

# **KELLY STONE MARKETING**

## **THE NEWSLETTER**



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## Table of Contents

Legal Disclaimer .....	2
When Focus Becomes A Problem .....	5
Wasting Time On Non Profitable Tasks.....	6
Squidoo Queen Update.....	7
Just How Selfish Are You?.....	8
Building Backlinks For More Profits.....	9
Adding A "ReTweet" Button To Squidoo Lenses.....	12
Time Running Out For Christmas Lenses.....	13

## When Focus Becomes A Problem

Welcome to November 2010's newsletter! Did you know that it was back in January 2008 that I wrote the last one? The first one was a month before that – they were meant to come out on a monthly basis – shocking I know!

There is one thing falling slightly behind but can't think of a single excuse for being nearly three years late! ☺

I've never made any secret of the fact that I suffer a **LOT** with focus – I **NEED** to have a plan in place and can then still find reasons not to follow it.

In fact, in 2008 I wrote a blog post about how I was [struggling with the whole life V's work](#) thing. It's still hard for me to get the balance right. This summer I took the full six weeks school holidays off – I spent just half an hour a day answering emails and that was it.

Although my income didn't nose dive and I didn't lose everything that I had worked for, there were other problems that I faced. Mainly when I came back to a routine – I was overwhelmed. There was too much for me to do and it took me at least a month to get back into a place where I felt like I was back in control.

There was so much that I wanted to do, so many ideas that I'd had whilst taking things easy and I wanted to get them all started now I was back.

It became hard work.

My enthusiasm was strong and kept me going for a few weeks but then I noticed that I was back to working 18-20 hour days again. I was heading fast into burnout. Looking back I was probably well on my way there before I took six weeks off.

There have already been many marketers that have already vanished because of burnout. Some took time out and made the changes needed and came back bigger and better. Others have just dropped off the radar.

## Wasting Time On Non Profitable Tasks

Keeping focused on what matters is hard for some people. This is why it's so important to have a clear plan of action and follow that plan. The main part of my problem was realising that a lot of the tasks I was doing were not earning me any money.

How many times do you find yourself looking at the forums and blogs that you read only to find that you are dragged into 'the next big thing'? I've been round the block and back and know that there is no such thing yet I can still find myself there, wasting time!

That 'automated' system that everyone is raving about can soon have you reading more. The promise of doing nothing seems too much for most of us to resist. Even tools that can 'ease' the load can take time to learn.

What we should be doing is concentrating on doing things that actually contribute to our income. Forget about the latest scripts, the latest plugins and anything else that causes you to move away from earning money.

I was once told by one of the top marketers that "It's **ALL** about the money!" At first I didn't really understand this but now I can see that anything that doesn't add to your income should be forgotten or turned into a hobby. There is no place for it in your marketing!

My plan is now well and truly in place and it's been pruned down by more than 50%. I'm getting more done in less time these days and I'm back in control of my time.

I've taken control back and it's helped me to keep to my plan – think about what takes up your time and if it's helping you build your own income. How much can you prune from your marketing?

Get your plan in order and work it!

## Squidoo Queen Update

I've been threatening for a long time to update Squidoo Queen. It was certainly something that was needed but it kind of got the best of me when I tried to update and move the forum.

You see, the forum was created back when I first got started online. It was hosted on a free platform and I had no real control over it. When things started to go wrong (the owners shut it down for over a month) I just had to sit tight and wait for them to fix it.

When it was clear that this wouldn't be happening I asked them if I could pay for the information and move it to my own forum. We agreed on a price and then the data mysteriously vanished, well, half of it anyway! No replies to emails and I was left with nothing much resembling the forum.

The forum held some great information in there and had more than four years of work there – that will teach me for going the 'readymade free' route – and I didn't want to let it go.

I've faced facts now, it's gone, all of it and there is nothing that I can do apart from accept it and move on. I have and the whole course is in the process of being updated!

You can sign up to get the early bird notifications and a great free starter course at [www.SquidooFormula.net](http://www.SquidooFormula.net) which you should do now 😊

Squidoo Formula is having the final touches put in place before its release so make sure that you sign up now to get the free goodies and notifications of when it goes live. There will be a new forum too!

## Just How Selfish Are You?

How many times do you pop by and read a blog post and think how great it was? Sometimes you might leave and comment and let the writer know that you thought he/she just wrote an amazing post – most of the time though you just add it to your favourites and move on.

Sound familiar?

Now how often do you spend time writing an amazing post and wishing that someone would come along and let you know that they enjoyed reading what you had to say?

Getting the picture here?

We've all been taught that backlinks are incredibly good at helping your site rank well. It's the same for your blog, Squidoo lens, articles etc. Each time someone links to you, it lets Google and the other search engines know that people think it's great!

How come then you don't want to link to that other site that you just found so amazing? How come only the big bloggers get your backlink in the hopes that they might see it and link back to you?

The blog or lens that seems insignificant to you today could be the next big blogger – how great would it be to develop a friendship now and have some great links in place when they start to develop?

Linking to other people's sites shouldn't be ignored, it's not going to drive the readers that you have away from you and it isn't giving people an excuse to leave your site. If thoughts like that are running through your head it's probably because you know deep down that you could be making your own posts/lenses better than they are.

Add linking into your marketing plan – [linking to others can bring you in some great links in return](#). Give it a go yourself, you might just be surprised at the results!

## Building Backlinks For More Profits

We've all come to realise that 'automated' doesn't mean better. In fact, just last week I tried out another new automated system for getting backlinks, it was a new niche site that I was excited about.

It took me more than two hours to get set up and to be honest, by that point I was already thinking that if this was automation then I would hate to see what these guys call manual!

Doing the work once seems fair but this didn't look like it was going to be a one off – in the end I had to call it a day. More than two hours of my day had been wasted on something that I should never have been playing around with in the first place. Moving on ....

The whole point of backlinks is that they show the search engines what others think of your site. Or is it?

For me, getting quality backlinks to my sites is great as it will help me rank better in the search engines but there is another side to this – backlinks can bring you in a huge amount of traffic when done right.

Look back up on the last page and you'll see that I've given you a link to a post that did exactly that – used backlinks (by linkbaiting) to get serious amounts of traffic.

I'm not suggesting for one minute that you'd get the same results as that blog post did but if you start building a good solid blog/lens etc then the links will follow naturally – there are some ways to help them along though 😊

One of the best places to get a really good link to your own site would be from your competitors. Now as much as I like to *think* that people will link to quality content, the chances of our direct competitors linking to us is just not a realistic one. (Personally I have built some fantastic relationships for JV's by doing just that so don't dismiss it.)

If you go to your competitor's site and look at who they are linking to and who is linking to them – it's these people who can become a great source of backlinks for your site.

Using places such as Squidoo, Wordpress.com and Blogger are all great ways of building some good backlinks to your site.

Squidoo users should check out this tutorial on [Getting More Traffic To Your Squidoo Lens](#) for some helpful advice. You can also read more about building backlinks at my blog from articles such as [7 Top Link Building Secrets](#) and [Squidoo Backlinks Increase Profits](#).

Linkbaiting is another great way to bring in some quality traffic. The whole concept of linkbaiting was alien to me for one reason – it sounded like something I shouldn't be doing! I remember my mum shouting at me to "Stop baiting your brother Kelly!" and didn't seem to get past that – very sad I know!

Using the method of creating a 'top list of ...' and then linking to those sites is a great way to get others to link back to you, sometimes because you have made them feel good and sometimes because you have missed their ..... out and they need to let you know about that.

Either way, it gets people talking about you and your list and hopefully some good backlinks in the process.

It should go without saying that you need to be targeting people/sites within your niche. No point in getting a political blog linking to your site about car repairs kits. Yes, you got a backlink but it's not relevant to your site in the slightest.

Of course social bookmarking sites shouldn't be left out either. I've put together a [list of social marketing sites](#) that I use.

On the next page you'll see another list of social marketing sites that you can use – remember to use these sites carefully or risk your efforts not working.

Try not to get too hung up about 'dofollow' and 'nofollow'.

Site	Page Rank	DoFollow
<a href="#">Slashdot.org</a>	8	Yes
<a href="#">Digg.com</a>	8	No
<a href="#">Reddit.com</a>	8	Yes
<a href="#">Technorati.com</a>	8	Yes
<a href="#">Mixx.com</a>	8	Yes
<a href="#">Delicious.com</a>	7	No
<a href="#">Stumbleupon.com</a>	7	No
<a href="#">Mister-Wong.com</a>	8	No
<a href="#">Folkd.com</a>	7	Yes
<a href="#">Sphinn.com</a>	6	Yes
<a href="#">MetaFilter.com</a>	7	Yes
<a href="#">Current.com</a>	7	Yes
<a href="#">Blinklist.com</a>	7	No
<a href="#">Connotea.org</a>	8	Yes
<a href="#">DZone.com</a>	6	Yes

One site that I am excited about is [Xomba](#) – I’m hearing great things about this site and intend to give an in-depth report on it in next months newsletter. I strongly recommend signing up with them based on the advice of some very reputable marketers.

I’m only listing the sites that I am using myself and have seen results from. I’m not going to publish 500 sites that you are never going to get through in the next year or so – get started with these ones and next month I’ll let you know about any new ones that I find.

Remember, it’s about building **YOUR** reputation and branding yourself online just as much as anything else – don’t become known as someone who spasm/abuses these sites!

## Adding A “ReTweet” Button To Squidoo Lenses



Today I added a ‘retweet’ button to my [Official Squidoo Queen](#) lens. Now as much as I would love to take the credit for this – I would never have been able to work it out and the credit must go to where I found out about it – [Squidutils Blog](#).

### Squidoo Queen - Making Money On Squidoo The Easy Way



Thanks for stopping by. My name is **Kelly Stone** and I am the creator of **Squidoo Queen**. I am a full time mother of four, wife, affiliate marketer and Squidoo addict. You can read more about my story by visiting my [marketing blog](#) - it's also jam packed with **Squidoo advice** too.

There are literally **thousands** of ways to make money online, some good, some bad and some just plain stupid. Squidoo is without doubt one of the best and easiest ways to make money with. In this lens I want to show you just how powerful it can be and how you can use Squidoo to start

making a few extra dollars a month or turn it into a full time marketing business.

Anyone who is not taking advantage of [Squidutils](#) is losing out – **BIG TIME!** Not only do you get to use some great tools there –free of charge, you also get good advice at the blog too.

Now I probably won't be leaving the button right at the top of the page, I think it looks better when used in the guestbook module but I want to see if it get's used much when it's right there at the top of the page jumping out at people!

You don't have to be a member of [Twitter](#) to use it either but if you're not – why not? 😊

## Time Running Out For Christmas Lenses

Many of you have been asking me if I still recommend [IPK](#). There was a lot of noise online from marketers who felt that IPK was lacking in the support department. I **AM** still recommending the product – the product rocks!

However, I am well aware that the ball was dropped on the support issues. There is no excuse for this – Craig came out and admitted that this had happened and that was a massive big step in the right direction for him.

We've all been guilty of dropping the ball at some point and my take on it all was that he got caught up in the excitement of massive paydays – it's **VERY** tempting to get sucked in by all the hype.

If you are wanting to cash in with Christmas this year there is no product better for helping you do just that. Even with the support issues, the product is amazing value and teaches some very solid methods for marketers to use.

I use the methods, I profit from the methods and I still recommend the product. Since the issue was raised there doesn't seem to be any further mention of it around the web and it looks like support issues have been resolved.

Anyone who thinks that [IPK](#) is just for Christmas profits would be mistaken too, although it's true that you can earn massive amounts over the Christmas season, IPK shows you how to get year round profits too.

There is always some talk of the images that IPK uses too but for Squidoo users there is a **VERY** simple helping hand available from – yes, you guessed it – [Squidutils](#)! Is there anything that this guy doesn't do? ☺

Get started, take action and profit!

See you next month .....

[Kelly Stone Marketing Blog](#) | [Squidoo Formula](#) | [Squidoo Lenses](#)