

ADMINISTRATIVE VIEWS

Accurate Business Services (Contact: Jeannine@Accbizsvcs.com)

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Don't Sweat the Slow Times!

When...the holidays are over and it's time to get back to work!

We all experience slow times throughout the year, and for many it's right after the holidays. Rather than getting into panic mode, try making the most of it and use this opportunity to ramp up rather than wind down.

Here are some ideas for making the most of a slow time in your business cycle:

1. **Focus on the BIG stuff:** what are your business goals? This age old question should get a little attention and energy during slow times. Take a couple of hours and review your business goals for the next two to five years. Business goals are the center of how you run your business during busy times and attention to them now will help

realign your focus for the upcoming year. While you're at it, refresh or create your personal goals as well—most likely, they're intertwined with your business goals anyway!

2. **Figure out what's holding you back:** do you find yourself

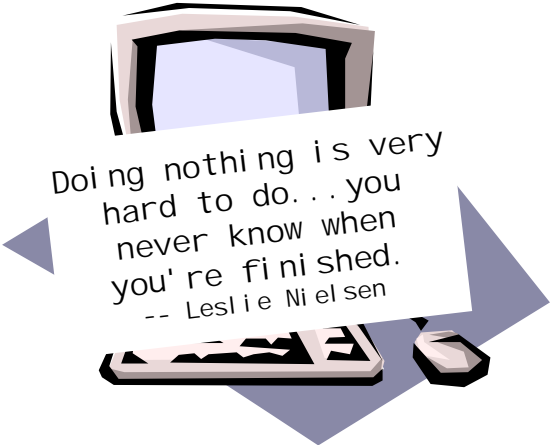
“...make the most of it and use this opportunity to ramp up rather than wind down.”

consistently frustrated with the same road block day, week or month after month? Take a step back and look at the processes you utilize on a daily basis to run your business. Identifying those areas in which your business is lacking will help you fine tune your business, make changes and take your business to the next level.

You may have a FABULOUS marketing plan, but lack the staff or expertise to actually implement the program. This is a great time to evaluate the need for additional help that will partner with you to get the plan going—what better way to utilize the services of a Virtual Assistant? ☺

3. **Identify your money makers:** who or what is making you money in your business—what is working? Review your clients and identify which clients are the most profitable. After you make the initial list, identify what they are buying or which services they require most. Once you make a list of those items or services, you'll be able to see a couple of things—business areas or industries to which you can further market and/or service areas in which you can further promote to them and others.

(Continued on page 3)



Doing nothing is very hard to do...you never know when you're finished.
-- Leslie Nielsen

5 Effective Ways to Promote Your Website For Free Online

By Ben Chapi

1. Generate Targeted Traffic from Online Discussion Forums.

Online discussion forums provide an excellent way to promote your website without paying any money. Nowadays, you don't even have to lurk around before you begin to post. Just browse the messages and you can start posting. There are basically three different ways to participate. You can ask questions, respond to requests for help or just post any useful information that fits with the general topic of that discussion forum. To promote your site in online discussion forums, all you have to do is enter your website address or ad in your signature line at the bottom of each message. Every time you post or respond to questions your ad will be displayed. If you post good content, people who read your threads will also check out your website. This is an excellent way to drive targeted traffic to your website at no cost to you. You can take this type of site promotion a step further by identifying the active members in each forum and contacting them for joint venture arrangements.

2. Write Articles or Free reports for other webmasters to publish.

Another effective way to promote your website is to write articles or free reports for ezine publishers and webmasters to use. If you write good content, your articles will be published and many readers who like your article will go on to visit your website. You can also write simple research based articles and allow others to publish these freely on their websites. The traffic from these free articles will come from your byline. The 'byline' is the short paragraph that goes at the bottom of each article and describes who the author is and what they do. The good thing about writing this type of content is that it establishes you as

the expert and therefore increases the chances of people visiting your website and signing up for whatever you're offering.

3. Do Joint Ventures with List owners and Webmasters.

If done correctly, joint venture marketing is one of the most effective ways to promote a product or service. A Joint venture can take many forms but it's generally an agreement for some kind of partnership between one or more parties working together to their

mutual benefit. It allows you to leverage highly targeted lists or traffic with no risk. Joint ventures are excellent for new product or service announcements because they allow you to reach a wide customer base very quickly.

4. Leverage the power of your email Signature.

One of the quickest and effective ways to start driving traffic to your website at no extra cost is to add your ad or website address to your email signature. This way, every time you send an email, you'll be advertising your website. You can take this a step further by asking your friends and associates to put your website address in their email signature. Most people don't use their email signature facility in their email program so you can easily get 10 or more people to agree to do this. If you and your 10 friends each send out 10 emails per day, that's 110 exposures of your ad every day without any extra effort on your part.

5. Exchange Links with Other Webmasters.

This is another effective strategy for generating targeted traffic to your website for free. It involves contacting other webmasters for a possible link exchange partnership. All you have to do is locate websites that are related to yours but that are not in direct competition and contact the webmaster to swap links. There are various free ebooks and articles available online on this topic.



About the Author

© Copyright. Ben Chapi is the webmaster of Venister Home business and Affiliate Program Classifieds at <http://www.venister.org/>. He is also webmaster for <http://www.best-debt-consolidation-loan.co.uk> Best Debt Consolidation Loans and

(Continued from page 1)

4. Clean up, de-clutter and regain control:

look around your office. Do you like what you see? Take a couple hours or even the entire day and clean up your surroundings. It might require a bit of coaxing to actually get started, but once you do, you'll be surprised how quickly you can gain momentum. Turn off your phone, shut down your PC and dig in to those piles of papers cluttering your workspace. If you need to, schedule the cleanup time with a co-worker or associate—you don't have to work in the same space, but knowing that someone else is focusing on clearing the clutter just may motivate you to stay on task. If you need to, hire some additional help to come in for the day—you'd be surprised at how cleaning up your workspace will alter your spirits!

5. Structure constructive "play time":

life can't be all work and NO play, but if you're going to play, do so with ulterior motives! Play golf--let's assume you don't live in the Arctic Tundra and it's an option during winter or schedule a lunch—but take your biggest client with you. It's a great "thank you for your business" to your client and an opportunity to find out how to increase your business.

Just What is an SEO article?

By Mark Nenadic

What makes an article SEO? The use of a key phrase or keywords sprinkled liberally throughout a pile of gibberish? That does work, occasionally and if you've ever done your search and pulled up a page that had absolutely nothing to do with what you were looking for, then you were likely taken in by the duplicitous use of SEO articles.

SEO articles increase the search engine worthiness of a website. In fact the catch phrase of many web designers is content, content, content. Developing quality content is important for a web site whether it sells vitamins, candles, kids clothing or photography equipment.

Since the Internet still possesses a large number of possibilities for entrepreneurs, setting up a one man shop operation to sell any type of product to an audience that can span a continent or several is entirely possible.

Setting up a website is integral to any business and not just the big boys. A part of setting up the ideal website is to make it SEO compatible, allowing search engines to not only find the website but deliver it in response to various search parameters.

Imagine opening a small storefront in a local town and providing niche items. The likelihood of finding customers is there, but you won't be doing a \$100,000 plus a year in profits in the first year by limiting to a local market.

Adding a website expands the market to a wider area.

Funnily enough, people in the local market may very well shop the website when they might not even have driven to the store! But when a business opens their Internet doors to commerce, they need to populate their presence across the search engines and that is where SEO articles and design come into play.

SEO articles are how businesses can increase their web traffic through visibility to search engines. Niche stores can offer decorating tips, craft advice and more. By using key phrases in entertaining and informative articles, their SEO articles fulfill a two-fold purpose: increase their visibility to search engine spiders and giving customers a reason to surf in and then stay. The possibilities for content creation are as limitless as the imagination and it doesn't take a large company to deliver a good product or good content, it just takes a little wherewithal and creativity.



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Mark is the director and face behind FifteenDegrees-North <http://www.15dn.com>, where you will find articles and resources to help with SEO, marketing and Web design.

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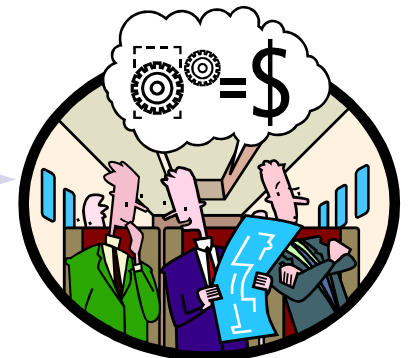


Focus on the things that you get paid
well for doing...

Hire a VA
Let them do the paperwork!

What's inside:

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Business Tips: What kind of handshake do you give?

Study the following kinds of handshakes and discover what kind of handshake you give. You may need to make some adjustments to yours, unless you already shake hands on equal terms. Use the opportunity of a handshake to get a good look at the person's name tag.

A. Equal terms - Both hands are vertical with thumbs together and the shake is firm but relaxed.

B. Taking control - Hands are turned so that the controlling hand is on the top of an open palm. Fine for lovers, but not so good in business.

C. The pull - Pulling a person closer may mean a lack of confidence or a need for closer contact.

D. Fingers only - Either given or taken, this is the shake of someone who holds back and doesn't give of themselves.

E. The cold fish - Floppy, cold or damp, this handshake is unmistakable and uninviting. Ask your friends to check if you do it unwittingly.

F. The clamping vice - Ouch! Is the usual response. Used by aggressive people who like to appear tough.

G. The protector - A double hand-clasp is warm between friends but implies a need to ingratiate from a stranger. Many politicians use this one.