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## **Do you know what the Facebook Trap is?**

Facebook is the place to be in the online world today. This is true for both marketers and consumers because the general public seems to spend a lot of time on Facebook today and the marketers know this very well. The only problem is, most marketers do not know that there is Facebook Trap that is waiting for them.

### **What is the trap?**

While Facebook seems to be the answer to the traffic problems to most internet marketers but they are not aware that this is just what it seems to be on the surface. Many internet marketers who had given Facebook a try will tell you that the traffic isn't what they are expecting especially if they have been comparing it to the traffic from Google. There is a huge difference between the traffic that is coming from the search engines and traffic from Facebook.

The main difference here is that most people are not aware that traditional search marketing tactics that worked before will not work on Facebook traffic. This is because the people on the search engine are looking for something active. And if their keyword that they used in the search engine relates to your offer, then you will be targeting users that are actually looking for a solution (your product) to their problems.

However this is usually not the case for those who are spending their time on Facebook. For example, most of the people on Facebook are there to social with their friends and showing off what they had for lunch or sharing pictures of their neighborhood cat or anything that interests them while many others would be browsing around curious on what their friends are doing recently. Almost no one hangs out in Facebook trying to solve a problem. There are however people there who are interested in your offers... but just not quite the level that you will find on a search engine. There are those who are on Facebook because they are there to play

games and compete with their friends.

So when you have such a different crowd of people on Facebook, you will be sure to find that you won't be able to use the old methods that you use on search engines and expect the same results as before. In fact, the results will be a far cry away from your ideal and projected results. This is the Facebook trap. On the surface it looks like a gold mine, but this is no usual gold mine. The Facebook mine is deep and all the gold is nowhere near the surface. You'll have to dig deep into the mine to reach them.

So how then should you approach this audience that you get from Facebook? The traffic is huge over at Facebook so you won't have to worry about the volumes of your traffic. What you need to worry about is how you can get them out of the Facebook environment and then engage them in a way where it will be most advantageous to you.

### **Identifying the target market.**

With Facebook, you will have to be targeting your traffic carefully. You will have to be very picky. The good news is that you won't have to worry that there will not be enough traffic to profit on because if there is one thing that Facebook has, it's traffic. Therefore, you will need to do your market research and then reach out to these people.

Use a Fanpage and Facebook ads to get to these targeted people in a very low cost. Next you will have to move them outside of Facebook by encouraging them to sign up to your newsletter. Treat the fan page and ads as a bridge to connect them to the world outside of Facebook. This way you will be able to market to them in a more personal manner later on by using email marketing.

### **Educating Your Customers Instead Of Selling To Them.**

With Facebook Marketing, your job is more of giving education and preselling to your customers all the time and trying to get them out of Facebook before you actually try to sell them anything. Anything short of this will be suicidal and you will find yourself wasting money and time. Many who tried to directly sell their product on Facebook will fail miserably and many will be regarded as spam. This is because people are not on Facebook to buy anything, all they are looking for is a place to enjoy and entertain them.

Imagine doing all that yourself as if you are out in the park with your family having a pick nick and all of a sudden someone approaches you trying to sell you their product. That kind of intrusion is not good for your business and people will start avoiding you like a plague. Instead if the salesman just stays somewhere near the line of your eyesight and then perform some wonderful and attractive tricks, you will get curious and approach the salesman yourself and as the crowd starts to gather near the salesman.

It is definitely very different from what we usually do with search marketing where we can just shove a product in a searcher's face and tell them that this product will solve their problem. In Facebook marketing, you have to educate the people to realize that they are suffering from a problem right now and they have to deal with it soon or they are going to regret.

We all know that Facebook is the future but not everyone understands that old tricks will no longer work in the future. What marketers should be doing is to actually understand the basic mechanics that are at work here and then learn to adapt and apply newer strategies that will actually work within Facebook. Those who are reluctant to change will find themselves losing out in many ways.

## **Eliminate stress in life and your online business faster.**

This has been said many times before, an online business is pretty much like any real business in the real world. And therefore, as any real business would have it, there will be stress that needs to be handled by the business owner.

What are the stresses of running your own business?

First of all, before we begin explaining the steps to eliminate your stress, we must first understand, what is the cause of the stress coming from an online business? At first glance, you would think that an online business means working from home and there will be little politics from your colleagues, and the best part of it all is that you won't have to look at the fierce look of a boss. Essentially you are your own boss. However, little did you know that being your own boss isn't an easy task at all... you will now have to assume control and responsibility of what happens in your business every single day!

You will be the one calling the shots, making all the business decision and you will have to be responsible to every single defeat or loss in your business. Perhaps the biggest stress of them all would be you having to cope with the responsibility to earn a sufficient income to pay the bills and bring food onto the table. It is without a doubt that the first few months of starting as an online entrepreneur is the hardest when you are still learning the ropes hoping to earn some cash for your survival. This means that if you did not have a huge savings beforehand you might have to go hungry. Besides that, you will get a lot of pressure from your peers and family who are unsupportive and not understanding of why you have decided to choose this path of entrepreneurship.

This is the time where you need to be strong and believe in yourself and a bright future. Choosing what you want to do needs courage and success needs to be fought to be won. Seldom are there times where you will find success without a struggle. Hence you have to be the one making a good plan and stay ahead of the game in order to survive. Needless to say, the stress level will be immense comparing to the time where you have a stable income and need not worry about not having money to buy bread for the table. If you are the sole breadwinner for the family than this would be a very difficult and stressful task indeed.

### **Why is stress bad for you?**

Well the main reason why stress is bad for you would be that stress can give you bad health conditions and they are particularly bad for the heart and blood pressure. Of course we will

not go into the details of these health problems that might occur directly from high stress levels. However, it is very important to know that one needs to be very careful with their health in order to be really successful in life. There is no point to have a lot of wealth but at the same time suffering from zero health. One of the things that bad health will affect you in your business is that you might not be able to work effectively and efficiently... not to mention all the sick leaves that you will need to take away from your business.

High stress level can stop one from thinking in the right mind and more often than not, with a very high stress level, you might occasionally find yourself making mistakes when operating and building your business. Therefore as an online business owner, you owe it to yourself to try your best in managing your stress level and learn how to cope with it so that you can be successful with your business ventures. Below are some great ways to help you control your stress level.

### **Be Optimistic and stay positive.**

One of the best ways to control stress in life is to learn to be optimistic and stay positive. If you are not born as an optimist, don't worry because being optimistic can be earned and trained. All you have to do is to constantly remind yourself to be happy and think in the positive direction. Always try to surround yourself with people that are supportive and optimistic. Being with people who think positively can help you think the same ways as well. The truth is that life is just too short to be negative and sad about. We need to constantly be grateful and appreciative with what we already have in life. Learn to count your blessings. Every time your business meets a roadblock, you can tell yourself that you are that much closer to your success. In fact, that's how most of the successful gurus think when they are met with a roadblock in their business. Know that a small defeat now is merely a temporary setback. As you grow and as your business grows, you will find that all the setbacks that you have experienced have actually made you so much stronger than what you were initially when you first started your online business.

### **Humor is a great stress reliever.**

The next thing you want to do to relieve your stress is to surround yourself with good humor. Humor, jokes and laughter are the best cure you will ever find on a gloomy day. Hang out with people who joke a lot or you can crack some jokes of your own. Life shouldn't be just about work and more work. Learn to prioritize your working hours and when you are off the working hours, just forget about the stressful things and enjoy your resting hours. Play and laugh your stress off whenever you can.

Another great way to relieve stress is to actually listen to good stress releasing music. There are a lot of good songs out there that can bring happiness and empower yourself with good motivating music. Avoid yourself from heavy music or sad music. When you do this right, you will find yourself in a much better and relieved state even in the midst of a struggling climb to success. Remember, a man's worth is not measured by his performance on a sunny day, but they are actually measured when they are faced with a challenge in life.

## **Escape from the disadvantages of working from home.**

The advantages of working from home are obvious. You don't have to travel miles every day to your office every single day. You can stay near your family members. You can work on your own terms and working hours and the best of it all is that you don't have to face the constant fury from your fellow boss and stressed out colleagues every single day.

The idea of working from home isn't exactly a new thing to the people in this world. However, it has never been so ever accessible and available to the general public until now with the rise of the internet era. People from all over the world are now jumping into the bandwagon of making money online so that they can work from home.

Mothers are especially keen to embrace this new trend to work from home because it helps them keep a close eye to their children and this sets a new level to the word parenting. By working from home, you can stay close to your family and children and the best part, you can still get paid as well. Now about the fact that you do not need to travel the distances every day actually helps you save on the cost of petrol and gasoline, but that's not all... you can save on traveling time as well. You can use the extra time gained at the park with your beloved family or exercise for a better, healthier and leaner body.

However, there are some disadvantages of working from home as well. As people would say, when there are pros, there's bound to be some cons as well. Nothing is perfect in this world. Let us explore deeper into the negative side of things.

### **What are the disadvantages?**

One of the main disadvantages that you will find working from home is that you will have less chance to see the world. Essentially your world would be revolving around your home. Some people actually love to get away from their house. The easiest remedy for this is to actually take some time off every week and just go out into the world and have fun.

Next, you will find that you will start missing the days where you could have someone to talk to and that would be your colleagues. This however isn't too big of a deal and can be easily fixed with some quick call to a friend or getting a partner to help you with your work at home.

Another big disadvantage for people who chooses to work from home is that you will have to bear all the cost for the electricity bills and other Misc. This cost is usually handled by the companies that you work for when you were working in an office with a 9-5 job.

Of course, working from home could mean that you are working for your own business or you could be working for a company. Whichever the case, there is without a doubt that there are disadvantages that should not be overlooked and that you should try your best to fix the problems that arise wisely.

### **Promote creativity by meeting people and getting inspired by going outdoors.**

One of the biggest advantages for office workers is that by meeting different people every day, you get more inspiration to your work and you can also be a lot more creative. Because most of the time in an office and a team of workers, you can share and compare ideas to your projects and that will help you come out with better end results every single time.

When working from home, you are all alone and your ideas are limited to the way you think and the things that you have experienced in life. The good thing is that the internet today is a great place for you to find ideas and get inspired by the vast amount of information from the internet database.

### **Communication is the key to success with business partners.**

One of the best advantages for people who deal businesses in the real life is that they get to meet important clients face to face and this makes it a much easier and effective way to communicate with these important people that can make an impact on their business.

However, communication on the internet is limited to instant messaging softwares, email communications and phone calls. As we all know that communications is key, you will have to realize that we can only try to make do with what we have. The important thing about communications is that you need to initiate communications often and try to make sure everything is clear for either side of the party for flawless execution of a project with your business partners or clients.

### **Networking within your business can bring tremendous results and leverage.**

Lastly, when you are working from home, you will realize that it is harder to connect with others because everything has to be done online and we all know that there are no better ways to build a stronger relationship than meeting the person face to face. This is why most gurus recommend joining and attending seminars in order to network with the people within your niche that goes to the seminars.

When you work from home, if you are trying to network with someone, you will have to make sure that you add them to your Facebook account, contact them on Skype or email and get a constant conversation in order to connect with the people that might be able to help you grow your business. While there are many disadvantages of working from home, there are many ways for you to remedy the problems at hand as well. Just be sure to take extra steps to counter the problems and you will be good to go while making sure that you can live the life that you've always wanted.

## **Get more clients today.**

Ask everyone and everywhere you will find that the one main goal that people are looking for as an online entrepreneur is to get more clients. Clients are the people that will be paying you. Your wealth and success will be directly connected to the amount of clients at you are able to get online. If you are able to get a lot of clients that pay you every single month, then you are close to what we call financial freedom. The more clients you have the better. However, the question is how can you get more clients faster?

Traditionally, for an offline business, the key to getting more clients would seem to be the 'location' of your business. However, for online business, a location isn't something you could aim for. For an online business, to get more clients, you will need more exposure of your business and you need to create a pathway back to your webpage. In other words, you need to build multiple streams of traffic back to your website in order to convert them into clients.

### **Know your target market**

Before you go about looking for more clients, you must first understand who your target market is. Obviously, not everyone will want to buy your product and not everyone will be interested in your niche. You need to be able to understand your target market inside out. You will have to make sure you understand the demographics of your target market.

What this means is that you need to have a clear picture of the people who are most probably going to want and need your product. For example, if your product is about how to get your ex-girlfriend back, then you will know that the age group that you are targeting has to be someone in the age where people are still in the look for a partner in life. Next thing you will want to find out is the gender of your target market.

For example, if you are selling women's handbag, then it would be obvious that your main market will be females. Knowing as much detail as you can about your target market allows you to find the proper traffic source that will be key to getting the clients that you want. The internet is full of sites where people of the same interest will hang out together. For example, you can make use of forums, video sites and even specific magazine sites that will contain your target market.

### **Does your target market want your offer emotionally and logically?**

The first question that you need to ask when you understand your target market is to see if your potential clients will be going after your products due to emotional reasons or logical reason. The reason to why this is important because you will be using these emotional or logical triggers in your sales funnel.

If you could identify the reason why they will buy your product whether it is an emotional or logical reason, you can then exploit it legally to help them make the buying decision. This is a very important tactic that you need to use for your product sales message.

## **Bundle your products in a package that will attract your clients.**

To improve the amount of conversions, one of the most effective ways is to offer a good deal or package or even bundle your products properly in a more valuable fashion. For example, you can offer a 'get more for the price of one deal' or a limited time offer for two different products at 70% discount.

These kinds of offers usually help people decide to buy fast before the offer is gone. If you are not doing a special offer or if you are just doing what your other competitors are doing, and then you will find yourself making a big mistake and thus your conversion rate and sales volume will be mediocre.

When we said 'special' offer, we really mean special. You need to make sure that your offers are not the ordinary ones that you see everywhere all over the internet. This is your chance to get creative to make sure that your potential buyers will see your offer as an advantage or an offer they could not resist.

## **Follow Up Consistently**

When you are marketing online, most of your potential customers will be gone forever when they click on the close button to leave your site. This is why most expert marketers would recommend you to build a list from your traffic so that you can follow-up with your customers and sell more good stuff to them over and over again in the future.

Studies have shown that a lead will usually only convert after getting exposed to your marketing message for 7 times. If you are trying to sell your product the very first time they reach your site, your conversion rate will be low. But if you have a strong follow up system in place then you will be able to market to them in a more effective manner and your conversion will definitely shoot up.

It is also important for you to have a 'close the sale' plan in your marketing funnel. For example, you could have a 7 days newsletter with the 7<sup>th</sup> day of the newsletter be an offer they could not resist just to close the sale. Using a deep discount, upsells or downsells are also a great way to squeeze more out of the clients that you have already acquired. The bottom line is, getting more clients is very important to your business and you should spend at least 70% of your time trying to get more clients instead of doing something else that will not impact your business as significant as getting more sales.

## **The relationship between Google+ and Small businesses!**

Google was the center of attention of the internet for many years and it has gone by unchallenged until the rise of Facebook started. Although the influence of Facebook and its role on the internet has grown significantly in recent years, Google isn't something that can be

replaced. In fact, Google's role as a search engine still remains to be the untouchable. However the threat that Facebook poses to Google is there and Google recognizes this. This is why Google has decided to fight back with Google+.

Google+ is a made to compete with Facebook and it is slowly gaining its popularity. Although its growth isn't as strong as the growth that we've seen repeatedly on Facebook, Google+ is slowly but surely increasing its influence on the social media world. Most importantly what this all means is that Google+ in itself can be a good traffic source for your business. Hence in order to understand the relationship between Google+ and small business we must look into the benefits of why any serious online entrepreneurs should take up a certain amount of interests on Google+.

### **Get good integration with other Google services.**

The first advantage that you will get from Google+ if you compare it to Facebook is that you will get a good integration with other Google Services with your Google+ account. This means you can link all your accounts together and use a lot of the features that Google has provided in all their services. This could prove to be very beneficial to you and your business in the long run especially if you use a lot of Google's services such as Google Adwords, Google Analytics, Google Trends, and Google's External keyword tool, Google Adsense or even SEO.

What this ultimately means to you is that you can get all the great tools as an internet marketer and most of this service can be integrated with each other as the compatibility of the services are very high. More importantly, future updates of the Google's services could mean a lot to your business.

### **Using Google+ may help your site rankings.**

If you are using Google+ to promote or back link to your sites that you wish to rank high, it could actually help your site rankings. While there is no official proof of this bias, we all know just how much 'Blogger' (owned by Google) gets a lot of high ranking blogs on the search engine rankings and it will only make sense that Google should rank their own Google+ pages higher than its competitors.

Therefore if you are into SEO or if you are trying to rank any of your site high on the search engines especially Google, you should give Google+ an honest try. Who knows that this could be a move that you'll never forget.

### **Everyone can see your Google+ profile (including non-members)**

On Facebook, one of weakness in the eye of a marketer is that not everyone is able to see your profile online due to privacy reasons. Google+ has taken a different approach. Google+ is actually helping marketers in the sense of allowing the general public to see all the profiles even if you are not a member of Google+. As a marketer this is a wonderful research tool although we can't say the same about privacy issues.

However, most Google+ users are notified about this transparency and they have a choice to see if they wish to create an account or not. Hence, this means, you can do your market research all day long with the profiles within Google+ and it will be completely legal.

## **Make sure that your target market is there in Google+.**

Using Google+ would mean that you will have to take extreme care in your marketing moves. One of the reasons is that because Google+ is a lot newer than Facebook, the amount of traffic is definitely much lower than Facebook. Hence you will need to find out if your target market exists within Google+ or not. The good news is, this can be easily remedied with some clever market research within Google+.

And if your target market exists within the Google+ social network, then you are in luck. You can quickly use multiple ways (free or paid) to actually reach these potential customers. Marketing to the people within Google+ will be quite similar to the audience within Facebook. One will need a tactic to reach your target market, take them away from the distractions of the social network and market to them separately outside of Google+. The best way to do this is to use the traffic from Google+ and then build a list from that traffic.

Once your list is built, you will essentially have a list that is targeted and that is when your marketing strategies will come handy. Learn to build a good relationship within the list and you will reap the benefits of having a list. Essentially, as a marketer you will be using the Google+ social network as a way to engage your target market, listen to what they have to say, nurture your brand awareness within the network and finally market to the traffic the smart way.

## **How to beat your competitors?**

In business, you'll always have to watch out for your competitors. No matter what you do, you will always have competition. Your only solution is to try to deal with it the smart way. Of course you will have to try your best to beat your competition the legal and ethical way. With that as an online marketer you will have to be prepared to take extra steps to help your business grow significantly. The first thing you should do is to do a market research on your competitors.

Before you begin your thinking and planning on your strategies to beat your competitors, you will first have to gather enough knowledge and information regarding your market and the competitors you will face. Make sure that you have all the Intel that you need in order to move on to the next step. Pay special attention to who are your main competitors, find out about their weaknesses and their strength.

Also pay attention to the strength of their current brand awareness and find out how is their current relationship with their existing customers. If you can find information on what the general public like and dislike about your competitors then you would essentially be adding some very strong arsenals in your weapons that you can use against your competition.

## **Do a comparison between your service and your competitors.**

One good way to win over the hearts of your competition's customer is to do a product comparison. A detailed product comparison will serve to help you potential customers decide who they should choose to do business with. Many of your customers might have already been exposed to the branding power of your competitions, which is why you will have to work your way up to the top and try your best to show the world that your offer or package is simply better and by choosing to do business with you, the consumers are actually making a smarter choice.

A good example that you can refer to is the war between the Coca Cola vs. Pepsi Cola. We all know the Coca cola have a huge brand advantage when Pepsi got started in the industry. This is why Pepsi did a strong commercial to let the world know that if you are drinking both brand's cola without actually knowing which brand you are drinking, the majority of the people will say that they prefer the taste of Pepsi Cola. This campaign actually helped Pepsi break into the market successfully and now a lot of the people will say that they prefer Pepsi Cola over Coca cola's taste even when they've never done a direct comparison on the drinks before.

Therefore, as a business owner, you will find that a detailed comparison chart on your main website sales page will help you educate your customers and sway their buying decisions over to your product instead. Of course, brand loyalty will still be something that is very hard to defeat but slowly but surely your customers will realize who is giving a better deal and people will want to be making the smart and correct choice sooner or later.

## **Better value in your package.**

If you want to beat your competitors then you better make sure that you put in a lot of effort into providing a better package and offer to your customers. If your competitors are giving away a small bonus that is worth \$10, then you will want to top that and make sure you are able to give away a higher value bonus and still profit at the end of the day. The good thing with an online business is that you can easily increase the value of your bonuses without much cost and you are free to give a value to your digital bonuses as long as it sounds logical and it is well within the perceived value of your bonuses.

People just love a good bundle with their purchase. People will feel like they are getting a lot more with just one small price that they have to pay. Which is why, as a marketer, you will have to use tactics like bundling and increasing the value of your package significantly and still maintaining a price that your competitors cannot beat. Such a package would truly be an irresistible indeed. Needless to say, when your offer is irresistible, your sales will go up and your competitors will start envying you.

## **Better Service.**

A good service does matter to consumers. Especially if people are actually looking forward for your product to work for them and this would mean that you will have to be there to actually

help them with your product should they be encountering any problems when using your product. If you are in the business for long term and you want your prospects and customers to remember your product and brand for a long time, then you better be providing the best service that will 'wow' your customers.

Because if you are not going to put effort into your customer service, your competitors will certainly do so and that's when you will find your customers slowly moving towards the direction of your competitors. You can win in the battle of price, packaging, product features and benefits or even a better sales letter, but if you don't have a good customer service, people will not want to do business with you. Nobody wants to support and be associated with a meanie.

So try your best to be the good guys in your niche and try your best to reach out to your target market and help them achieve their goals. That's when true success will follow and that's when your business will get a gigantic leap because people will start talking positive about your business. And when you have loyal fans raving about your business, your competitors will have a hard time to catch up. All you have to do then is to make sure you try your best every day to keep them satisfied.

## **How to choose a good business name?**

Thinking of starting your own online business? Or thinking of creating a new project or campaign that will give you a new stream of income? Well... you will need a new business name and a good one too. Many people underestimate the power of a good business name. A good business name is very important to your business and it can play a major factor in the success of your business

### **Why is a good business name essential to your business?**

First of all, a good business name can be used as a branding tool. Take the mailing giant FedEx for example. Their business name is what drives their success. People remember the name and they can even picture the exact FedEx logo in their mind whenever they think of FedEx. People in the USA even have a term for mailing where they will say "I'll FedEx the envelope to you later" instead of saying "I'll mail the envelope to you later". A strong and good name can play a gigantic factor in your business.

So now that you know that a good business name needs to be easy to be remembered and it should make sense to people, we now take a look at how easy it is to pronounce your name. There are many business names out there that are downright confusing and quite frankly the names are so hard to pronounce people will not bother trying to remember it.

Some names just don't make sense while some will sound 'funny' and then becomes a joke around the people. When your name becomes a joke, there might be negative effects that might hurt your business. This is the reason why you must absolutely try your best to get find

a good business name that is easy to remember, easy to pronounce, makes sense and exciting. Of course we must try our best to make sure that the business name that we choose does not become a joke but sometimes even when we are careful, it will still get out of hands. When that time comes, it might be better just to change your current product or business name and go for a new one.

## **What is the correct length of a good business name?**

The length of your business name matters. In fact many experts will recommend a short name for easy pronunciation, and also easy on the memory. A long business name may sound good to you but it will be hard for people to remember it unless it is very catchy or if it resembles something that people can easily recognize. If you think of all the big brand names that you see all around us such as Apple, Samsung, Intel, NVidia, Sony, Dodge, Ford, and Coke... you'll realize that all these names are pretty much one word and they are very short names.

Imagine using a name like Hippopotamus, while it is a one word and people understand what the word means and can easily associate it with the animal, one problem that might arise is the difficulty to spell out the name. And this could be a problem that you might have to live with in the future. Instead you could easily remedy the problem by shortening the name to a simple 'Hippo' and it would meet all the requirements. If you are looking for a name for your online product, you could just use it with another word such as 'Hippo Marketing' or 'Hippy Marketing' to make it easy to remember. Hence a better name would have to be short in length so that it is easy for people to remember, and also it would be easy for people to spell it out correctly.

## **A good business name should not limit your businesses' growth.**

That is right. Your business name should not limit your businesses' growth. Now what exactly does that mean? How can a business name limit your growth? Ok let me explain. Take for example; you are using a business name like 'Pete's Articles'. Now your business name indicates that you are doing Articles for your clients. But what if you wish to expand your business into backlinking services as well? Would that mean that you will have to create another business name? Which is why sometimes it might be better to use a name such as 'Freelance By Pete' or something similar like 'Petelancing' to indicate that you handle a lot of 'different jobs' in with the use of the word Freelancing.

This kind of names will not limit your growth in the future and potential expansion of your main services or product range. Therefore, always go for a sensible and general name instead of a specific name unless you never plan to expand your business and that you want to establish a strong expertise and focus on your business. For example, if you want people to regard you as the expert SEO practitioner you can use a name like this 'SEOMasters' and then go on and prove to the world that you are qualified for that name. A strong business name like that can give you a lot of authority, but mind you, you if you want to expand your business to something else, you might need to find a new name for that new project.

## **Make sure your business name has not been taken.**

When you have finally found the name of your choice, you will want to list out a few variations so that you can choose the best name that you like. The next thing you will have to do is to do a search online to see if the business name of your choice has already been taken or not. You can search on Google or on a domain registrar to see if your name is still available or not. If your name has already been taken, then go back to your list and choose another name. If the business name of your choice is still available, then you can go ahead and finalize your decision and take actions to secure the name. Remember a good business name can become a huge factor to the success of your business.

## **How to connect with your customers?**

One of the most underestimated ways to improve your online business is creating the connection with your customers. Your customers have never seen you. They do not know if you are real or not. They are not sure if they could trust you or not. And based on all the scam news and alerts that they read every other day online, they have the right to be skeptical. And this skepticism is a barrier that you as a business owner have to overcome before you can get them to trust you can hand over their hard earned money in exchange for your product or services.

In marketing, we all know that people will need to be exposed to your offer multiple times before they can make a buying decision. Anyone who buys immediately is probably buying on impulse. This phenomenon is because people need to know more about you first before making that decision to invest their money in your products. This is why we need to establish a connection with your prospects and customers for a long term business relationship. With a strong connection your business will definitely soar to greater heights.

## **Write like how you would talk.**

The first thing you will need to tweak in your business in order to establish a good connection with your customers is in your content and writings. On the internet you will communicate mostly via what you write in your contents or even in your comments. People will get to know you more via your writings. Hence you need to learn how to write like how you normally talk. This will insert your character into your contents or comments. This way people will be able to feel more connected to you and understand you more deeply.

If your business communications are based mainly on videos then you probably do not have to worry about creating a connection because people will be able to see you in person and hear your voice. This is probably the reason why a lot of those big time gurus will use videos in their products to establish a strong rapport with their customers. You will notice that as much as they outsource a lot of their work, they have to be in the video themselves and they will have to be the one presenting the videos. Obviously it won't work in the sense of trying to

connect with their customers if they hire someone else to be inside the video. In fact, hiring a total stranger to be in their video can actually hurt their reputation and branding.

### **Sharing your business photos online and shows the public that your business is active.**

One great way to connect more often with your customers is to use social network sites like Facebook or Twitter or even a blog. Use these social media sites to share what your business is doing and try to share photos of your business and make sure you update your business regularly because this can tell your customers that your business is pretty much alive and staying very active. People love doing business with an active business because people love to be in on the buzz. If your business is very quiet and silent, people will not feel the energy of your business and this non excitement will have a negative effect on your business.

### **Post occasional videos or blog post to update your customers and visitors of that is going on with your business.**

When you are able to consistently posting and sharing what is going about your business, people will notice your business more. And as time goes by people will start sharing your posts as well especially if you have a good post that is worth sharing. This will increase the exposure of your business and you will get a lot more viral traffic or word of mouth traffic. This kind of traffic is much targeted and with the recommendation from a real life friend you can be sure that the trust level of this traffic to be on the high level. The best part of all of this is that the traffic is free and so are the exposure and the branding that you get from it.

### **Handle your communications properly.**

Learn how to handle all your communications especially in the social media properly. You have to be extra careful with what you say so that you will always get a positive response from the public. You will not want publicity from a negative response because it could hurt your business reputation. Only big companies that can take a big hit will use negative publicities to move their business and stock. Small businesses should stay away from negativity and focus on being the good guys all the time.

This is exactly why you need to monitor all your communications and manage it properly. The better you handle the responses from the public the better your business will grow. If things get out of hand sometimes it is better just admit your mistake and apologize or delete the posts or thread if it is still new.

### **Make sure your support is polite, friendly and helpful.**

Lastly, you will want to make sure that your support team is nice. You will have to personally select a team that is patient and will never act out of character that might hurt your business reputation. Monitor and record all your support team's communications. This way, your support team will not go out of bounds and respond to support questions the wrong way.

When you have a world class team that takes care of all your support questions, you can be sure that your customers will be pleased with your support team and good words will come out of the people who have experienced the quality of your customer support. Without a doubt, your business will love in the direction of success because you will be able to keep your customers happy all the time. Remember what they always say... your customer is always right!

## **How to do a proper market research before you start your online business?**

When asked by marketers about what is the key to niche marketing success, most gurus will agree that market research is the key. The simple reason here is because if you are in the wrong market or if you are in a market that does not have the demand for your product, then your business is doomed. The basic to the success of your business is that you will at least need a target market that would actually buy your product. No matter how revolutionary your product is, if no one wants it, then you won't be making any money. And the main reason to why most people start their own business is to earn money so one will have to be extra careful not to make the mistake of being in the wrong market.

### **What is a market research?**

The first thing you should know about market research is what it really is. Well basically, proper market research involves you learning about the demand that is available within a niche. Once you know about the demand, you will want to look at the amount of competition that you will have to face if you were to start a business within the said niche.

Next you will want to find out about the people within the niche. Are the people in your niche ready for your product? Will they be able to accept your product? Question like how the market is responding to the existing products of your competition at the moment will be able to tell you a lot about your market.

A proper market research consists of getting as much knowledge on a certain niche to see if it will be profitable if you were to start a business in the niche. With proper research on the market you can avoid starting a business in the wrong place at the wrong time. As you can see, it is mighty important for any internet entrepreneur to do a market research because it can help them avoid failure and give them a better understanding of the terrain that they will be playing on. Knowledge is power and knowing your market like the back of your own hand will definitely help you run your business in a more secured manner and all the knowledge will also aid you in your decision making in the future.

### **Learn the economics of your market.**

The economics of your market are very important and it will serve as a confirmation of all the

data that you have gathered so far within your niche and market research. When we talk about the economics of your target niche, we are talking about the estimated amount of people in that industry, the amount of job opportunities or the employment statistics within your niche. Not only that, you will want to take a look at the profit and loss, income and earnings chart as well. All these global information can tell you just how strong the niche is at the moment. The increase of the numbers should indicate the demand of a niche and a decrease could mean that the trend is nearing its end.

Ideally, you will want to enter a niche that is new and booming and not when the trend is dying. For example, you will want to be in on the Apple trend now and you should know that the laptop trend is slowly dying due to the rise of tablet PCs. All of this economical information can help you understand and affirm your other findings during your market research.

### **Do ample research on your future competitors.**

Another great way to do your market research is to actually look into your competitors and what are their future plans. Are your competitors still keen to take the lead in the industry or are they thinking of bailing out? Find out what they have in store for the future and this should prepare you for what is to come and this should also give you time and ideas when you are crafting your own products.

Remember, not only do you want to be in a winning niche; you will want to enter the niche with an absolute bang! This is why you will want to do your research on your competitors. The more you find out what they have in store for their customers in the future, the more time you will have to prepare and counter their moves. Like it or not, your competitors will be doing the same as well. This is why you have to be prepared for a war between you and your competitors especially if you are going to be going into a very 'Hot' niche.

### **Is your online business international or local?**

You will have to be clear whether you are going to be selling online or offline. As an online business, essentially your product will be mostly digital products and if your product is an offline product but trying to seek more clients via the internet channel. The benefit of selling online is that you can potentially reach a wider amount of people and you can even attract business internationally. Make sure to be very clear on your business model and make sure that you have done your market research accordingly. If you are a fully online business, you will want to look at the demand from the entire online perspective.

Otherwise, if your business is based an offline product you might need to look at the countries and geographically because your product might not be suitable for everyone throughout the entire world. You can use a survey or a poll to help you understand your target market more. Visit forums within your niche to find out what people are talking about and learn what the hot trends are today. Cashing in on trends is a great way to get your business started but if you want in on the long term, then you need to find those undying and evergreen demands that are within your niche. Only then will you be able to create a product that people will love and want to buy for a long time.

## How to get more ideas for your blog content?

Blogging is one of the best ways to make a good income online. One the main reason here is because many people feel it is a natural thing to do where they can talk about the things that they love in life and make money while doing it. Naturally this sounds good. And mind you there are a lot of millionaire bloggers out there too. This thus makes blogging a very attractive way for people seeking for a financial freedom.

Imagine posting and sharing information on the internet about stuffs that you like and are passionate about and doing that for a living! It's no wonder then why so many people are attracted to making money online by blogging. Anyone would love the idea of doing something that is connected to what they love in life instead of stilling on a desk job that earns money for other people. However, blogging by itself isn't something that is without obstacle as well.

Because of the constant need of quality articles and contents for a blog to be successful, many bloggers are struggling to get more ideas for their contents. Without good content, a blog will never grow and it will never be able to attract the right amount of traffic that can make you a good income. The good news is it is fairly easy to get inspired and accumulate new fresh ideas for your blog content if you know how. Here are some ways to help you move in the right direction.

### **Get ideas from reading books that are related to your blog.**

The first source you can rely on consistently for more ideas for your blog contents are from books that is related to your blog topic or title. There are many books and magazines that are available in the library or your local bookstore that can help you find the right inspiration to get you started to write again. Each year thousands of books are published and even more magazines within your niche is released to the market.

If your blog is a very niche specific blog, then you should look for books that are within your niche for ideas. If your blog is a very general blog then it should be much easier for you to find ideas on anything that catches your attention. Needless to say, you should always try your best to write your own content instead of stealing other people's work and risk getting into deep trouble. If you do not have the time to do this, then consider hiring someone who is good at it to help you out so that you can focus on monetizing your blog.

### **Get inspiration from your competitors.**

Most people do not want to be associated with their competitors. Some would even go the distance to avoid looking at their competitor's website. However, that is a big mistake. One should be very aware of what your competitors are doing and learn and improve on your own work. While browsing through your competitors work, you will find that you have a lot of those 'A-Ha' moments a many times you will find yourself asking 'why you didn't think of that'

question.

Because everyone operates and thinks differently, your competitors are bound to be able to come up with something that you never would have thought of and this proves to be true the other way round as well. Hence, wherever you are out of ideas, it is actually a good idea to browse your competitors' websites or blogs once in a while to see if you can find any ideas for your own blog content. As long as you don't copy your competitors work as a whole you should be able to get away with it. Sometimes you can even 'debate' on some of the ideas of your competitors and try to put in your own thoughts and angles of your own.

### **Ask your fans what they want to learn from you?**

What your fans wants matters. Sure you would argue that it's your blog and that you started the blog because you wanted to share your thoughts and opinions in this world but mind you if your fans don't like your content then you are screwed. Your best bet would be to constantly wow and impress your fans and loyal subscribers (and future visitors) with what they want to see or read. It's not always creative doing that, but it is actually good to actually mix things up a little once in a while.

### **Write contents about the questions you get from your support emails.**

Another great way to get fresh new ideas for your content on your blog is to actually browse through your support emails or questions that you get from your visitors or on the blog comments sections. These questions are sometimes very valid and needs to be addressed. Hence when you put time to address the issues and questions that arises, you are actually helping your audience and you are showing them that you are listening. You are their hero and now that you are actually putting effort to help them satisfy their curiosity and answering the questions that they have within your blog content, you will be sure that they will start trusting and respecting you more from here on.

Doing this is actually helping you build a good relationship with your audiences and this is very good news to the success of your blog. The more people love your blog, the faster it will grow. And when people start to spread the news about your blog that's where you will increase your followings and become an online celebrity. Make sure you constantly give them what they want, word your blog content in a unique and creative manner, you will be able to naturally please your audience and make them rave about your blog. Follow the trends and keep a look out for usable news and you should be able to constantly churn out the content that will make your blog shine.