



YES! You Can Expand Your Professional Coaching and Consulting Business Onto The Web

In Three Short Months Or Less!

Double Your Bank Account! Create Passive Income! Milana Leshinsky Shows You How!

Professional Coach and Consultants....Don't Wait Another Moment! Expand Your Business On The Web, Now!

W elcome,

Thank you for purchasing this audio ebook and for your interest in prospering on the Internet.



My name is Honor Hart. I run the exciting internet business women's community and membership site, iBizWomen.com.

iBizWomen.com-- Created by and for today's business women on the web. Join this incredible online community now and find out what it's like to have your dreams supported. Choose Free or Professional membership and reap the benefits: caring assistance available from our onsite women experts ... invaluable business exposure in our Ready-made Marketing Program ... plus tips, tools and resources galore to guarantee your success. Whether you already have a business or are looking to get started, iBizWomen.com wants you! [Join us now!](#)

I recently had the pleasure of interviewing Milana Leshinsky of Accpow.com. The Association of Coaching & Consulting Professionals on the Web. Milana is an excellent teacher and coach performing her service of coaching other coaches to set up shop on the web, bring in new clients and **make a profit** in their coaching and consulting online businesses.

Read and Listen and learn as Milana unveils her secrets to her own rapid success on the net along with giving you the detailed steps that **every service professional must take** to get on the web and into profit in today's digital world.

To YOUR Success,
Honor Hart
iBizWomen.com

P.S. Want to hear more of what Milana has to say to service professionals? Get her ebook, ["59 Ways To Grow Your Practice on the Internet,"](#) today!

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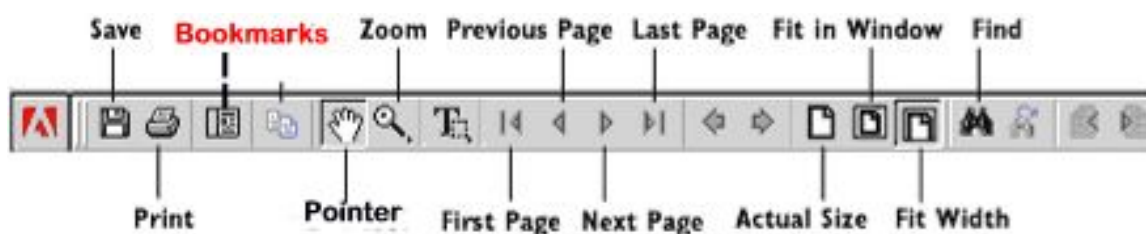
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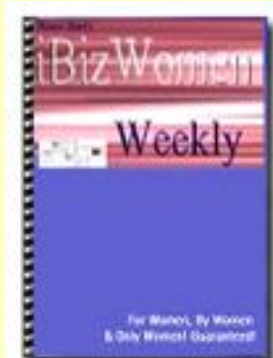
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About the Authors



Milana Leshinsky is creative, inspiring woman who has made her presence known on the web, starting out as a web design coach and now, as a coach for coaches, consultants, writers, web designers, speakers and other service professionals. She has developed the online tutorial, **"I Want Clients! - A Complete Internet Marketing Blueprint for Service Professionals"** made available to the members of Milana's teaching site for professionals, Accpow.com.

Today, Milana's new company - Milana.com, LLC. - is involved in creating web design tutorials for beginners to intermediate webmasters, building web sites for busy business owners, and consulting other solo professionals in their online ventures.

In Milana's own words: "Everybody has a dream. My dream has always been to work for myself doing what I love. I now live that dream every day as a coach helping others to set up their professional businesses on the net. I love my clients, and feel incredibly grateful to every customer who goes through "my door" - my web site, that is. Helping them makes my life better.

As a coach, I am sure, you meet people who are skeptical about what you can do for them. My biggest challenge is usually convincing business owners that the Internet can grow their bottom line. Many don't believe that making money with a web site is possible.

I was one of such people until 2001, when I sold the reprint rights to my first book. Well, that changed everything. If I could do that, then knew I I could do anything! My business is growing every day. I feel confident that I can help people do the same thing, because I already know what works."



My name is Honor Hart and I have been "lurking" online since 2000 while quietly making an additional income in affiliate sales. In 2002, I went full-time on the net (before that I worked full-time as a counselor, life-coach and psychotherapist) and have been working hard ever since to establish myself in my new and "visible" niche.

My mission and plan is assist women in building their online businesses by providing a simple to-use, Ready-Made-Marketing Plan at my women's only membership site, iBizWomen.com. In addition to managing iBizWomen.com, I publish the [iBizWomen Weekly](#) ezine for women in business or starting a business on the net plus operate the internet business women's forum at iBizWomen.com/forum so, you can see, I am dedicated to all women who strive to build businesses and generate prosperity and abundance in their lives on the Internet!



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Chapter 1

Teleclasses Anyone?

Hello, everyone. This is Honor Hart from iBizWomen.com. Today we have Milana Leshinsky of www.firstbusinesswebsite.com and www.growyourpracticeonline.com and many more many more websites -- including her new website for solo professionals at Accpow.com.

Hello, Milana. Would you like to tell us a little bit about how you started out, what you are doing now, and how you are working on the internet?

Yes. My background is in teaching music offline. After I stopped teaching, I went into business in computers. I spent three years as a web developer at a company in central Pennsylvania and while I was there, I got to browse the internet quite a lot. It was then that I stumbled upon an ebook, an electronic book that was supposedly teaching people how to make their sites sell. And of course if you are familiar with Ken Evoy, the ebook title is "[Make Your Site Sell](#)". As soon as I read that ebook, I said, "I need to start something like that of my own." I was very much inspired by his ebook and that's how my very first product was born. I followed the instructions and got my ebook published and started my www.firstbusinesswebsite.com.

That was your first ebook?

It was "[Create Your First Website in Ten Days](#)". That was the very first ebook, and web development was something I was good at. I felt confident that I could teach others, so, that's the topic I chose for my ebook. After that, I just found that I can keep creating stuff and it is really exciting -- and people like those ebooks because they're so easy to buy and download; you can instantly access them. So, I kind of got very much in love with creating ebooks and marketing them.

My latest venture has been somewhat different from an ebook. It's still an information product, but it is more of a membership website, which is the Accpow.com (Association of Coaching and Consulting Professionals on the Web). Accpow is for people who are coaches, consultants and other independent professionals. I like to throw freelancers, designers, speakers, all in the same group of people since they are all self employed.

Can I just go back a little bit? Just give me a timeline, when was it you put out your first ebook?

Well, my first ebook I published in 2001.

2001 wasn't that long ago.

No, not at all. Although it seems like it's been ten years ago. Time flies a lot faster on the internet than in real life.

The reason I make a point of that is that you started out in 2001, not like many people who started out '98, '99. You started out in 2001 and still have been very successful. There are people who feel that if they didn't get in early, they couldn't make it now -- but you did. You got in, in 2001.

Oh, I think it is only starting. I just read statistics somewhere, that only twenty-five percent of companies have websites today. So, we're just seeing the tip of an iceberg of what's to come on the internet. It doesn't matter what year you got in. If you got in during the last five or even the next ten years, it's still fine.

Of course the problem is, not how soon you get online, but what exactly you'll be selling and how you'll be approaching your marketing strategy. Making it may be different from what everybody else is doing and following the trends of what is allowed. The laws change all the time. You can be prosecuted for spamming now and that was unheard of years ago. So, if you follow the new strategies, technologies and new approaches, then I don't think it matters when or how early you get in.

Of course, the first ones to get online are successful. Take a look at [Cory Rudel](#). He was one of the first ones, if not *the* first, teaching internet marketing -- and he has made a fortune for himself... just because he was the first one. A lot of marketers are teaching the same thing today with some level of success, but not nearly as much as he had.

Right, so that's also why it's good to join a membership site such as yours. So people can keep up on what's happening, and get in on the new trends and all of that. Membership sites alone are something that are going to just blossom more and more.

Now, Milana, you told me to ask bold questions so I wanted to ask you a bold question right up front here and then we'll go into the new website. I want to talk more about that and how you're coaching and also the marketing tactics that you use. But, I just wanted to have an idea, since we are talking about success and how we can make money, how much money you made. You made \$26,000 or \$21,000, I'm not sure which, on your first ebook in less than a year. And that was in 2001.

Right. Well, the first year, I had only a couple of sources of income. Best of all, I still had my job so my time was very limited as to how much I was able to work on business. But in those few hours a day that I was working, I earned \$26,000, my first year in business. I think it was pretty good. And it was pretty exciting that I was able to do that. Very encouraging to continue with my business.

And the next year was pretty good, too. I am now up to about \$75,000 a year and you have to keep in mind the internet is my sole source of living. That's not to say that it's my only source of income because I do so many different things. Let's say if my ebooks are not selling this month, I might get a coaching client. If my coaching is pretty quiet, then I might get a web design client. Or, I do teleclasses, I do seminars, I do so many different things that I always feel like I'm protected. I always have a backup of what I do.

Is that what you recommend for people?

Absolutely. I think that, (especially the self-employed), those people who rely on only one client or on one source of income, might be feeling a lot more loss than someone who has a lot of different ways to make money.

Whether online or offline doesn't matter, it just makes business sense.

Right, so then, they don't have to rely on just one way that the money is coming in. You'll help and coach them to do that and show them how to make other things like make digital products. That's also part of their marketing strategy.

Basically, you can call it multiple sources of income or you can also call it passive income. If you are creating ebooks, writing articles, and publishing them and possibly getting paid for those, that would be passive income. Because, whatever you create will be sold over and over again as opposed to coaching a client. Where you coach, and once that client is done with you, that income does not repeat itself. It does not replicate. So have a passive income combined with your clients that you can do other things with and help them in their businesses. Whatever it is you do maybe in their lives, if you are a life coach, it is really helpful in building your business overall.

Most people don't go into business saying, "Okay, I'm going to publish an ebook, I'm going to make a business out of it." Most people say, "I'm going to publish an ebook and use it as a tool for getting where I want." Although, to be honest with you, when I wrote my ebook, my thinking was, I'm going to make an ebook and I'm going to make lots of money with just that ebook.

Well, you did make pretty good money with it.

It was amazingly good money for me, at that time, when nobody believed that I was going to make anything with that ebook.

Of course it is an excellent product and you are a very excellent teacher because you are able to break things down systematically. I have a couple of your books and they're very, very good.

I think I do have some talent for teaching, first of all, because I was a music teacher and I have that ability to get down to a level where the student or my reader is and explain web design in very simple terms. Plus, I remember how difficult it was for me. Now you have to remember I hadn't touched a computer until I was twenty-one. Coming from another country with a music background, I only saw computers on TV, at that point. So, at twenty-one, for me to actually start using a computer and then to learn how to program and how to do websites... it was too fast moving for me. So, I still can remember how I got started and how confused I was and what terms and what things on the computer were confusing and scary to me. So, I can very much relate and that helped a lot in writing my ebook.

I bet. And then you were able to put it into steps. I can see how you did that. I have your CGI book, ["How To Install and Troubleshoot CGI Scripts,"](#) and you do that in that book as well.

Right, and that's programming. That's something I had to learn, to do my own programming.

And a lot of that wasn't available in 2001. Right now, people have more resources than ever before.

Resources are growing all the time, so, you can find a lot of websites for resources. And, if you are willing to spend the time and do the research and study on how to do things, then you really don't have to spend money on anything. The internet is filled with free information, if you're just willing to put in the time to find it.

But not all professionals have the time. That's why your website, [ACCPOW](#) is here. Tell who the people are -- the clients inside your website. What kinds of people would be joining?

The majority of people who join [ACCPOW](#) are coaches. Business coaches, life coaches, executive career coaches, people who are coaching their own clients. The other part of our membership are the consultants which

are very similar to coaches, but they're different in how they help their clients. But there also business consultants, computer consultants, management consultants, HR, Human Resources.... just about anything you could imagine. And then, we have writers, freelance writers, graphic designers, speakers (consultant and coaches can also be speakers), so that's an overlap.

Basically, anybody who can deliver services remotely such as over the telephone or the instant messenger, email, and if they're working for themselves; those are the people who can really benefit from joining Accpow.com. Because, there are a lot of resources and training, and we do mostly teleclasses. Members are loving it, I mean I've been getting really great feedback. I've been really excited about that.

I am just starting up my own membership site for women at iBizWomen.com and I've been watching yours since it started. It's really mushroomed and mine is not mushrooming quite as much as your site is. I'm wondering and I have lots of questions about starting up a membership site. So, do you mind if I just sort of grill you and get all your coaching here and now?

Oh sure.

How did you build it up so quickly, how did it go?

Well, while I was developing the site, I did a lot of research and found a lot of people who I was planning to interview. Those are also the same people that ended up being my partners in helping me promote the website. They are also the people who target coaches and consultants. So we have a very similar target audience which sell different products and services.

Are these who you call your advisors at your site?

Actually, no. These are the people I call joint venture partners. The advisors and columnists are experts and good writers who I solicited to join the site and contribute. The job of advisors is to be there -- whether it is a teleclass or the member forum for people to ask questions -- and to contribute monthly tips and articles in their expertise areas. So, for example, we have a legal expert who can contribute internet law and business law tips.

That's [Bob Silber](#).

Right, we also have [Wayne Davies](#), the person who helps us with the financial and the business tax side of self employed businesses. He is very targeted because that is his expertise; ie, self employed professionals. His tips are topnotch and very well written just for people who are members.

And you have [Raleigh Pinsky](#)?

[Raleigh Pinsky](#) just joined us last month. I've known Raleigh for years, ever since I started my business, we've been in touch. Actually, she bought my ebook. That's how we got in touch.

She sounds like a great lady. I'd like to get to know her.

Yes, absolutely. She's a great speaker. She's very dynamic and, very upbeat. And she's going to be sharing her PR wisdom for our members.

And then we have a coach who is not just a coach but a person who helps coaches build their practices. That is Bill Dueease who owns TheCoachConnection.com, where he helps coaches find clients and people find coaches. So, he's like this match maker between coaches and the people who need them.

So your advisors contribute regularly, inside the membership site. Your joint venture people are in there

doing teleconferences with you?

Basically, the definition of a joint venture, is where people have to be able to help each other. In other words, I could come and say, "Hey, would you please advertise my company to your list and I'll pay you commission." And, while that would be beneficial somewhat to them, because they would get commission as a reward for promoting my site, usually most people don't like to do that because it doesn't help their business in any way.

So, what I usually do is suggest that we do either a joint tele-event such as a teleseminar and invite all our members and subscribers to give maximum exposure. Or, I interview them in the written format and then present their company to my members, and in exchange, they always help and they always welcome my ideas for helping to promote Accpow.com. That's how they usually agree to let their subscribers and client base know about the Association of Coaching and Consulting Professionals.

Your advisors are benefiting in the same way? It's exposure for them?

Exactly.

So, that is how you get people to partnership in the website? So, you're not doing it all, too.. Which is what I am working up as well.

Well, I am doing it all but they're helping as far as getting the word out to the people I am trying to reach. I wouldn't be able to that without all these great people who are my joint venture partners. They're letting me tap into their lists and this is the only way any company is able to grow.

Now, when you say, 'they're letting you tap into the lists,' does that mean that they're not sharing the list with you? But, are they actually advertising you to their list? Or, are they saying, "Hey I'm doing a teleseminar with Milana this week?"

Exactly. I don't have access to their lists, and I don't like to call it advertisement. But, what they do is announce an event that we have and send people to my site to register. So, basically we are giving them value because we are allowing them to participate in the seminar for free, but we also are promoting ACCPOW to them and vice-versa. And, when I do the mailing also, I'll ask for either an article or a tip or something of value that they can offer to my members so I don't just advertise their site.

I see, that's a good idea. Ok, so how about your credibility? The fact that you have been on the web and you had these very well received ebooks out there -- people knew about you. Did that help bring in people? You already had a list that you could market to?

I already had a list, right, right. But the list that I've built over the years are actually not the people who I decided to work with at the end. The list I have been building was for my newsletter which is for webmasters. Anybody who is a webmaster, web designer, beginner in web design, would benefit from my newsletter which is by the way, called "Web Expert or Not." If you go to <http://www.helpingfoot.com/>, you will be able to subscribe to this.

So, the list that I built - which is almost eight thousand people at this point - I built based on the newsletter publication. So, when I decided to start ACCPOW, I really had a small list of about a thousand people. Those are the people I really wanted to work with because that was the list of coaches and consultants. As far as credibility, I was really lucky to get connected with several coaches who wove me into their community, very gently. I was invited, well, first of all, one of them bought my ebook. And, see again all these good things were happening to me because I published that ebook.

Was this the ebook for the website building, "Create Your First Website in Ten Days"? Or for the coaching,

[59 Ways To Grow Your Practice on the Internet'](#)?

Yes, for the website building. One of the coaches bought my ebook and invited me to be in their coaching team. So, I would be the internet coach, and the concept of coaching was so new to me back then, that I said, "OK, whatever that means." Okay, I really didn't know what to expect and what I would be doing, but I got very interested in this whole new growing profession.

Of coaching and consulting on the net?

It's still new. You can't get certified or you can't get any kind of degree. If you go to college, you can't choose life coaching because it doesn't exist yet, to my knowledge. The only way you can become certified is by going to one of the private programs or organizations that will teach you, give you a program to go through to become a coach like Coach University or Coach Alliance, Life Coaching Institute. So, there's a lot of those, but it's not something that has been out there for a long time, just maybe, I want to say twenty years, maybe twenty-five.

And so, you didn't have any of that training but they asked you to be a coach because of your book.

The ability to teach...

Right and you actually are an excellent teacher. Everybody tuned in on that. So, what you are saying is that you got this ebook out and people found you and they were impressed and they needed to have you as part of their team and they asked you?

Right. And, basically, who you know. I knew these two wonderful coaches who invited me to speak at their teleclass and all of a sudden, I was known to five hundred coaches, who I had never met before.

That's amazing. So what other things did you do for marketing? I know you have done press releases..

I have done press releases. I am either not very good at writing press releases or I didn't take the time to explore this marketing strategy. I know it can be done and a lot of people have been successful with it. You know, I published one and it didn't work so I quit, because I have all the other strategies to try out which do work -- and I know they work so I stuck with those.

And you were on the [Mary Goulet](#) radio show.

Correct.

I think I remember seeing the announcement on that.

I think I am going to be on another one this week.

Oh boy, you are very busy now.

Yes.

Has the membership site changed? Has it made you more visible and more busy?

It has made me more busy but it also made me structured and organized, because when you sell an ebook or when you have several products, your marketing efforts are kind of, I don't want to say spontaneous because I was still trying to stay on schedule. You do this today, you do that tomorrow, but it is not very organized. Now that I have [Accpow.com](#), I know exactly what my schedule is. I publish an ezine every Friday. I do promotions the rest of the week, and if I have any coaching or represent clients,. I also take care of that during the week. But, I know that on Friday, I must publish that ezine or else. That's something my members are expecting to receive.

That's so interesting. The ezine, now, is that for just the membership site?

The ezine is published in two versions, or actually I should say two parts. The first part is free so all the articles and tips are available to anybody to read.

It's at the Accpow.com website, isn't it? I've been there and saw some of those.

Exactly. The second part of the ezine is for members only. That's where I put all the stuff that is only visible for members. They have their password and they can log in and read those articles.

I agree with you because this membership site I am starting up at iBizWomen.com has changed my life in terms of organization.

I am completely focused on this site now. I can't say that I don't promote any of my products or services but Accpow.com is my focus and it's made my life wonderful because I am very focused. I don't feel overwhelmed that I have to do so many things because I do just one thing that is ACCPOW. That's it.



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Chapter 2

Okay, Milana, What *IS* The Best Marketing Style For Coaching and Consultant Professionals?

I want to talk a little bit about the different kinds of marketing if we can.

I started with [Ken Evoy](#), too, and his products back in 2000, but, I didn't get any product out like you did. I only learned and looked, and watched and paid attention and did some of my own offline private practice. So, I've been watching you and other things and learning as I go.

What I want to bring up, Milana, is direct response marketing versus attraction marketing. The differences between the two; the similarities, perhaps, between the two and which one you think is best for professionals.

I have my own little story behind my own marketing offline as a psychotherapist and counselor and what kind of marketing I used (which was not direct response marketing). I've gotten really interested in direct response marketing because it was something that wasn't really promoted in the service professions or helping professions.

To just back track here a little bit: You say, you got in touch with, well [Marlon Sanders](#), who is a direct marketer. You got the "[Amazing Formula](#)" as part of your own strategies, so, you had a little bit of direct response marketing from the beginning, right?

To start with, before I answer your question, I want to say that whenever I read something or whenever I get my hands on some book or product or newsletter and if I like something, I usually get so excited that I've got to use it and try it out immediately.

I don't know about watching and observing, I don't observe, I just go and do things. That's why as soon as I was done with Ken Evoy's book, "[Make Your Site Sell](#)", I published my own, three month's later. And that's a big difference between people who are procrastinating, and I am not saying you were, but I'm just saying a lot of people who are complaining about lack of profits or lack of results; those are probably the people who never

even tried. They may be just watching and were afraid to try.

I always jump in immediately. I want to keep up that excitement because that is the great motivation for me. As far as the direct response marketing versus attraction marketing, I had no idea. You know, if you had asked me that question three years ago, I would have given you a blank look. So, all of these things were completely new to me and I just did what other people said I should do.

I bought Marlon's book, ["Amazing Formula"](#). His book taught me, basically, how to do joint venture partnerships and how to write and submit articles. But, to be honest with you, I didn't discover too much in his ebook because, by that time I had read both ["Make Your Site Sell"](#), and ["Make Your Knowledge Sell"](#). I also received a lot of newsletters and went to message boards. His ebook, though, helped me organize everything I knew and put it together very nicely. It confirmed the things I already knew that were indeed working. The best part of his ebook for me, was actually learning how to write a sales copy.

Right and that is, direct response marketing. Perhaps we should define that for people. Basically, it is all intended to get a response on the very first contact, let's say. So, if someone comes to your website, you want to collect either an email address for an ezine or something you are giving away and/or get a sale. That's how direct response marketing kind of defines itself, I think. Attraction marketing, then, is more of a process. Now, this is my own interpretation. You might have a different slant on it. It's more like "tell, don't sell." Provide a lot of content and some information about who you are to build value, and then get the sell. Is that how you see the difference?

Yes, and as far as direct response marketing goes -- direct response marketing has been around for years and probably decades. For as long the marketing itself has been in existence.

Right, it comes out of a different genre. It comes out of mail order and stuff like that.

I had never been in business before the internet became available to me. So I learned backwards, while some people who have already been in business like mail order and direct response marketing had applied their knowledge to the internet.

I learned these techniques on the internet first. Then, I went back to reading ["Scientific Advertising,"](#) published in the 1920's, I think. And I am saying to myself, "Wow, I really know this stuff!. How do I know this? And, it's because, on the internet all the ebooks written were replicating everything available in the offline world, but in the online terms and technology.

Personally, I use both strategies, direct response marketing and attraction marketing, in combination. For example, I publish a newsletter, and when I find a product that, see, would be useful to the webmasters on my list, I email a promotional piece about the product to them.

So that's what you call the direct response part.

Yes, then I direct people directly to the site where the product is sold. I would do the same thing if I advertise my products. So, classified ads, I would consider direct response marketing, because when the classified is published, people who are clicking on the link will be taken directly to my website. They've never heard of me before. They have no idea what I do, what my products are -- and my goal is to quickly introduce myself on the page where they will arrive and hopefully attract them to my products.

Attraction marketing is something that you do naturally. Something you can't help doing because once you have a client or customer, that person knows you and if she or he likes you, they will pass the word about you to their

friends and colleagues. So, then their referral marketing will start working and you didn't even try. You only tried to create a good product or service. And then, of course, article publishing or book publishing would be huge part of attraction marketing. Where people read about you, read the articles written by you and they are attracted to you because they can see you know your stuff. And, then, they contact you instead of you trying to chase them. So, I think that for service professionals, for coaches, for consultants, designers maybe even, and virtual assistants, speakers, attraction marketing is definitely number one.

So, they (coaches and consultants) want to follow the building value model?. Getting people to know them because it is a relational type situation that they are in as coaches and consultants? That makes sense. The reason I bring it up is because offline, as I was building my practice, we were pretty much taught the attraction marketing model. I didn't know what it was called then, either. But, when I got into direct response marketing and studied it. I found the contrast between the two; and, then I looked and saw that the coaching and consulting professionals on the web were using the attraction model, even on the web. But, you, Milana, are throwing in some direct response tactics as well?

But, I never used direct response to advertise or promote my services. It is very rare that you will find somebody purchasing a \$500 coaching package just because you send them your promotion.

Right, because they need to know the person.

I think it's just too much money to spend on somebody you've never heard of before.

But then you are throwing in the tactic where they do collect and email addresses and start to build a relationship, that way.

But, the only time I would use direct response marketing is to either build my mailing list, or to sell my products, which are under \$60.00. So, for somebody to buy a product that they can immediately see the benefit from is a different matter than trying to sell a coaching package or a web design package.

Good distinctions. Those are really good for people to understand. Perhaps, I tend to over think things, so I get confused. But, those are good distinctions to understand. It is based upon what you are offering in a given moment that decides.

I am going to go over some of your list of 18 different ways people can market. We won't cover the list exactly. But, I want to bring out the fact that people who have a coaching practice and people who have an ebook would market those differently. Would you suggest that they would set up different websites?

Well, there are two different approaches. I can't say that I take one approach over another. For myself, I chose to set up different websites for every product and service that I offer. Especially, if it is an ebook. When you promote an ebook, you want people to remember your domain name. In other words, "something.com." You want people to remember that and hopefully, the domain name will match your book name.

For example, your FirstBusinessWebsite.com.

Exactly, FirstBusinessWebsite.com. That's the address. And, the ebook is called, "[Create Your First Website in Ten Days](http://CreateYourFirstWebsiteInTenDays.com)", so they can associate and remember it better when they need to come back to the site.

But, I know that Robert Middleton, for example, put all of his products and services on one site. Infoguru.com is and people remember him by his product, his service, his newsletter, so he chose to put everything on one site.

So, he doesn't have any other sites with just one product on it.

All of my sites are, actually, only one product on it. Well, yes, let's see....Accpow.com is, obviously, just one site.

You have the [Mesmerizing Website Power](#).

Right, the domain is actually not matching because I had to rename the product. The original name was, "[65 Instant Web Design Answers](#)," and that's why the website is InstantWebAnswers.com. Then, I renamed the ebook, but didn't register a new domain. So, that is how it is right now.

I have published two booklets. One for professionals, such as coaches and consultants, [59 Ways To Grow Your Practice on the Internet](#)' and the matching domain is, "growyourpracticeonline.com." Then, I just recently published another book for a totally different market and I'll register a domain name, as well.

Did you want to mention that?

Sure. It's a booklet for music teachers, actually. The booklet is called "[77 Ways To Build Your Private Music Practice](#)" and the matching website is, "buildyourmusicpractice.com."

I think it is real important to have something people can remember easily. And, especially, because I talk to different people and different audiences. The reason it is working out so well for Robert Middleton is because all his products and services are targeting the same audience. If he was trying to sell something different, let's say, he wanted to sell something to web designers, then, I would think, it would make sense for him to then register a new domain.

But, because all of his products and services are geared towards solo professionals, one website is a wonderful idea.

So, which one would you coach your people in the [ACCPOW](#) website?

Most of my clients are coaches and consultants, and a lot of them are just starting out, so we just start with one website where they will offer their services. If they publish an ebook and the ebook - and it should - if the ebook targets the same audience that they are trying to reach for coaching, then they should just have one site.

They keep it all together then.

Right, they keep it all together. And also, when someone comes to a website and they see that you offer books, services, teleclasses and all of that, they can see you as an expert. You are not just trying to sell them your coaching, but you also publish books and articles and you are in the industry all the time exposed to the news, the latest technologies and the latest information. They can see you more as an expert -- as opposed to just somebody who is trying to make a sale.

Plus, if they are just coming online, they don't know a lot. There is a lot to learn, such as how to make an ebook and how to get in the search engines. So, I am guessing they are going to have to learn all that so one website would be a handful, at that point.

For people who are very interested in getting their sites indexed in the search engines and bringing the traffic, it is also a good idea to get different and separate domains to have more links in the search engines.

For link popularity.

Right. First of all you can interlink your websites and that is, sort of, I don't want to say you are faking link popularity, but, you are really using the multiple sites that you have to your advantage. You interlink them. You link from one site to another and from that site, to your first one.

There are two ways to look at that. If people go to a website like Robert Middleton's and it has everything on it, then they are right there but they still have to go around that same website and click through. But, if they go to your website, <http://milana.com/> and then you lead them to the other websites, they are still clicking through. It's just different websites. So, by following those links, you get to see the depth that Milana has. Oh, here she is a website designer. Oh, here she is a coach. Oh, here she is a website design coach and here she is a coach for professionals so you get a full picture that way.

I actually had someone look at <http://milana.com/> , recently. He is a karate teacher, locally where I live. My son goes to that karate school and the instructor is also the school owner. He is a very good business person, very savvy but not on the internet, though. It's very new to him. So, when he looked at my site, milana.com, he really didn't know what I was doing. He didn't know exactly what my specialty is and he said, "It's way too much work here. There are way too many links, too many things. You have to choose one thing and focus on that thing. I don't even know what you are selling here."

He was very much critiquing milana.com but, actually, my main site, milana.com, is not selling anything. It's kind of a portal to the rest of my websites. Anybody who is looking for Milana Leshinsky knows where they can find me. Whatever they are looking for is there. If they just want to contact me or check out what I am working on...it will be on milana.com. That site in particular doesn't sell anything.



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Chapter 3

It's In The Name or "The Secrets To Branding Yourself Successfully"

That brings us to the topic of branding. Milana, you've worked your way through different mediums, different careers that you have done on the internet. That's what some people do. Some people starting on the internet, don't really know what or how to establish themselves. They start here and they start there. So, having the portal site, like <http://milana.com/> is not a bad idea. It has your name and they know where to find you.

Yes, and because my name is an unusual name, it is more memorable than some more common name. So, it really helped me in branding myself. I don't know any other Milana who is doing her own internet marketing out there. So this makes me stand out in people's minds.

I did get the domain for Honor Hart, but I haven't put the portal up yet.

I think it is a very memorable name. Very wealth sounding partly because both your first name and last name start with H. The words Honor and Hart just go together.

Yes, I have actually been on the internet and I have a lot of websites that I have built, but I have been behind the scenes doing a lot of affiliate work. I won't be linking a lot of those since a lot of those sites are dropping away, now. Now I brand myself through the area of coaching and helping people to be on the internet, and of course, my target market is women.

I want the readers and listeners to know how branding works and how it is important to start to get an idea of what you want to do so you can brand yourself. It's taken me about 2 1/2 years to figure out what I want to do and now I have, so I can go full force. That's how branding plays in and people do want to know how they can brand themselves through a website of their own name.

They can brand just through their own name, but obviously, not everyone has an easy to pronounce, or easy to spell name. They should think about a tag that they want to use for themselves.

Like Robert doesn't just use his name, but he uses "Info Guru."

Yes. Paulette Ensign of Tipsbooklets.com uses the "Booklet Queen," because she is pretty much dominating the market of booklet publishing. She gave that title to herself and that kind of stuck. Ask anybody who has been on the internet for awhile and they will tell you that the queen of booklets is Paulette Ensign.

And, then there is Alexandria Brown, [the Ezine Queen](#).

You see. You remembered it, so obviously, it works. Then, there is Doctor Ellen, the Relationship expert of Lightyourfire.com. She is creating products for women and men to improve their relationships -- and Dr. Ellen, the Relationship Doctor, is something that stands out.

And [Raleigh Pinsky's, Promote Yourself](#). Raleigh, actually, I remember her picture. She has such a fun picture of herself on the website.

Yes, jump and all kinds of things in her red suit. (chuckles)

However you can brand yourself, branding is important.

Other people are using a little longer tagline, almost like a phrase. For example, "coachandgrowrich". I just interviewed Michael Charest last night for ACCPOW members. His website, is <http://coachandgrowrich.com/>. It's a variation of the Napoleon Hill's book, [Think and Grow Rich](#)

Something like that, where you can play on a book title or a character name or, maybe, use a saying or proverb that is appropriate for your business. There's one coach that uses a tagline, "reach new heights." He has a photograph of himself hanging off a cliff. He is a life and motivational coach and motivational speaker. I've never met the guy. I've never spoken to him. We've only corresponded a couple of times in the past, but because of his photograph and his "reach new heights," I can always picture him cliff hanging in his suit. I've always wondered how he had it taken.

So, people can brand through a catch phrase and images and our names (if we are lucky). Other forms of marketing for people to know about... you talk about ebooks. They can put out an ebook, and of course, if they have all that branding in place, you can throw all that on there, then you have images and phrases to carry along. And, booklets. You mention booklets as Paulette Ensign works with. And, if they can put those out digitally. We are talking about digital products now that can be spread across the web.

Also, offline as in self-published books.

Well, offline. I know very little about offline publishing. I've only moved lately into promoting my business locally. So, I am not the best person to give advice for local promotion or offline promotion.

So, pretty much, your website, then, focuses on how to get on the net?

Right. One of the strategies that I always focus on is publishing your articles. Publishing articles for free in exchange for exposure. I stress that a lot because it really gives you, especially if you like writing, it is really nothing for a person to do that. It doesn't cost a penny. It only takes some discipline because you would have to do that at least once a month.

Now, how do you personally submit your articles. Do you do it manually or do you use software like_

Ezine Announcer? What do you use?

I put together a list of publishers and newsletter editors and website owners that target the same audience that I do. Whenever I write an article, which is, at least, once a month - but because I write for the newsletter, I write more often than once a month- I always have a supply of written material to submit. Whenever I am ready to do that, I just pull out the list and email them. I use software to do that.

The software is called, "World Merge." You can get it at Coloradosoft.com. That's the software that allows you to do mass mailing. You can bring in your mailing list in any format, whether it is comma delimited or in Excel spreadsheet.

So, this is not an autoresponder but this is a software?

Yes, download it on your computer. It's using your own internet connection to send out email.

But, as far as getting the articles into the different publishers, you manually submit those?

No. I collect their email and I have a file with their emails. If they have said, "Yes, Milana, you can send me your articles to publish them." Because I have a lot of publishers on my list, it would take me forever to do it manually.

I agree. So, it took you awhile to compile the list.

Right. I keep adding to that list all the time. If I find some publisher that I would like to present my articles to, I would email them and ask for their permission to send them my articles.

And there are, of course, article news groups that allow you to submit articles any time you want. If you go to <http://topica.com/> or egroups.com and do a search for articles, you will find a lot of newsgroups that allow article submission.

I have to say, Milana, that's how I found out about you. Oh, a couple years ago I found your articles.

That's why we are talking together today!

I found you through articles. And, of course, I got your books. And I found that you really explained things well to me. That's how I have known about you for a couple of years, now, Milana.

Well, that's how you get around.

And, yes, you did establish yourself and I got to know who you are, how well you write and how well you give information. So, it worked!

And, now teleclasses...that's another whole area that people are moving into. You are doing them. Many people are doing them. What about free teleclasses. You are giving them as an incentive for people to get to know you, to get to know your JV people, to get to know your website.

Right. I started to giving teleclasses, about a year and half ago.

That's right. You did that for web design.

I gave teleclasses where I would teach people certain elements for web design, for do-it-yourself kind of people. I found it really, difficult to train people on the telephone on specifics about web design. So, what I started to do, instead, was to give them lessons on marketing such as article publishing, ebook technology and things like that.

The first few months, I was giving teleclasses, actually, for the first year.. these were completely free so that anyone could participate for free.

Wasn't that mycoachingwebsite.com?

Mycoachingwebsite.com. People could go and register there.

Are you still doing those there?

Well, I am still doing the teleclasses but I do it through Accpow.com. In other words...well, yes. If you are on my list, you will receive an announcement for teleclasses - but if you miss the teleclass and you want to listen to it later, then only Accpow.com members can access the audio recording. In the future, when ACCPOW grows, I'd like to do the teleclasses only for members so that it is exclusive to member. But, at this time, I want to make them available to everyone.

That's how you are also building content for your website. When giving teleclasses, people can use free services when they have less than thirty people on the call. You are probably beyond that, but I thought it was pretty neat when I found the free service. Did you ever use any of the free services, like, <http://freeconference.com/>?

I did. I used <http://mrconference.com/> until one day, I couldn't get on my own teleclass. I immediately said I am not going to ever use free services. If people pay for the class, or even if they don't, it doesn't make a good impression if they can't get in. I couldn't get in and I was the teleclass leader. Participants were waiting for me on the line and I later realized that Verizon, which was my phone company, was blocking that number. Something that has to do with the phone company and them blocking that number.

There are other services, like <http://freeconference.com/> and <http://konference.com/> with a "k" is another free service. So, to start with, you can use those services but if you really want assurance that it will work, I like to pay for things and know that they are going to be working.

Okay, teleconferences are another way to get known, especially in coaching and consulting. Although, I know a lot of people are using it now.

Not a lot of people are using teleclasses. A lot of people who own internet businesses, they own internet businesses because they like limited human communication. They like their computers. They sit at their computers all day. They don't have to talk, to dress, to put on their make-up or anything. They like, pretty much, to be cooped up in their home offices and do their work on the computer.

It was very much like that for me. People don't realize that I still get really nervous before each teleclass. Once I

get started talking and I get involved and people are asking questions, then I get more comfortable. It's amazing. My husband is always asking me, "Why are you subjecting yourself to this torture?"

I am surprised to hear that, because you have been doing teleclasses and telecalls longer than a lot of people I have been watching.

I know. That is something that never leaves me. I always have butterflies in my stomach before each teleclass. My very first teleclass, I conducted with one person. Only one person registered. That's a very good client because I was so unknown back then, that when I first announced my teleclasses, nobody knew who I was, why I was giving a teleclass, what else what I going to sell them, or why they should register. And, the teleclass was free. And, I only had one person show up. I was so disappointed and so discouraged.

Yesterday, we had 80 people on the teleclass. So, once you are able to conduct a teleclass with 3 people, the number of people doesn't matter at that point. I think that not enough of people are doing teleclasses. They are missing a lot of the human and relationship aspect of doing business. This is a great way and so inexpensive way to get to know your customers and your prospects.

Now, what about forums? You have a website design forum.

Are you talking about message boards?

Yes, message boards and forums.

I do have two forums. One is for [ACCPOW](http://accpow.com) members only and the other one is for webmasters. If you go to <http://helpingfoot.com/> and click on web forum, that's where it is. It is very much self-maintained. A lot of people are visiting that forum and answering questions for other people. Once in a while when I get time, I drop by and answer somebody's question. I started that years ago.

Right. You did. That is something, though, for someone who didn't want to do teleclasses. Perhaps they could have a forum as a way to connect with people?

Well, the forums are, actually, two separate things. One is not on the way of another. They actually complement one another by providing your prospects and customers with an additional way to interact to get to know you and for you to get to know them

So, these are attraction marketing type things.

Yes, Definitely. The message board would be part of the attraction marketing

I know [Raleigh Pinsky](http://RaleighPinsky.com) talks more about the offline. She is pretty much of an offline person. So, she is at your website as an advisor, so people can go to Accpow.com and join to get advice from her.

And we had a teleclass with Raleigh's participation. She was our guest. We got a lot of information as far as publicity, public relations, press releases and how to get noticed by others.

Yes, she is very much into public relations. [Promote Yourself. com](http://PromoteYourself.com) pretty much sums up what she does.

What about affiliate programs, Milana? The thing that I noticed here in my research is that a lot of the coaches and consultants don't seem to have affiliate programs. I've been working in the digital products and infoproducts, where everybody *knows* you have affiliate programs. Are you coaching people to set up their affiliate programs for their practices? Is that a good idea?

You said that a lot of coaches and consultants don't have affiliate programs but I want to modify that a little bit. I would say that not a lot of coaches and consultants accept online payments, at all.

Many of them are still involved with cashing checks and money orders. So, for them to reward referrals, they would need to do this manually or not do it all. Unless, they have an online way of accepting payment. Yes, I do encourage that (they take online payments). First of all, it is a lot more convenient and you get those convenience shoppers who just want to buy and want to buy, now. They don't want to wait until tomorrow or next week, when you receive their check.

For example, there are so many ways to set up your affiliate program and it's not that expensive either. I use affiliate programs a lot because that's how I pay my joint venture partners. How else would I be able to track their referrals that they send my way, if it wasn't for the affiliate program?

So, when I email my prospective joint venture partners and invite them to visit my site and join my program, I always tell them that I am able to pay them for referrals. I have a system in place and all they have to do is just join.

So, you encourage people to get that up and running on their sites. I was actually was at Robert Middleton's site in my research and he does not have one.

Some people choose to set up their affiliate program only for products. But, for services, they don't. Others reward everything.

That was my next question. I was going to ask about that. Having come from the service field and understanding the distinction of how someone might wonder, well, should I give part of my actual coaching time - which is really valuable - and money to others. Should I give some of that away as a commission?

Well, there are two comments I want to make on that. One, is it is better to have a percentage of something than a percentage of nothing. Let's say you have a customer or client and let's say you charge then a thousand dollars for your fees, and, you promise to pay 25% to the person who referred them to you. You are getting \$750.00 that you wouldn't have otherwise. So, it's really a question of how much is it worth to you to get this client.

Plus, every client you get, may also bring you more clients. So, when you get a client or a referral, it's not just one client. You might get a testimonial, if you do a good job for that person. Or if that person is satisfied with your services. You get, maybe, several referrals and you also get extra money.

Do you find other professionals asking that same kind of question? ...or am I the only one asking about this?

You know, I think you are more informed about that. Most people don't ask me about me that because they don't

know that this can be done.

Oh, I see. They don't even consider the commission on a referral.

Yes, I rarely get asked. For products, it is always a good idea to have an affiliate program in place. For services, you might want to offer some percentage. Maybe, smaller than what you offer on your products because it is your time.

It's just new to people in the service industry.

It is really up to the professional. I usually offer affiliate programs on all my products and services. However, at any time, when I feel that I don't have enough time to do web design or coaching, and I would rather just sell my ebook, I feel like I want to not offer that commission because I really don't care if I get any more clients or not.

If I am just swamped, for example. So, if you feel that you are very busy, already with your clients and prefer selling your products as your passive income. You need to build more passive income, then don't offer a commission on your services.

Don't encourage referrals that will be paid. You'll still get them from your clients who are happy with your work. But, you won't get them from your affiliates or your resellers.

Okay, that's good information for people who come in from the professions such as counseling and coaching.



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Chapter 4

What It Takes To Succeed On The Net and Beyond!

I am going to move on to a question that I like. What does it take to be an entrepreneur? This is my psychology part of me. What are the characteristics of an entrepreneur? I am wondering if you have any ideas along those lines. What is it that makes you a successful entrepreneur, Milana?

I think the motivation factor is number one. I know it sounds cliché, and you hear this all the time, but the fact that I am so much in love with my business, I am so passionate about my business keeps me going even if my profits weren't good last month or this month. I just continue to work on achieving my goal regardless of how it goes this month. And, to be that passionate, you really need to have chosen a topic or a niche that you enjoy.

There are a million ways to make a million dollars. You can clean houses. You can clean chimneys. You can consult people on how to brush teeth correctly and do that a thousand times a year and, you know, make a lot of money that way. I am just joking about that.

But actually, [Alex Mandossian](#) made a lot of money for selling an advertising program for whitening your teeth. Actually selling the toothpaste. He found the niche. He found the right target market.

I am just saying that I am not passionate about those things so I wouldn't be able to make any money. I wouldn't stay long enough to see what happens. I wake up every morning and I know that I love my business. I am looking forward to each day. Of course, some days are worse than others. Some days, I don't make anything and other days are very good. But, the fact that I enjoy doing it, no matter what, really helps me.

When I was still employed - and I quit my job last year - I conducted my business as a hobby. I started it as a hobby and I continued on with that. It is just something that I liked doing in the evening. It just happened that it became profitable in addition to being a hobby of mine. So, choosing something that you really, really enjoy will be almost a decision factor for having a success in your business.

So, you've got to like it.

And, then the personality of the business owner who is a successful person is different from somebody who is not. A person who gives up easily, a person who starts up one thing and then gives it up and turns to another, a person who cannot stay by herself or himself, but they are hard workers. They are probably not the people that I would predict to succeed. You really need to be hard working.

Sometimes, I work into the night because I like to work into the night; but, because I also need to finish something. Or because, I want to see how it works and I want to do it now!

Now, as a woman, you have a family. So, you are still putting in the time to the business, is what you are saying.

Right. Exactly. Because I have to work around my children's schedule, I will sometimes work to 12 or 1 A.M. in the morning. That's my most productive time. Also, I would like some time to sit down and watch a movie in the evening. But, I think that is somewhere in the future for me.

And, your family is supportive?

They are more supportive now than before. Now that they see I am actually making it.

You are making it.

When I started initially, I was definitely not taken seriously. It was definitely just another hobby like stamp collecting.

Well, I have considered you a success from the beginning. It's shocking that you have only just quit your job 14 months ago. That is amazing to me in terms of what I have seen you produce - as a hobby <grin> - you've produced a lot.

I always produce. Sometimes, I wish I could have somebody market for me. I like marketing. This is a problem for everyone. Every person who is not directly in marketing, for example, I am not directly in marketing. I like creating, writing, designing, consulting, coaching. So, marketing is this thing that I have to do so, what I did, I found some ways that I enjoy doing the marketing. For example, article writing, is something I enjoy and it helps me promote my business.

Newsletter publishing, the same thing. Teleclasses... I won't go there. No, I really do enjoy teleclasses...

But there is the creative part of putting together the class.

Exactly. And, then having people give me their feedback. They are happy they have learned something. That makes my business more satisfying.

So, what else are you doing? Are you doing some things off the net? What new projects are coming up for you?

Well, actually I told you that I am going to have an interview. I had an interview with a local newspaper. I've never had that before. So, that is very exciting. And, the reason they are writing a story on me, is because I am starting a support group for home-based professionals.

Oh, what a good idea.

In my town. Because, it does make sense. There are companies like Chamber of Commerce, where you can hang out and network with people and attend services or classes. But, you have to pay for that.

A support group for home-based professionals.

I actually have a name for that called S.P.Y, Solo Professionals of York. I live in York, Pennsylvania. The local newspapers just loved that idea and they are doing a story on that. This is one of my very first, offline venture.

Well, I might copy that one from you just because it's here in a different part of the country.

I am allowing you to and you know why? Because, if you read, [Free Agent Nation](#) by Daniel Pink, that is where I got the idea.

Is that a book or a newsletter?

It's a book that you can buy. [Freeagentnation.com](#) is where he is selling it. He's a former speech writer for Al Gore and he is now a freelancer. The suggestion in his book was to start your own F.A.N. group. F.A.N. is the abbreviation for free agent nation. So, SPY is actually a variation of FAN.

I had considered it in my marketing plan. I will eventually have to go local. I don't *have* to but it would be something I would want to do as far as contacting local business women since that is my target market. So we will see where it goes.

It is something new. A lot of people are home-based. The reason I called the paper is because I could not find any home based professionals such as myself or any coaches or consultants that are home-based in my town. They are not advertising. They don't go to networking meetings because they are working from their homes. So, it is really hard for me to find anybody like myself.

I am hoping that the article that comes up this Friday, is going to uncover those hidden professionals who are working from home and don't do much advertising, promotion and networking in the local area. I am hoping that they will read the article and will call me and will join the group. The next time we talk, I may be doing a lot more locally here.

Working from home has a huge drawback for me personally. I do miss human interaction. The kind of human interaction that I was getting every day from my colleagues at work. It might not bother a lot of people but it does bother me. This is one solution. I surveyed [ACCPOW](#) members and a lot of them said the same thing. They feel isolated and lonely in their homes.

I think that is very true.

I am sure that the people who are in my town who respond to that article... we will have fun getting together.

I think it is a great idea. I am going to have to get that book and read it. I do think people get isolated. I do

as well. Even though I like the isolation, I do need to get out.

And, sometimes it is good...but not all the time.

Right. It can get very isolating because your family doesn't even know what you are doing. They don't even know what is going on. And, you are very busy. It's nice to go to other people who are doing similar things.

That you can talk to, share your challenges or ask for advice, or just talk about your business. I mean, I talk to my husband about my business but it is really hard because he is in a completely different industry. He is in health care and not in any kind of business. So, for me to get him to understand things about business... SPY is my way of venting off.

That is a great idea. I wish you well on that. I am going to get that book. It is part of my plan down the line but it is something that I want to do.

Milana, this has been wonderful. This is a lot of information that you have given. Again, the website is Accpow.com. You have a lot of information at the website that people can get without even joining.

Yes, they can get a free ezine.

I encourage them to join. The fee is not outrageous for what you get.

For the amount of benefits that the members are getting. For the cost of one year, for under a \$100, they will be getting monthly teleclasses, on-hand training, my entire marketing rolodex, all the resources and sites that I use to promote my own practice. And, they'll have an opportunity to publish their own articles on our site and to speak at teleclasses, to network with other solo professionals. It is very reasonable and the goal of that site is to make that available to as many professionals as possible.

All right. Well, I thank you very much. Is there anything that you would like to say in parting?

No, you've exhausted my mind. You've asked me all the information that I could possibly give you. <laughter>

Well, we thank you very much. We hope to see people over at Accpow.com and my other membership site, <http://www.iBizWomen.com>.



**YES! You Can Expand Your Professional Coaching
and Consulting Business Onto The Web**
In Three Short Months Or Less!

ACCPOW Special Report

How to Organize a Successful & Profitable Teleclass

by Milana Leshinsky

Accpow.com

Association of Coaching & Consulting
Professionals on the Web

Imagine sitting on your porch and watching your kids play in the backyard. At the same time, you are holding a telephone and talking to 20 people from other states, Canada, Australia, UK, and other places all over the world. Modern technology made this possible!

Teleclasses are a fun way to connect with other like-minded people, learn a new skill and pick up some useful information. It's just like distant learning (or distant teaching, if you're the leader) held over the telephone. Everyone dials the same conference line (also called a bridge line), and listens to the class leader (also called an instructor).

Some teleclasses are interactive, where participants are encouraged to ask questions and share ideas. These are much more interesting and fun, since everyone can contribute to the discussion.

Conducting your own teleclass is also a great way to make money from your knowledge. If you are a coach or consultant, or know something others are willing to pay for, you can put together a profitable teleclass.

Here are the steps to organizing and conducting a successful teleclass:

1.) Decide who you'd like as your participants. If you already have a business and defined your target market, it's best to create a teleclass geared for your target audience. This strategy will allow you to reduce the time you spend preparing for and marketing your teleclass. Your ideal participants must represent a specific group of

people that you can easily reach.

EXAMPLES:

- recently divorced women
- parents of autistic children
- parents of college students
- couples after 50
- musicians trying to form their own band

2.) Name your teleclass. Be specific, don't make people guess what your teleclass is about. Your class title is like the headline in an ad - make it short, punchy and to the point.

EXAMPLES:

- "Sharing Custody With a Jerk"
- "Is Your Business Running You?"
- "How to Stop Your Divorce"
- "5 Steps to Making it Big in Publishing Business"

3.) Think of what else you can offer to your class participants. Whether you're giving a fr*ee teleclass or charging for it, you need to have a back-end product or service related to the topic of the teleclass, to maximize your profit potential.

EXAMPLES:

- Teleclass name: "Rich Coach - Poor Coach"

Back-end service: "12-Week Practice Building on the Internet for Coaches" program.

- Teleclass name: "How to Build Your Very First Web Site"

Back-end product: "Create Your First Business Web Site in 10 days" tutorial on CD.

4.) List 5-10 points you'll discuss. Explain each point by stating the problem and offering a solution.

EXAMPLES:

- "Finding the right realtor, the best school district and a safe neighborhood is very important to a single mother. You'll learn everything you need to know about relocating to a new town in the first half of the teleclass."
- "Sharing files between your home computers is very important when you have multiple users in the house."

Discover exactly how to create a simple computer network and connecting all of your home computers together."

5.) Specify who will benefit from your teleclass the most by stating your target audience somewhere in the class description.

EXAMPLES:

- "This teleclass is perfect for the parents being stressed out over living with their college age child."
- "Business owners in their 1st year of start-up will especially find this teleclass helpful."

6.) List your credentials. What qualifies you for giving this teleclass? Did you go through the same situation a few years ago? Did you conduct an extensive research on the subject? Do you work with clients/patients who deal with the same type of problem? Include your credibility factors at the bottom of the teleclass description.

EXAMPLES:

- "About Instructor: Milana Leshinsky has built her Internet consulting business with no previous business experience and with only \$50 in her pocket. She currently owns 17 successful web sites, is a full-time Internet entrepreneur, and helps her clients profit from their knowledge."

7.) Create a web page and put all of the above information online. Treat your teleclass as a product, giving it its own sa*les page and an order button. To learn how to make your own web page, visit <http://www.firstbusinesswebsite.com> and get the "Create Your First Business Web Site in 10 days" tutorial.

8.) Reserve a bridge line. There are fr*ee and paid bridge lines available, although I prefer to pay for a bridge line to insure its reliability. Some of the bridge line providers include:

- <http://www.bridgerentals.com>
- <http://www.easyconference.com>
- <http://www.mrconference.com>
- <http://www.rentabridge.com>
- <http://www.telebridge.com>
- <http://www.teleconferenceline.com>

9.) Announce your teleclass. Start with your existing mailing list and network of friends, colleagues, and business partners. Search for newsletters and web sites targeting the same audience you are, and contact their publishers. You can ask them to publish your article discussing one or more points from your teleclass, and promoting the class at the end of the article. Alternatively, you can purchase a small classified ad in their newsletter to attract participants.

10.) Follow up with all participants by sending them a complimentary report, article, tips or a tool they can use. Include a page promoting your back-end service or product inside your follow-up material.

EXAMPLES:

- "10 Questions to Ask Yourself Before Punishing Your Child"
- "Self-Assessment for New Business Owners"
- "How Computer Savvy Are You?" Quiz

If you have never been on a teleclass, visit these two web sites:

<http://www.teleclass.com>

<http://www.teleclassinternational.com>

You'll find classes on topics varying from parenting and relationships, to marketing, cooking and weight loss. You can also list your own teleclasses with these web sites, in addition to promoting it in other places.

When your teleclass is done, turn it into an e-book, series of lessons, or a coaching program. This is exactly what I did with my "Rich Coach - Poor Coach" teleclass. I saw the need for a much more detailed program, and developed it into a "12-Week Practice Building on the Internet for Coaches" coaching program.

You can also record your teleclasses and sell the RealAudio version on your web site for an additional source of income.

Whatever you do with your knowledge, don't waste it - share it with others who need your help, while building a long-term business.

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**YES! You Can Expand Your Professional Coaching
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In Three Short Months Or Less!

ACCPOW Special Report

Where Exactly to Find Your Ideal Coaching & Consulting Clients

by Milana Leshinsky

Accpow.com

Association of Coaching & Consulting
Professionals on the Web

Many service professionals feel like they're running out of ideas and places to find new clients. The truth is, if you have access to the Internet, sky is your limit!

Whenever I feel that my sources of leads have been exhausted, I follow these success-guaranteed steps:

1. Name your target client in exactly 2-3 words. For example:

retired couples
divorced moms
college students
parents of autistic children
legal professionals
insurance executives

2. Go to Google.com and type in your target client statement you came up, into the search box. Your search results will include:

- newsletters
- online publications
- magazines
- support groups
- discussion boards
- e-books
- organizations
- directories
- articles

...geared specifically to your target audience. That is because someone is already targetting the same audience YOU are, and all you need to do is find them!

3. Collect data from each of the resources you find, and put it in a plain text file. Your file entry could look something like this:

Resource: Newsletter
 Title: Seniors Weekly
 URL: www.seniorsweekly.com
 Contact: Jane Smith
 E-mail: jsmith@aol.com

Resource: Directory
 Title: Senior World Online
 URL: www.seniorworld.com
 Contact: Peter Jackson
 E-mail: support@seniorworld.com

...and so on. You could choose to categorize your entries by type. For example, all newsletters go into one text file. All directories go into another.

4. Act on every resource you found. If it's a newsletter, subscribe to it and offer your own content to the publisher. If it's a discussion board, visit it once a week and post a response to someone's question. If it's an e-book author, contact her and ask if she'd be willing to send an article or some other goodie from you to her list of customers. If it's an association or a support group, suggest a tele-seminar on the topic of interest to your audience.

Whenever you feel like you are not doing enough to find prospects, follow these steps (may be even once a month, to replenish your resources) and you will always have new clients "at your door."



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ACCPOW Special Report

Why Most Coaching Web Sites Fail

by Milana Leshinsky

Accpow.com

Association of Coaching & Consulting
Professionals on the Web

Whether it's taught in coaching schools, or coaches just think alike, many of their web sites look identical!

You always see the "Frequently Asked Questions", where there'll be "What is coaching?" and "How is coaching different from therapy?" questions.

Then you'll see a long list of the coach's credentials, that only they (and other coaches) can understand.

We are starting to notice a "cookie-cutter" template that every new coach, for some reason, feels compelled to replicate!

The coaches that try to personalize their web sites, stand out among thousands of others. But that is not enough.

The most effective web sites are the ones that present a specific coaching program or coaching package. They treat their coaching services as a product, which allows them to pin-point the major benefits and the end result of the program.

Coaching, in general, is too vague for most prospects. They want to know what they're going to get out of it, whether anybody else had success with your program, and how long it will take them to see the results.

For many coaches writing a copy for their web site is like pulling teeth! That's why ACCPOW has created a very simple tool that can be used to create a powerful sales copy for selling a coaching program. It can also be used to write a copy for attracting more complimentary session sign-ups.

Members can start using [Coaching Program Sales Copy Generator](#) immediately (and if you are not an ACCPOW member yet, this may be the best reason for you to join!).

If you have a web site, but it has not been bringing you enough clients, look at your home page. Does it:

- Capture your visitors' information for future contact?
- Attract prospects to read your copy?
- Compel your readers to contact you or purchase your program?

Make sure it does all of the above, and you will immediately start noticing increase in your client base.

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ACCPOW Special Report

How to Attract Well-Paying Clients With a Comprehensive Web Site

by Milana Leshinsky

Accpow.com

Association of Coaching & Consulting
Professionals on the Web

As a rule, if a web site looks beautiful, it has very little traffic.

Of course, there are exceptions to this rule, but most web sites designed to impress its visitors, focus on the design aspect rather than marketing, and therefore suffer in its sale-ability.

No offense to web and graphic designers, but it's important that a consultant's web site is more than a pretty online brochure. It has to be a comprehensive web site, which demonstrates your expertise, creates a credible image, shows the benefits of hiring you over another consultant in your field, and helps your visitors bond with you.

So what exactly is a comprehensive web site? Let's take a look at what some of the most successful consulting web sites include:

1. Professional Biography

This page should not only list your credentials and accomplishments, but also include a high quality photograph and some story telling. In other words, instead of writing in a cut-and-dry manner, add some personal details. Mention your family, favorite places, hobbies, and other things that will help you come across as a real live

person.

2. Information Products

Any "knowledge professional" should have a line of products. These could be books, e-books, reports, audio, video, manuals, kits, and anything else you can create based on your knowledge. Each product must be relevant to your target audience, and have its very own sales letter (even if just one page).

3. Newsletter Archive

Publishing a newsletter doesn't have to be a big task. It can be a weekly tip, a monthly article, an update or announcement, or useful resources. What's important is that you do have some way of reminding your prospects about yourself, to be right there when they realize they need your services. Save each newsletter you write on your web site to grow your content and resources.

4. Article Collection

Even if you don't want to write articles on a regular basis, you should write at least 3-5 articles on the hottest topics in your industry. The articles will show your expertise on the subject, will help you get listed with search engines, and get picked up by other publishers for reprinting in their publications.

5. Client Testimonials

Testimonials sometimes sell well, than anything else on a web site. I have personally purchased products based on the testimonials I read. Make sure, that you include the name and business title of each person, which gives you a testimonial, to add credibility to his or her words.

6. Industry Facts and Statistics

To demonstrate your expertise even further, you can use statistical data about your industry throughout the web site. For example, mention how many people in the United States have ADD, how many entrepreneurs fail each year, or what is the fastest growing profession today. Adding such facts makes your web site interesting or "sticky", and keeps your visitors' attention longer.

7. Calendar of Events

Teleclasses, book signings, workshops, speaking and presentations should be listed on your web site under "Calendar of Events" section. Showing you're busy and in demand will attract new clients even more. Plus, they can see that you're updating your web site frequently and serious about business.

8. Description of Expertise and Services

List each service you offer, or better yet, create a pre-designed program. Explain why you created this service, what problem you're trying to solve, what the benefits and the end results are of working with you, and other essential elements of a sales letter. Program Sales Letter Generator will help you create such a letter:

9. Contact Information

Provide your e-mail, phone number, and address or as much contact information, as you're comfortable with sharing on your web site. I personally provide an e-mail address only - it makes my initial contact with a prospect less urgent and allows me to think before responding.

10. Speaking Topics Page

Whether you're a coach or consultant, speaking is a great way to share your expertise and attract clients. Create specific topics that would be interesting to your ideal prospects, and list several points of discussion for each of your presentations.

Of course, make sure your images are of high quality and the web site is functional. Any consultant with a web site like this will stand three heads above the rest, will look knowledgeable and serious about his or her business, and has a much better chance at gaining a client.



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In Three Short Months Or Less!

ACCPOW Special Report

Marketing without results? How to fix it today!

by Milana Leshinsky

Accpow.com

Association of Coaching & Consulting
Professionals on the Web

Cindy, a professional life coach, has been frustrated with the results her marketing efforts have been producing lately. Despite everything she is doing, the outcome is still not what she is looking for in her bottom line.

"I'm motivated to earn, but feel overwhelmed with how many places there are that I must put my time," she says. "I'd like to be able to slow down, and having my web site bring me more good clients with less work would certainly be a desirable thing!"

This is a common challenge that many businesses face.

If you're doing everything you can, promoting your business on a regular basis, networking with people, writing articles, publishing a newsletter, registering with Search Engines, and collecting e-mails among other things, then how come your business is still not as successful as you want it to be?

Doing all of these things can easily consume all of your time and energy. So much time that it leaves no time for working with your existing clients, or enjoying yourself.

My advice is simple: focus!

Choose your priority in business TODAY and work on it, and on it only! This is why it's important to define your goals - if something you do this week doesn't help you achieve that GOAL, cross it out from your "to-do" list!

Most coaches and consultants have too many things to do. They work with their clients, network at local and tele-events, write articles and proposals, and are completely exhausted trying to grow their business.

If your goal is to attract as many clients as possible this year, then list all the activities that will help you do that, turn them into a weekly schedule and FOLLOW IT! Don't get distracted by anything else. If you have a new idea, write it down, but proceed with your schedule.

Consistently follow your plan, and you will see results within just a few months.

Now, of course the question is WHAT ACTIVITIES should you take on? Depending on your type of business, you may need to:

1. Write articles and submit them to online publishers (you do have a list of at least 50 places to submit to, right?)
2. Lead a monthly teleclass for your target audience.
3. Clean up your web site and leave only what contributes to achieving your MAIN GOAL!
4. Publish an electronic newsletter.
5. ... anything else you find appropriate to achieve your goal.

"I keep running out of day! My hours must be divided between the extra work I do to bring in small but real dollars, and all of the things I'm always working on of a writing nature, and any client hours I might have," says Cindy.

The solution? Organize your activities. Spend the next 2-3 days just thinking about your business, and where you REALLY would like to see it going in the next 6-12 months. Then list all the things you will be doing that will HELP you get there.

Remain optimistic. Whenever I get frustrated with slow business, I begin marketing like crazy and almost immediately see the results!

Good luck with your business!

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ACCPOW Special Report

You're an Entrepreneur If...

by Milana Leshinsky

Accpow.com

Association of Coaching & Consulting
Professionals on the Web

- 1** . You wake up in the middle of the night to write down a hot product idea that just came to you, because you are afraid you might forget it by morning.
2. You jump from one project into another one just before the first one is ready to launch, because you feel it's going to be a hit, and because you simply can't stop thinking about it.
3. You arrive at a grocery store without noticing the 15-minute trip, because you were too busy listening to "How to Become a Millionaire" tape.
4. You notice your spouse, staring you in the face, waiting for your answer, while you have no idea what the question was, so you say, "Of course, honey..."
5. You let your bills pile up on your kitchen table, even though you have money to pay them, because you're too busy writing a new book, and plan to pay your bills when your book is done (unless you start a new one!)
6. You go to your mailbox in your pajamas, at 3 o'clock in the afternoon, because you forgot to change when you woke up and went straight to your home office.
7. You rarely sit down to read a book or watch a movie unless you know you'll learn something new, get a great

business idea, or come up with a new article title from it.

8. You play a Monopoly game with your 8-year old, when you realize you're thinking about how nice it would be to have your own little shop on Boardwalk, and to turn all the play money into real.

9. You sit through every TV commercial, while your spouse is getting a sandwich, because you don't want to miss an important brainstorming session, or to laugh at other people's marketing efforts.

10. You feel a rush every time your competitor comes out with a new product or service, so you go home, lock yourself in your office, and frantically search for a new (better!) product idea.

In other words, you are an entrepreneur if you are completely in love, passionate and obsessed with your business, and believe that your ideas (or at least some of them) can be turned to gold!

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EXTRA Special Report For Service Sellers Seeking More Clients and Greater Wealth and Success On The Web

Traffic, Traffic, Traffic....Oh, How I Wish They'd Find Me!

by Honor Hart

Certified SiteBuildIt Webmaster
<http://site-build-it-solutions.com>

There are only two things you need to make your entry onto the web succeed.

Traffic, traffic and traffic.

Well, actually that's three things. But it is sooooo true.

We all know the old saying, offline. The three important elements for making any offline small business succeed is location, location, location.

On the web, there is no location; there is just space. Cyber space to be exact.

And, there is nothing more lonely for a person selling her services than sitting by an open door and waiting for clients to show up.

I know the feeling of waiting for my business to grow. Offline, I had a small counseling and life coaching practice in Colorado Springs. The Springs is a 90 minute drive from my home in the mountains to the west of the city. This made for long trips into town to see clients and throw in a networking luncheon or two.

In fact, during my first three years of growing my offline practice, I spent more time commuting to networking dinners, luncheons and gatherings than I did meeting with paying clients.

It was tough and, I have to say, I did, at time become discouraged. Then, traffic picked up, I saw more clients but I could never really give up on my marketing that included, not only the networking situations, but writing articles in the local small publications and buying paid advertisements in the yellow pages and larger newspapers.

I remember, at that time, I only wished there was some way to get the traffic to show up without having to physically get in my car and drive three hours a day. Here I was spending so much of my energy on marketing when I would much rather be doing my chosen vocation of counseling and coaching. (Sound familiar?)

Now, I'm not here to tell you that online marketing is any easier.

It's not.

There is still a lot of work to do. A person in the service industry has to expose herself more than say, someone who sells books at Half.com. She has to write just as many articles (but her audience is much, much bigger thanks to the proliferation of websites that will post her words of wisdom.) Also, a coach, counselor, web designer, graphic artist or any other person providing a service on the web still has to keep up the networking by visiting chats and forums and message boards. (Thank goodness I no longer have to drive to these events!)

And, of course, there are always ways to spend your money on paid advertisements on the web.

But, there *is* something on the web that I never had offline.

Remember when I said I always wished there was a way to get traffic to show up at my door. I should have said, automatically (er...make that "digitally", now days), show up at my door. You know, something that would take my little placard on my door, that said, "Honor Hart, MA, Counselor and Coach", and magnetize it to bring in what we call in cyber land, "targeted traffic."

Now, of course, you must know by now that I am referring to the search engines. Those little digital pseudo-salesmen that will put my sign post (i.e. my website) out in the faces of millions of web surfers if I can only learn and accomplish the new marketing job of getting good placement in Google!

You know the saying, "Watch out for what you wish for?"

I've been on the web for three years now (having given up the chore of driving to town to maintain an offline practice) and in that time, I've studied and dabbled in the digital marketing game of search engine optimization.

It is one of the fastest changing, frustrating and downright crazy-making forms of marketing I have ever entered into.

Plus, it has now become a very expensive form of marketing because the little person, such as myself, cannot really keep up with all the changes and compete very well with the big players that have now come onto the web to buy up high rankings in the search engines.

If you were to hire a search engine optimization (SEO) service to drive that targeted traffic to your door, you could easily spend \$1200 to \$3,000 a year on just that part of your online service business. And, you may not get the results you paid for either, since the SEO field has spawned a rash of unreliable and unethical services willing to take the money of uninformed and uneducated small business owners and service sellers coming onto

the web in droves.

Okay, so now I've turned you off completely from ever believing that you can get the targeted traffic that you absolutely and unequivocally need to grow a successful and thriving online service business.

But, there is hope. In my three years on the net, I have managed to watch, learn and become pretty savvy in knowing who to trust and how to gauge the performance of any company, business or person that offers knowledge or services in search engine placement and optimization.

The first such person that I would like to recommend to you for information and learning more about the search engines and what it takes to get high placement and how to make sure the traffic you are bringing in is targeted and ready to buy your service, is Jill Whalen, SEO expert and author of, ["The Nitty-gritty of Writing for the Search Engines"](#).

Jill's excellent and informative set of tutorials will educate you on the importance of putting the right kind of content on your websites. Content that will feed the search engines and, still, talk to your prospective clients. Jill shows you how to develop a unique skill that every webmaster/mistress must learn in order to convert traffic to dollars.

Here's another tutorial for you (and this one's free!)

The Service Sellers Masters Course is a downloadable tutorial in ebook form that you can get quite easily. It's geared more specifically to those of you reading this who are ready to get on the web with your service and need to know how to attract web clients and how to get them to pay for your services in this new digital medium. It's a step-by-step tutorial that I highly recommend. You can download it right now for free here (readable by both Macs & PC users): [Download the Service Sellers Masters Course e-book](#)

[[click here](#) if you don't know how to download files and make them open so you can read them on your computer]

Now, comes the big "BUT!"

But, if you think it is all too much for you to learn and you would rather hire someone or some company to get you setup on a website that has more than a passing chance to get found by the SE's, then, now it's time to steer you to a company called [SiteSell](#). These individuals have been in business on the net since the late 90's, selling information and tools that will not only help you with the difficult task of getting good placement in the search engines but, also, *build you a website that successfully sells your service to the targeted traffic showing up at your cyber door.*

It's the perfect solution for service sellers.

In fact, I believe in them so much that I not only endorse their products but I have switched my service career from counseling and life coaching to building websites with their miraculous tool called, [SiteBuildIt](#). [SiteBuildIt](#) is a packaged website builder that builds search engine friendly web pages and automatically (I love that word!) submit your site to the search engines the *right way* (which means the way to get good traffic).

[SiteBuildIt](#) is made for the do-it-yourselfer, really, but I'm around to help those who don't have the time or energy

to spend on the technical side of setting up business on the web. ([View a demo of how SiteBuidIt works.](#))

Not only do I perform the hands-on service of building web pages that are focused on getting good placement in the search engines, but I also get to coach other service sellers such as coaches, counselors and educators on how to build the best websites that will bring them a profit on the net while they spend their energies on building their online practice.

This fits for me. I get to counsel people as I love to do and I get to provide them with a tool that I know will save them time and money and aggravation. I will even perform the tasks of building their websites, so now, I provide a dual service that keeps me very busy with that all-so-important targeted traffic...and, I no longer have to drive 3 hours a day to sell my services and do the job I love!

See you on the web!

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Are you ready to take your service business onto the web and into global profits! Honor Hart is your solution. Find her at <http://site-build-it-solutions.com> and discover how you can get it all done soooo easy!



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In Three Short Months Or Less!

One Easy Step To Making Passive Income from This Audio eBook

Dear "***YES! You Can Expand Your Professional Coaching and Consulting Business On The Web***"
Owner,

Do you want to know how you can make really, really, really good money on the internet by selling more than just your "frontend" product.

A "frontend" product is what might be considered your main or first-line product line. It is the item, product or service that you are most associated with since it something that you produce and sell directly. It is the first thing someone will buy from you before you can entice them to buy anything else.

This audio ebook is you "frontend" product" now that you purchased it with automatic resale rights.

But, guess what? Inside this ebook are links to products that have an affiliate commission. Whenever anyone owning this ebook, clicks on one of the links and makes a purchase, an affiliate commission is paid to whomever branded the links with her own affiliate codes. (This could be YOU!) These branded affiliate links bring in another kind of income referred to as the "backend" sale.

Here's an example of how "frontend" and "backend" sales work offline.

A big movie fan friend of yours goes to see a motion picture like *Lord of the Rings* or *Harry Potter: The Sorcerer's Stone*. Her ticket purchase is frontend sale. The movie fan goes and sees the movie and then might decide to buy an action figure for her daughter. The acting figure is a 'backend' product. The movie makers garner additional money from the sale of products that are related to the frontend ticket purchase... ..that is how the backend supports and adds to the frontend.

Sometimes, backend products are also called passive or residual income since some backend products can return a profit month after month. An example of this occurs when you make affiliate commissions on a paid membership site such as iBizWomen.com and the income comes in month after month.

You, Too, Can Make Money Off the BackEnd of This Audio Ebook

So, now you understand that a backend sale is made off the branded links in the audio ebook.

Now, you might be wondering just how you can get this ebook branded with your links. After all, who wants to pass up the chance at passive income that just keeps pouring in?

Simply purchase your own personal rebranded audio ebook outright for a small fee. Just think! You can be making a very nice extra income for almost no effort PLUS your backend stream of income can just keep on dumping money into your bank account for months and years to come!

All it takes is a one-off investment of just \$17 to get a personalized, branded copy of "***YES! You Can Expand Your Professional Coaching and Consulting Business On The Web***" downloaded and ready to brand with your affiliate links. The sooner you invest, the quicker you can start cashing your commission checks.

[Click Here Right Now To Claim Your Personal Branded eBook](#)

Honor Hart

Author, Publisher, Internet Marketing Coach

As soon as you have your personalized branded copy of our audio ebook, the next thing to do is to let your subscribers and website visitors know about it so that you can sell it to them at the standard fee with resale rights included! Then watch as the audio ebook spreads further and wider over the internet every day ...you'll be pleasantly surprised as your monthly affiliate commissions keep rolling in!



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Resources

**Stocking Up On The Many Resources That Milana Has
Created Is Just Plain Smart!**



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Professionals on the Web
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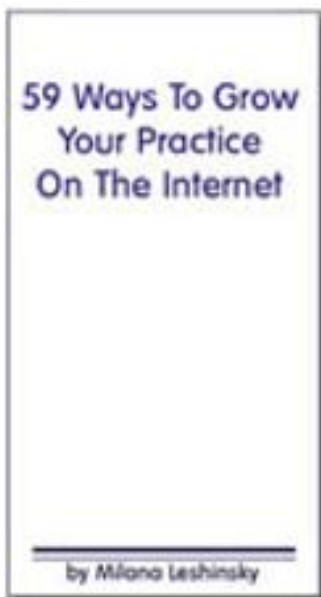
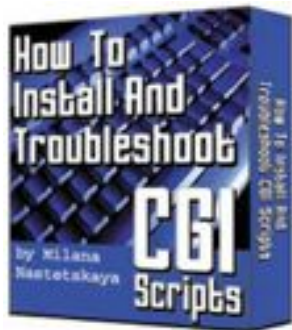
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How To Attract More Paying Clients With Less Work and Energy So You Can Spend More Time Doing What You Enjoy

How would you like to increase the number of well-paying clients while actually reducing the time you spend trying to find them?

It is absolutely true - **you don't have to work harder** to gain more clients. You simply have to work smarter and utilize the proven methods that already work for hundreds of successful professionals!

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In Three Short Months Or Less!

Imagine You Are So Successful On The Web That You Find Yourself Saying.....

"No, I'm Terribly Sorry...
I'm Not Accepting New Clients Right Now."

FREE GIFT



The Service Sellers Masters Course shows **anyone** (from newbie to those already enjoying success) how to attract potential clients and **convert** them into paying customers that **want** your service! **And...** it also shows you how to build **secondary income** by representing other merchants' products through affiliate programs. Why not make **all** your traffic count?

This **Masters Course** shows you **everything**. Nothing is held back. **All the info you need** to help you execute every step is included **in one single course**. Actually...

It's better than **any** other "how-to" course or book available **anywhere**, at **any** price. **No** exceptions.

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