, training, tools and strategies, and most definitely, the forum!

Denise Palmer is the author and editor of [Moms Organic House](#). To contact Denise please [visit her site](#).

DO YOU SQUIDOO?

Squidoo (<http://www.squidoo.com>) is a popular online community that enables content publishers to make friends, make money, and share their content. Squidoo is the brainchild of Seth Godin, author of such thought-provoking books as: *Unleashing the IdeaVirus*, *PurpleCow*, *Small is the New Big*, and *All Marketers are Liars*. (If you haven't read all of these books, I strongly recommend you do- they will give you helpful and useful insight into the world of online niche marketing.)

Anyway, Squidoo began at least a couple of years ago, and the concept behind it was to create an online portal-type site, made up of thousands of "lenses", each developed to promote a specific type of content or a certain type of information. Squidoo has grown since that time, and the features have become more robust. For instance, now you can create a lens in order to build traffic to your site, make money for yourself, or for charity, and you can join groups of others working in the same niches (or complementary ones!)

Simply defined, a lens is a page of content focused on a particular topic, theme, or keyword. A quick search on Squidoo yields lenses on all kinds of topics: ranging from broad topics, such as pets, all the way down to tightly focused topics like "programming with punctuation marks." In essence, Squidoo lenses capture a slice of the web, and serve it up in a new way. The goal of Squidoo, from their About page, is to "bring recommendation to search", meaning that people can find content that has been suggested by others. In essence, Squidoo is another form of social marketing.

The process of setting up your lens is fairly straightforward, and is something I recommend all content publishers do. In fact, you can set up multiple lenses, each tightly focused around a particular sub-topic in your niche, and you'll gain traffic to your site from each of these "mini-doorways". So, for instance, if you have a broad site about dogs, and your site has categories for dog food, dog tricks, and dog training, you could set up a broad Squidoo lens on dogs, and then three more lenses as well. The three additional lenses would be built from your categories, and would then be named dog food, dog tricks, and dog training.

You can also gain backlinks by posting your articles or other content to Squidoo. The Squidoo interface is built in modules, and you can insert text, links, product recommendations, your bio, and website, in various places on your lens.

One of the best features of Squidoo is that it allows you to pull content from your RSS feeds and use it on your lens. This allows you to add valuable content to your Squidoo page, and, also, allows you to reach a broader audience of people than you do, currently. Since building my Squidoo lenses, I have seen noticeable increases in my website traffic- across all my sites.

If you make use of Pheedpress, you can take each of your tightly focused RSS feeds and turn these into a different lens. This is a very effective method for building multiple lenses from content you've already created. Your Squidoo pages will update each time your RSS feed updates, assuring that your fellow Squidoo-ers will always have access to the freshest content.

As I mentioned, another element of your Squidoo lens is money-making. You can insert Amazon products, AdSense, and other types of monetization directly into your lens. If anything is sold from your lens, you can either collect your percentage of the revenue (Squidoo keeps some of it) or you can decide to donate it all to an impressive list of charities.

Finally, once you have built your lens(es), you can choose to join groups of other similar lenses- which can boost your lens ranking and reputation. For some niches, no groups will exist yet, and this is a useful opportunity to start your own. For one of my sites, I was the first to build a Squidoo group, and I now have more than 45 members in that group, with more joining each day. It's been a very fast way to build a network of contacts in this niche area, and I may be able to tap into this resource for content ideas, joint ventures, or other kind of co-marketing efforts.

In case you haven't guessed, I am a Squidoo fan, and strongly recommend it as another way of building traffic and recognition in your niche. If you're not on Squidoo, you should be.

See you there!

Rachna Jain

p.s. If you're a full member of Authority Site Center, you'll be able to access the recording of the call I did on setting up your Squidoo lens. It's in the Group Coaching section, and it's the mp3 from March 8, 2007.

p.p.s. If you're not yet a member of Authority Site Center, you should be!

<http://www.AuthoritySiteCenter.com>

"Do more than is required. What is the distance between someone who achieves their goals consistently and those who spend their lives and careers merely following? The extra mile."



RESEARCH.. AN INTEGRAL PART OF MARKETING

Fact :

marketing would not exist without research.

Why:

because every new marketing project has to start out and continue with research to stand a chance of being successful.

Ask:

yourself this question – if I have a new product or service or am starting a business how can I establish whether there is a demand for my project?

There is only one answer and that is to find out and finding out takes research!

Fail to find out and your project could make you go bust in short order as so many have discovered.

OK so that makes sense but how to go about it.

Obviously your research has to link in with what you are trying to sell *in every aspect*.

To achieve success with your product or service it is an essential first step to set out every last detail of your intended project and its competitors.

For example many years ago shoe polish was sold in tins and applied and polished with brushes. So somebody came up with the idea that an applicator containing a liquid polish that left a shine on shoes without the use of a brush might be a 'goer'.

Great idea, so the first step was to look at both the downside and the advantages of the competition.

It took a long time, you could get your hands dirty, you needed space for all the brushes you needed for the different colored polishes etc., on the other hand a tin of polish was cheaper to produce and sell, lasted longer and was an established product and so on.

Now the competition was researched and evaluated the next step was to compare the plus and downside points of an applicator.

Faster and cleaner to apply, no need for brushes so little space taken up but the public had been used to traditional boot polish for decades.

Next step packaging and design, how large and what should be the capacity of the applicator, researching a motivational trade name and design, costing, and if you don't think that needs researching, get out of the business!

Regional test marketing, distribution, promotional activity to get the applicator into retailers, advertising to get public awareness, what is the products target market?

There is not one of these steps, and there are others that I leave to your imagination, that does not need as a prerequisite, in depth research before a further dollar, pound or rupee is spent on the project.

Shoe polish applicators became a huge success at the expense of their traditional competitor simply because their marketing was spot on and that, because I was involved, was that research was at every step of the way the priority.

If any one of the steps comes up with a no no, the product or service is more expensive or has an insufficient edge over the competition or the test market results were disappointing then it is back to the drawing board.

You either undertake more research in the expectation that you will find flaws in your original methodology and start again or abandon the project and save yourself a lot of money.

It doesn't matter whether you are a Wal-Mart or a Microsoft or a village store or, in our case, a web site builder the game is the same.

You must thoroughly research every step of your marketing plan and be adaptable when, and you probably will, come up against a negative.

You will probably think of ways round these problems or you wouldn't have the "get up and go" to be involved in this program but focus on researching every avenue you like the look of and never be afraid to ask questions of your friends and colleagues.

What you must focus on, in common with every other seller in the worldwide market place, is a gap in the market place.

Find that, and there are plenty about as our Internet world evolves, research your ideas, be ruthless with your ideas, and you will make money.

Jaks Lloyd is a member of the Authority Site Center.

She lives in Spain and indulges her creative talents by writing and building innovative authority websites.

These are some of her sites:

[Hot Exercise](#)

[Eye Beauty Tips](#)

[Precious Metal Investment](#)

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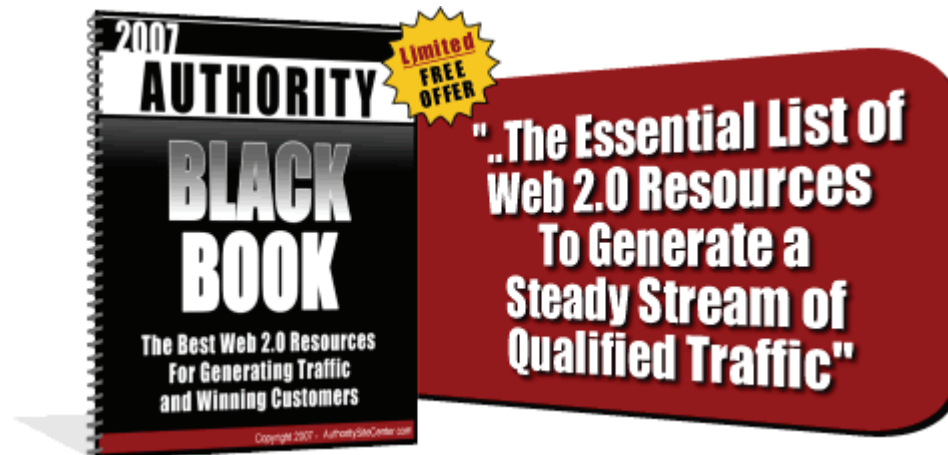
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