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Video Marketing has become ever so popular in the past year or so!

Contact Us

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Just Call Me “Mr. Defender”

I have been on line for quite a few years now. I have been an internet marketer for most of those.

In my travels I have met many people, made quite a few friends and have made a good amount of money with many of these friends in various joint ventures.

I have always advocated the importance of getting out from behind your computer, going to events, and networking. It has made the difference in my business, and the businesses of so many other people.

So, I sometimes have to wonder what people get out of personally “attacking” well-known marketers on the various marketing forums I frequent...I can only imagine it’s for some sense of self satisfaction, to build one’s own ego or a way to blame others for their own lack of success...who knows, really.

Now, I am not referring to legitimate differences in opinions, or even criticism of how a particular marketer may market. I am talking about actual character attacks.

But it doesn’t stop there...

It’s no secret in this niche that I have many friends who are looked upon as “Guru’s”. When I see one of my friends being unfairly mischaracterized, I jump to their defense, in as much as I can.

Subsequently, the same people that jump all over my friends, now call me that guru’s “lackey” – defend them just to defend them.

Does this bother me? Truthfully, it used to. But not anymore. Quite simply, I am just someone that will defend my friends, and if that’s looked upon as “not smart” by the same people that do all the bad-mouthing, well, that doesn’t bother me either.

So why am I even writing about this?

When you are participating in a forum in your niche, it pays to remember that the words you write become a permanent part of the internet.

When I defend my friends, and that gets me labeled as some lackey, I am being given that label by those who do the name-calling in the first place. So I don’t care about what THEY think. But what about the general market?

At the end of the day, I place my faith in the general market that they see things for what they are – those that are negative by nature, disguising their comments as an “opinion”, and guys like me – defending friends.

When you participate in forum discussions, it’s important to have an opinion. And even being controversial has its advantages... but I would strongly advise against character bashing

threads. At the end of the day, you will do more damage to your own character than to anyone else's.

I'd rather be known as "Mr. Defender" than "Mr. Bitter" any day of the week.

If you are serious about building a business – a long term business – then you MUST consider your reputation. Don't take what you post in forums lightly. Others won't.

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Marketing Freebie



Video Marketing has become ever so popular in the past year or so. Seems that everyone is moving to this medium in order to get their message "out there."

Today I've managed to hunt down a highly informative yet "no cost" report that I'm sure you'll enjoy.

You can download it from:

<http://www.CashPullingVideoTactics.com>

You can even give it away as a lead generator from your OWN website as it comes with Master Resell Rights.

Have You Hugged Your Customer Today?

I'm not just being mushy! I don't mean literally. What I am saying is customer appreciation is the best way to create customer loyalty. Good customer service is the surest path to success in any business.

Lets face it without customers your business is dead. Repeat customers are the life blood of any business. It's a proven fact that happy customers make repeat purchases and not only that they tell all their friends. Which means more customers.

Tell me...

When you're happy or excited about a product or service what is the first thing you do? You tell every on you know. Right? If you have a great experience with the staff at a store or restaurant what do you do? You go back again!

What if you have a bad experience? Do you go back? NO! and that's not the end you make sure you tell everyone you know you had a hard time and never, NEVER to use that company.

Have you ever walked into a store and been snubbed, totally ignored at the check out? What do you do? You walk out without making a purchase.

Now, how many times have you walked into a store with no intention of making a purchase? You were greeted by a friendly face and a warm courteous atmosphere, and then you end up walking out with a bag full of goodies.

It's happened to all of us :-)

Good customer service will never go out of style. It's so simple but it is where most business fails.

Show your customers that you appreciate them. It's the little things that matter. Like a friendly voice and prompt courteous service. Going that extra mile to make them feel special. You can create a huge following of loyal customers just by being nice.

But don't stop there. The possibilities are endless.

Have you ever been to a nice hotel where they leave a chocolate on your pillow?

Now that chocolate only cost them a few pennies but it made your experience nicer. It made you remember their hotel above others.

How about customer reward programs. Sales will soar when you tell your customers that they will get one free after they purchase three. A free gift with every purchase. Everyone likes presents.

What about customer appreciation days, sales and specials.

Hold an event throw a party just for customers that you have done business with before. Make them feel special, like they matter, that they are important to you. Then watch your business reap the rewards.

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You Cant Block This creates popups that are *virtually UNBLOCKABLE* which means your messages stand a much better chance of getting through to your target audience.

Get your **FREE** copy of You Cant Block This now! This is s **\$17 Value** and it's yours free!

~~ [Click Here to Download](#) ~~

Blogging Basics - Blogging for Profit!

In the last lesson we talked about blogging for fun. Today we are going to talk about blogging to make a profit.

Blogging is an increasingly popular way for entrepreneurs to earn a living online while doing something they really enjoy.

In many cases you can actually make a profit with very little effort, although you may have to do a bit of work in the beginning to get started.

First you will have to decide on the method for earning income that will fit nicely into your blog's topic. You will also have to have a marketing plan and work hard on promoting your blog.

But, once you have a plan established and a steady flow of visitors, you will simply have to maintain the blog with regular postings to ensure that the revenue keeps rolling in.

Two of the most popular methods for generating a profit from blogging include advertising methods. This includes advertising with Google AdSense and securing independent advertisers.

First let's talk about using Google AdSense to generate revenue.

Using AdSense is one of the most popular ways for bloggers to generate revenue from their blog. The reason this method is so popular is because it's very simple to implement.

In very simple terms, AdSense is a program offered by Google where website owners agree to place small advertisements on their blog or website and they are compensated when users click on these ads.

Signing up for the AdSense program is easy. You simply have to create your blog, and then apply for participation in the AdSense program.

Once your blog is approved you are given code that you can simply copy and paste where you want the advertisements to be displayed on your blog.

Google then serves appropriate ads that are highly relevant to your page content each time your blog is viewed by your visitors.

How does this work?

It's pretty simple really, when you submit your blog address to Google they come and crawl your blog ahead of time to determine which advertisements are relevant to the content you provide.

You also have the ability to place restrictions on the types of ads. For example you can specify that you don't want any gambling or adult ads to appear and Google will filter them out.

You can even block out your competitors products, websites and blogs if you like.

Now let's talk about how other advertisements can help you make a profit from your blog.

Many bloggers sell paid advertising space on their blogs to generate an income. This method of advertising is more difficult than using AdSense, but it can be significantly more profitable for you.

This method of advertising is similar to the type of targeted advertising often seen in

magazines. For example, magazines for parents often feature advertisements which will appeal to its readers, such as ads for toys, children's clothing, etc.

Likewise a magazine for runners may feature advertisements for shoes, athletic clothing or training equipment.

In these cases the advertisers pay for ad space in the magazine in the hopes that the magazine's audience will be enticed to purchase products or services after seeing the ads.

You can use this type of advertising on your blog, but it can be difficult to find willing advertisers. However, there are some factors which may make an advertiser more willing to have an advertisement appear on your blog.

One of the most important factors for advertisers is the amount of traffic your blog receives.

This is important because advertisers who are paying for ad space are more likely to invest in a blog with high traffic than one with very little traffic.

Another important factor for advertisers is the focus of the blog.

Advertisers are more likely to purchase advertising space from a blog with a specific topic or focus of interest to the advertiser's target audience, like the examples listed above, as advertisers want to advertise on a blog that is already reaching the same target audience.

When you decide to utilize advertising on your blog you may be compensated in a number of different ways. Some advertisers may pay a set fee for the advertisement to run on your blog for a set amount of time or for a set number of page views.

This means the advertiser may purchase space for a set number of days, weeks or months or may purchase space for a set number of times the advertisement are viewed by your visitors, such as with banner ads.

Alternately the advertiser may choose to compensate you according to the number of times specific actions occur. This may include users clicking through the ad or users making a purchase after clicking through the ad.

The type of compensation offered will have to be worked out between you and advertiser beforehand to determine a fair method of payment.

If you aren't already using some type of advertising to make a profit from your blog, maybe now you'll understand that it's not that hard to do and give it a try.

Ok. That's all for today. Make sure you look for your next lesson where we will be talking about how to maintain your successful blog.

Personal Note...



This is a picture of me and my niece, Lauren. She is my sister's 18 year old daughter. She is a darling to all of us.

A few months back she was diagnosed with colon cancer, which is extremely rare at her age. After extensive chemo treatments, and 2 unsuccessful surgeries, the doctors tell us there's nothing else they can do.

They give her between a few weeks and a few months. We are heartbroken...but we are still praying daily.

I tell you this only because I want to be sure that you always love and appreciate your family and friends. Life is precious, and you never know what you are going to be dealt.

What Did I Miss??

Here's just a few of the fantastic deals I put together recently...

Wordpress Advanced Tutorials

Optin Surge Free Rebrandable Report

Web Traffic Pack

Web Traffic Secrets

Instant Resale Rights Profits

That's A Wrap!

Don't forget to send me any comments or questions you may have to the Feedback Loop. I would be only too happy to help you in any way that I can.

From time to time I'll send you important updates that will provide information that has the potential to greatly improve your online business... and of course your profits!

However, you can rest assured that I will only ever recommend products that are considered to be of HIGH value and will provide indisputably benefits to help you grow your business... that's my guarantee!

To Your Success,



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