

Welcome To The Kelly-Stone.com Newsletter

Succeed Where Most Fail

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1. To Recap The Past Month

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The last month has been a really busy one over at Squidoo Queen. The launch of [Squidoo Queen V2.1](#) went really well and had some really big names promoting it this time. Not only did this mean a lot more interest and sales, it also meant a lot more time spent helping the new members to get started.

Although I said that I would be monitoring my time much more closely since coming back from looking after my daughter, I soon found that I was working long into the night and not getting much sleep! Early starts and late finishes meant that I wasn't really working to my full potential and that meant that something had to give.

One of my members offered to help me out with managing my time more, this was a great help and something that everyone should do – time management is key to working successfully.

It also saw the launch of [Kelly-Stone.com](#) my blog.

This is something that I am totally addicted to. At first it was designed to be quite general around internet marketing but it seems to have taken a life of it's own and after listening to the members it's now being geared towards Squidoo (of course) and blogging.

Some of you got wind of my income from blogging and wanted me to create a new product based around this. Blogging is such a large market with so much to learn along the way that I have started creating some posts on how to best tackle it. It's totally free and will stay that way.

In the new year I will be releasing another product ... but more about that another time!

Not only would I like to take this time to welcome all the new members of Squidoo Queen I'd like to wish everyone a very merry Christmas and a very prosperous New Year!

Let's make 2008 a great year for us all !

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2. Branding Yourself – The Importance

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You may have seen my post on the blog regarding a friend of mine Patrick Pretty. Anyone who has seen Patrick is never going to forget him that's for sure. Patrick has recently released "My Secret Identity" - It's a fantastic read and you can read the full post by [clicking here](#).

The reason why I am mentioning this in my newsletter is because I have had a few emails lately asking me why I am becoming known now as Kelly Stone instead of the Squidoo Queen.

Basically I made a mistake.

Yes, I am human and I am still learning. As much as like to think that I am successful, there are still parts of marketing where I am lacking. The first mistake I made when I released Squidoo Queen was letting the product give 'me' the title.

It works very well if I only want to be known as that and never release another product. The fact that I have around 12 products that I promote comes as a shock to most people. No one knows that they are by me, and that is the mistake.

As you become known as yourself people associate you with the products, not the product being associated to you as Squidoo Queen is.

Bringing Kelly Stone forward as the brand and Squidoo Queen as the product is just letting me capitalize on the success of the product. People know Squidoo Queen as the person to go to for everything Squidoo related, they don't know that I am also a blogger and affiliate marketer.

By branding yourself from the start you will be creating an image, something that you should do before others do. Rest assured that if you don't brand yourself – others will. It's better to have some sort of control over this.

Companies spend millions on branding their companies and as someone who works online we need to be doing the same thing. For example, when you think of eBay, do you think 'Ahhh, John Thronhill' or 'Ahhh, The eBook Process'?

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More than likely, you picked the first. People know that John is the 'goto' guy with anything connected to eBay. There are lots of people that we think of when we pick a market or a marketing area.

Creating this is vital to getting your name being mentioned amongst people.

How many people do you think will know who I am when they think of Squidoo. No one. They know the product – not the person.

My friend Patrick has managed to do this really well by being different. He has a unique style that is him all over. No one even comes close and it's worked **VERY** well for him.

People wouldn't know who he was, and they didn't two years ago, if it wasn't for this branding. Now he has managed to capture some of the biggest names around and they are all falling over themselves to promote him and his products.

Don't leave this too late to start like I did.

Start now and see where you go from here.

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3. Why YOU Are Not Making Any Money Online

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If you are anything like I used to be then you are probably sat there on a regular basis asking yourself why you just can't seem to make any money online.

For a good few years I just couldn't find my way off the starting blocks. I'd find something that sounded great and I'd get started with it. Once I realized that it wouldn't be making anyone any money apart from the author I would walk away and put it down to experience.

The simple fact of the matter was this.

I wasn't taking enough action.

Don't switch off on me here – there is some real gems about to surface here. I posted in a forum on this only this week about the words 'take action'.

Those two little words are really powerful but way too overused. It's almost to the point that when you see them you just kind of switch off from them. Taking action doesn't always mean getting started. They really do mean so much more.

You take action when you read a sales page and decide to make your purchase. You take action when you sit yourself down to read the eBook, guide or report. You also take action when you stop working to go and watch that soap that just started.

Each one of these processes is you making a decision to do something. Taking action in your own way.

Taking action online can be overcoming not knowing how to do something, or finding someone to help you get started. Each time you overcome one of these situations and take action you are learning and getting closer to your goals.

For a long time I felt that everyone was like me in wanting to replace their income with online earnings. I now know that this is just no so. Many people simply want to earn enough to pay for the odd bill each month. They are happy in their jobs and have different goals.

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No matter what goals you have, you must take action to reach them. This means that you need to really sit down and work out where you want to be and how you are going to get there.

Will you use article marketing (Bum Marketing) to make an extra \$200 per month or will you use Squidoo to generate \$1,000 per month? Deciding what you want is the key, knowing how you are going to get there is the secret.

Sometimes, the action needed is as simple as planning your week or month out. Although this sounds simple it's very important to do this. You need to know what you are going to do and when.

At the end of each day I write down what needs to be done the next and work it into my weekly plan. Failing to plan is planning to fail. I can't remember where I first heard this but it's now something that I live by.

Today, sit down and plan your week. Work out what you want to get and how you are going to get there. Do you need to take action and learn something new? Do you need to outsource and have someone help you? How will you do this?

Once you have gotten started you need to write down what worked and what didn't. **NEVER** think of something as failure if it didn't work. Something that didn't go to plan is simply a learning curve. Take what you did and work out where you went wrong and how you can avoid it next time.

What will **YOU** take action with today?

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4. The Big Secret – Exposed !

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I was wondering if I should actually address this within my newsletter as I know that it can run the risk of upsetting some people. Me being me has decided that it's worth the risk.

Yesterday I got an email from someone who had just purchased [Squidoo Queen V2.1](#). I read the email and it read:

“I wanted to ask you for a refund. Although you state that you earn a lot of money doing this Squidoo thing, I can't possibly see how you do. I want to be able to earn money online but this is something that is not for me. I don't have the kind of time that you are talking about. Please refund my money.”

At first I was about to process the refund. Every single product has refund requests, no matter how great they are. Most products on Clickbank will expect to have at least 5 – 7% refund rates. 5% is certainly an acceptable level. Squidoo Queen has less than 3% so I am proud of what I achieved.

After I had read the email a couple of times I decided to send an email back to the member and ask them what kind of hours they were looking at and for what kind of income they expected as a result. Feedback is one of the most important parts of having an online business.

The reply I got was this:

“Kelly, thank you for your email and for processing the refund. To be honest I have tried several other programs only to find that they are complete rubbish! I have around an hour per week spare and want to make at least what the big guys say is possible – around \$5,000 per week. Of course, if you can let me know exactly what is profitable and what is not I am sure that I can earn more.”

At first I laughed (sorry). I mean, does anyone really think that they are going to start earning that kind of money from day one? At the time of writing this, I average around \$10,000 per month and I do put some hours in to achieve this.

I'm not saying that it can't be done, it's just very unlikely. Especially if you are just starting out. The hours that one person can put in are determined by their desired income, family commitments and job commitments – but no one seriously expects to earn big money with just an hour a week do they?

I've already touched on taking action as being one of the sure fire ways of making money online. The biggest secret though for generating money is this.....

Learn The Basics And The Rest Will Follow

Only You Can Do This – If YOU Are Not Prepared To Put In The Work – Stop Now!

Yes, I want to help you succeed. Do I want to do the work for you? No. That would be pointless. You wont be able to learn how to generate an income for yourself – this is a pointless exercise all round.

Learning the basics of marketing will hold you in good form for whatever you decide to do online. Even if you can only work and hour per week, if you know the basics you can earn money within that time.

Obviously the more time you put in the more you will get out. But anyone can start to generate an income online if they are prepared to learn what it takes.

- Take Action
- Learn Why People Buy
- Find Out What Those People Want
- Give It To Them

All sound simple? It is. There is no rocket science to be found here, once you can get this sorted out in your own head and find that hungry crowd and give them what they want ... you will have what it takes to generate an income.

Obviously there is a little more to it than what I have put above, but taking it back to it's simplest form and keeping it simple throughout will give you the tools you need to succeed.

Keep It Simple.

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5. A New Way To Flood Your Lens With Traffic

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Last month I created a new site, nothing fancy just a simple one page website that I was using to capture leads to build a mailing list within a new niche I had found.

Once I know that a niche is profitable, I work it even further. With my new niche there were around three sales in a week so I new that I could start to build a mailing list around this niche and try and expand on it for even more profit.

After I had spent around an hour putting the page together and making sure that the auto responder was working as it should be, I started wondering how I could grab even more leads through it.

A few weeks before I had created a mini report on the niche and was giving this away for free if someone signed up. (The top tip here for getting leads is to offer them something that they can't say no to. A report is one of the best ones to use. Simple and easy.)

In order to get more leads I needed more traffic to that site. Just like I do with my Squidoo lenses I wanted to send traffic there through articles. I very rarely write my own articles theses days – I outsource them to save on time. This time though, I decided to do them myself.

Twenty minutes later and I had my finished article sat waiting to be sent to ezinearticles.

It was then that I thought I would test something out that I had been wondering about.

My report that I had written held enough information in it to be considered a guide by itself. I knew it would hold it's own to be sold. I then went over to eBay and created an auction page for the report. The report could be sold for \$1 and the up sell inside the report who be well worth it to anyone who was genuinely interested in the niche.

I made sure that my keywords were in my title and then listed it. Whilst I had a few minutes spare instead of sending my report to ezinearticles I listed it in the guides section of eBay. I then knocked together a simple 'about me' page directing them to my Squidoo lens.

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After that I thought I would leave it and see how it went. Within the hour the auction was ended with a buy it now for \$1. OK, so I made virtually nothing on the sale, but inside the report I had managed to get that report out there and in the hands of a reader.

Two hours later I noticed that the product I was promoting within the report had made me a sale. It was the same person!

Over the week, even with no more listings on eBay, I have had around 50 people come to Squidoo from my about me page and they got there from that report.

I did a search on Google for the keywords that my guide was made with and sure enough, there it was sitting in third place.

Although I have not tested this further at this point, it does hold a lot of promise to people who have really started to think of new ways in which to get visitors to their lenses and how to expand on a profitable niche.

In 2008 I'll be sure to test this even further to see how much mileage I can get from it.

Stay tuned – why not have a go yourself?

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6. New Year – New Goals

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As the New Year is coming at us full steam ahead it's now that we should be thinking about what we want from next year. For me, I want to be increasing my income by at least 40%. Is it possible? Of course it is, so long as I know how and when I am going to do it.

It's all about planning for the future and sticking with it.

Are you ready for next year? Do you know where you want to be or how you are going to get there?

Plan now to make next year your best year online ever!

Merry Christmas and a prosperous New Year to you all.

Kelly
xx

[Squidoo Queen V2.1 Out Now!](#)

[Kelly-Stone.Com](#)
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