

Diane Hughes' Secrets To An Ezine Empire



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Welcome,

Thank you for purchasing this audio ebook and for your interest in prospering on the Internet.



My name is Honor Hart. I run the exciting internet business women's community membership site, InternetBusinessWomenInterviews.com. At IBWI, you can meet our successful internet business women as they tell their stories and impart their wisdom through audio and written interviews, forum discussions, telegatherings and more!

Why not join InternetBusinessWomenInterviews.com, today as a Professional member to receive all of our interviews with the many highly successful women entrepreneurs on the internet today in audio ebook format with resale rights so that you can keep 100% of the profits!

I recently had the pleasure of interviewing Diane Hughes of <http://ProBizTips.com> and [HNB Resources](http://HNBResources.com). Diane is an enormously successful internet business women who earns an amazing income with her online business. Diane publishes her own ezine, creates and sells information products and operates an online software store selling high quality software for the small business webmaster. ***Read and Listen*** and learn as Diane tells you the tips, tricks and tools you need to run your own ezine and infoproduct biz on the net.

To YOUR Success,
Honor Hart

P.S. Want to hear more of what Diane has to say? Get her new ebook, [Step for Profits](#) and learn in-depth information for your internet business success!

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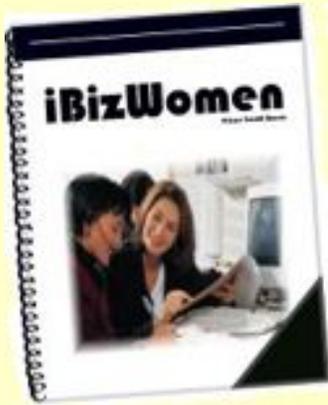
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About the Authors



Diane Hughes is the founder and President of [HNB Resources](#).

Diane Hughes has been online since 1997. Diane considers herself a self-taught entrepreneur learning the ropes of online marketing and how to profit by purchasing resale rights to products by trial and error and with a great deal of perseverance. She makes an amazing income with her renowned ProBizTips ezine topping over 50K+ subscribers.

Diane proudly announces that she is living proof that someone who may not know a lot about the internet can learn and grow profitable in the venture of online marketing and sales.

In Diane's own words of wisdom: "In no way should you expect riches....keep your goals high, but make sure they are realistic and achievable. Don't get suckered into the get-rich-quick hype -- I've tried them all and you will only be digging into YOUR pocket to feed a business that will not work. YOU have to work! There is no easy money.....yes, things are automated and much easier now that I am established, but I stayed up MANY nights and worked LONG hours for over 3 years until I was able to settle down a little and enjoy my success --- all this while STILL working a full time job!"

If Diane can do, so can you!



My name is Honor Hart and I have been "lurking" online since 2000 while quietly making an additional income in affiliate sales. In 2002, I went full-time on the net (before that I worked full-time as a counselor, life-coach and psychotherapist) and have been working hard ever since to establish myself in my new and "visible" niche.

My mission and plan is assist women to make amazing incomes on the internet just like Diane Hughes and all the other successful internet business women that I interview as part of the exciting benefit-laden, private, women's only membership site, InternetBusinessWomenInterviews.com, In addition to managing InternetBusinessWomenInterviews.com, I publish the [iBizWomen Weekly](http://iBizWomenWeekly.com) ezine for women in business or starting a business on the net plus operate the internet business women's forum at InternetBusinessWomenInterviews.com/Forum so, you can see, I am dedicated to all women who strive to build businesses and generate prosperity and abundance in their lives on the Internet!

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Chapter 1

“Introduction to An Amazing Woman Making An Amazing Income”

Welcome to our interview with Diane Hughes of [ProBizTips](http://ProBizTips.com) fame. Diane has the website <http://ProBizTips.com> and she has a newsletter called [ProBizTips](http://ProBizTips.com). Diane, for those who may not know you could you tell us a little bit about yourself?

Yes. I've pretty much started just like anyone else. I started going online about six years ago. The ezine, "[ProBizTips](http://ProBizTips.com)," started just by chance and it was something that I just picked up along the way. I started the whole online business thing for extra money and it turned out to be my main source of income. So, I guess it's just about six years of learning by trail and error, meeting new people and running an ezine.

You have a large subscription number on that ezine. What is that? Do you mind saying?

We have about 48,000 subscribers now.

Wow, that's great. You've been on the net then since 1997. What did you do before you were on the internet?

Before I was on the internet I worked for a health insurance company. And they also allowed me to work from home. Which I do still do some work for them a little bit now. Only because of the benefit of free health insurance. So, I am still involved with them part-time.

So you are working for them part-time and basically working full-time on the internet, right?

Yes, I am full-time on the internet.

Did working in the business world have any impact on how you work on the internet? Did it help out?

Not Really, because I didn't work with the people, You know we worked in an office. I was a claims specialist so I didn't have to work with any public or anything of that sort. I think if I was in retail or sales, maybe it would have helped a little bit; but, this was something I had to learn on my own.

That's right; back in 1997 there wasn't a lot to help you learn what you needed for an online business.

You were pretty much on your own....

Right. I definitely learned a lot of what I know now by trial and error. That's for sure.

Now, I see you have incorporated your website, you call it [HNB Resources](#) . We don't see a lot of formal incorporations and such on the internet. Well, we're seeing it more now; but, what is that all about? How and why did you decide to incorporate?

It's something I saw on the internet while reading, researching like I usually do. I noticed people, small businesses incorporating themselves using the limited liability which is not a huge big deal. I didn't go for full corporation, because I'm small. I have myself and a couple of contract workers and that's it. So, I didn't need much. I just needed some sort of protection if anything happened and in the ezine business, online business there is no telling if somebody wants to sue you or bit, It was a way to protect my personal belongings.

Many people don't realize how important it is to protect yourself online. How long ago, did you incorporate?

This is something I didn't do until actually 2000.

There is a lot of information about protecting yourself from lawsuits, now. People really should put legal statements on their websites to protect themselves. Yes, the real world has caught up with the internet and it's time to be formal and smart.

Back to how different it was in 1997 when you started, you didn't have all the tools that we have. We didn't even have web page makers, did you?

They did, they just weren't as good as they are now. They didn't have all the capabilities. I did a lot of html by hand.

You had to learn the technology back then. How is the web page software different now?

Well, now they have the html editors that are easier to use and that have a lot more capabilities. I use Macromedia, Dreamweaver almost every day just to edit anything. It is an easy to use, "what you see is what you get," type of editor. I just edit my pages in Dreamweaver and pop them up on my website and it is done. Before, you know, I'd had have to do html coding by hand, check it, upload it check it, if it doesn't look right I'd have to back fix something else in my coding, upload it again, then check it. So it's a lot faster and easier now.

Do you have other resources you use that you'd like to recommend at this time?

Besides Macromedia, Dreamweaver, I definitely suggest some type of email software. Like I use Mail Washer. Being on the internet for almost six years, I now get a lot of spam and a lot of email I don't need. So, basically, I can check my email without downloading it. I can go ahead and delete all the ones I don't need and then download them to my email client. So, it's a lot faster and I don't have to wait for each one and wait for each one to load into my email client. Even though it doesn't take long, I'm on DSL, it still saves a lot of time.

I've going to have to look into that, I get so much junk mail now.

Oh yeah, it's became so much of a big problem that I had to do something and, of course, I still need to be able to accept email so I couldn't just knock out email addresses or anything like that so I had to have a way to delete the ones I don't need out and just download the ones I do.

We might get back to resources a little later, but is there anything else that comes to mind right now?

No, not really at this point, that I use everyday on an every day basis.

The reason I ask this, is that I did a survey on my new website for InternetBusinessWomenInterviews.com and women want to know specifics. They want to specifically know what tools you use and others use, so I will probably ask you throughout this interview more questions about that.

Now at this point, just as a reference, do you put money back into your business? The reason I am asking this is to really work up the idea of an entrepreneur. An entrepreneur would really be someone who thinks of herself as a business person and I believe that is what you do. So, you consider yourself an entrepreneur? And ,would you have any different definition of it than I have?

Yes, I would think along the same basic lines. Somebody who puts money back into their business to improve upon their website, or their products. Just constantly putting money back into the business. There was a point when I didn't spend any of it myself, or give myself a salary at all, I just kept spending it on marketing, spending it on improvements. Basically, that to me is an entrepreneur, is investing in yourself, investing in your business. Yes, I consider myself an entrepreneur.



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Chapter 2

“The Little Ezine That Grew and Grew and Grew”

Right, that’s how I see it too. Now, I want to focus a little bit on your ezine for a minute here.

"ProBizTips" is the name of your ezine and it is at ProBizTips.com that people can sign up. So, if you could tell us a little about what the focus of your ezine. Who is your target market?

My target market is anyone from a beginner that wants to start or is interested in online business, to someone who is very successful in their online business. I offer products that appeal to all or anybody that is interested in online business or has one of their of own. Basically, that’s been my target market. My target market from the start, were simply people that were interested in online business. In the beginning, I addressed the newbie types, but as I started to grow and get bigger, I started to get more experienced marketers, entrepreneurs, and such, interested in subscribing. I also started doing joint ventures with them and it turns out that I have a lot of well-known people subscribe to my list.. So, I’ve had to incorporate the idea that my subscribers are experienced internet marketers as well. As a result, I’ll offer the type of product line or information in my ezine that works for them, as well as the newbie.

Right, so you write your own articles but you also put other people’s articles in your ezine. What's different now than when you started out? You said that you changed, perhaps, a little bit in terms of considering the more experienced marketer.

Yes, before I didn’t have a whole lot of information. It was pretty short and to the point. I may have written my own little article and my own little write up about myself or what went on during the week, that type of thing. It didn’t have a whole lot of information. I would have one or two articles that would help the readers out and, maybe, a freebie and that was about it. When I started noticing the ezine growing and getting more popular, then I started adding more value to it. I began adding more information and it is now something that I am constantly improving upon.

I know I like it, I always make sure every Monday morning it’s in the mailbox that I go and look at it. You’ve got different sections so I’m always just browsing through it. Do you only put that out once a week?

That’s correct.

I am interested in list building. Did you do anything specific or what have you done over the years to build a list?

I've gotten a lot of my subscribers from just my own websites and my own business and any ebooks that I may have put out. A lot of them came from just pop-ups from my websites.

You didn't buy leads?

I have bought leads and I still use [Lead Factory](#). I don't buy leads in the bulk at other places. The other places promise that they are 100% opt-in, that sort of thing, but I don't advise it. I tried one of them only once before and I will never do it again. It's something I definitely don't recommend to anybody. I don't mind using co-registration services like [Lead Factory World Wide Lists](#) because they are double opt-in so the subscriber is going to get an email knowing that they have been subscribed.

But when you buy a list of subscribers that are claimed to be already opted-in, well, they could have been harvested. You just never know what they've promised on their website and you can get yourself into trouble using those types of services.

Oh especially now. Things are really bad with the spam.

Yes, now days it's getting really bad.

So, just for our listeners, would you like to explain about "co-registration" services like [Lead Factory World Wide Lists](#).

Co-registration is when a site puts up your ezine and your ezine description for others to subscribe to. Basically it is just a site for ezines and newsletters, saying that your ezine is free subscribe to. They will rotate your site on their site, at the top and, from that, you get your subscribers. So basically, the person will be like, oh well that's Probiztips and it's such and such and such. And so they'll subscribe from there and that's how they bring the subscribers to you. I guess that they are marketing their site and that's how they get all the visitors there. I don't know that for a fact.

Is that like one of those popup windows that comes on when someone leaves a site, that has a list of ezines somebody could just check to subscribe?

It's like that, it's exactly like that. Those that you see are the free ones. The free co-registration services...

Like [Subscription Rocket](#)

Right, that you would have to put your own code also up on your site. But it's basically the same idea.

So, with [Lead Factory](#)., people will pick what ezines they want to subscribe to and then they would get a double opt-in so that they would know they are signing up and there is also a way to track that they have signed up. In today's spam conscious world, we want to know that there is tracking for who signs up for your list in case of spam reports.

Right

Your also belong to the [Warriors](#) group, and I've seen you and known about you for years. And in the [Warriors Group](#), I've seen your posting. Do you think networking at the forum there has helped?

Ah, definitely, definitely bought new friends, new contacts, new associates to my attention. To tell you the truth, it was one of the first things I joined. I've probably been a [Warrior](#) for five years or more. It's basically what got me started. What got me interested.

Yes, I wish I'd gotten into the group sooner. Now, let's take paid advertising. How long did it take before

you started doing that?

I believe I waited until around 10,000 subscribers. Now, I know a lot of people start with just a thousand, which is fine, but at that point I just didn't feel it was ready until I had 10,000 subscribers. If I advertised something to my own ezine and it didn't get a good response. then I wasn't going to sell ad space until I had enough subscribers to get a good response. So, basically, I tested it myself by putting in my own ads until it got to a good point to where I would have been making my money back had I purchased my own ads. When the ads starting pulling is when I started offering paid advertising.

That's a good way to test it. Do you think you bring in more profits with paid advertising or your affiliate sales?

I definitely do better with affiliate sales and joint ventures.

That's good to know. I want to get more information about affiliate sales but before we got off on a tangent, I have a few more questions about the ezine. That's so we can cover everything. Do you use search engines to promote ProBizTips?

I don't do it much manually any more. I have a partnership with WebSearchSolution.com and I've basically have just inputted every site I have with the keywords, the description, everything and it submits it for me monthly. I don't have to think about it. It just automatically submits it for me. So, that's all I do.

Do you use reciprocal linking? For our listeners, reciprocal linking would be where someone would agree to put your link on their site, if you put their link on yours. There's lots of controversy whether that's helpful, but I know Google likes to have reciprocal links, or linking popularity

No, I've never used that.

Viral marketing is something you definitely do because you have free ebooks around the net and you put your articles around the net as well. Is there anything new you are doing along the lines of viral marketing?

No, nothing new. Just like you said, I put my articles out.

I did read the one recently about what was coming in 2003. You predicted some things that were coming in 2003. Okay, so you're still doing that. And do you have any new free ebooks out?

No, I don't have any new ebooks out. I am kind of kicking myself because I've got so many ideas and some many things I want to do, but just haven't gotten around to them yet.

We all have the ideas and, not enough time! Are there any specific sites that you put your articles in?

I have [Karon Thackston](#) do my submissions for me. But, there are some sites that I submit myself because she doesn't submit her email to them. Bigger systems like [Add Me](#), [Article Announce](#), which gets set out to several publishers and just a couple of my friend's ezines that have pretty good ezines such as [Get Massive Hits](#). I can't think of any others right off the bat.

Karon Thackston, that's interesting you should mention her name, I just bought her book on publishing ezines, [The Step-by-Step Guide To Creating and Promoting Your Ezine](#). And she's a copywriter and she's a ghost writer. And I am looking up here website as we talk so that I can mention that here for people and I am not quite finding it. Do you know the name of her site?

The site where all the ghost writing is done; Ktmarking.com. She does ghost writing for people who are not

good at writing articles. That's something anybody should look into. I've never used her myself since I write my own articles, but she definitely is very good at it and I've seen her work and I've seen her own articles. It's something I'd definitely recommend for anybody that just wants to get started and start their own viral marketing. If you don't know how or you don't know where to start, have Karon ghost write one for you and submit it. It's submitted as your own.

Most definitely, she's very professional. That is a really nice resource. And, I will mention that she has CopyWritingCourse.com where she sells a course on copy writing and then she also has CreatingEzines.com, and that's an excellent book that I would recommend to anyone who wants to start an ezine. She covers everything, she's a very precise, clear writer.

She submits my articles to all the publishers. She has, I guess, a list of publishers and submits those for me so I don't have to worry about that.

Are you concerned with keeping subscribers? Do you do anything specifically in your ezine to keep subscribers from leaving?

The only thing that I have established - and it's something that just came by accident - was changing the username and password to get access to anything. Which is basically a way of making it feel like the ezine is a paid publication and paid information even though, it is a free ezine. Every week in the ezine, they have to have that specific username and password to get access to any of the archives or to get the freebie or the download. That is another thing I do to try to keep subscribers, is to put in a free download, a product, or a software product in the password protected area each week.

You know I noticed that, and I thought about that and that's why you do that, right?

Right.

And that's why I go there every Monday morning and I scale down and I look, I go ok, what's this week's password.

And you're not the only one.

And on the way I am passing all the articles that are on the way down just in case there is something I want to read. That's how you place it, at the end, that's a good idea. That's a very good idea. And how long have you had that, you didn't always do that. You started later?

Yes, I've probably been doing it for about four years. The first year I didn't have an ezine at all and I guess the year after that I started. It wasn't really an ezine. I just started emailing to my customers - little things, maybe was once or twice a month and only if I had something to recommend. Then I started seeing more information about ezines and it caught my eye and I started slowly developing one of my own. I guess it became a hobby and something I really like to do, so, I don't really know how it got as big as it did. I've done a couple of interviews like this before and I still don't know. I've never advertised it. I put it in some directories and things like that, but it just all came from word of mouth and slowly got bigger than I thought. It's really not something you have to work at hard if you do it right.

Oh, that's good to hear. Because I'm just starting up one now and it's called iBizWomen Weekly at iBizWomen.com. and I am going to back over and put in that membership area for the downloads. I had not remembered to do that. I just set it up this week. Well, I think perhaps, part of your success, too, is being consistent, I mean you consistently put it out every Monday. It's there, I can count on it. And that's got to be a very good for subscribers, it's got to be good to keep subscribers because people know you're going to be there for them.

Right. That's something I recommend for anyone. If they start an ezine, make sure you have your set date when

you mail your weekly newsletter, because people are going to be looking for it on that date. You may not think people are reading your ezine when you first start publishing. You think, "I wonder how many people actually read this." But, it gets to the point where people, if you don't mail it on time, you get emails, "where's my ezine?" Or if someone's email address bounces or gets removed, "I haven't received your ezine in two or three weeks". They're expecting it. It's something you should at least mail to them weekly. Some people think once a month is good. Well, I don't feel that way only because people forget and if you just email them once a month they're going to go "who's this?" So, once a week is good just to keep in contact and let them know you're there.

Well, that's good advice. Do you have any other advice because we're going to move away from the ezine topic here. Any other thing you want to say about it?

One thing that I recommend to anyone if they're going to start an ezine, is let them know who you are. Let them know about yourself. Don't let it sound just like a robot just typing, or just copying and pasting information and sending it. People like to know and hear from you, as a person, as a human being. And that's something I always try and do in the first part of my ezine. Say a little something about what happened to you the past week or if nothing happened then I'll just say 'hi' or something else. I'll always write something personal in my comments. Nobody wants just copy and pasted information. Sometimes, they want to hear something about your life, you know, anything. And if they take you as somebody that's personable and accessible, they're going to want your newsletter or ezine and they're going to want to hear from you, they're going to take your recommendations, they're going to buy from you. It's definitely something I recommend, if you're going to run an ezine, run it like you're talking to a friend.



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Chapter 3

"Affiliate Programs...Brand Yourself and You, Too, Can Receive Higher Commissions!"

What do you look for when you become an affiliate? When do you look for in a product? Or when you look for a product to become an affiliate, do you have any specific criteria you like to meet?

I got into a phase where I didn't mind or I was starting to recommend MLM programs. It was basically just a testing ground because I never advertised an MLM before. I didn't really understand it, to tell you the truth, and I still don't understand it completely.

I do not either, quite frankly.

There's just so many words and, sometimes, you just wonder if they're putting up that kind of stuff to confuse you and so you just won't ask any questions. I've been in online business for six years and I don't understand some of the MLM stuff. That's, basically, why I never really advertised it much, because if I didn't understand it, I shouldn't expect anybody else or anybody that's not even in online business to understand it.

But, I had a couple of people I knew that had started their own MLM. It was basically a testing ground. Well, I thought, "I know these people," and since they gave me a sponsorship, I thought I'd try it. So, I tried a couple of them and it got to the point where I thought, "this is not fun." My downline kept asking me questions and it caused me more work. They ask me questions that I can't answer. It got to the point of it just really wasn't good enough income for me.

Some people may be great at it, they say [Brian Garvin](#) is a millionaire because of it. Well, that's him, but I don't think I'm the type that can be an MLM sponsor. There's just a lot of work involved. You just have to understand it. I just haven't taken the time and I don't want to take the time to understand it. It's not something that I do now.

So you pretty much steer clear of those now

Right, I've steered clear of them.

How about in standard affiliate type programs. Is there anything that you look for specifically? Do you

look for high percentages or commission?

Well, when someone wants to do a joint venture with me, I now have a form up because it helps me get all the information I need right off the bat. It saves me a lot of time and the person a lot of time. Basically I tell them "don't submit the form unless you're going to offer 40% or more". Because it is not worth it to me. Some people want to offer 10%. If it is a ninety dollar product and I get nine dollars, you know, that's not going to add up. And it's not something very profitable for me so it's not really worth the time and effort to do that.

That's what our listeners need to know. They need to know that they really need to have a baseline for what they want to go for when it comes to affiliate reselling.

Right and some people will take less. In fact, I probably would have taken less back when my list was smaller and before my ezine became known. But now that it is known and the advertising is good and everybody knows that it is going to sell, it's different. I guess I've gotten a little bit strict on what I ask for. I feel that I have afforded that right. It's not being pompous or my thinking that my ezine is better and it's going to do better, so you just need to pay me more. It's something most seasoned joint venture partners already know. They know to offer fifty or sixty percent. It's just something you grow to learn. Now, the newer ones (joint venture partners) don't know this and they will offer twenty percent and that type of thing.

In fact, if I do joint ventures, as I do with other publishers in regards to my own products, I am going to offer half. Because they are going to be doing the marketing work - it's my product but they are doing the work- so to me that's worth half or 50% commission.

That's good to know. And I think that again people just need to know that they need to have an understanding or baseline of what they will and won't work for. And, as we get more well known, we can even raise up the ante just like you, Diane. Because that is part of your value, you've been on the web for so long you have the following, you have the branding. Your brand is something people trust.

Right, and when you get to that point, there will be no question or argument. If you say you want forty percent, they're going to understand. So, it's not something that's going to be hard to do. I get joint venture offers every day. Another thing, I guess I will add this too, is that, I make sure they have very accurate tracking. I've gotten to the point where I don't like to joint venture with people that use [Clickbank](#) because of how easy it is for the person to change the code to their [Clickbank](#) nickname and get the commission themselves. There's no telling how much I've lost. I do it now only for people that I know and trust and that they will get a good tracking account. That's the only way I'll do it.

Also, I want to add that anybody who's been around for any length of time knows that you can get software like [easyClickMate](#) that that will prevent the stealing of affiliate links. So, of course, you, Diane, will want to work with a professional, someone who has been around, knows that, knows how to use that, and how to put it up on their site and get it in place. That's what I use on my site for my [Clickbank](#) site at [MakeMoneyOnlineEbooks.com](#).



Diane Hughes' Secrets To An Ezine Empire

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Chapter 4

“Beyond The Ezine and Into Other Frontiers”

Now, Diane, you've said you make a hefty income or I like your words, "an amazing income", through all of your efforts here on in the internet with [ProBizTips](#) and other ventures on the web.

You've purchased a website to sell software, which is interesting because people don't always realize that websites are valuable properties - something that can be sold and purchased. So you bought [HighProfitSoftware.com](#) and you have a couple of other websites, I am going to mention them here. [Probiztrack.com](#), an ad tracking service and [ListSurge.com](#), a software to capture email addresses from site visitors. So, that's [HighProfitSoftware.com](#), [Probiztrack.com](#) and [ListSurge.com](#). You probably even have a few more, but just for now were going to mention those. What was it like, I'm curious, what was it like to buy an already established website that had a customer base, had a product?

The person that owned [HighProfitSoftware.com](#) was Neil Day. Neil is a good friend of mine and I know him pretty well. He wanted to sell to somebody that he knew would do it justice and that he knew would keep it up and keep it valuable.

Since people may still associate it with his name, he wanted to make sure someone was going to take care of it. I didn't even know it was for sale. He emailed me and asked me if I was interested. So, it was something that I thought was very interesting and really I didn't even have to purchase it. It's a good thing about owning an ezine because you can trade advertising for anything. These days it is rare that I ever have to buy anything, which is great.

It was a little nerve wracking, at first, because I knew most of the customers, I knew a lot of them just from emailing and parts of my own business. They were customers of mine also. It wasn't a big deal there, they understood, and Neil emailed the customer base and let them know what was going to happen, so it wasn't something that was just sprung upon them. You know, "hello it's me, I own the business now". It was pretty easy and since I have access to other resell rights and things that can be incorporated with [HighProfitSoftware.com](#), it's something I knew could build upon pretty easily.

I wouldn't recommend a newbie or a new person or beginner to try and take over an already established website business that has a customer base because you're going to get sales and emails and all that right off the bat and you need to understand it all right away.

That's good information. In other words, you walk in the door and there's customers waiting, so you've got to know what to do. Excellent, so that worked for you.

Resell rights are also not something people are really understanding right at first - how that all works. Such as, how some of the software is okay to resell in bundles and some not. And the many other different ways people have to put together software packages - so you have to understand all of that.

Yes.

Okay, now I want to talk about a webcast you did in February of this year, with a panel of other internet marketers. I really want to bring this up because it was good to see a woman's face on that list of people that were being interviewed. Since my goal here is to bring more women to focus and you are already out there doing it, I just want people to know we do have women as role models, in public getting known.

I know you wouldn't exactly call yourself a guru or celebrity, but there you were, Diane on the PickTheirBrains.com webcast lineup. Did you enjoy that webcast? How did that go?

I really did enjoy it. I'm not much of a public speaker or even an interview speaker. Even though they will prepare me for it and send me questions; and I can write and type and think all day long of what I am going to say, it just never comes out that way. I would much rather talk from the heart and say what's automatically in my head, when the person asks the question than have something written and just recite what I wrote.

Even though it may be good information, that's not the way I work. To me, no matter how you read, it's going to sound like you are reading. I prepared myself in small ways for it. It was one of the first live webcasts that I have ever done. I was really nervous because it was live and I knew I was going to flub up, because I always do. And, trying to think to years ago is hard because I don't write everything down. They'll ask questions about back at the beginning when I started and it's hard for me to remember six years ago exactly what happenedso I get nervous.

It turned out a little bit better than I was thinking it would since there were a lot of talkers there. So ,I didn't have to talk a whole lot until Jason (Potash) asked me a specific question. The good thing about it is, they were questions I knew how to answer so that made it a little bit easier.

Are you going to be doing any more of those?

I'm sure I will. I've told Jason I wouldn't mind doing another one at PickTheirBrains.com. It turned out to be a lot of fun.

So, he's doing this on a regular basis.

Yes

Oh, okay. Good I hope to see you there again at PickTheirBrains.com. Now, Diane, how do you see yourself as branded? I am curious, do you have any idea how you are branded?

I can tell just by any emails or anything that I receive that I am obviously branded as somebody that is accessible and somebody willing to help, which I don't mind at all.

It's the way I wanted to be branded from the beginning. You know that when you email me, I'm going to email you back, not somebody else. Somebody else may call you back because I do contract somebody for that, but I'm going to be emailing you and I am going to converse with you and be helping you out in any way I can.

That just goes back to the way I run my ezine. I'm personable. I'm hoping, and just from emails that I am getting from people, I can see that's the way it's coming out. That's how I'm getting branded.

I think that is very accurate and you're branded both as Diane Hughes and [ProBizTips](#). I think you're pretty well known from both those, those two monikers. Now, [HomeJobZone.com](#) - what is that. Why don't you go ahead and tell me about that.

[HomeJobZone.com](#) is basically a main site for all of my information products. [ProBizTips.com](#) is just about my ezine. [Homeprofits4u.com](#) and [HomeJobZone.com](#) contains all of my products and services.

That's where you have the associate program for people who are just starting out. They can go over to [HomeJobZone.com](#) and look at your associates program. It's a little different from most people's program. Will you talk a little bit about it?

Yes, this is something I've had since the beginning. It's the way I really started my business.

After I had acquired some products to sell I started the associate program. It's basically to help anyone that doesn't know how to start an online business, doesn't know how to set up a website, doesn't know any of that. Basically a beginner. With the [HomeJobZone.com](#), you're going to get a website, just like the [HomeJobZone.com](#) page. You're going to get the page with all the products that we sell listed on the page. Well most of them. You can't get all of them due to right restrictions, but you'll get access to most of the products that we sell.

Basically it's a replicated site, but your contact information when the visitor clicks "contact us" will be you, the associate. So, the associate does have to know a little bit about the products and know how to answer those questions that will come to directly to them. If they don't they can always refer it to me or to Debby, a girl that's contracted with me, that's been with me since the beginning.

So, it's not something that's really nerve wracking. The best way to get somebody to learn is to put them right out there. The associate is going to have the support underneath them so it's not like buying [HighProfitSoftware](#) and not knowing what to do. You're going to have the support behind you to know how to answer this or that question that comes in. You're going to see all of the products that come in and you're going to get help from other associates. It's a stepping ground for a lot of people and it's been a stepping ground for quite a few that have started off on their own.

Alright, that's how I saw it, and I see it as very, very much offering so much more support than other programs. It's not just an affiliate program.

Right, not at all.

And so, if somebody asks you a question about a product, you have the associates answer those questions? And, then if they make a sale from answering someone's question, that's when they get their commission?

Right. It's basically just a stepping stone and the commission is extra, a little goodie that comes along with it. But it's basically a training program. It trains them to know what kind of questions they might get, how do I answer them, when do I answer them and that kind of thing. I bring the traffic to the site, so that's another benefit from it. Everybody's affiliate site or associate site will rotate at [HomeJobZone.com](#) so we bring traffic to that particular domain and anybody could get the question or the sale.



Diane Hughes' Secrets To An Ezine Empire

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Chapter 5

"Creating your own product ...What A Thrill!"

Next we're going to move on to the fact that you've now created your own product, the [Step for Profits](#), ebook. [Step for Profits.com](#) is an ebook that you spent six months researching.

That's correct.

Published it in June of 2002 so it's out, it's pretty new. Do you want to us a little bit about it, Diane?

Sure. It's really the basics for all my business startups.

A newbie can get a lot of information out of it because it does give you a lot of information on where you can start to begin your own product or your own online business and things you need to know about payment processors, that type of thing.

But, it is also a great book for seasoned internet marketers. People that are already out there, that may not know some of the information on creating your own product and need more information about buying products with resell rights to sell other people's products. I did that for a long time.

In fact this is my first fully written product and you notice it took me 2002 to be able to do that. Before then I released freebie ebooks and that type of thing.

But I never went through the research and had taken the time to make a book of value to sell. So, finally, after four or five years, I decided that I am going to do this, so I put my foot down and did it. It took six months of research plus all the interviews in the book took some time to get together. Getting the people that I interviewed to do the interview took a long time because they are all big names and it was really hard to get them to finish it.

Notice how long it took you to get me on the phone. It takes two or three times you know. It was the same way with the interviews that I did. It took two, three, four times to get the interview back. So, I may have gotten the basic materials done earlier but I had to wait for other things plus have somebody design the website. It's just something that takes a lot of time to do and something that I didn't have a lot of time to do because I was focusing so much on my ezine.

But I guess that I got to the point where you know what, I want my own product, so I am going to go ahead and

do this. So I had to put a lot of things on the back burner while I was doing this.

So, they can find more about that at [Step for Profits.com](http://StepforProfits.com)?

And, it will tell you everything, even if you want to start out selling resell rights. I suggest that to anyone just starting out because all your products are going to be given to you.

There's a section in your book about public domain as a place or source of material to use. We're back again to people who may not feel comfortable about writing or they want to pick up some extra material to put into something they're putting together. Just briefly tells us, Diane, because we're not going to talk about it a lot since most of it is covered in your book and I would recommend your book for information regarding this, but just simply so people know that they can actually get material from the public domain.

So, if someone wanted to, Diane, how would they go about using public domain material for an ebook they might put together?

You're right. My ebook goes into a lot of material and a lot of explanation on that because it's a little confusing on what you can use and what you can't. You can search on any search engine such as Google.com for public domain material.

Just put the word public domain in the search box?

Yes, and you can pull up some information on that. There have been people who have read books and thought this is a really good book, or, I wonder if I can make this into an ebook. Well, then you can search the public domain and you can contact your local copyright office.

I'll just summarize from [Step for Profits.com](http://StepforProfits.com). Any book that is published before 1964 they will have copyright protection for 28 years plus forty-seven years which is 75 years total; but only if that renewal was filed. Which means, basically, they would have had to renew their copyright after the first 28 years. If they didn't, then the copyright protection would have ended in 28 years.

So you could have newer books, if they didn't renew it, even all the way up to '78, '79. They may have not renewed it and you can take that product. You can't publish it as your own, but you can make it into an ebook or another publication.

Basically you can - how should I say this - it's not really stealing their work, because it's really just republishing it. You wouldn't be able to do that, if they had that copyright on it because you are not supposed to take any of their work and publish it in any way if they've got the copyright on it.

But, if they don't or didn't renew the copyright, then you can republish it. You still have to mention that it's this person, so and so authored it, but you can publish it yourself.

Well, that's good information. That's not as cut and dry as people might expect.

Right

So, they really need to be savvy about how it all works.

Right, you really need to research all. You really need to know a lot about it before you try it, because it is something that could get you in a lot of trouble.

Right, so that's good. So, they can get your book, [Step for Profits](#), and get the details on that and learn more about it. I know I saved that section in my notes for when I want to go back and review it. I think that is really good place to search out some older material that I am looking for. But, I wondered how that all works and you wrote that up for me, so I really appreciate that.

Now, you also developed a product with Jimmy Brown, [How to Out Sell Other Resellers and Become a Super Affiliate](#)? You did that with Jimmy Brown, so the two of you collaborated on that?

Really, I just provided some information for him. It really wasn't much of a collaboration.

Oh, then he put your name on it?

Right

He's quite a prolific infoproduct producer.

Oh yeah, definitely. He can pump them out, I mean two or three products a month and I haven't gotten to that point yet. I mean it took me forever to get [Step for Profits](#), out, so I do admire that about him. He can just put anything together in a week or two and have it out.

Honor:

That's where JVing or the joint venture projects comes in and because you had some notoriety and he had notoriety, the two of you could work together so, that worked well. That's just a little something for people to know - that as they get themselves branded on the net a lot of people just come to you.

Right.



Diane Hughes' Secrets To An Ezine Empire

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Chapter 6

"Success From The Inside Out"

I really want to talk about what it takes to make it, for other women to know, what it takes to make it, what kind of characteristics someone needs to make it be successful.

Well, you definitely need to be hard working. You definitely need to be dedicated, devoted. When you first start out, it's going to take a lot of your time and you can't be a quitter. If you're somebody who quits because you've failed at a particular part of your business - "oh, this didn't work or "I can't do this any more' - then, it's not going to work.

There's no telling how many errors I've made in six years and I still do. You've got to take it as a learning tool. It's not something bad. It may seem terrible and it may seem like your whole business is falling down around you after an error you made, but it's something that can be overcome, and you can learn from it, and use it as a learning tool and go on.

So, it takes some tenacity, some stick-to-it-ness.

Right

Any other qualities that you can think of?

I wouldn't suggest anybody that's much of a procrastinator. I never used to be but I've gotten to be pretty bad and I'm having to get myself out of that. You have to get things done and I've always been that way from day one. Even in school, if I had a week to get my homework done, I'd have it done that day. I was the type to get it done now and then I don't have to get it done later.

Well, that's a good thing to have when you're an online business because you have to get things done now, if you want to move on and keep going. I've gotten to the point where I procrastinate and I'm having to teach myself and say, "what am I doing?" I have to say my husband is a very bad procrastinator, so I think part of him rubbed off on me.

Maybe it's just time for a break, Diane, you've been at this for six years.

Maybe that's it

Maybe something inside of you is saying it's time for a real long break, just a vacation, not too long. I hear people talk on the internet that if you're gone for too long, then they forget about you real fast.

Oh right, yeah, you can't be gone too long. In fact, you probably know him, Ian Herculson of thegurumarketer.com He had lost all of his subscribers, that type of thing. Well, he was out of the country for, I don't know, he said some type of marathon. I don't know exactly what he was doing, but he was out of the country. He was gone for something like two or three months. They may not seem like very long for some people but a lot of people forgot about him.

How quickly we're forgotten.

It was something he had to build back up again. He lost all his subscribers.

See, I knew his name but I couldn't place it.

Right, people go, "I know that name", but they can't place it. Because he's been gone so long, he hasn't been publishing anything. It turned out he lost all his subscribers. It turned into a big ordeal and he's having to rebuild everything. He had about 20,000 subscribers, or close to it; which is a lot to lose.

Right, Which brings us back to that idea of being consistent as far as running an ezine, you do need to be consistent and visible.

Right, and you can't expect everything, I get these emails all the time from people asking, "why didn't this work?" I did it the same way so and so did it. It worked for him or it worked for her. Well, everything is not going to work for you that works for somebody else, no matter what they say on their website. You do this and you'll succeed.

I don't even promise it in my book. Because, it takes a certain kind of person to make it work. And if you're not serious about it and you just quit because, oh, somebody sent you a terrible email and called you names. I get those all the time. You have to have a pretty thick skin sometimes too. Especially if you run an ezine. You'll get all kind of things, but I won't go into detail about that. I've been called everything under the sun, you know. I just delete them or politely reply, if I have to, and go on. It takes a lot of patience, a lot of patience.

So, Diane, any other gems of advice you'd want to give anyone? Whether it's about running an ezine or starting their own infoproduct business or buying a website that's already up and established? In general, what would you advise for people just starting to work on the web?

Just always be yourself. Never lose that. I'm not going to name any big names, but there are some big names that once they get so busy, you can't even get a hold of them any more. They're so big that if you say to a customer service rep, "I want to talk to so and so, I don't want to talk to you"....well, you're still never going to get a hold of them.

I don't care how big I get or how big I've gotten, I've never lost being myself. If someone wants to talk to me, they're going to talk to me. I don't even see myself as big. If I get an email saying, "Is this the real Diane Hughes?" I say, "Oh yeah it is." Because I don't see myself like that. I'm never going to because I am always going to be myself and I'm never going to let anything go to my head. Even if I've done a couple of webcasts. None of that means anything.

That's good to hear, Diane. I think you're very approachable. It seems to be part of your mission to help people, to be out there, to be visible and to be available for people.

Right.

And I even have a little quote on my website, InternetBusinessWomenInterviews.com by you. "Success is measured not by what you do for yourself, but what you do for another person's self-interest." That's

your quote and I think that pretty much sums you up, Diane.

Well, thank you very much. I really appreciate you doing this interview here today. You're an inspiration to other women. Just one more thing, Diane, back to when you were starting out and you were getting known, did you mention to people that you were a woman?

To tell you the truth, no. I was pretty much invisible. I didn't have my name on there. I had a contact email address, but that was basically it. I didn't let people know who I was. If they wanted to assume I was a man, then that was what they would assume.

Why would that be?

Back six years ago, in my line of business of internet marketing and working from home, people didn't really think women knew a lot about all that. I can't tell you exactly why because, to tell you the truth, I think we know *more* about that. Because as women, we're able to multi-task and a lot of men can't do that. I am not going to get into a men bashing thing, but you know that being married for eight years, well, he doesn't multitask too well.

That's the key, I think what you're bringing up is that they didn't expect women to be either a) technologically capable to work on the computer and be on the internet or b) in the field of internet marketing where there were not many women.

Right. Back then they didn't trust women. They didn't trust that we would know what we were talking about. It was very much dominated by men.

How interesting. Well that explains something to me, I've been wondering. I've been wondering about that, too. So, were going to change that.

Yes, definitely. And, it's starting to change, very much so.

In fact, I'll get business from a lot of men that I know and am associated with. They're not afraid to say they're associated with and know Diane Hughes. It's something that is becoming a lot better now. Almost to the point where people are trusting women even more than men.

"Well, this woman, she's not going to lie to me." Or, you know, there is a softer appeal. I think it's changed and turned a lot for the better. Not just because of me. There's a lot of other women out there that have brought their name out. There's a lot of women out there that have been around for a long time, like myself. People just didn't know it.

I've been around six years. People didn't know me six years ago because I didn't make myself known. So, we're just now starting to come out, brand ourselves and say "here we are" and it's turned out to be pretty successful.

Alright, Diane, I just want to thank you for that because we do need to have our role models and for women to know they can be successful on the internet and keep going and keep growing, which is what you're doing.

You're welcome

Diane Hughes' Secrets To An Ezine Empire



Listen & Learn from the ProBizTips PRO!

Chapter 7

"More Golden Nuggets of Wisdom" by The ProBizTips PRO!

Diane has lots more to say, so let's listen in as she passes out some more words of wisdom for your online success.....

[The Eye of the Storm](#) - Learn when it's time to chill and enjoy the quiet times.

[The Pitfalls Of Using Technology For Technology's Sake](#) - Is your website technologically challenged?

[Small Business 2003 Forecast](#) - Ups or downs...it looks like we all can make some money!

[Creating A Network That Works](#) - Find the resources you need in order to make those wishes realities.

[Failure is Not an Option](#) -Stick-to-itness is the name of the game.

[A Hard Lesson Learned](#) - When not to be more than you can be.

"More Golden Nuggets of Wisdom" By Diane Hughes

The Eye of the Storm

by Diane Hughes

I've been publishing a newsletter for over 3 years and I've been actively marketing and running an online business for almost 5 ... needless to say, I've seen a lot of trends come and go and definitely know all about "lulls" and "surges."

I know all of us would like more surges and if you're like me, you tend to get a little discouraged at first when you start to feel the effects of the lulls. This is normal and although they say you get used to it as time goes on, I have to say I still get discouraged every year around this time, but I've since learned how to deal with it a little more positively.

Since my slow season hits with a bang, I would quickly forget how much I complained about having no time and being extremely stressed during the surge.

So now I try to think of it as the "**The Eye of the Storm**" ... calm, quiet, but with the promise of a surge to come.

Yes, it's true ... there are those "big gurus" who claim to still surge no matter what time of year it is -- and I don't doubt them -- but for people like you and me, it just doesn't happen no matter how hard you try or how hard you work. I'll admit that my lull isn't as slow as it used to be since my name has gotten out there a bit, but it's STILL slower than any other time of year.

When I first started experiencing this, I was "mad" with ambition to get my business and traffic back to par. I wasn't going to stand for the lull theory ... no way! I spent literally thousands on marketing, TONS of time spitting out new products and services, and basically worked myself to death ...

Did I get more business? Did I get more traffic? Well, yes but not NEAR worth what I spent to get it! I ended up losing a lot of money that year -- something I could have avoided if I would just accept it and leave it be.

It definitely taught me a lesson. For the last few years, I've just accepted it and I cease the flow of any marketing dollars or time spent on launching new products or services. What do I do with my time? I work on improving any existing products and services and I "clean" up. I've found that it's the best time to get things ready for the surge and the best time to take a little time off and enjoy what my success has afforded me. I do what all my potential but non-buying customers are doing ... I spend time with my family and spend my money on Christmas gifts and donations.

If you can't deal with that or you absolutely have to keep making that surge money to make ends meet, find a niche product or service that will do well around this time of year -- like a cookbook, gift site, or similar service.

I have some "big gurus" as subscribers and if you're one of those that never has a slow season then I'll be honest, I'm jealous! But for the majority of us, it's inevitable and something we will probably never overcome.

So swallow the "jagged pill" and don't try to beat it. Remember that it is NOT the end of the world or your

business -- just the "**The Eye of the Storm**". ENJOY it and use it as a time for rest, relaxation, and getting your mind, body, and business ready for the upcoming "chaos". :o)

"More Golden Nuggets of Wisdom" By Diane Hughes

The Pitfalls Of Using Technology For Technology's Sake

By Diane Hughes

Being a long-time Internet entrepreneur, I have made certain observations over time. Most people who start an online business seem to go through certain "phases." They make the same mistakes, and they react the same to different circumstances. All the while, they never realize that much of this behavior sends a glaring red signal that they are undoubtedly newbies.

There is nothing wrong with being a newbie (after all, I wasn't born this brilliant <grin>). But ask any novice and they will tell you that they don't want to "appear" to be a beginner. That's why I recently felt the need to bring attention to a typical newbie mistake that you'll want to avoid.

That mistake is using every single piece of new Web technology you can find JUST because it is available.

I understand the appeal of new technology. However, before loading up yet another animated graphic or "phasing" Web page, ask yourself a few questions.

1. Will this technology add value to my site? By "value" I mean something that will enhance (and not clutter) your Web visitor's experience. Other than being "cool," will the technology help in some way?
2. Will the technology cause an inconvenience to my visitors? Will an all Flash home page force visitors (even repeat visitors) to sit and watch a two-minute long "movie" each and every time they come to your site? Will tons of animated or rotating graphics files make your home page load extremely slow? Web surfers are very impatient people, you know. I can tell you from experience, they won't wait.
3. Does the technology require that my site visitor "do" anything? Will your visitors have to download any special software or plug-ins to see your site with this new technology? If so, skip it! It isn't worth the chance of visitors clicking away.
4. Is the technology "stable?" Is the chat program you've installed reliable? Does that new java script work the way it should? Does that streaming video feed skip and crash? If your new technology doesn't perform up to speed 99% of the time, it isn't worth causing aggravation to your visitors.

Before making any technological "enhancements" to your site, **think about your visitors**. Yes, the new technology may be "cool," but if it doesn't offer some true value to your customers, you would most likely be better off – and more professional looking – without it.

"More Golden Nuggets of Wisdom" By Diane Hughes

Small Business 2003 Forecast

by Diane Hughes

It's been a long three years! The American economy has been in recession officially since 1999, and this has truly wreaked havoc on many companies - large and small, American and international. So what does 2003 hold in store? Will things remain "as-is" or will we begin to see improvements?

According to many industry leaders, drastic improvements are on the horizon. Will there be a "free fall" of money? Hardly, but if you play your cards right, 2003 can be "The Year of the Small Business."

The Economy

According to officials at a recent seminar I attended, sponsored by Edward Jones Investments and Lord Abbett (investment strategists), the economy has taken more than the "old one, two." It has taken the old one, two, three!

Three devastating events have occurred simultaneously that have never occurred (together) before. America had a recessed economy, her corporate officers created quite a scandal, and she had a stock market crash. Yes, all three have happened before - but never at the same time.

The other interesting thing these financial giants stated was that the U.S. economy has always rebounded within two to three years. We're now exiting year number three. The importance of this is that an economic rebound is just around the corner.

Already we've seen surges in the market, and greater leaps and bounds are yet to come.

Public opinion, which also plays a vital role in the state of the U.S. economy, is on the rise with over 75% of small businesses being positive about the state of affairs in 2003 (according to Dunn & Bradstreet's annual small business report).

Outmaneuvering the Competition

While all this information is good news for any business owner, it is especially positive for small business owners. As the economy takes an upward turn, small business owners are in a prime position to prosper. Smaller companies have the ability to control costs better. Small businesses (especially online businesses) excel at making changes more quickly in response to events. Smaller companies are also able to implement new strategies and policies at the drop of a hat making them "ultra-responsive" to economic changes.

All of these abilities put small businesses in place to outmaneuver their competition - *if* they pay attention and play their cards right.

Getting More Sales

The number one concern (according to Dunn and Bradstreet) at the moment is increasing business sales. One of the most effective ways to do this is to solicit repeat sales from your existing database.

It costs considerably less to sell to an existing list of clients than it does to drum up new business. It also takes less time to generate profits from existing clients than it does from new customers. Don't forget to include a review of your current database before moving onto new avenues for sales.

Repackaging of products/services is an exceptional way to create new interest. Adding a new target segment is an excellent way to increase revenues. And don't forget about asking your current customers what they need. A short and simple survey, focused on clients' needs, can provide a virtually endless supply of ideas for new products or services.

Overall, 2003 is expected to launch a new dawn in economic recovery. As a small business owner, you're in a prime position to take advantage of each and every opportunity that comes your way. Stay on your toes, pay attention, and get ready for bigger and better things to come!

"More Golden Nuggets of Wisdom" By Diane Hughes

Creating A Network That Works

by Diane Hughes

Do you ever stand in awe of those people who seem to know everybody and everything? I know I do!

Regardless of what you're looking for, these people have their finger on the pulse of the 'Net and know where to find it. Their network of resources and people is incredible! Yours can be, too. It's actually very simple to create a network that works to bring you business, offers feedback and provides those resources that we all need to have.

Make A Wish List

The first step in creating a network that works is making a list of what you want. Go ahead, think of the perfect situation where you would have anything you needed at your fingertips. For example, if you have a Web design business you might find it very helpful to create associations with people who offer services that compliment yours. Why? Because if these people are heavily involved with the process of getting a Web-based business up and going, they could send you many leads and that could turn into paying clients.

What else might you want? Perhaps free advertising or publicity to bring more business your way? Sure! Write it down on the wish list.

Making Wishes Come True

Now, the next step is to find the resources you need in order to make those wishes realities. It's not as difficult as it sounds. Just expand on your wish list a bit in the following way.

We mentioned needing associations with service providers that compliment our example of Web design. So write down companies that provide: Web hosting, merchant accounts, shopping carts, autoresponders, Internet checks, copywriting, graphic design and scripting/programming.

We also said we needed some advertising or publicity. So add to the list the following: ezine ad swaps, banner ad swaps, local newspapers, local TV and radio stations, Chambers of Commerce.

Finally, it's time to go to work. The best way to start is to alert your friends and associates of what you are trying to accomplish. It's simple to send a quick email that states something to the effect of, "I'm in the process of expanding my resources and find I'm in need of the following [provide the list]. If you know of anyone who you highly recommend in one of the above areas, please offer them my phone number and email address. I am interested in arranging a joint affiliation with them in order to increase both our businesses."

You can also send the same message to any lists or bulletin boards you frequent. Most people are more than happy to refer those they have had pleasant working relationships with.

Final Decisions

Lastly, once you get the results from your search back, contact the ones you feel most comfortable with. Again, honestly explain what you are doing and that you would like to create a joint partnership with them in order to exchange leads, prospects and services.

Even if someone does not suit your needs at the moment, enter them into your database for future reference. I once had a graphic designer's email address and samples for 6 months before having a need for them. However, because I had already established contact, once my need arose it was smooth sailing!

When you are ready to begin your projects just contact those on your list who can fill a need. Perhaps you want to advertise your Web design services. You can ask someone in your network (a Web host, a graphic artist, etc.) to participate in joint advertising with you. This will allow you to get excellent exposure for ½ the price because those costs are shared with your "partner".

You can also set up a referral process. I have several arrangements with others in where we exchange referrals. Some do it for a fee, others just do it on a one-for-one basis. You and your network member can decide what works best for you.

The results of this simple process are normally tremendous. The majority of small business owners are always looking for ways to expand their businesses. Exchanging leads with one another, creating joint affiliations and bartering are great ways to create a broad network that truly does work!

"More Golden Nuggets of Wisdom" By Diane Hughes

Failure is Not an Option

by Diane Hughes

I have some good news and some bad news. The bad news is that online businesses -- just like brick and mortar businesses -- have a very high failure rate for startups. Ever wonder why that is? There are several business consultants, success gurus, and motivational experts who can tell you.

The problem is: Most of us don't listen.

How many times have we heard the "success secrets" of the multimillion-dollar pros? Countless times we have all been preached to about setting goals, having a defined plan, giving it all we've got, and aiming high. Yet still, take a look around. The statistics of small business failures have not changed. In the first five years of starting a new business, the odds say that you'll fail.

Ready for the good news? There is one thing I can tell you -- from personal experience, and from the experience of well-known, successful online business owners that I know. More important than setting goals, more than following a plan, more than shooting for the moon, is your mindset. Ask people who have succeeded online how they did it, and they are sure to tell you that they had to. That's right -- they HAD to.

Why?

Because failure is not an option.

When you set your sights on something as grand as starting your own business, you simply have to have the mindset that, regardless of what happens, you will not allow yourself to fail.

When difficulties come, the "failure is not an option" attitude will drive you to overcome them. When things aren't going as you originally planned (and many times they won't), "failure is not an option" will keep you from folding. When everybody else tells you that you can't make it, you will be able to tell them you can because "failure is not an option."

Those whose thinking allows them an "out," those who begin a business with the idea that if it doesn't work out -- "oh well," are the ones who will most likely falter. However, on the other hand, those who have no choice but to succeed will do exactly that.

Are you considering starting a new business? Do you have a business that isn't performing the way it should? Take a **look at your attitude**. Yes, it is important to set goals and follow through with them. It is vital that you have the knowledge and funds to operate a business the right way. However, those things won't carry you very far if you allow yourself to think that it's OK to fail.

Take some time this week to double-check your thinking. Are you "hoping" your company will make it? Do you

"wonder" if everything will work out all right? When you eliminate the option of failure, you open up the flow of creativity, you boost your level of willpower, and you energize your thinking so that only those things that lead to success can control your mind. Once you accomplish that, the only viable alternative is to make it, and **make it big!**

"More Golden Nuggets of Wisdom" By Diane Hughes

A Hard Lesson Learned

by Diane Hughes

Are you like me? I like to handle things on my own so I don't even THINK about incorporating help with anything I am working on... especially my business as a whole.

Well, I learned something new recently. It was a HORRIBLE experience that actually turned out for the better.

Let me tell you my story:

I have a team of about 2000 associates. Since all my sites are hosted at Host4Profit except for the site that their websites are hosted on, I decided to transfer everything over. Well, I have transferred many sites before so I knew how it worked. I knew I would get access to Host4Profit before transferring with my registrar and that all I had to do was upload everything over to the new host while my old host was still active. This would make a seamless transfer.

No one would ever know anything happened ...

To make a long story short, it didn't turn out to be as seamless as I hoped and things were a little messed up for about a day.

Needless to say, I received TONS of emails!

"What happened?!"

"Where did you go?!"

"Give me my money back!"

"Hello? Are you there?"

Well, I couldn't ANSWER these emails because I was busy getting the transfer problem fixed. This caused most of them to email me a SECOND time, therefore doubling the amount of emails sitting in my email box!

Stress was building as I worked to get the problem fixed

After the problem was finally resolved, I sent an update letting everyone know what happened. I got back to any emails that I felt needed answering ... this whole thing took almost 18 hours of my time and NO SLEEP for me!

The stress and the fact that I had no sleep took it's toll on me. When I got some really rude emails from some angry customers and associates, I didn't take my own advice and let it sit until I calmed down.

You know what I did instead?

I gave refunds to all of them! I didn't even want to deal with it ... as a result, I refunded over \$1000 in sales.

I know, I know ... you're asking yourself, "How could that be a good thing?" Well, it made me get out of my bull stubborn "I'll handle it all" attitude and incorporate some much needed help. Now I have someone to answer those emails, someone to answer those calls, and various other things.

What a RELIEF! Why didn't I do it sooner?! :o)

If you answered "Yes" to my first question above, heed my advice.

Take off those bull horns and find a couple of people that you trust to help with some of your dauntless duties. And if your business is not big enough yet to incorporate help and you're handling it just fine ... don't forget this advice when it grows right before your very eyes.



Diane Hughes' Secrets To An Ezine Empire

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Chapter 8

"Don't Go Mining For Gold Without These Valuable Resources"

Each of these resources is a product that Diane Hughes sells at [HNB Resources](#) . Diane offers you several choices to use and, even, resell these products, yourself!

1. Join her [HomeJobZone](#) associates program and earn while you learn
2. Become an [affiliate reseller](#) of all Diane's many products at HNB
3. Buy them outright and automatically secure the resale rights to most of these items with just the purchase price of the product.



Whatever choice you make, you won't go wrong following the advice and guidance of the ProBizTips PRO!



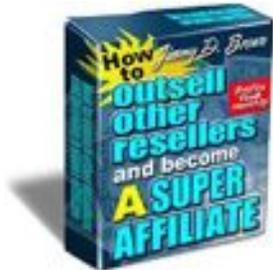
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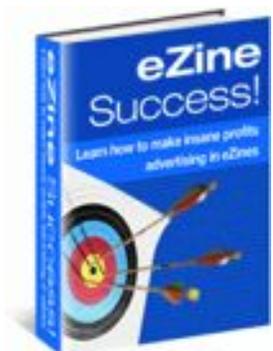
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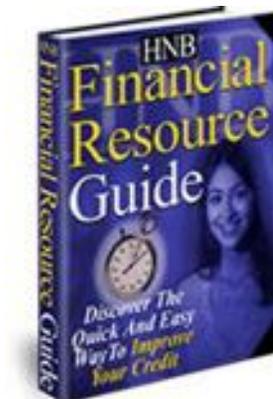
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Our Mystery Guest Speaker and Writer| Ginger Geracitano



InternetBusinessWomenInterviews.com, is proud to present the publisher and editor of ThePortalToSuccess ezine, Ginger Geracitano. Ginger is not only an E-Zine editor, she is also a popular Business Coach at EarnALivingOnline.com and an experienced Webpage designer at WebWenchDesign.com.

Ginger's motto: "Communication is KEY!"

Listen to our interview with Ginger Geracitano



PLUS Read Two Reports by Ginger that Can't Be Missed!

[Achieve Success Through Forming Relationships, Not Just Making Sales](#)

[Sales Letters And The Cost Of Integrity](#)

Find Ginger at our the [InternetBusinessWomenInterviews Forum](#) where she is one of our lively and helpful moderators.



Diane Hughes' Secrets To An Ezine Empire

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Achieve Success Through Forming Relationships, Not Just Making Sales

by Ginger Geracitano

"In the sales profession the real work begins after the sale is made." – Jim Rohn

After 16 years in sales, I've learned that there is nothing more valuable than understanding the concept in the above quote by Jim Rohn. My most recent experiences as a business coach have made it abundantly clear that this is something that most people just do not understand, or simply refuse to believe.

I suppose it's all a matter of your long term goal, assuming you have one. Those of you that are only interested in making some fast cash for whatever reason will probably never understand the importance of nurturing a business relationship for the benefit of all involved. Instead you'll choose to use hype and spam to make the quick sale, and be off to a new project with a new web site, with your customers, (victims?) never to hear from you again.

If you're extremely lucky, or perhaps extremely lacking any ethics at all, this will work for you in the short term, but not often. You should consider yourself lucky to have made any money at all, and do us all the favor of moving on to the next 'quick money making' trend.

For the rest of us, making the sale is the first step in forming a partnership. The initial trust of purchasing a product by any consumer places the burden of satisfaction on the seller.

Here on the Internet, is there any more obvious way for a client to tell you that they have an interest in your business, than when they purchase a product or service from you? I don't think so. All of your future business dealings with a client depend on your reaction to this first purchase.

Recommendations for creating partnerships:

- 1) Send a personal thank you note, or perhaps even make a phone call. Autoresponders are great tools, but a personal note will always separate you from the competition!
- 2) Follow up, and ask if they are satisfied! Find out if your product or service has met their expectations. If this is something you are afraid to do, perhaps you already realize that there is something missing in what you have to offer. Have your clients help you fix this!
- 3) Find out if there is anything they need to help them achieve their own goals. This step can lead to future sales, possible joint ventures, and very valuable target market information.

These beginning steps will always bring you closer to forming partnerships, rather than simply 'sales transactions'. Personally, I save all correspondence and phone logs with my clients for my own reference. What may not seem relevant today, could be the solution to a need further down the line.

Communication is the key. Remember that you're dealing with people, and remind your clients of the same thing. The relationship you begin to build today, may turn out to be the Joint Venture that makes you an incredible success tomorrow!

About the Author: Ginger Geracitano is the Editor of The Portal To Success E-Zine, and a professional business coach and writer. Specializing in Web Design, and graphics creation, her goals include helping others obtain their dreams of Home Business Success. <http://theportaltosuccess.com/join.html>

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Sales Letters And The Cost Of Integrity

by Ginger Geracitano

Agonizing, isn't it? The entire process of deciding on which words to use when presenting your product or service to potential clients is probably the most critical process that any business owner faces.

Although the majority of my experience is based on offline efforts, I'm finding that **sales strategies on the internet aren't much different**. Why?

Simply put, to effectively sell anything, you must appeal to your prospect's emotions.

Human nature doesn't distinguish between cyber space and the 3D world!

How Successful Can An Honest Salesperson Be?

I hate hype, and headlines that blow reality right out the window. Popular theories dictate that we model our own efforts after what has already proven to be successful.

Successful should, in this case, translate into actual sales made, resulting in satisfied customers. Just because you see a sales letter plastered all over the internet, does not make it successful! Some people would have you believe that marketing is a numbers game, you know... 'those with the most ad exposures win'.

If your sales letter isn't effective, it doesn't matter how many times it's exposed... it just fails that many more times!

Exaggerated claims and outrageous headlines may appeal to your prospect's emotions, but do they lead to satisfied customers?

You tell me. Do you think the person that bought the product claiming to earn them \$10,000 by next Tuesday was satisfied? Probably not.

So, how do we effectively write an honest sales letter? Some people will tell you that there's no place for honesty in advertising. I don't believe that's true today.

I believe that today's consumers are better educated, and more cautious about any purchase they make. I've found that not only is an honest approach effective, but I have no problem sleeping at night.

Simple Guidelines Of Writing An Effective Sales Letter, While Keeping Your Integrity In Tact:



Establish "**NEED**": Right off the bat, you need to make sure that your reader realizes that they have a need

that you can fill. This is done most effectively by introducing the 'need' in your headline. Don't assume your prospects are aware that they have this need!

▶ Establish "**TRUST**": Before rushing right into how you can solve your prospect's need, tell them why they should trust you enough to continue reading your offer. How you do this depends on the method of delivery of your Sales Letter. A letter to your established customer base, or list subscribers may not concentrate as heavily on this point. On the other hand, the home page of your sales site, which is most likely to be visited by strangers would need to be stronger in this area.

One way I establish trust, is by admitting a downfall or imperfection in the product. Backed up by an offsetting benefit that outweighs the defect will prove to your reader that you are indeed keeping their best interest in mind by NOT insulting their intelligence by assuming they won't notice the defect. Strengthen your endorsement by being honest.

▶ Establish "**YOUR BRAND**": This is a topic that entire businesses have been built on, so to remain very basic for the purpose of this article, let me just put it to you this way; don't use the words of another! Your own personal testimonial, outlining your own experience with the product or service will serve you much better in the long run, than for example, the letter recommended for use by the affiliate program you're writing about. How many affiliates before you have used that same letter? Do you trust someone that doesn't think enough of a product to devote their time to experiencing it?

▶ Establish "**EXCITEMENT**": Don't misunderstand me here, I don't mean the dreaded, and *abundantly abused* hype that we see every single day here on the internet! By 'excitement', I mean BE excited about your product... convey *why* you're so excited about it to your readers by thinking like a customer. What is it that made you believe in your product enough to buy it yourself, or to develop it, if it's a product of your own creation? What is it about your product that is going to make your prospect say to themselves, "I've GOT to have this"?

The one rule I never see anyone mention on this topic is that you MUST state the obvious when writing a sales letter! Never assume that your reader will immediately see the value in your offer. S-P-E-L-L it out for them!

▶ Establish "**EASY FOLLOW UP**": I don't believe that "less is more" when it comes to sales letters, but I do believe that you don't have to state your entire case in your first page. Your own 'style' will dictate how long your sales letter is. To keep your reader interested, consider the following tactics to keep your sales letter a reasonable length:

- Offer additional information through the use of an autoresponder. Follow up is the key to sales success. Don't allow your readers to conveniently forget that they have a need that you can provide a solution for!

- Use text links to more information. If you feel that there is an aspect of your product that needs to be explained in detail, but don't want it to break the focus of your sales letter, lead to the information through a link that reads something like this... "For more info, click here." (It's SO important to provide the information necessary to overcome any possible objections by your reader. Surveys taken by your target market beforehand can help to identify possible objections. Once you've identified them, you can deal with more effectively.)

- Always offer to allow your prospects to get to know more about you, and your business by inviting them to subscribe to your newsletter. You do have a newsletter, don't you?

▶ **Ask For The Sale!** Years and years of sales training offline have this last point echoing in my ears to this day. Most failed sales attempts are due to a lack of 'asking for the sale', or as it's referred to online, 'providing a call to action'. Try this... which of the following 'calls to action' do you react open mindedly to?

Example 1: Click Here To Purchase Today!

Example 2: You can begin realizing success immediately by simply clicking => here

If you begin the sales letter process by first being honest with yourself about your offer, you'll be better prepared to make an honest presentation to your reader. Keep in mind that your goal is to produce satisfied customers, not just sales numbers, and I believe your 'success' will increase on many different levels...

The only things you lose by writing your sales letter with integrity are dissatisfied customers. I know that my prospects are informed, and have realistic expectations when they make a purchase from me. If you can't say the same, maybe it's time to change your 'style'?

About the Author: Ginger Geracitano is the Editor of The Portal To Success E-Zine, and a professional business coach and writer. Specializing in Web Design, and graphics creation, her goals include helping others obtain their dreams of Home Business Success. <http://theportaltosuccess.com/join.html>

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One Easy Step To Making Passive Income from This Audio eBook

Dear "Secrets To An Ezine Empire" Owner,

Do you want to know how you can make really, really, really good money on the internet by selling more than just your "frontend" product.

A "frontend" product is what might be considered your main or first-line product line. It is the item, product or service that you are most associated with since it something that you produce and sell directly. It is the first thing someone will buy from you before you can entice them to buy anything else.

This audio ebook is you "frontend" product" now that you purchased it with automatic resale rights.

But, guess what? Inside this ebook are links to products that have an affiliate commission. Whenever anyone owning this ebook, clicks on one of the links and makes a purchase, an affiliate commission is paid to whomever branded the links with her own affiliate codes. (This could be YOU!) These branded affiliate links bring in another kind of income referred to as the "backend" sale.

There are 67 links in this interview ! Each can be branded with YOUR affiliate code!

Here's an example of how "frontend" and "backend" sales work offline.

A big movie fan friend of yours goes to see a motion picture like *Lord of the Rings* or *Harry Potter: The Socerer's Stone*. Her ticket purchase is frontend sale. The movie fan goes and sees the movie and then might decide to buy an action figure for her daughter. The acting figure is a 'backend' product. The movie makers garner additional money from the sale of products that are related to the frontend ticket purchase... ..that is how the backend supports and adds to the frontend.

Sometimes, backend products are also called passive or residual income since some backend products can return a profit month after month. An example of this occurs when you make affiliate commissions on a paid membership site such as InternetBusinessWomenInterviews.com and the income comes in month after month.

You, Too, Can Make Money Off the BackEnd of This Audio Ebook

So, now you understand that a backend sale is made off the branded links in the audio ebook.

Now, you might be wondering just how you can get this ebook branded with your links. After all, who wants to pass up the chance at passive income that just keeps pouring in?

You have two options for getting the backend sales from every copy of the audio ebook that you sell.

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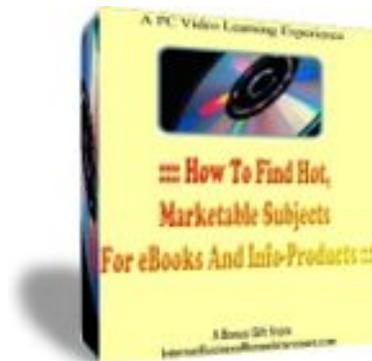
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