



ONLINE SENTINEL

**Our Mission: Helping You Get More
Paying Customers Using the Internet**

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Are You Going After the Wrong Market?

Could you be going after the wrong market and not even realize it? What if, changing your target customer could dramatically boost your income?

Try this exercise. Are you able to select the best market for the business below?

A PHYSICAL TRAINER invented a vest with rubber bands that incredibly exercised the arms and upper body of her autistic son while he walks and jogs. She got a local manufacturer to make them for \$50-a-piece and she'd been traveling to gyms and marketing them online for about \$100-a-piece. If she wants her income to really take off, who should she sell to?



Autism – Helping exercise and coordinate the upper body of autistic kids and adults;

Athletes – Men, women and even college athletes, many of which have discovered this amazing vest strengthens their upper body while they walk or jog, and love it; or

Boxers and Mixed Martial Arts – who discovered it strengthens their punch and love it!

The surprising answer to most people is autism. Here's why.

Boxers love it but she's had to schlep from gym to gym to get the vests sold.

Although athletes is a huge market, she is competing with giant companies, so getting attention and even shelf space in stores and online has been a tough, expensive battle.

But autism? The autism association, websites and retailers that cater to families where someone is autistic are highly receptive, especially since it was designed specifically to solve a problem with autism and has virtually no competition.

So, could your targeting someone totally different cause your income to soar? Try listing every possible type of client you could target, and seriously ask yourself, what if you focused just on them? Could this be a market you've missed, that's much easier?

Is Your Reputation Being Destroyed Online?

Sites like Google Maps, Yelp and Angie's List are among a growing group of online sites that give negative reviewers an easy opportunity to post toxic feedback regarding you and your business.

Although "reputation repair" companies can help, the best first step is to respond whenever anyone leaves a negative comment.

To be alerted anytime your name is mentioned online, go to Google Alerts (it's free) and enter your personal name and business name as keywords.

Also, search for your business in Google once-a-month the way a client might, and you should catch most of the negative comments that get posted.

“LinkedIn... could give you a better understanding of how a potential buyer makes decisions...”

Are You Afraid of Standing Out Too Much

Actor Jeff Bridges explained that he was embarrassed that his success had exceeded that of his dad. For years he turned down plum roles until after his dad passed away.

The owner of a \$14 million electronics company turned down the opportunity to gain exclusive access for free to a hot product that would eventually generate \$100 million in sales. His explanation... I'm afraid that it would make me stand out too much!

Surprisingly, his fear is quite common. Psychologist and motivator Mary Morrissey says, for many of us, four barriers to success limit our ability to achieve great goals:

1. Feeling fundamentally flawed – the feeling that “I’m not worthy;”
2. Fear of abandonment and disloyalty – that our friends will abandon us;
3. Fear of the burden of success – to support all the people we know; and
4. Fear of outshining – like Jeff Bridges outshining his dad, and his friends.

If these fears may be limiting you -- create a biography of why you are worthy, and spend time with people more successful than you. Try this and miracles can happen!

Five LinkedIn Apps for Power Networking

Here are five FREE LinkedIn apps to greatly improve your networking effectiveness:

1. **Cardmunch** (for iPhone) – snap a photo of a business card and it stores the info, cross referencing it with others in your LinkedIn list of contacts;
2. **Events** – shows what events people in your network are attending and recommends events for you based on your profile;
3. **SlideShare Presentations** – if you have a slideshare.net account, it lets you post your Powerpoint or Keynote presentations onto your LinkedIn profile;
4. **Tripit** – for travelers, it keeps your flight, hotel and rental car confirmations together, and lists which LinkedIn contacts are in the city you are visiting;
5. **Reading List by Amazon** – lets you post books you’ve read and plan to read, while reviewing the lists of others, incl. those with the same books listed.

With apps like these, LinkedIn can become a powerful tool in your quest for success.

Use LinkedIn to Peek Inside Your Client’s Mind

Have you forgotten that LinkedIn has personal information about people who may otherwise be unreachable – possibly simplifying your ability to reach and work with them?

With someone’s LinkedIn profile, you could learn about people in your network who may already know them. For someone more famous, articles from Google will generally uncover their subordinates, whose LinkedIn profiles could also help.

Beyond that, LinkedIn gives details of a person’s likes and dislikes, books they’ve read, historical details about their interests and preferences, what groups and organizations they are members of, and more.

This could help you better understand a person’s decision process while simplifying your ability to do business with them. Try it. Identify someone you’d like to meet or understand better. Do they have a LinkedIn page? What does it *really* say about them?

How to Separate Real Buyers from Lookers?

Are you offering a free article, ebook, product or webinar, to capture the email address and contact information of people who visit your website?

By offering it free, are you attracting the wrong kinds of people? Have you ever considered charging a little for that same info or item? Maybe \$1, \$7 or even \$17?

Top Internet marketers have experimented with charging for what others give away free, and achieved incredible results. Obviously the perceived value of the item or information must be high enough that people will be willing to pay for it. And of course, far fewer people will pay, than will sign up if it's free.

But consider this... If someone isn't willing to pay a few bucks for something valuable, will they ever pay more for your prime product? Generally not.

If you're willing to try it, offering items for just a few dollars could help separate real buyers from everyone else. This could be an immensely more valuable list to you.

How to Make Money Through Alliances

Creating formal and informal alliances with others could be one of the simplest ways to build your business. But are you taking advantage of it like you could?

Early on, Walt Disney formed an alliance with the new ABC TV Network. They agreed to finance his Disneyland concept in exchange for his having a show on their network.

Boxer George Foreman agreed to promote the Salton Company's unique electric grill in exchange for about 40% of profits. Both Foreman and Salton became massively wealthy from this collaboration that created The George Foreman Grill.

So, who could you create an alliance with? Someone famous where you share profits? Someone with great content, where you share profits? Someone going after the same market, where you share costs to create a joint advertising campaign?

Among highly successful companies, alliances and partnerships are a crucial factor to helping them achieve success. But why not you? It's easier than most people realize.

The [Affiliates / JV Partners](#) section of our website has ideas that could really open your mind to what you could achieve by partnering with others. Check it out!

Create Professional Videos – Absolutely Free

How would you like to create professional-looking video presentations... for free?

Animoto and Brainshark are two sites that can be valuable. Each is a freemium service, where basic service is free, with premium services available for about \$5-40-a-month.

Both let you turn your photos and music into stunning video slideshows, having you narrate if you like. You provide the photos, pick the song, phone in or upload your narration, and a professional video gets created. It's fast, free and shockingly easy.

The free versions typically only let you link or embed your video from their site, which in general is fine, just like YouTube. The premium versions allow you to fully download the videos and have additional features.

Check them out at Animoto.com and brainshark.com.



“So, who could you create an alliance with... to share the costs of creating an advertising campaign?”

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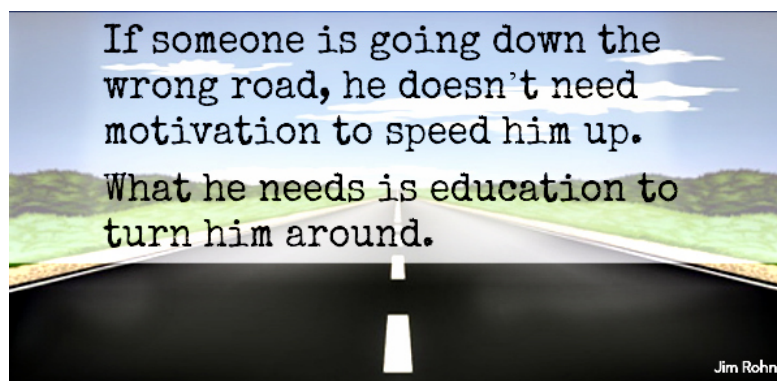
ABOUT US – Our Mission at Online Success Essentials

Online Success Essentials was created to help overcome the confusion and often bad information about using the Internet to generate clients and income.

Our mission is to be the best training and resources blog providing a vast array of knowledge, tactics, and skills – for coaches, consultants, entrepreneurs and small business owners who wish to use the Internet to generate more clients and a greater income.

If you have a suggestion about information you'd like to see on our site, drop us a line. We are glad to hear from you, and we read every email.

Send it to: suggestions@OnlineSuccessEssentials.com



Building a Business That Will Outlive You

Business brokers know that the second owner of a business will often make a lot more money than the first owner.

Why?

When you start a business, you're fighting break-even, meaning, you need to get enough customers to pay the bills and make a little money for yourself. But the second owner has a business that's already making money. So it's more natural for them to create a plan for how to leverage it to even greater success – and that's a huge difference of mindset.

But why can't you do that? Why can't you prepare your business as if you were building something that you'd eventually sell? What would you do differently?

You may say, I have enough to deal with. Why should I care about this?

What if, one day you get sick... or get sick of working, and want to retire?

Either way, if you've build a steady stream of clients and income, suddenly your business is more valuable to you, and more sellable. You could eventually retire knowing you'll get a nice lump sum of cash or an ongoing income, even after you're no longer working.

So, what would you do differently if you wanted your business to outlive you?

If you prepare your mind, your life will become tuned to the bigger possibilities that are available to you. That may be all you need to propel yourself to the life you *really* want.