

WebWise Business Notes

Listen to the audio archive at www.webwiseshow.com



Guest William R. Patterson, The Baron, talks with WebWise Business host, Chris Curtis about how to attract paid advertisers, how to increase your search engine rankings, and share tips to convert web prospects into paying customers.

Advice from "The Baron"

- Sell a product or service that someone wants to buy.
- Market your products and services to the right audience.
- Partner with people who can support or promote the services you sell.
- Be very clear about what you are offering. Confused buyers don't buy anything.
- Don't expect every person to become a customer on the first visit.
- Never approach an advertiser with your needs. Always provide a solution that creates a benefit for them.
- Always GIVE to get something in return. By "giving" you increase customer response.
- Know your audience. If you know what they want, it will be easier to give it to them.

Keys to Attract Paid Advertisers

The Baron says: "Advertisers speak the language of advertising..."

Understanding your audience, and the associated demographics (and psychographics) will help you to better market your advertising pitch.

Demographics consist of elements like geographical location, gender, income level, age group, and other metrics that may appeal to an advertiser.

Psychographics are more involved, yet provide quality information to your advertiser. Psychographics deal with the mindset and social influences of your customers.

"Begin with the End in Mind...", William recommends doing surveys to help you get information from your customers.

Matching your advertiser to your audience is key!

Prospect or Lead?

One of the important factors of getting people to your site is getting them to DO SOMETHING.

As William explains during the audio, there's a bit of a difference between a prospect and a lead.

A lead is generally a potential customer. This person may or may not be part of your targeted audience and may simply be browsing. You can use your site to entice this type of visitor with the content on your site.



A prospect is someone who has already shown you that they are interested in your product or service offering. Typically, a prospect has done something like – sign up for your mailing list, made a smaller purchase, or even contacted you to inquire about more information.



How Affiliate Programs Work

Affiliate programs are a way of developing your own Marketing Army. They benefit both the advertiser (you), and the affiliate (the person who signed up for your program).

The most cost effective way to market and promote your services is to have someone else do it for you. Affiliates simply market your product or service and they benefit by receiving a financial "cut" of what they produce. This presents an incentive, and also creates an element of drive for your affiliate.

You do not need to have money to join an affiliate program. Affiliates make money by promoting the product or service and with most affiliate programs you can start right away with no costs .

Some affiliate programs mentioned were:

ClickBank

www.clickbank.com

Commission Junction

www.commissionjunction.com

Ad Brite

www.adbrite.com

7 Dollar Mall

www.7dollarmall.com

Pulse 360

www.pulse360.com



Search Engine Optimization Tips

Everyone's doing it, and everyone wants to be at the top of the Search Engines. We can't all be first, but here are some tips to help you rank higher.

Page Titles

One, often forgotten, easy way to increase your search engine rankings is to make sure you have keywords in the titles of your pages.

Page Rank

Increase your page rank by getting people to link to your site. The more people link to you, the higher you will appear in the results listing of the engines.

META Tags

Meta tags provide descriptions of elements on your page. If the tags are missing or don't contain your keywords you should fix this right away.

Design Wisely

Search engines can't read images and Flash! It may look great to a visitor, but try to keep your flash to a minimum and make sure that text on your pages is real text and not image text. Can't tell the difference? Here's a tip: If you can't highlight it with your mouse, it's not real text!

Drive Traffic to Your Web Site

1. Write an article.
Submitting an article you have written creates an opportunity for you to link to your own web site either within the article itself, or inside the "About the Author" section. The more people use your article, the more links are created to your site.
2. Create a product.
Look for ways that you can create a product or service that supports another product or service, such as a video tutorial or instruction manual.
3. Give Something!
Think of something related to your business that you can give away. If you have nothing to give, consider partnering with someone else who can help you provide something to your visitors.
4. Optimize Your Web Site
Make sure your title tags, descriptions and META tags are optimized for search engines to find you. Also make sure that people who link to your site are linking to you from your desired keyword.

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"Nothing will work
unless you do."
- Maya Angelou

Google Advertising

For a long time, Google only offered advertising through Google Adwords, now there are three new options to help small business owners get the word out.

Google Audio Ads provides an opportunity for you to create and launch high-quality radio ad campaigns. You set your own budget, choose the radio stations you'd like your audio ad to run on, and when you'd like your ads to air.

www.google.com/adwords/audioads

Google Print Ads is a service that gives you the ability to have a print ad in most popular and rural newspapers. New ones should be coming online soon but currently there is a vast offering from Alaska to New Jersey for you to choose from. For more information on Google Print Ads visit:

www.google.com/adwords/printads

Google TV Ads is similar to the audio ads except you are able to run your own commercial on chosen television networks. This service is still in beta mode – It isn't ready for public use just yet – so if you want to participate in the testing of the product, Google is now accepting applications at:

www.google.com/adwords/tvads

What's a ZOHO?

Zoho is a FREE online collection of productivity tools similar to MS Office.

The office suite which allows you to do everything over the web (We like that!) includes:

ZOHO Writer – word processor
ZOHO Sheet – spreadsheet tools
ZOHO Show – for presentations
ZOHO Meeting – web conferencing
ZOHO Planner – online organizer
ZOHO Mail – email service
...and 10 other free tools.

We liked ZOHO because it is easy to use and it doesn't cost a dime. If you're in the market for applications you can use from any computer, we definitely recommend this one.

Visit: www.zoho.com

About The Baron, William R. Patterson

William is the business and financial expert on We Ourselves with Ambrose I. Lane on XM Satellite Radio 169 - The Power. He is an award-winning lecturer who has been a guest on over 150 radio and television programs. William has traveled extensively and now lives in Washington, DC where he consults and teaches seminars on personal and business motivation. He also does a weekly syndicated business and financial radio segment called "THE BARON SOLUTION™ Minute" on The Louie Jones Show and All Things Literally. In addition, he writes a monthly financial column for SLIQUE magazine titled "Money Tips from The Baron."

[Purchase your copy](#) of "The Baron Son - The ethical road map to wealth, power, and success.", by Vicky Therese Davis, William R. Patterson, and D. Marques Patton

Visit William's web site at www.baronseries.com – (Go to the show archives, and click there to get a special page JUST for WebWise Listeners!)



“It’s Not About Getting the Cheese, It’s About Owning the Factory!”



A “Cheese Factory”?

I had a revelation one day that I’ve spent most of my time working for other people and trying to make ends meet. “Getting the cheese”, or making money with a regular job just wasn’t cutting it for me. I realized that day, that I no longer wanted to *just* make the cheese – I wanted to **own the entire cheese factory**. In essence, I wanted to create multiple streams of income that allowed me the freedom to own my own time, and give me the financial flexibility I desired. So when you hear me say, “It’s not about getting the cheese...”, know that **you don’t have to settle for cheese either**. There are ways to get your own factory, and the Internet is one of those ways.

Listen to WebWise Business or Visit the Web Business Ownership site and see how the Internet can help you build your factory!

Chris Curtis is the WBO Founder, and Host of WebWise Business.
Visit the WBO site or the WebWise Business site for contact information.



Listen to WebWise Business Sundays at 6pm EST/3pm PST

The *WebWise Business* show, hosted by Chris Curtis on the VoiceAmerica Business Radio Network, addresses the needs of entrepreneurs and business owners looking to maximize the use of the internet to build, manage, and grow their businesses by presenting news and information about emerging technology trends. The show focuses on low-cost and no-cost options for getting listeners on the right track to succeed in the global marketplace. Listen and learn about new ways to build and market your web site, stay informed about how the internet is changing the way we do business, and find out how to tap into the Millionaire in You. Our motto is "Work Smarter. Aim Higher"... and we teach you how to do it. Visit the show site at www.webwiseshow.com

Get Started with the Web Business Ownership Series

The Web Business Ownership Series is a collection of wealth-building, motivational, and professional advisors who gave of their time to explain just about every aspect of owning a web business. From how to incorporate a business, how to get business credit, to how to design a web site and learn how to choose keywords – We’ve covered everything you need to be successful on the web. The Web Business Ownership Series is FREE for everyone. All you have to do is listen and put it into motion. Visit www.webbusinessownership.com

Take an eCourse

eCourses are mini-classes delivered to your email inbox that provide step-by-step instructions and tips. We've developed these classes for busy people who don't have time to adhere to a specific schedule and for people who enjoy learning at their own pace. Some are free and some are not. In any case, we've kept them affordable and reasonable for everyone because we want you to get the information....and to apply it. The best part about our eCourses is that you have direct access to us for assistance! [Sign up for one today!](#)

FREE Help with Our Monthly Booster Calls

Every month we offer our Booster Calls to help you “boost” business on the web. Be sure to check the schedule on the main site so you won’t miss it! You are free to ask any question you want about building, managing or growing a web business. We’ll even help with your web design and programming questions too.