

# Mom's Working Online

*work online and  
still be a great mom*



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You are encouraged to print this book for easy reading.

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## **Introduction**

Today's woman wears many hats. She is a wife, a mother, a homemaker, a chauffeur, and an employee or boss. Too bad a day does not have 48 hours. Then, maybe a hard-working mom might actually have time to get things done and maybe have a few minutes left over to relax.

Unfortunately, you and I know, a day never has enough time to complete all of our jobs, have a little time to ourselves, and be the kind of mom we wanted to be when we brought that little bundle of joy home from the hospital.

The day care provider or school teachers see the children more than you and I do. Then, if you are like me, you feel guilty for not being there for your kids or having the energy to be a "fun" mom when you are together. You wish you could be a stay-at-home mom, but the family budget counts on your paycheck to make ends meet financially. You have no choice but to work outside the home, or do you?

I have been where you are today. A single mom of two, I have had two part-time jobs working an occasional 12-hour day, and come home too exhausted to be a good mom to my children. Still barely keeping ahead of the bills, I am missing out on watching my children grow up. My kids need me, and I need them.

Then, one day a friend suggested working from home. At the time I thought it would never work. After all, he is a computer tech with probably more knowledge in his little finger than I have in my head. I doubt it will really amount to anything, but I am desperate. So, I give it a try.

Two years later, I am a work-at-home mom full-time. I have one job I really enjoy. All I need is a laptop and an Internet connection. I work the hours I need to get the job done, and I have time to spend with my children.

I want to share with you what I have learned. Regardless of your personal circumstances, I truly believe you can also become a successful work-at-home mom. I am writing in first-person because this is for you.

As the Internet continues to grow by colossal leaps and bounds, so do the opportunities for work-at-home moms. Following is some helpful information, so you too can become a successful Internet Marketer and Mom. So, grab a cup of coffee, relax, and see how working at home can change your life.

# **Chapter 1: Can You Really Make a Living Working at Home?**

## **Introduction**

The first question most moms ask, when considering the option of becoming a stay-at-home business woman and mom, is can you really make a living working at home? The answer is a qualified yes.

Now, why would I write about being a successful Internet marketer and mom, and then have the audacity to give you a qualified yes? After all, I promised you the information necessary to make a go of your potential Internet business.

I have qualified my response because every woman has to answer the question individually. Honestly, some enterprising women are now millionaires, thanks to the opportunities afforded them via the Internet; others begin with high hopes and give up in discouragement, when their ideas do not start making money overnight; and many women simply decide working at home is not their cup of tea.

However, based on my own experience, and what I have learned in the last two years, you can make a living working from home. "Where there is a will, there is a way." You must have the will; hopefully, I can help you find a way.

First, you might want to consider some of the Internet income options I have discovered. I am sure I have only found the tip of the iceberg, so to speak, but it will give you a good place to start.

## **Auctions**

Personally, I do not understand the allure of auctions, but I do know of people who make a lot of money selling merchandise through the bidding process. Curious, I recently took an e-seminar on the profitability of auctions.

While some individuals basically clean house and sell unused items to become someone else's treasure, many have

established awesomely profitable businesses online. As I understand the process, successful auctioneers buy sale items in bulk. Then, they turn around and auction the items at a 200-300% profit.

Some experienced and thrifty entrepreneurs will also establish relationships with wholesalers overseas. For pennies on the dollar, they shop for novelty items, again in bulk, and have it shipped to the states for resale at a substantial markup.

### **Graphics**

If you are not a born salesperson, but you have artistic talent and some computer know-how, you can find many opportunities for graphic artists to make a living online. For example, every website has some sort of template. Whether it is seemingly plain or made to order for a specific business, someone gifted has made money doing what they do best.

Maybe you are already a graphic artist for a traditional business. You can take that talent home with you and start your own business providing a skill for others who need your services.

### **Online Stores**

Have you ever shopped online? Then, you already know there are countless stores available online. From the comfort of home, you can purchase groceries, homes, and everything in between, if you have Internet access.

You may have bought an item from a business built from the ground up, a franchise, a drop shipper who takes the orders and has the manufacturer mail the product, or an affiliate who endorses another businessperson's product on their site. Regardless, the item that was delivered to your door began with an individual who had the idea to start an online store.

### **Stuffing Envelopes**

You may not want to work at home full-time. Instead, you only need a little extra money to make the car payment, meet the extra expenses of Christmas, or buy the kids clothes at the

beginning of the school year. You want something simple to do a couple of hours per day. Thus, you are looking into stuffing envelopes.

While stuffing envelopes can be a legitimate source of extra income, I am compelled to issue a word of caution here. Many hard working individuals have been the victims of scams with regard to this line of work. Some businesses require workers to pay for the shipping and handling of the necessary supplies to complete the project. In addition, the worker is required to post the envelopes and voucher for the expense. However, with the rising cost of postage, mailing all of the envelopes can run into hundreds of dollars.

The worker then sends a bill for the supplies, labor and postage to the company. If the company does pay, many people complain there is little, if any profit for all their time and expense.

So, if stuffing envelopes is the job for you, make sure the company sends you the materials free of charge, includes a voucher for the postage, and lets you know, up front, the exact amount you will be paid for your services.

### **Surveys**

If you are like me, you have received numerous offers to participate in surveys for cash. Sign up now, and you can start making money immediately. The offer sounds almost too good to be true! Proceed with caution!

While surveys can be a legitimate means of earning money working at home, you need to make sure of the participation required. For example, some of the higher paying surveys require you to send for their trial product. Then, after you have invested in your personal research, you fill out the survey and get paid according to their schedule.

Thus, if you love to try new products, and have a little money to invest initially, surveys may be the perfect home-based job for

you. On the other hand, if you tend to succumb to allergies, you may want to research other income possibilities.

### **Teaching**

Should you already have a background in education, teaching may be the online job just waiting to be filled. For instance, more non-traditional students have taken advantage of Internet capabilities to obtain a distance education. If you have a Masters degree, you may find work teaching online high school classes or participate in independent study programs for a college or university.

In addition, students who need a little extra help to understand concepts being taught can benefit from an online tutor. With the speed of email, real time chat programs, and video cams (if necessary), you can help a struggling learner to get the most out of his/her education.

### **Telemarketing**

I know. When you think of telemarketing, your first impression is the annoying callers who always interrupt the evening meal or the afternoon siesta. Some unknown voice calls persistently, until eliciting some response from the listener.

Nevertheless, telemarketing is a very useful tool for Internet marketers. Unlike unsolicited calling lists, the persons you would be contacting have opted to receive further information. Also, you will probably be calling former customers, to see if the product or service is satisfactory. In some cases, you will be responding to customer's emails requesting more information, help, or additional services.

Paid by the hour, you can usually pick the best time for you to make the necessary calls and answer emails.

### **Typing**

Since you have a computer, I assume you have the ability to type. Maybe you henpeck your way through emails and Internet surfing, but you get the job done. Conversely, you may have

lightning fingers and tap out 100 wpm. Either way, you can make a living at home by freelancing as an outsource typist.

Many Internet business owners are swamped with the demands of getting their business off the ground and keeping it going. You would be needed to fill out forms, answer customer mail, and do the general office paperwork your client chooses to pass along to the lucky bidder.

Since you can have as many clients as you have time to serve, you can make a decent living as a virtual secretary.

### **Writing**

If you have a talent for the written word, you can begin freelancing and find potential clients around the globe. Internet businesspersons need you to write web copy, write articles, craft newsletters, ghostwrite e-books, write technical brochures, and the list goes on...

So, if you have a good vocabulary, make good use of grammar and punctuation, and enjoy learning something new every day, your services are needed by the worldwide Internet community.

### **Etc.**

The reason I added "etc." is simple. I have just scratched the surface of the proverbial iceberg. I am absolutely positive the Internet has countless opportunities for making a living from home, while raising your family, than you or I can imagine. Maybe while considering my ideas, you have come up with one of your own.

Check it out! The best part of being a successful Internet marketer and mom is the ability to earn a living, doing something you enjoy, while remaining home with your children.

## **Chapter 2: Wait! You have no Marketing Degree!**

### **Introduction**

You have an idea of how you want to earn a living from home. You can feel the excitement and anticipation building! Then, you come back down to earth and realize you are already stuck. What do you do now? How do you get started? How do you let potential customers or clients know you have a product or service they are seeking? You have no experience in advertising, and you definitely have no marketing degree.

No problem! When I started working from home two years ago, I had no idea how to begin freelancing or marketing my skills. My only goal was to find a way to earn a little extra money, without having to be away from my children in the evenings. At that time, I certainly had no vision of someday working at home full-time.

Even while writing to you, I am still amazed at how things have turned out, and I am a prime example that ...

### **No Formal Education is Necessary**

I would venture to guess that the majority of successful Internet entrepreneurs did not begin with a degree in marketing. Even former businesspersons in the traditional workforce have faced unique challenges while switching to the virtual marketplace. The methods of enticing consumers to visit your place of business, and the steps necessary to lead customers to your Internet products or services require different strategies. In some instances, I am sure a formal education in marketing may actually be counterproductive.

### **Hands-On Experience Preferred**

Personally, I believe hands-on experience is preferred. Why? First, you will have no preconceived notions to waylay your enterprise. You will not have to readjust your thinking from a physical business to a virtual endeavor.

Second, you will learn what works best for you. For example, I have hired an individual to assist me in building my website. Although he did a marvelous job, even better than I expected, it was not long before I realized my site needed some additional options not built into the programming. To see what I mean, just do a little cyber surfing. Check out the various sites you visit, and notice how they differ. Likewise, what marketing strategies work for you and your business may not work for someone else.

Third, your hands-on experience is a great education. You can read all the books about Internet marketing and working from home, but until you put it into practice and find out what works for you, and what does not, you have no real concept of what it takes to be a successful Internet marketer and businesswoman. However, with your will to succeed and genuine effort, you will be amazed at how much you will learn in the doing.

### **Accept Help from the Internet Community**

While you are learning the ins/outs of becoming a successful Internet marketer and stay-at-home mom, do not be afraid to accept help from the Internet community. Although you and I may just be getting started in the online industry, millions of people have forged a path for us. Long before I even understood the potential for mom to work at home via the Internet, others had already reached an unimaginable level of success.

Many of these same individuals are more than willing to share their trials and errors along the way. Best of all, you can find answers to your questions before you have to test your ideas. For instance, with a little research, you can determine whether a market exists for the product or service you want to offer.

You may have a fabulous idea to sell personalized doggie toothbrushes. The question is: will consumers buy what you are selling. For some answers, you may want to join business blogs, free of charge, to present your ideas and ask vital questions. (More about blogs will be discussed in an upcoming chapter.) Chances are you will receive several answers to your

query, along with stories of others who have gone before you and succeeded in Internet marketing without a formal education.

## **Chapter 3: Where Do You Find the Time?**

### **Introduction**

You have a product or service you want to sell; you have checked with other Internet savvy individuals, and you know there is a market for your product or talent; you can visualize the potential. But, you have hit another roadblock! Where do you find the time necessary to be a successful Internet marketer and mom?

Once again, the answer is different for every enterprising mother. Your personal circumstances are unique. Where you find the time depends on many variables. Although I am sure not to address every mom's individual challenges, I believe I have included four major issues deterring hard-workings moms from finding the time needed to earn a decent living from the comforts of home.

### **Moms of Preschool Children**

Raising preschool children is already a full-time job for any woman. The little darlings are not always so darling. Inquisitive, assertive, demanding, needy, loving, and cuddly, infants and toddlers naturally demand the majority of a mom's energy and time. A 24-hour day is simply not long enough to combine nurturing a small child and a new business.

For you, an affiliate site built to generate passive income may be the answer. After the initial push to get established, you can work a couple of hours a day to maintain your site, add new products, and do a little cyber advertising. Actually, whatever your chosen enterprise, you can succeed. For now, since you have wee ones at home, you may only have the option to work part-time. You may not earn the income you desire, but you are establishing roots of success for when the children get older and you can dedicate more hours to your personal goals.

Right now, you may only be able to work when your tiny angel is napping, daddy is keeping watch, or after you put them down for the evening. If your business takes off, or you need the

opportunity to work a few extra hours, you might be able to find another preschool mom who is willing to swap play dates once in a while.

### **Moms of School-Age Kids**

Once your children start going to school, it will be much easier to find the necessary time to devote to your work-at-home job. While the kids are gone during the day, you can complete your tasks uninterrupted.

One of the great things about working from home is the perk of being your own boss and not having to cater to coworkers, phone calls, management, or other office distractions. Generally, you can get much more accomplished, in a short amount of time, when you are able to concentrate and keep on task.

Then, when the kids get home from school, you are free to listen to recounts of their day, get them an after-school snack, run errands, or simply go play at the park. Being self-employed has the advantage of a relatively flexible schedule. You can work when you need to work, and still have time to be an involved mother who has the privilege of spending quality time with the family.

### **Create a Schedule and Stick to It**

After mentioning how you can have relatively flexible hours, I may seem to contradict myself when I say, "create a schedule and stick to it." In actuality, to be a successful businesswoman and mom, you probably cannot have one without the other. Let me explain.

Imagine your stay-at-home job is just getting off the ground, or you already have a well-established clientele. Either way, you probably have a daily list of tasks that need completed before the end of your workday.

Although you can pick and choose the working hours needed to complete your tasks, you need to budget enough time to get

your job done for the day. Unfortunately, this is where many work-at-home moms, including myself, run into trouble.

Being at home during the day has unique distractions to keep you from getting your work done. For example, the refrigerator seems to be calling your name. Why not? You can take a break whenever you want. After all, you are the boss. Next, you look at the clock, and your favorite daytime television show is just starting. Oh well, you can take an early lunch. Then, you realize the kitchen needs cleaning or a load of laundry should get done.

The next thing you know, the children are home from school and you have accomplished little toward your daily work goals. Believe me; if you want to enjoy the benefits of profitably working from home, it is mandatory that you remember: this is a real job. If you want to have a paycheck, you must be intrinsically motivated to create a schedule and stick to it.

### **Keep Personal and Financial Goals in Mind**

Finding the amount of time required for success is largely dependent upon your ability to keep personal and financial goals in mind. For instance, your goals are probably different than someone else's, even though you have the same dedication and desire. You may want to work part-time to earn a little extra cash, while another working mom needs a full-time income to meet the mortgage and put food on the table.

You may want to become independently wealthy, while another mom is satisfied just to keep ahead of the bills. Maybe you want to eventually be the CEO of an Internet giant in the business world; or, you just want to make a difference in your own little corner of that world.

Naturally, if you have lofty goals, your business will require substantially more time and effort than the work-at-home mom who basically wants to pay the bills. Therefore, as you find the time for your endeavors, you need to keep your goals in mind.



## **Chapter 4: Where Do You Find the Space to Work?**

Naturally, if you have chosen to embark upon an online store, you may have to find the room to store your inventory. However, I am talking about the space to work doing your daily tasks. Even if you only need a computer with Internet access to satisfy your job requirements, you need to find an area to call "the office".

### **Your Personal Space**

First of all, you need to find your personal space to work-a place to call your own. Although you may begin with only a laptop and your fingertips, you will need a place to store your income tax related files; you will need a place to store your backup information, so if something does happen to your computer, you are not spending your precious time trying to reconstruct your business information.

Your personal space also provides a work area for your notes, a calendar of your schedule, office supplies, a phone- in case you need to contact a client to discuss a project, and whatever else you need to set yourself up for success.

Remember, you may be working at home so you can spend more time with your family, but you are also earning real money from clients who are counting on you to provide a product or service in a timely manner. Having your personal space will help you stay organized and make the best possible use of your time.

### **Forget the Kitchen**

Many new home business moms set up their office at the dining table or a corner of the kitchen. Personally speaking, the kitchen may be a great place for family gatherings, but it is usually a lousy place to set up shop.

Case in point: When the kids get home from school, where is the first place they go? If your children are anything like mine, they head straight for the kitchen. The refrigerator is losing cold air as a youngster takes the next five minutes to decide there is

nothing to eat. Kitchen cupboards slam shut as children search for the perfect snack, to hold them over until dinnertime. Maybe the microwave buzzes and dings as instant treats are warmed to perfection.

Yes, when the kids first get home from school, it is an excellent time to take a break, let them relate the events of their day, and help them find something to hold them over until the evening meal. But, you do not want to have to pick up and move your work, if the table is needed. When the children wander away to do homework, watch television, or play with friends, you need to have the ability to return to work, picking up where you left off.

### **A Quiet Corner**

In lieu of a separate room, you need a quiet corner to call your own. For instance, I have a laptop I can take anywhere. I can work sitting in my favorite easy chair, out on the front porch enjoying the sunshine, or anywhere else I desire, as long as I can maintain a good Internet connection. But, when I really need to stay focused and on task, I have a corner of my bedroom designated as "my office". I have easy access to a printer, if need be; I have a table to spread out and do my work; I have all my pertinent computer programs, just in case my laptop fails to work properly; I have my phone handy; and, I have plenty of room to keep my coffee cup, so I can work uninterrupted for hours, if necessary.

In your own "office" you can set up your workspace to suit your individual needs and provide a comfortable environment for getting down to business. The end result will be less distractions and the motivation to stay on task until your daily business goals have been met.

## **Chapter 5: Getting Started: Building Your Website**

### **Introduction**

In the beginning, I gave you a handful of ideas for moms who want to make money working at home. Then, I basically initiated a pep talk, to give you a little confidence boost; finally, I hopefully gave you some important information, to help you avoid some of the organizational pitfalls involved in the process of becoming a successful Internet Marketer and mom.

Now, the time has come to get down to the business of building your mom job from scratch. What you're about to read is some of the same information successful Internet marketers have passed along to me, as I have strived to earn a living from home, while raising my children.

As you get started, one of the first considerations, especially if you want to eventually make your living working from home, is the building of your website. Obviously, if you are interested in opening an online store, you will need a website for your place of business. However, even though you are planning on another source of income, you will eventually benefit greatly from having your own website.

Think of a website as your cyber home address. Now, compare the similarities of your physical address. Your physical address is where people come when they want to visit and get to know you. Likewise, individuals surfing to find a product or service on the Internet are seeking for a provider they feel comfortable with, someone who will give them the best value for their money.

Another likeness between your home and cyber addresses is that both are a reflection of your personality. For example, when you visit a home, you can tell a lot about the resident: cleanliness, decorating style, interests, and hospitality. Comparably, a potential client or customer can determine your professionalism, your business interests, and whether you are sincerely seeking their continued patronage.

According to some information I recently received about Internet website visitors, most people preview a site for approximately eight seconds before deciding to click away to another business, or stick around to see what products or services you have to offer. So, your site needs to make a quick and good initial impression.

So, I have come up with four things an individual will notice in the first eight seconds of their visit, which may determine whether he/she gives you business or passes it along to another work at home entrepreneur.

### **Professionalism**

An individual searching for a product or service will immediately notice whether you are a professional, dedicated to your business, or have a so-so attitude toward your work. For example, some sites are so busy trying to be cute and friendly that they do not instill a feeling of trust in potential clients or customers. Therefore, you want to let your visitors know you are confident you have what they are looking to buy.

### **Attractiveness**

Another aspect of a website I notice immediately is attractiveness. Unlike cutesy or friendly, an attractive site is simply eye-catching. In order to further illustrate my point, think about what catches your eye in a bookstore or library. No; it is not the title. Most people gravitate toward a book because the cover is attractive.

In a similar way, an individual is more likely to investigate your service or product, if they find your homepage attractive.

### **Easy to Navigate**

Another important feature of your site should be ease of navigation. For example, if you are showcasing a product or service, do you have an embedded link to take the customer to that page if he/she is interested? Do you also have a link back, if your visitor would rather check something else out more closely? Are your pages crowded and hard to see; is the font easy to read? Can an individual find what he/she is looking for in

less than a minute, or does the site take them through numerous pages, before they actual get to the destination?

You must consider ease of navigation, if you expect to entice potential buyers, or expect buyers to come back for similar services in the future.

### **Product or Service Oriented**

Although you know whether you are providing a product or a service, will your potential customer be able to judge your main purpose in the first eight seconds? Is your site dedicated to merchandise, a sellable skill, or a combination of the two?

Yes. Your site may promote both income sources. For example, a writer may have a site detailing his/her services as a writer, editor, copywriter, etc. In addition, banners for related affiliate products may be offering products to promote reading and writing, or additional resources related to article marketing, which will be addressed in the next chapter.

So, regardless of your business, your visitors need to recognize your purpose immediately. As you contemplate building your website, or hiring someone to build it for you, keep the magic number eight in mind.

### **Contact Page**

Last, but not least, you will definitely want to include a contact page within your website. The contact page is essential to a growing Internet business. It is the means of listening to what your customers or clients want. You may have a customer who believes you are the greatest, and he/she wants to let you know of their intention to come back at a later date.

On the other hand, you may have an unhappy customer or client who wants to resolve an issue or get help with a problem. Either way, you want to make sure your buyers can get in touch, so you can do your best to satisfy them, and keep them coming back for more.

## **Chapter 6: What is the Big Deal with Article Marketing?**

### **Introduction**

As with any new venture, you need to let people know when you are open and ready for business, especially when you are working online. To get the word out, you need to advertise, advertise, and advertise! Then, you need to advertise some more. Enter the need for article marketing.

### **What is Article Marketing Anyway?**

Article marketing is one of the major resources Internet marketers have for advertising on the web. You start by writing an article, or hiring a copywriter to do the job, on a subject related to your website. The article provides interesting and relevant content for individuals searching the web.

The articles may contain interesting facts about a particular subject, a human interest story, and information on current issues, advice, and anything else that is somehow related to a product or service you provide. For example, as I write, I may choose to write an article related to reading and writing. So, I write a researched human interest article about the prevalence of Illiteracy in today's society.

The information presented in the article is based on current data, but contains facts most people would not even consider. For instance, did you know that many individuals able to read and write are still considered functionally illiterate? I then go on to explain the definition of functional illiteracy and why it has become much more than a third world problem.

Now, you may be asking how this article can be considered advertisement for my copywriting business. As part of the article, I write about how important it is to be able to properly convey information to be a successful businessperson. Then, I provide an embedded link within the article that the reader can click on, to be directed to my site, so they can avail themselves of my writing services.

In addition, as a writer, I may also offer my services as an online tutor for other writers who want to improve their own skills, or learn more about writing for business success. So, I can leave another embedded link within the article, to lead budding writers to my offer for tutoring services. Thus, while my article may become an entertaining source of trivia to my readership, it also contains important links back to my site, which has the potential to generate more business.

### **Why Should You Bother?**

Any Internet marketer, who is any good at what he/she does, will tell you article marketing is only one source for advertising and generating business. So, if writing is not your forte, or you are simply too busy, why should you even bother with article marketing? After all, hiring a writer cuts into your net profits, and you can always pick another means of advertising. Right?

Not exactly. Whether you advertise through article marketing, social networking, blogging, newsletters, or emails, writing is a critical component. The reason article marketing is so important can be summed up in one word-exposure.

Today, the major search engines are leaning toward a consumer oriented Internet. As a result, many engines are making a concerted effort to cut down on spam, ban the offenders, and provide the consumer with quality information, and not simply an attempt to convince the individual to part with his/her money.

Instead of one big sales gimmick, the search engines want the surfer to find helpful information, compelling copy, interesting and educational writing, and light reading for fun. Thus, your future customers or clients do not have to feel the pressure of one sales pitch after another. Instead, they have read something worth their time, and they have the option to click links for further information or service, without any pressure or spam tactics.

In short, article marketing is a critical component of successful Internet marketing. Although you will avail yourself of other

advertising strategies, a well-read article, with carefully embedded links will intrigue many readers and encourage them to seek further information. Search engines will be pleased, which could eventually lead to greater exposure for your business; and you will know you are implementing a tried and true form of advertising.

## **Chapter 7: Become a Blogging Mom?**

### **Introduction**

To be honest, I once equated blogging with chat rooms. I had no idea how important blogging is to becoming a successful Internet marketer. Admittedly, some blogs are just a cyber fest of gossip. However, more and more blogs are focusing on current events and helpful information.

Blogs are also an excellent source of information for moms juggling an Internet career and the full-time responsibilities of being a parent. Blogging is a great way to ask other Internet marketers a question, find out whether there is a market for your product or service, discuss your flops and successes, and generally get the encouragement needed to keep working toward your own personal and professional goals.

Equally important to your home-based career, blogging is an important tool for Internet marketing purposes, while improving the chances a potential buyer will find you. Much like article marketing, blogging provides links to your products and services. In addition, blogging helps strengthen your credibility and the chances for developing an ongoing professional relationship with your readers, as well as helping your business grow and prosper.

### **Blogging Improves Exposure and Page Ranking**

Ultimately, the main goal of blogging is to improve your business exposure and page ranking with the major search engines. Like article marketing, blogging is an excellent means of advertising your product or service, while providing the consumer with thought provoking ideas and information on a variety of topics.

If you want to improve your business exposure when blogging, there are two aspects of your blog that should be present, either individually or in combination with your responses. First, blogs should have embedded links to relevant information on your website.

For illustrative purposes, pretend you have a site that sells flowers throughout the year, regardless of the seasons. In order to increase the flow of visitors to your site, you decide to join or create a gardening blog. As an integral part of your business practices, you are committed to adding to the blog at least three or more times per week.

Today, the discussion involves how to care for cut flowers, to help them last longer in the vase. Since you have plenty of experience dealing with the preservation of cut blooms, you respond with some of the tricks of your trade. After writing your blog, you include a couple of strategically placed links to your business website. You may highlight the word flower and embed a link to your homepage. Additionally, you might highlight plant care and place a link to a different page within your website, relating to the care of flowering plants.

Although readers will not always follow the links to your website, a well-written blog entry will create a desire within the reader to learn more about the topic, and he/she will follow the link to become better informed on the subject of flowers. Once directed to your site, individuals who originally had no intention of making a purchase will see the products you have to offer and give in to the temptation to buy some great flowers.

Including your website URL in the signature is also an important aspect of improving your website's exposure. The modified signature is very simple and does not have to depend on the subject content of the blog to promote your site.

For example, although you have a site dedicated to the sale of flowers twelve months of the year, you may find an interesting blog addressing working moms. Motivated to add your thoughts and opinions, you decide to participate in the blog. But, working moms have nothing to do with flowers, and you have no keywords to logically underscore with embedded links.

No problem! You can still participate in any blog of your choice, while simultaneously promoting your business. Instead of placing a link to your website within the blog, you simply add

your URL address under your blogging signature. As readers begin to recognize your contributions and develop a sense of trust and anticipation, they are likely to click on your Web address in the signature out of curiosity, or a desire to learn more about you. Once on your site, they will be apt become consumers because they already feel like you are a credible businesswoman.

### **Blogging Pays**

Not only is blogging used to promote your business, it may be your business! Did you know that blogging actually pays? In fact, many Internet marketing moms make a substantial living blogging for other online business owners.

Allow me to explain how you can become a professional blogger. Many online entrepreneurs establish a successful website and income source. Then, when the website is generating substantial traffic with minimal maintenance, many Internet marketers will begin another website, creating an addition means of making money. Unbelievably, the cycle continues, until many online businesspeople find themselves hosting dozens of websites at the same time.

As a result, there are not enough hours in the day to keep up with the demands of their professional success. In order to meet the tasks necessary to keep their clients or customers satisfied, businesspeople need to outsource some projects and enlist a little help. So, one job they outsource by hiring a professional blogger.

The blogger will write under the identity of the client or slowly develop a trusting relationship with his/her readers. If the entrepreneur is concerned about losing faithful readers, due to the passing of the torch, he/she can introduce the writer as a friend, a coworker, or an apprentice given the opportunity to appreciate the experience of blogging. Most people will be glad to give an individual the benefit of doubt, especially if a trusted blogger recommends a new participant.

Thus, if you want to become a professional full-time blogger, you may have one client with dozens of sites, or dozens of clients with only one website. Many successful Internet Marketers suggest a daily blog addition, because dedicated visitors will actually subscribe to your RSS feed, so any new entry will automatically come to their inbox. Like reading the daily newspaper, your daily viewers will come to expect the next entry like clockwork.

So, if you enjoy blogging as a pastime, you may want to consider earning a paycheck doing what you do best.

## **Chapter 8: Keeping Them Coming Back for More**

### **Introduction**

For the purposes of helping you gain the knowledge necessary to becoming a successful Internet marketer and mom, pretend you have already started your online business, and it is showing signs of profit. Now, you need to switch your focus from establishing a clientele to keeping the customers you already have coming back for more of what you have to sell.

Again, I have come up with four things you must accomplish, if you want repeat business. However, I am in no way suggesting you are limited to my short list. You may also have other ideas you can implement to keep people coming back for more.

### **Give the Customer What She/he Pays For**

The most important thing you can do to secure repeat business is to give the customer exactly what she/he is paying for in products or services. Granted; you simply cannot please all of your clients or customers, no matter how hard you try. But, at least you can be confident that you have done your best; and the majority of your business contacts will appreciate your commitment to excellence. The best thing you can do to ensure repeat business is provide people with quality in service.

### **Stay in Touch**

Another essential element of good customer service is staying in touch with the people who have contributed to your success. Now, I am in no way suggesting you should inundate them with unsolicited spam. However, if you ask you clientele to leave a valid email address, you have a perfect right to use the information to stay in touch.

Nevertheless, I would not recommend sending daily or even weekly emails. Your customers will probably get frustrated with the amount of "junk" mail and choose to opt out of your mailing list.

Instead, you will want to send your greetings when you have new products, you are advertising a sale, a holiday is approaching, or you are changing your current level of service. Then, your patrons will feel like you value them as an individual, as well as their business.

### **Keep Current**

Frankly, keeping current can be one of the biggest challenges to a new Internet marketer, as the business continues to grow. You get so busy trying to provide fast quality service to your current customers and clients; you forget to keep up with the business of advertising. As a consequence, you are likely to hit a financial dry spell after you have satisfied the current rush of buyers. As business slows down, you remember that you have neglected posting to your blog, failed to utilize the benefits of article marketing, or kept in touch with previous purchasers.

Failure to keep current can ultimately be the death of your business, or at least make it extremely difficult to reach your personal and professional ideals. Consider the following scenario:

"Jane" is involved in a blog for new mothers. She loves the ability to share her triumphs and failures with other moms who totally relate to her experiences. She appreciates the helpful information she receives from other moms who have already discovered a workable solution to some of the challenges she faces daily, as a new mom.

"Jane" especially appreciates the contributions of one particular blogger. She feels like this individual can see directly into her innermost thoughts, and the blogs are written with "Jane" in mind. In truth, she is so impressed; she clicks on the website URL, paying a visit to one of her favorite moms. During her visit, she sees an opportunity to opt-in to the site, and she notices an RSS feed link. Great! Anytime her favorite working mom updates her site, or chooses to post another blog, "Jane" will be one of the first to know.

Unfortunately, "Jane" has been gravely disappointed lately. In the beginning, she could count on reading a new post at least two or three times a week. Now, she is lucky to receive a new post two or three times a month.

Whether it is justifiable or not, "Jane" feels forgotten. It seems like her helpful blogger has simply dropped off the face of the planet. The trust she has built with this blogging mom has been shattered. So, instead of waiting around for the next installment, "Jane" searches for another working mom blog to read and respond to accordingly.

Unknowingly, that blogging mother has just lost a great consumer lead. "Jane" had the potential to be one of her best customers. Now, she will take her business elsewhere, because someone dropped the ball and failed to keep current.

### **Make Changes**

Finally, it is extremely important that you occasionally make changes, to continually improve the effectiveness of your Internet marketing strategies. Naturally, if something is working and generating satisfactory responses, you do not need to fix something that is not broken. However, you may find another marketing resource that is not working, and basically a waste of your valuable time. When this happens, you need to be cognizant of the situation, and make changes to improve your advertising and exposure.

For instance, if business is extremely slow, and your page ranking has remained low and unchanged, you know that your advertising methods are probably falling on deaf ears. If you want to be a successful Internet marketer, you need to be willing to make the necessary changes to improve business.

To clarify my meaning, I will refer back to the practice of article marketing. The main purpose of article marketing is to disseminate information on the web, provide links back to your business, and generate professional growth. Unfortunately, you have unknowingly chosen a struggling resource for posting your article to the web. When your time and energy has failed to

generate new business, you discover the article marketing site does not have the Internet clout to adequately spread your article throughout the web.

So, you need to make some changes, and find an article marketing site that has a good reputation for getting the word out. Fortunately, you can participate in a writer's blog and find out where other successful marketers are posting their articles to maximize exposure and build their businesses. Then, you can make the necessary changes to improve your advertising, propelling yourself down the road of Internet marketing success.

## **Chapter 9: How to Define "Success"**

### **Introduction**

Defining success can be somewhat difficult. No formula exists to put in the numbers, stir the pot, and come up with the definitive answer. Why? The definition of success is totally dependent on the individual. For example, I have an acquaintance who claims to make more than double my monthly income. Personally, I see him as a very successful Internet marketer.

However, he has not met the personal and professional goals he set for himself. So, he is continually striving to build his entrepreneurial enterprises, make more money, and reaching for his estimation of success.

Alternatively, he has also given me pep talks to set loftier goals for myself. Unlike him, I have no desire to travel the world or have a million dollars in the bank. I define success as being able to meet my financial obligations and provide for my family.

So, as you seek to discover your definition of success, answer the following questions:

### **What are Your Personal Goals?**

Do you know what you want to accomplish in your personal life? Do you want to buy a home, put your kids through college, be totally debt free, and have enough money in the bank to live comfortably for the rest of your life, when you retire? Or, do you have even bigger lifetime goals.

Do you want to have enough cash so you can travel the world, set up charitable foundations for disadvantaged children, and still have enough left over to live a lifestyle fit for a king? Most importantly, have you become the parent you wanted to be, when you decided to stay at home and work toward becoming a successful Internet marketer and mom?

Basically, you can know you have reached the pinnacle of successful Internet marketing when you can sit back and honestly say you are content with your contributions to life.

### **What are Your Professional Goals?**

While your personal and professional goals seem to go hand-in-hand, it is entirely possible to reach your personal goals and still have milestones to reach professionally.

Maybe you are making a good living as a professional blogger. You have a new house, a trust fund for your child's college education, all your bills are paid, you have no credit card debt, and you have enough money in savings to live comfortably until you are 120 years old. Yet, you still feel like you have not met your professional goals.

Although you are financially set, you have had a secret desire to become a published author. Until you have completed your book and received an acceptance letter from the publisher, you will still be reaching for your professional goals, even though you are not doing it for further financial gain.

### **Are You There Yet?**

So, are you there yet? Sorry, you are the only one who can honestly answer that question. You have to evaluate your income, minus your expenses, and calculate whether you have the financial resources to reach your goals.

Similarly, only you can establish your professional goals. Even though you have met all of your financial goals, are you happy with your chosen profession; or do you feel you might be better suited to do something different? Do you have a specific personal or professional goal that has not been met? If you answer yes to either question, then you need to keep climbing the mountain called success, until you reach the summit.

## **Chapter 10: Now What?**

### **Introduction**

For the sake of conversation, imagine where you want to be personally and professionally a year from now, two years from now, and beyond. You have been very blessed and you are now a successful Internet marketer and mom.

You quit your office job and you now make a substantial living working from home. In addition, you have ample time to spend with the family. Instead of working 60 hours a week, and being exhausted all the time, you have time to have picnics in the park, take impromptu vacations on the weekends, and get involved in the children's extra-curricular activities.

As a bonus, you also have more time for yourself. You can take the opportunities to have lunch with the ladies, or get involved in community activities and charitable organizations.

Your life is busy, interesting and self-satisfying. Now what do you do?

### **Keep Up the Good Work!**

First of all, you need to keep up the good work! You did not become successful by happenstance. You were blessed with the ability to learn and work toward your goals. You did not reach your goals by enrolling in some bogus get-rich-quick scheme. You have honestly worked very hard to get where you are today.

Your business did not succeed because you set up a website and just sat back to watch the money start rolling in by the bucketfuls. You had to learn how to become a successful Internet marketer, while taking care of your children, and put your knowledge into practice, sometimes through trial and error.

You have felt like jumping up and down when your hard work has turned a profit financially and personally. You have also cried when you have worked really hard and received nothing but a heart full of frustration. You have earned your success.

You know what works and how to turn your efforts in profit, both personally and professionally. You deserve a well-earned pat on the back.

So, now what do you do? You keep up the good work! As a successful businesswoman, you know you have to maintain your success. If you forget about the business and spend too much time reveling in your good fortune, your business will soon fall into disrepair, your faithful clients will move on to someone else, and you will be looking for a job in the near future.

Nevertheless, since your business is well-established, you have more spare time than you did in the beginning. You have plenty of time to take a well-deserved break!

### **Take a Break**

No one can work hard every day, without a break, and still remain a sane individual. Sometimes, you simply need to turn off the computer and walk away. Put tomorrow's tasks in the back of your mind, and spend a little time doing something just for the fun of it.

For example, one of my favorite activities is reading. I absolutely love a good book. I like to lose myself in the pages of a good novel and temporarily escape the responsibilities of reality. However, if I do not occasionally make myself shut off the computer and hide it under my bed, I will always have something to do for work. Sometimes, I just need to give myself permission to take a break and have some time just for me.

Likewise, you need to turn off your computer, resist the temptation to do a little work, and find something you thoroughly enjoy. Then, give yourself permission to relax and have a little fun.

### **Celebrate**

While you are relaxing and having fun, think of ways you can celebrate your success with your family. Your family stuck with

you and cheered you on, when the computer has been practically another appendage.

Your family has encouraged you to realize your dreams; and, your family has cried with you when your dream has seemed to turn into a nightmare. Your family has been willing to eat sandwiches or pick up takeout, so you could keep working toward a deadline.

So, take your family out and celebrate your success. You all deserve it!

### **Simply Enjoy Being a Mom**

Last, yet most importantly, enjoy being a mom. What is one of the main reasons you have decided to become a successful Internet marketer? Of course! You wanted to spend more quality time with your children. You did not want a babysitter to witness all of your baby's precious milestones, or you wanted to be there for the older children, when they get home from school full of information about their day.

Also, you may have wanted the flexibility to become a home room mom or attend all your children's special programs during the day, without having to suffer a pay cut. You wanted to become a successful mom even more than a successful Internet marketer.

So, grab those extra hugs. Play a game. Read a story; play with toys; Make some cookies. Do whatever you and your children enjoy doing together. Have fun, and spending time with your children is one of the most exciting privileges of being a successful Internet marketer and mom. So, celebrate your success and simply enjoy being a mom.

## Conclusion

Shuffling a career and the responsibilities of parenthood is a formidable task. Oftentimes, moms are exhausted at the end of a workday, and then they come home to needy children, a disheveled house, and hungry tummies that deserve a good home-cooked meal.

A 24-hour day is simply not enough time to bring home a paycheck and still have the energy to be a good wife and mother. You would give almost anything to be able to stay home with your kids, but the family depends on a second paycheck to pay the bills. If only dreams could really come true!

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By now, you have long finished that cup of coffee I suggested. Maybe you have even gone back for a second or third cup. You started reading, because you are obviously interested in becoming a successful Internet marketer and stay-at-home mom. You are wondering whether the dream of working at home is feasible for you and your family. You might even be wishing that dreams could really come true.

Although I have only scratched the surface, hopefully I have given you some useful information to help your personal and professional dreams come true.

To begin, I listed some of the most popular work-at-home jobs other moms have turned into successful Internet business opportunities. Some examples are for those moms who have a specific talent or formal education, while other employment opportunities are for anyone who simply wants to do a day's work for a day's pay.

Next, I related good business practices and ideas to help you treat Internet commerce like a real job, so you can have a decent chance of becoming successful. I also let you know a few of the common pitfalls of working at home, so you can sidestep problems that can delay your goals.

Briefly, I discussed the need for a cyber address, and how to attract potential customers and clients. I followed up by giving some helpful tips on keeping your customers and encouraging them to come back for your services at a later date.

Lastly, I could not leave without telling you about reaching the pinnacle of your success, and enjoying the advantages of being a successful Internet marketer and stay-at-home mom.

Yes. Dreams can come true. Yes, you can make a full-time paycheck with a computer and Internet access. Yes. You can be a great stay-at-home mom and still have a successful career.

I hope I have been able to encourage you, give you the benefit of my experience, and helped you decide whether an Internet marketing related career is right for you.

I know I could never imagined being where I am today, less than two years ago. But, now I know the triumphs are worth the struggles. I love my career, and I am so grateful to have the privilege of spending more time with my kids.

If you have received some valuable information and been encouraged to go after your personal and professional goals, then I have been blessed to pass along the information other caring and successful Internet marketing parents have given to me. Someday, you can do the same for another mom who wants to reach her own definition of success.