Outsourcing Solutions

Presents

Outsourcing Worksheets

By:

[MyNAMS Insiders Club Elite](#)

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How to Add Affiliate Tools to Your WahmCart

Objective: Adding a banner for your affiliates to use to promote your product.

NOTE: You must already be a WahmCart user and have products added in the system.

- ❑ **STEP 1: Log in to your account** at http://wahmcart.com

    - o   Enter your user name and password
    - o   Click SignIn

- ❑ **STEP 2: Go to your affiliate tools section.**

    - o   Navigate to the **Affiliates** tab.

    - o   From the drop down menu, select either **Add Links** or **Add Graphics**. For the first example we're adding a graphic.
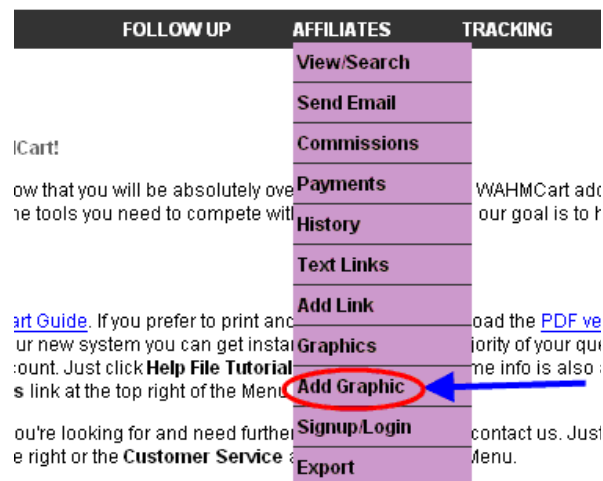
- ❑ **STEP 3: Enter the information about this graphic for your affiliates.**

    - o   **Graphic description**: This is displayed in the affiliate center, describe your graphic and how they can use it.

    - o   **Image:** click browse and select the image from your computer. I like to use the desktop for this.

    - o   **Alt Text:** this is the code that is displayed when a page is loaded in text version and when someone scrolls their mouse over the image.

    - o   **Image size**: the width and height in pixels.

    - o   Select a product that you want this image to point toward.

    - o   Click *Add Graphic*

To add a text link:

- o From Step 2, select *Add Text* from the drop down menu.

- o **Enter a description** to be displayed in the affiliate center.

- o **Enter any text or HTML code** in this box. Enter <link> where you want the affiliate's link to be placed. This will merge the affiliate's ID with the full URL to track. For example, you can create a hyperlink by typing: <a href="<link>">Click here!

- o **Select a Product:** visitors will be redirected to the destination URL set for this product.

- o Click *Add Text Link* when you are finished.

You have now successfully added new tools for your affiliates to use to promote your product. You can edit or delete these at any time from the Text Link or Graphics page of your affiliate section.

HOW TO INSTALL AND USE AKISMET IN WORDPRESS

Objective: Install and use Akismet in your WordPress application.

WordPress now comes with Akismet included in new installs, so you don't have to find the plugin and load it manually. All you need to do is activate and configure it in your newly installed WordPress application.

Akismet Activation and Configuration

☐ **STEP 1: Log into your WordPress application.**

- o **Click on the Plugins tab on the dashboard.**

☐ **STEP 2: Go to the Akismet row in the table**

- o **Click on the "Activate" link.**

☐ **STEP 3: Get a free API Key**

- ▪ You must sign up for the free API key to finish installing Akismet.
- o **Right-click on the API link in the description column.**
  - ▪ Open this in a new window or browser tab if possible.

- o **Click on the "Signup" tab in the top-right of the new page.**
- o **Fill in all information.**
- o **Read the terms of service and check the box.**
- o **Select "Just a username, please."**
  - ▪ The "Gimme a blog" option is the default setting. You will want to *change this setting,* if your WordPress application is located on your own domain/hosting server.

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Legal flots → ☑ I have read and agree to the fascinating terms of service.

○ Gimme a blog! (Like username.wordpress.com)
→ ⊙ Just a username, please.

- o **Click next to continue.**

  - ▪ Your key (set of numbers and letters) will be emailed to you along with other important information. This should only take a few minutes.

- ☐ **STEP 5: Insert Key and Configure**

  - o **Once you've gotten your API key, go back to the WordPress Plugins tab on your dashboard.**
  - o **Click on the "Akismet Configuration" link.**
  - o **Insert the key in the appropriate box.**
  - o **Check the "Automatically discard spam" box.**
  - o **Click the Update options button.**

WordPress.com API Key

This key is valid.

Add Code Here (What is this?)

→ ☑ Automatically discard spam comments on posts older than a month.

Update options »

- ☐ **STEP 6: Log Out**

How To Use Akismet

Once you've activated Akismet, it will do almost all of the work for you. All you'll need to do is check the Akismet Spam section every now and then. Here is how you would do that.

- ☐ **STEP 1: Log In**
- ☐ **STEP 2: Go To The Dashboard**

☐ **STEP 3: Click On Comments**

☐ **STEP 4: Click On Akismet Spam**

- You will see two sections. The first is Caught Spam and the second is Latest Spam.

- Caught Spam tells you about the spam that Akismet has identified since it was installed.

- Latest Spam shows you the latest comments or replies that Akismet thought might be spam.

☐ **STEP 5: Browse Latest Spam Section**

o Look at each post and decide if it is spam.

o This particular example is spam so you could just leave it and Akismet would automatically delete it. (Automatic deletion was selected during the configuration earlier in this document.)

o If the post were **not spam**, you could click the "not spam" box and press the **"De-spam marked comments" button**. This would notify Akismet that you didn't consider the post to be spam and they could adjust their criteria if need be.

o If you find that all posts listed are spam, you may choose to click the **"Delete all" button**.

☐ **STEP 6: Log Out When Finished**

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How to Broadcast an Email in Amember

Objective: to send a broadcast email to members, either active or inactive, in Amember.
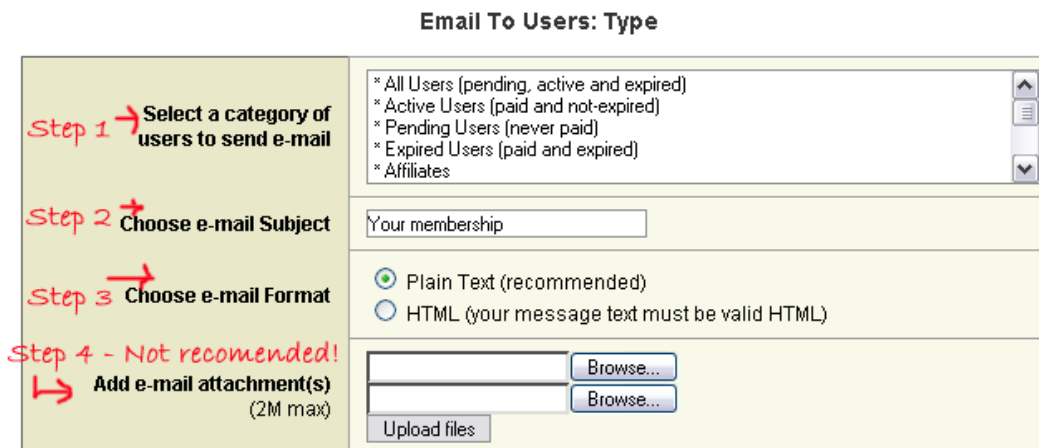
❑ **STEP 1: Log in with your username and password**

  o Click "Email Users" on the left hand menu:
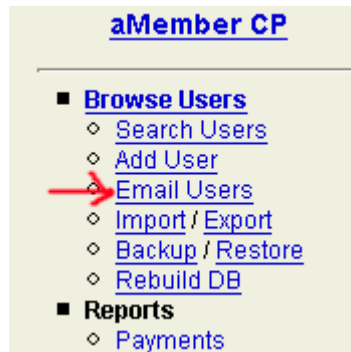
❑ **STEP 2: Set Up Your Email Details**

After you click "Email Users", you'll see "Email to Users: Type" in the main part of the page.

1. **Choose which members you want to email.** You can choose all active members, inactive members or if you have multiple subscriptions, scroll down and you can email members of specific subscriptions. If you want to choose more than one option, you can press the "CTRL" key and left click on all the options you want.

2. **Type in a subject line.**

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3. **Choose HTML, if applicable.** The default is text.

❑ **STEP 3: Paste in or Write Your Email**

   o **Simply paste in the email**. You can use the personalization codes at the bottom. You can copy and paste them or simply left click them to insert them into the email.

     Note: We usually include the log in link and login name and password, so members can access their accounts. The exception is when we are sending a promotion to our members that leads to another website.

Add your email here and personalize it by using the codes below. Click "Preview" to see what it looks like.

                                                 [Preview]

You may use following tags to personalize email:

```
{$user.name}     - first and last name (insert)
{$user.email}    - email (insert)
{$user.name_f}   - first name (insert)
{$user.name_l}   - last name (insert)
{$user.login}    - login (insert)
{$user.pass}     - password (insert)
```

   o Once your email is ready, click the "Preview" button as shown above.

❑ **STEP 5: Check Your Message Details**

- o This screen allows you to see that your email looks correct and you've used the merge codes appropriately.
- o You can also choose whether or not to archive or send the message.
- o Make sure "Send message" is checked, which it should be by default.

Format - Plain-text
This email will be sent to 0 members

From: admin@allprivatelabelcontent.com
Subject: Your membership
To: "" <>

Dear ████,

Here are your user account details:

user: ████
pw: ████

Thanks,
Membership Team

1234 Blue Drive
Red City, My State
123456

To unsubscribe from our periodic e-mail messages, please click the following link:
    http://www.allprivatelabelcontent.com/amember/unsubscribe.php?e=&s=d8el

----

☐ Archive message ☑ Send message

Send   Back

- o Click "Send" when you are ready.
- o You will see the emailing progress in your browser.

Submitting Articles to Online Directories

Objective: To gain free publicity through submitting articles to online directories

- ❏ **STEP 1: Write your article or press release**
    - o When writing, remember that articles should be informative <u>not</u> self-serving. If your article sounds, too much like an advertisement it will be rejected
    - o Save in whatever format you wish.

- ❏ **STEP 2: Remove Formatting**
    - o Do not copy/paste from MS Word into the article directory. Word contains hidden formatting that may cause your content to be rejected. Instead, paste into notepad first. See Outsourcing Sweetie strategies area for more details.

    Paste the article into Notepad to remove all formatting. Some formatting can be added back at the directory location.

- ❏ **STEP 3: Submit Articles**
    - o Assuming you have already registered for an account at the article directory site, log in to your account. This example is using EzineArticles.com

    - o Select **New Article**
    - o

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New Article   Contact

    o   Select options and paste in article details

    a) Using the drop-down option, select the category for the article
    b) Enter the article title
    c) Enter keywords related to the article
    d) Enter the article summary

Select A Category:Subcategory

Business

Article Title

`100` Characters left

Keywords (Comma Separate Please - keyword1,keyword2,keyword3,etc.)

`100` Characters left

Abstract/Article Summary/Teaser Copy (2-5 sentences, no paragraphs please)

Word Count: `0`   (200 words max)

    e) Enter the body of the article. This site allows certain formatting within the article, bold, italicized, underlined, etc. Use the allowed html tags to crea

Article Body

> Turn WYSIWYG On

Allowable Tags:
`<b> <strong> <i> <em> <u> <br> <pre> <blockquote> <xmp> <ol> <ul> <li>`

Word Count: `0`   (250 - 5000 words)   Next Autosave: `00:00`

> Turn OFF Auto Save

f) Enter your signature/bio in the resource box
g) Agree to the terms
h) Select spell check (optional)
i) Preview your article (optional)
j) To save without submitting, select **Save Changes**
k) To submit, select **Submit this Article**

□ **TIPS**

1. Lines should wrap at approximately 65-character length. DO NOT use hard carriage returns. This site has a text formatter that will help you wrap your text. http://www.web-source.net/bfm/textformatter.htm (you may be required to register for an account)

2. Article titles are usually limited to 100 characters and cannot be ALL CAPS.

3. Ideal article length is between 300 and 700 words.

4. Your bio or author resource should be roughly 50 - 100 words and have no more than two links. You may want to have both a longer and more condensed version on hand to save time when submitting.

5. Most directories do not allow links in the article body. Save those for your bio.

6. When typing hyperlinks, be sure to include the entire URL (http://…) to ensure the link is activated. You can also create an anchor link using html like this The Words You Want Linked

7. Articles should be informative not self-serving. If your article sounds, too much like an advertisement it will be rejected.

8. Many sites require a two to three sentence summary of the article. Many people copy word-for-word the first part of their article. We recommend making it a bit different and more compelling as this is what will first be viewed in the directories.

❑ **Recommended Article Directories and the Topics They Accept:**

Article Submission Sites	Topics
EzineArticles.com	All
GoArticles.com	All
ArticleDashboard.com	All
SearchWarp.com	All
ArticlesBase.com	All
iSnare.com *	All
SelfGrowth.com	Self Improvement (relationships, health, finance, etc)
Buzzle.com	All
ArticleCity.com	All
IdeaMarketers.com	All
ArticleAlley.com	All
SelfSEO.com	Search Engine Optimization
Amazines.com	All
ArticleTrader.com	All
WebWorldIndex.com	SEO / Site Ranking / Traffic
ArticleSphere.com	All
BusinessKnowHow.com	Business Topics – must be in "how to" format
PromotionWorld.com	SEO / Marketing / Traffic
ArticlesFactory.com	All
ContentDesk.com	All
ArticleCube.com	All
ArticleBiz.com	All

* Recommended to purchase "submission credits" to get articles posted quicker

How to Set Up an Autoresponder Series in Aweber

Objective: to set up a series of autoresponder messages using Aweber

NOTE: You must already have a list set up before you can do this.

❑ **STEP 1: Log in to your account** at www.Aweber.com

   o **Enter your user name and password**
   o **Click Login**

Customer Login

| Login Name: | |
| Password: | |

☐ Remember my login name next time.

[Login]

❑ **STEP 2: Select List**

   o **Select list you want to send broadcast to (red ovals below)**
      ▪ **Managing List**: This shows which list you are on
      ▪ **Change List**: Use the dropdown option to choose a different list

❑ **STEP 3: Create Autoresponder Message**
  o **Click Messages → Follow Up as shown with the black arrows above.**

You should now be taken to where you can create your first message. If you already created your first message when setting up the list, simply click the *Add New Message* option to create the second in the series.

  o **Fill in the information requested**.
    ▪ **Message:** How many days after initial signup will the message be delayed?
    ▪ **Click Tracking:** Check this box if you would like to track the number of times your links are clicked.
    ▪ **Template:** Choose the template you would like your message to appear in, if any.
    ▪ **Personalization Fields:** Insert personal information wherever the cursor is placed.
    ▪ **Subject:** Enter the email subject line here.
    ▪ **Text Message:** Enter your message here.

❑ **STEP 3: Preview & Save Message**
  o **Click the Preview button to preview your message**
    ▪ Clicking the edit button will allow you to edit your message.
  o **Once satisfied, click the Save button**

If you have more messages to add to this series, repeat the above steps.

How to Set Up an Autoresponse in cPanel

Objective: to set up an autoresponse in cPanel

❑ **STEP 1: Open cPanel**
  o In your browser, **type the cpanel address** (http://www.YOURDOMAINNAME/cpanel)
  o **Enter your login and password** for this account

❑ **STEP 2: Set up Email**

  o **Click the Mail icon in cPanel**

  o **Select Forwarders**

o **Click Add Auto-responder**

Auto-responder Maintenance

Hint: If you do not create a forwarder or email account with the same address as each auto responder, mail sent to the autoresponder will only be handled by the autoresponder before it is discarded.

There are currently no active auto-responders.

Auto-responder E-Mail　　　　　　　**Subject**

[Add Auto-responder] | [Go Back]

o **Enter the address of the autoresponder**
o **Enter From name**
o **Enter the subject**
o **Enter the autoresponder message**
o **Select HTML if you want the message sent in html**
o **Click Create/Modify**
  ▪ Use the *Go Back* link to get back to the previous page

Email:	_____ @ ....Your.Domain.Name.......... ▼
From:	_____
Subject:	_____
Character Set:	utf-8 ▼
HTML Message:	☐
Body:	

[Create/Modify] [Clear]

[Go Back]

❑ **STEP 3: Log Out**

o **Log out by going to File → Exit**

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How to Schedule an Autoresponder Series in QuickSales

Note: List must be created prior to following these steps

Objective: to schedule an autoresponder series in QuickSales

- ❑ **STEP 1: Log in to QuickSales at www.quicksales.com**
  - o Enter your user name and password
  - o Click Submit

- ❑ **STEP 2: Create Message**

  - o Choose *Email & Marketing →Autoresponders → Manage Autoresponders*

  - o Click the *Add Message* link to the right of the list you want to work with.

- Fill in the following fields:
  - **Go To Message:** Leave this field blank unless you want to go to a previously created message for this list.
  - **Day Delay:** The number of days to wait after a subscriber signs up before sending this message out.
  - **Message Type:** Choose whether your message will be sent as plain text or HTML formatted.
  - **Alternate Destination:** Leave this field blank.
  - **Subject Line:** Enter the subject line for the message
  - **Message Body:** Paste your message here.
    - Your address will automatically be added to the end of your message. However, your name will not so be sure to include any closing you wish added.

❑ **STEP 3: Analyze for Spam**

- **Click the link below the body to check your email against Spam Assassin.**
  - This will tell you how spam filters will react to your message.

❑ **STEP 4: Save**
  - Click the *Save* button to save your message.

Repeat steps 2-4 to add more messages to your series

❑ **STEP 5: Log Out**
  - Click File → Exit to log out of quicksales.

How to Set Up an Autoresponder Series in WahmCart

Objective: to set up a series of autoresponder messages using WahmCart.

NOTE: You must already have a list set up before you can do this.

- ❑ **STEP 1: Log in to your account** at www.WahmCart.com

    - o **Enter your user name and password**
    - o **Click Login**

- ❑ **STEP 2: Set Up Message**

    - o **Choose Followup → View List**

    - o **Select List To Receive Message**
    - o **Click Message**

\

    - o **Select Add Message**

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Select Format: HTML or Plain Text (default)
- **Enter Message Delay**
  - How many days after initial signup will the message be delayed.
- **Enter Subject**
  - The First & Last name options ABOVE the <u>subject</u> inserts them into the subject line.
- **Enter message body**
  - The First & Last name options ABOVE the <u>body</u> inserts them into the body of the message.

- ❑ **STEP 3: Preview & Save Message**
  - **Click the Preview button to preview your message**
    - Clicking the edit button will allow you to edit your message.
  - **Once satisfied, click the Save button**

If you have more messages to add to this series, repeat the above steps.

How To Add Authors To Blogger

Objective: To add multiple authors to your blogs in Blogger

- ❏ **STEP 1: Log into your account**

- ❏ **STEP 2: Click "Settings" tab**

- ❏ **STEP 3: Click "Permissions" link**

  - o You will see all the people with permission to post to your blog. If you haven't added any authors yet, you'll only see your name there.

- ❏ **STEP 4: Click the "Add Authors" button**

- ❏ **STEP 5: Enter author's email address**

- ❏ **STEP 6: Click "Invite"**

  - o You'll see a screen that shows your open invitations. Here you may choose to invite again or remove.
  - o The people you invited will receive an email. To accept, they will need to click on the link in the email and fill in their information on the screen.
  - o As soon as they log into their account, the acceptance is complete and they will see your blog in their list of blogs.

❑ **STEP 7: Click "Permissions" to view authors**

    o To view accepted and open (pending) invitations, click on "Permissions"

    o "aseba" has accepted the invitation and is an author (or "guest" on some versions.) The other three have not accepted yet. You'll notice that as the owner of the blog, you are automatically "admin" and those you add are "guest".

    o Author or guest means they can simply manage their own posts (post, edit, delete). If you want to change them to admin, just click the link and it will automatically change them.

    o Admin means they'll be able to manage all the post, change settings, templates, etc…just like you can when logged into Blogger.

❑ **STEP 8: Log Out**

How To Add BlogRush To Your Blog

Objective: Learn how to add BlogRush to your blog.

- ❏ **STEP 1: Register for an account.**

- ❏ **STEP 2: Add blog details**

  - o Fill in your blog's name, url, feed url.

  - o Select a topic or category for your blog. Here we selected Work-At-Home, which is a sub topic of Business.

  - o Click confirm to go to the next step

❑ **STEP 3: Add code**

General instructions:

- o Open your blog in a new tab
- o Copy and paste your BlogRush code into the HTML sidebar area of your blog.

WordPress instructions:

- o Copy your code
- o Open your WordPress in a new tab or window.
- o Log in.
- o Go to your dashboard → presentation → widgets
- o Drag and drop a text widget into the sidebar where you want BlogRush to show up.
- o Click on the text widget (right side) to open it.

- o Paste your code and close the text window.
- o Click the "Save Changes" button.
- o Go to STEP 4.

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Blogger instructions:

- o   Copy your code
- o   Open Blogger in a new browser tab or window.
- o   Log in.
- o   Go to Dashboard → Layout → Page Elements
- o   Click on the "Add a Page Element" link where you would like to add the code.
- o   In the pop up, go to the HTML element box and click on the "Add To Blog" button.

HTML/JavaScript
Add third-party functionality or
other code to your blog.
ADD TO BLOG

- o   In the next pop up, paste in your BlogRush code.
- o   Click "Save Changes". You are taken back to your page layout.
- o   Click the "Save" button.

SAVE
Navbar

- ❑   **Note:** To get help with other blogs, see the help files in BlogRush.

❑   **STEP 4: Verify the code**

- o   Return to the BlogRush instructions and click the verify button. You will be taken to the "My Blogs" page, where all of your blogs are listed.

```
<script type="text/javascript"><!--
blogrush_feed = "XXXXXXXX";
//--></script>
<script type="text/javascript"
  src="http://widget.blogrush.com/show.js">
</script>
```

I have added the code to my blog

❑   **STEP 4: Select your widget size and color**

- o   On the "My Blogs" page, scroll down to the line that says "Flavors."

o   Click on the edit button to the right.

o   A window will pop up. From that window, click on the size and color widget that you would like to appear on your blog. The window will close and you are done.

❑   **Note:** If you have a narrow sidebar, you may need to select the 120 pixel version. Otherwise, the 175 pixel widget will be fine.

❑   **STEP 5: Log out**

How to Send a Broadcast in Aweber

Objective: to set up a new mailing list using Aweber.

Note: Lists should be set up prior to following these steps.

- ❏ **STEP 1: Log in to your account** at www.Aweber.com
    - o **Enter your user name and password**
    - o **Click Login**

- ❏ **STEP 2: Select List**
    - o **Select list you want to send broadcast to (red ovals below)**
        - ▪ **Managing List**: This shows which list you are on
        - ▪ **Change List**: Use the dropdown option to choose a different list

❑ **STEP 3: Create Broadcast**
  o **Click Messages → Broadcast as shown with the black arrows above.**
  o **Click Create Broadcast Message**

  o **Schedule Date and Time to send broadcast**
    ▪ To send immediately, leave these blank.
  o **User View: Choose *All Leads***
  o **Click Tracking: Check if you want to track your clickthroughs**
  o **Select Template**
  o **Enter Subject**
    ▪ The "Personalization Fields" above the subject inserts them into wherever the cursor is. Therefore, if you want it in the subject, put the cursor in the subject box then choose a field from the drop down arrow.

  o **Enter message body**

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- The "*Personalization Fields*" above the subject inserts them into wherever the cursor is. Example, if you want the message to read Hi "Alice", you would type Hi then a space in the body, then using the personalization field you would choose {!firstname_fix}.

- **Click the *Preview Message* button to preview your message.**
- **Click *Save* when you're satisfied with your message.**

- **Send a Test Message**
  - Click *Test* to send yourself a test message prior to sending the broadcast.

- **Queue Message**
  - To queue your message, click the *queue* option.

- ❑ **STEP 5: Exit**
  - **Click File → Exit to exit Aweber.**

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HOW TO SEND BROADCASTS THROUGH GET RESPONSE

Objective: to send newsletter broadcasts through GetResponse.com. These instructions assume the campaigns are already set up.

☐ **STEP 1: Select List To Send To**

- o **Log into your account** & you'll arrive at the control panel
- o Using the drop down option next to Send Broadcast, **choose a campaign to send the message to.**

This will open the broadcast wizard.

☐ **STEP 2: Enter Message Details**

- o **Select HTML** or **Plain Text** email or tick the box next to Dual Format if you want to send in both.
  - ▪ If using HTML, select the template you'd like to use then move to next step
  - ▪ If using Plain Text move to next step.
- o **Enter the Subject** of the email
- o **Enter the body** of the email.
  - ▪ Either paste your pre-formatted message into the box or paste unformatted message and select the **Wrap Long Lines** option.
- o **Preview Message** using the tab at the top, right.
- o **Using the action buttons at the bottom, you can:**
  - ▪ Send yourself a test message
  - ▪ Spell check your message
  - ▪ Spam check your message
  - ▪ Save as a draft

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The next section offers more message options including the ability to:

- Track click-throughs of your links
- Track sales generated by this message
- Validate HTML code
- Set permission reminders
- Add an attachment to the message (attachments must be smaller than 400KB)
  - **Make your selections** (if any), then hit **Next Step.**

□ **STEP 3: Select Group to Send To**

- o **Put a check next to the list you want to send the message to.**
- o **Open the tree by selecting the + next to the list name**
- o **Select the subscriber type to receive the email:**
  - ▪ All subscribers
  - ▪ Only active subscribers
  - ▪ Only inactive subscribers

- o **Select when to send the broadcast.** You can send the broadcast immediately or schedule it for a later delivery date/time.
- o **Click the Publish button.**

That's it! Your message will be sent according to your requested choices.

IMPORTANT! To personalize your messages, you can use custom mail codes to automatically insert the names of your subscribers into the messages.

Adding [[firstname]] will add your prospect's first name to the message.
Example: **Hi [[firstname]],** will add **Hi Susan,** if your prospect's first name is Susan.

Adding [[name]] will add your prospect's whole name to the message.
Example: **Mrs. [[name]]** will add **Mrs. Susan Smith** if your prospect's name is Susan Smith.

How to Send a Broadcast in WahmCart

Objective: to set up a new mailing list using WahmCart.

- ❑ **STEP 1: Log in to your account** at www.WahmCart.com
  - o **Enter your user name and password**
  - o **Click Login**

- ❑ **STEP 2: Send Broadcast**
  - o **Choose Followup → Send Email**

  - o **Choose Format: HTML or Plain Text (default)**
  - o **Choose Send To List**
    - ▪ Using the dropdown arrow, choose the list you want to send to.
  - o **Schedule Date and Time to send broadcast**
    - ▪ To send immediately, leave these blank.
  - o **Enter Subject**
    - ▪ The First & Last name options ABOVE the subject inserts them into the subject line.
  - o **Enter message body**
    - ▪ The First & Last name options ABOVE the body inserts them into the body of the message.

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Broadcast Email

Message:	[Plain Text] [HTML]	Preview Message >>
Send to:	YOUR LIST NAME	
Schedule:	Date Hours AM/PM calendar 00 AM	
Insert:	First Name Last Name	
Subject:		
Insert:	First Name Last Name Email URL Company Date	
Body: enter your plain text message here:		

- ❑ **STEP 3: Preview Message**
  - o **Click the Preview Message button to preview your message**

- ❑ **STEP 4: Edit, Test & Send Message**
  - o **Click the Edit button to go back and your message**
    - ▪ Note: The date/time settings may reset when you edit.
  - o **Click the Test Message to send yourself a copy of the broadcast prior to sending to your list.**

Broadcast Email

| << Edit Message | Send Message | Test Message |

  - o **Once satisfied, click the Send Message button**
    - ▪ You will get a pop up that says your message will be sent at the specified time as shown below.

The page at https://wahmcart.com says:

⚠ This message will be sent on 09/17/2007 at 12 hours

OK

- o **A new page will load showing your message is in queue.**

wah

Time Sheduled	Status	
September 17, 2007 12:00 PM	Queued	Ed

❑ **STEP 5: Exit**
- o **Click the red X at the top right side of the screen to exit WahmCart.**

How To Add Products To Cafepress.com

Objective: to add products to your Cafepress.com shop.

- ❑ **STEP 1: Add A Product**
  - o Log into your account
  - o Click the **Products** link

My Shops & Products

Shop Management
View All Shops | Open A New Shop | My Bio

Recently Updated Shops:
imsweetieshop: manage | products | visit

  - o If you have a free shop, you are only able to add 1 of each product; however, you can have a different graphic on each item.

  - o Click the link to see the product selections.

Add 1 or more products
Products are the items you sell in your store.

- ❑ **STEP 2: Add Images**

  - o Click select image to upload, tag, and choose the image

No Product Image

[select image]

o   Upload and tag your image. Click done.

Name: sweetie-reader.jpg   Done

Tags/Keywords: ❓ Tips | FAQ
These are the words our search engine will use t

internet marketing sweetie, internet
marketer, Alice Seba, online business,

Here are some suggestions on general category

Education / Occupations ▼

I'm a Sweetie Reader

www.InternetMarketingSweetie.com

o   Select your image

☐ sweetie-reader.jpg

I'm a Sweetie Reader

www.InternetMarketingSweetie.com

#29909147
2700 x 2700
Select
Add/Edit Tags & Details
Delete

▪   After you select the image, you will be taken back to the area
where you can add the products to your shop.

o   Select products individually or add everything at once.

All Products (127)
☑ Add All Products
Make Selections

o   Click the button to add products and graphics to your shop

Add These Products

▪   You will be taken to your shop.

❑   **STEP 4: Customize Products**

o   Use the check boxes and dropdown box to customize several products at once.

o   Select **Change Name** and click **Go**.
o   Check the items you'd like to change or select the "**check all items**" box
o   Insert the design name in the "**Change name to**" box
o   Click **Apply Changes**
   ▪   The design name will show up before the product name (for example - Sweetie Reader Mousepad.)
o   Select **Change Price Markup**
o   Check the items you'd like to change or select the "**check all items**" box
o   Choose the markup and select **Apply Changes**.
o   Edit each product to add a description and alter graphic size or position.
o   Click **Continue** until all changes are complete.
o   Click **Save and Finish** when each is done.

How To Check Faxes In Efax.com

Objective: To check received faxes inside your www.efax.com account.

You must first have your efax account set up.

- ❑ **STEP 1 Dashboard Overview**
  - o Log in to your efax account
  - o On your dashboard, you can see how many faxes have been received
  - o Click the blue number

- ❑ **STEP 2 View Faxes**

  - o Click **eFax Message Center** from the right navigation bar

Here you can view, delete, forward, move and download individual messages

- o To view a fax, click the fax subject to view the fax as shown on the next page

---

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This will open up so you can view the message. At the bottom of the message, you can download, go back to your inbox, and navigate to the previous or next message.

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Additional Notes

To send a fax, simply enter the information on the dashboard of your account or click the Send Fax link from the sidebar of step 2 and fill in the details.

Messages can be sent to your email account so you do not have to manually check these. This will be set up when you create your account.

Manually checking faxes is handy if you are away from your office or are expecting a fax but don't want to open your email.

How To Check and Reply to Email in Thunderbird

Objective: to check and reply to email using Mozilla Thunderbird

Ensure you have the program downloaded and installed: www.mozilla.com/thunderbird

❑ **STEP 1: Open Thunderbird**
  o Click Start > All Programs > Thunderbird > Thunderbird

❑ **STEP 2: Check Mail**

  o **Click Check Mail to check all accounts**
    ▪ Click the drop down arrow next to *Check Mail* to check individual accounts only

❑ **STEP 3: Respond to Email**
    o **Click Reply**
        ▪ Enter response

    o **Click Send**

❑ **STEP 4: Exit Thunderbird**
    o Click red **X** in top right-hand corner or choose **File → Exit**

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To Check Survey Campaign in Easy Internet Surveys

Objective: To view the stats of a survey you have running in Easy Internet Survey

Log in at www.easyinternetsurvey.com

❑ **STEP 1: Campaign Overview**

     o Click "**Campaign Manager**" to get an overview of your survey campaigns.

     o This page tells you:
- ❑ The name & type of campaign you are running
- ❑ Title of the campaign (you named when setting up)
- ❑ Date the campaign was created
- ❑ Number of responses received
- ❑ Number of questions each campaign has
- ❑ Campaign status whether it's active or closed
- ❑ Link to get the code for that individual campaign

❑ **STEP 2: View Individual Campaigns**

      o Click the # of responses on the as shown above in the red circle

This will bring up a summary page for the individual campaign. See below, it tells us we are viewing the responses from the "Moms Talk Ebook Feedback: campaign.

      o This page shows the following:
           ❑ Date the survey was taken
           ❑ Name of the user who took the survey
           ❑ User email address
           ❑ URL they used to take the survey
           ❑ Their IP Address

      o Click on "**View Response**" to view that person's responses

❑ **STEP 3: Sort Results**

There are several ways to sort your survey results by using the drop down features at the bottom of the page.
      o You can sort the details by:
           ❑ Name
           ❑ Email
           ❑ URL
           ❑ IP Address
           ❑ Date

      o You can adjust the list by ascending or descending depending on whether you want to see the newest or oldest results first.

      o You can also search responses by keywords in the answer, email address or the person's name.

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❑ **STEP 4: Individual Reports**
  o Alternately, if you would prefer to view an individual response, you can simply click '**View Individual Report**' at the top of the **Reports** page

  o This view offers similar sort & search options as above however, you can also sort by:
    ❑ Questions
    ❑ Answers

❑ **STEP 5: Log Out**
  o Once you're finished viewing your results, log out of your account

How to Claim Your Blog on Technorati

Objective: Claim your blog on technorati to be included in Technorati updates.

NOTE: You must already be registered at Technorati to begin.

- ❑ **STEP 1: Log in to your account** at http://technorati.com/
- ❑ **STEP 2: Enter Your URL**
  - o Click on *Manage My Blogs*

This page will have all your claimed blogs listed.

- o Scroll to the bottom of the page to the Claim a Blog box and enter your new blog's URL.
- o Click *Begin Claim*

o   You now have THREE choices for claiming your blog.
  ❑   **Open ID Claim** - Clicking this link will take you to your blog where it will ask you for permission to allow this OpenID blog claim. Agree to claim it.
  ❑   **Quick Claim** - Enter the username and password for your blog. This information will only be used to verify that you own the blog, it won't be shared or stored.
  ❑   **Post Claim** - Just write a new post in your blog that includes a special link to your Technorati Profile to get the ball rolling. You can always delete the post later.

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For this example we'll do a post claim.

- o Click on Use Post Claim.
- o Open your blog in another window or tab in your browser.
  - ❑ Login to the blog.
  - ❑ Create a new post.
  - ❑ Copy and paste code from Technorati to your new blog post.
  - ❑ Publish blog post.
  - ❑ Click *Release the Spiders*

- ❑ **STEP 3: Customize Your Information in Technorati**
  - o The final page of the claim allows you to add tags and custom information for your blog on Technorati.
  - o Fill in the description and tags.

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o Copy and paste the "Favorite this blog" button into a widget of your sidebar if you wish. This is optional, but good to use if you are going to use Technorati to push traffic to your blog.
o Click *Save Blog Info*
  ❑ You can go back and delete the post you made now if you want.

You have successfully claimed your blog in Technorati.
If you have blogs to claim simply repeat the above steps.

HOW TO TRACK AFFILIATE LINKS IN CLICKBANK

Objective: to add an 8-character tracking code to Clickbank hoplinks for the purpose of monitoring and tracking affiliate campaigns. These instructions are assuming you already understand the basics of Clickbank Hoplinks.

☐ **STEP 1: The Difference between Standard Hoplinks and Tracking Code Hoplinks**

Standard Hoplinks:
Adding a tracking code to a standard hoplink is a new feature that Clickbank added. The reporting feature is still in beta testing at the time of this writing, therefore the steps to complete this may change once the final version is released.

Your standard hoplink should look something like this:
http://AFFILIATE.PUBLISHER.hop.clickbank.net

Here it is in html:
CLICK HERE

Here's how to make it work...
  * Replace AFFILIATE with your affiliate nickname
  * Replace PUBLISHER with the publisher you want to promote nickname
  * Replace CLICK HERE with any promotional text or image you prefer

Tracking Code hoplinks:
The hoplinks with a tracking code should look something like this:
http://AFFILIATE.PUBLISHER.hop.clickbank.net/?tid=zzzzz

According to Clickbank, in order for the tracking feature to work properly, your links MUST follow these formatting rules:
1. The tracking code value, which is "zzzzz" in the example above, can be 8 characters long, containing alpha and numeric characters <u>only</u>. Any value longer than 8 characters will be truncated. Any value containing characters other than alpha or numeric values will have the entire tracking code value removed from the hoplink and order process and, will not show in the transaction report.
2. Tracking code values received lower case characters will be set to all uppercase.
3. The tracking code parameter, which is "tid" in the example above, must be lower case.

☐ **STEP 2: View Reports on Tracking Code Hoplinks**

  o Log in and Navigate to **Reporting → Analytics**
  o Under '**Affiliate Reporting**', select '**Report By Tracking Code'**
  o Select the date range in which you want to view the report.
  o Click '**Go'**

o You'll see that Clickbank is processing your request

o A new page will load with your report. As shown by the arrows below, you can view the sales by each tracking code as well as refunds, charge backs and more.

How To Use The cPanel Awstats Feature To Check Website Statistics

Objective: To view stats of a website or individual page of a site using cPanels built-in stat feature.

Before you begin, log into your cPanel account

❑ **STEP 1: Navigate to the Stats page**

    o Click the Web/FTP Stats Icon

        ❑ This may be located in a slightly different area depending on what all is available in your cPanel.

    o Click the Awstats link

        ❑ Again, this may be located farther down the page than what is shown here.

Web / Ftp Statistics

In this area you can view statistics about your website. Pl[ease]
the statistical reports are updated every **24** hours. All of t[he]
wish to compare data from each statistics program you sh[ould]
ensure that it has been updated and is providing the cor[rect]
and are subject to change based on the amount of traffic

>>> Awstats
Awstats produces very pretty stats.

>>> Webalizer
Webalizer is a more complex stats program that prod[uces]
visited your site. This is probably the most popular st[ats]

>>> Webalizer Ftp
Webalizer is a more complex stats program that prod[uces]
visited your site. This is probably the most popular st[ats]

>>> Subdomain Stats
This will show statistics for the subdomains on your a[ccount]

You should be taken to the summary page which looks something like this:

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❑ **STEP 2: View Stats**

You have two options for viewing your stats

1) You may use the left side bar to click the individual links. These are anchor linked to specific areas of the stats page and will automatically jump down to that section. (see red arrow in graphic above)

2) You can simply scroll down the page to view all of the stats.

Selecting Month:

As you can see from the graphic above, these stats are for the month of March. You can view other months by using the dropdown arrow as shown in the graphic with the rectangle above.

Stats you can view include:

- Unique visitors
- Number of Visits
- Page Views
- Total Hits
- Bandwidth used

You can view stats by the hour, day, week or month.

Other stats you can view include:

- Traffic Hosts
- What spiders are visiting
- Visit Duration
- Countries where your visitors are from

Countries (Top 25) - Full list				
Countries		**Pages**	**Hits**	**Bandwidth**
United States	us	3447	67963	1.35 GB
Unknown	ip	354	3134	59.95 MB
Netherlands	nl	227	326	4.02 MB
Canada	ca	163	3050	63.31 MB
Germany	de	53	208	3.67 MB
European country	eu	48	937	19.09 MB
South Korea	kr	31	57	736.22 KB
Australia	au	24	1464	32.11 MB
France	fr	18	79	1.62 MB
Switzerland	ch	16	42	807.86 KB
Italy	it	14	49	1.02 MB
Finland	fi	10	20	294.99 KB
Singapore	sg	7	350	6.70 MB
Algeria	dz	7	7	71.79 KB
Norway	no	4	74	1.68 MB
Great Britain	gb	4	791	18.89 MB
Spain	es	3	94	1.94 MB
Sweden	se	3	80	1.68 MB
Brazil	br	2	24	483.22 KB
Portugal	pt	1	31	691.95 KB
Gibraltar	gi	1	21	381.98 KB
Austria	at	1	26	628.68 KB
Slovenia	si	1	25	670.17 KB
Hungary	hu	1	23	424.12 KB
South Africa	za	1	173	3.88 MB
Others		1	1544	34.39 MB

- ▪ You can view incoming links from other sites
- ▪ The Keywords and Key phrases being used

Search Keyphrases (Top 10) Full list				Search Keywords (Top 25) Full list			
49 different keyphrases		Search	Percent	84 different keywords		Search	Percent
affiliate		13	18.8 %	affiliate		22	13.9 %

- ▪ How many hits your Error pages are receiving

HTTP Error codes				
HTTP Error codes*		**Hits**	**Percent**	**Bandwidth**
404	Document Not Found	1610	79.6 %	726.12 KB
206	Partial Content	192	9.4 %	3.39 MB
302	Moved temporarily (redirect)	106	5.2 %	445 Bytes
301	Moved permanently (redirect)	102	5 %	33.54 KB
403	Forbidden	7	0.3 %	2.08 KB
401	Unauthorized	5	0.2 %	65 Bytes

* Codes shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

- ▪ What browsers are being used
- ▪ What operating systems are being used

Operating Systems (Top 10) - Full list/Versions - Unknown		
Operating Systems	Hits	Percent
Windows	72162	89.5 %
Macintosh	3940	4.8 %

- You can even view individual page details

Pages-URL (Top 25) - Full list - Entry - Exit				
238 different pages-url	Viewed	Average size	Entry	Exit
/blog/feed/	991	1.14 KB	632	626
/	338	6.35 KB	203	124
/all-private-label.html	282	10.73 KB	167	103
/im-sweetie-program.html	156	6.23 KB	10	25
/blog/feed	149	2.83 KB	3	5
/website-builder.html	134	8.22 KB	18	22
/blog/	91	23.65 KB	17	35
/out-blog.html	67	14.35 KB	17	16
/free-graphics.html	62	16.66 KB	3	13
/plr-quick-reference.html	61	6.86 KB	3	7
/builder-graphics.html	58	9.84 KB		24
/blogging-bootcamp.html	57	10.47 KB	50	42
/information-product-sweetie.html	52	5.52 KB	1	1
/affiliate-marekting-sweetie.html	51	5.32 KB	2	3
/spring-cleaning-coaching.html	50	12.01 KB	1	4
/copywriting-sweetie.html	48	5.59 KB	3	4
/free-plr-ecourse.html	46	7.53 KB		1
/all-mom-content.html	45	7.03 KB	3	2
/all-private-label-press-packs.html	45	10.17 KB	1	1
/ims.html	44	5.62 KB	6	5
/all-private-label-bundles.html	44	16.01 KB	2	6
/affiliate-manager-sweetie.html	43	5.63 KB		
/all-health-content.html	41	7.19 KB		
/all-finance-content.html	39	6.70 KB		
/affiliate-guide.html	38	8.55 KB		
Others	1410	21.15 KB	166	233

❑ **STEP 3: Logging Out**

o Once you've finished viewing your stats, simply hit the ***Back*** button on your browser to get back to the dashboard of cPanel and click the log out option in the top, right-hand corner.

HOW TO CREATE A NEW ACCOUNT IN QUICKBOOKS

Objective: to add a new customer and create an invoice.

☐ **STEP 1: Open QuickBooks**

- ○ **Click on QuickBooks shortcut or**
  - ▪ Click Start > All Programs > QuickBooks > QuickBooks

☐ **STEP 2: Open a New Account**

- ○ **Click Invoices**
- ○ **Select New**

☐ **STEP 3: Add a New Customer.**

    o **Choose *Add New* from the drop-down menu to the right of the Customer Box.**
        ▪ When you click on the arrow, all your current customers are listed.

    o **Enter customer's name.**
        ▪ This is the only *required* information now. You can return later and complete the customer information.
            • Click OK if you want to continue the invoice using only the customer's name.
        ▪ You can skip Opening Balance and Date. Opening Balance will show when you complete the invoice.

o **Enter company name then hit *TAB* to continue entering contact information.**

o **Addresses: Click Edit**
  ▪ Using the Edit Address window ensures that the address information aligns correctly on the customer information page.
o **Fill in the street address as you would like it printed out.**
o **Hit *TAB* to continue entering address information.**
o **When finished, click OK**

☐ **STEP 4: Complete the Invoice**

- **Click the down arrow to view the list of products and services you offer.**
- **Select the product or service that applies to the invoice.**
  - If the product or service is not listed, click Add New and add a new product or service.
  - Use general terms for items. Write details in the Description.
- **Hit *TAB* to move from one field to another.**

Item		Description
	⌄	
< Add New >		
Light Copyediting	Other Charge	
Proofreading	Other Charge	
Word processing	Other Charge	
Subtotal	Subtotal	Subtotal
Discount	Discount	Discount

- **Type a description.**
  - The description is where you write specifics about the item.
- **Enter quantity.**
  - If you charge based on hours, pages, or words for a service, enter the number.
- **Enter the rate you charge per hour, per page, or per word for your service or enter the cost for the product.**
  - The total amount calculates automatically.

Description	Qty	Price	Amount
letters	3	10.00	30.00

- **Print or Email Invoice**

  - **Click Print to print the invoice.**
  - **Click Email if you want QuickBooks to send the invoice to the customer by email.**
    - Invoices are sent as an attached PDF file.

      o **Click Save & Close.**

☐ **STEP 5: Exit QuickBooks.**

      o **Click File → Exit**

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HOW TO CREATE AN AUDIO USING

STREAMING AUDIO STUDIO

Objective: to record and save an audio using Streaming Audio Studio

- [ ] **STEP 1: Set Up Mic**

    - o **Plug mic/headphones with mic into jack on your computer.**

- [ ] **STEP 2: Open Streaming Audio Studio**

    - o **Click on the Streaming Audio Studio shortcut or**
        - Click Start > All Programs > Streaming Audio Studio > Streaming Audio Studio

- [ ] **Step 3: Record Audio**

    - o **Click Play & Record →Record**

        - An alternative method is to click the record button (dot) on the toolbar.

Recording will immediately begin.

☐ **Step 4: Stop Recording**

o **When You are finished, go to Play & Record →Stop**

▪ An alternative method is to click the stop button (square) on the toolbar.

☐ **Step 5: Save Recording**

o **Choose File → Save**

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- Name your audio file.
- The file type defaults to mp3 however; you can select a different format by using the dropdown arrow.
- Complete the ID3 Tag.
  - Click the arrow at the Genre box and select a genre for your audio.

☐ **Step 6: Play Audio File**

- **Click Play & Record → Play**

- An alternative method is to click the play button (arrow) on the toolbar.

☐ **Step 7: Exit Program**

    o **Click File → Exit**

How to Create and Edit a Camtasia Studio Video

Objective: Learn to create and edit a Camtasia Video

Creating a Video

1. **Step 1**: Open up your Camtasia Studio
   - A small welcome window will show up
   - Choose the Start a new project by recording the screen then click ok

2. **Step 2**: New Recording Setup

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- What would you like to record give you three options
  - Region of screen
    i. Select region (this is a basic click and drag area of the screen that you would like to record)
  - Specific window
    i. Select Window (press select button and to select window by highlighting it and pressing the left mouse button)
  - Or entire screen

Once you have selected one Click Next

3. **Step 3**: Recording Options

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- (choose the recording option you would like to include in your recording)
    i. Record Audio
        1. (record audio while recording the screen)
    ii. Record Camera
        1. (record Camera video while recording the screen)

Recording Options

Recording Options
Choose the recording sources you would like to include in your recording.

What would you like to record?

☐ Record Audio
Record audio while recording the screen.

☐ Record Camera
Record camera video while recording the screen.

☐ Camera Preview
Show camera preview window while recording the screen.

< Back   Next >   Cancel

Once you have selected one click next

4. **Step 4**: Begin Recording

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- Click red record button on Camtasia recorder or F9 to start recording
- Click stop button on Camtasia recorder or F10 to stop recording

Click finish to begin recording

Small Camtasia Recording box will show up

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- Record button
- Pause button
- Stop Button

- Once you begin recording it is very simple you go about recording the screen
- If you choose the audio recording you can go ahead and talk as you record.
- If at any time you need to pause the video just click the Camtasia recoding box and click pause.
- Once you are done recoding you will click on the stop button
- Hitting the stop button will bring up a screen that shows you exactly what you have recorded. Once you have previewed it you will need to save it so that you can edit it

Editing Camtasia Video

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5. After saving it will bring up a Post-Save Option and you will have three options to choose from
   - Edit my recording
   - Produce My video in a sharable format
   - Or record another video

   For right now we are going to choose edit my recording

   Click ok

6. From there you can do so many different things to edit your video

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- The easiest way to figure these out to click on each one individually and then click on assist me. In Assist me it give you a quick run down of each edit and how to use them

- **Tranistions**

Transitions

Double-click on a Transition to preview it before adding it to the Storyboard. To use a Transition, drag the desired Transition onto the Storyboard. When done adding transitions, click Finished.

Assist Me | Show Me   Finished

Barn	Blinds	CheckerBoard	Fade
Gradient Wipe	Inset	Iris	Pixelate
Radial Wipe	Random Bars	Random Dissolve	Slide Left
Slide Right	Spiral	Stretch	Strips

- **Callouts**

Callout Properties

Cancel | OK

Shape

Callout type: [Arrow] [Custom Callouts...]

[shape icons]

[Fill Color...]   [Border Color...]   [Restore Shape Defaults]

☐ Make Flash Hot Spot   [Flash Hot Spot Properties...]

Text

[Arial]   [18]

B *I* U 🎨 | **A** | ≡ ≡ ≡ | ⁻ ⁼ ₋

[text area]

Properties

☑ Fade In   Opacity: ———————— 100 %
☑ Fade Out   Width: [158]   X: [351]
☑ Add Drop Shadow Height: [64]   Y: [420]
☐ Keep Aspect Ratio

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- **Zoom-n-panel**

Zoom-n-Pan Properties

Zoom-n-Pan works by inserting key frames. Key frames mark the location on the timeline for zooming in and out. Typically, key frames are used in pairs, one key frame to zoom in and one to zoom back out. When done modifying a key frame, click OK.

Assist Me | Show Me   Cancel | OK

Size
- ◉ Show entire video
- ○ Standard zoom size
  768x576
- ○ Custom zoom size
  Width: 1680   Height: 1048
  ☑ Keep aspect ratio

Position
X-Coordinate: 0
Y-Coordinate: 0

Zoom speed
- ○ Slow
- ◉ Fast
- ○ Instant

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- **Flash quiz**

Quiz Properties

Quiz name: Quiz Name

Appearance

Font Color...   Background Color...

Text size: Large Text (4 answers)

Submit button text: Submit

Answer numbering: Letters: a), b), c), ...

Quiz feedback

If correct, display: Correct

If incorrect, display: Incorrect

Number of attempts: 1

Action if number of attempts exceeded: Continue

OK   Cancel   Help

- **Captions**

Once you are done save your product. And you are done

How to Edit a Website Template Using GIMP

Objective – To customize a website template created in photo shop, including changing text and adding a background, as well as cutting and exporting the final image for html output.

Notes – This guide assumes you already have a template ready, and the graphics source files are of .PSD file format.
 One slightly unfortunate point to note is that although GIMP can handle .psd files virtually the same way as photo shop, it cannot render layer effects or editable text layers out of a psd file.
This is OK as we can add our own effects and text layers using gimp as well

Don't worry too much if the program looks slightly confusing, we'll learn how to use everything we need to customize a template in this guide.

❑ **STEP 1: Open the GIMP program and locate your file to edit.**

Remember to pick your PSD source image file

Now that you've opened you're file, you should be presented with three independent GIMP windows on your desktop -

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TIP!
When your using GIMP, you can maximize or minimize each window as needed. This
way you can select the tool you need, and maximize your image only, so as to prevent
distraction or obstruction from the tool and layers windows while editing.

❑ **STEP 2: Familiarize yourself with the images layers.**

Before we begin any editing, we need to decide which layers need changing, so that we
only adjust those layers and not any other part of our template.

o   Bring the layers window to the front, so it's active

TIP! If you've already maximized your image or any other GIMP window and are wondering where the layers window or any other GIMP window is, just take a look at your windows tool bar and you'll see them there -

- o Turn each layer on and off individually, so you can decide which layers you are going to edit or delete, and which ones you are going to leave alone. In the layers window you will see all of your layers, each will be named. Some will be self-explanatory, like the text layers, and others may be called things like "layer 1" etc so we need to find out which is which.

We do this by clicking our mouse cursor on the eye symbol on the left of each individual layer. No eye means the layer is hidden, as the image displays below.

❏ **STEP 3: Add your Custom Text**

Now that you've figured out which layers are which, one by one you are going to have to remove the text layers and replace them with new text layers that you'll create now.

o Select the first layer of text to replace in our layers window then right-click the blue highlighted box and choose "delete layer." Now, in the main image the text we wanted to edit will no longer be there (in the example, the header text has been removed).

- o **Create a New Layer**

By pressing the correct icon in the Layers window, we can create a brand new Blank Layer to add our custom header text to. Leave the Layer Fill type settings to Transparency.

- o **Write Text**

Select the Text tool from the File and Tools window

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You'll see that there are options in the bottom half of the window,   allowing you to adjust the font and size, alignment and color. These can be adjusted before or after writing the text for the new layer.

  Next, making sure to check that the New Layer we just created is still selected (do this by looking at the layers window, and seeing if your "new layer" box is highlighted blue) we move the cursor over the main image to the point where we want to add our new text. Click the mouse once the cursor is in position and a box will appear ready for you to input your text.

Once we've placed the text in the image, we can go back to the Tools window, and making sure our Text tool is still selected, we can adjust the font and size accordingly.

- o **Position text**

Once the correct font and size have been selected, and the text has been written, it's time to position the new text layer perfectly in place, ready for the finished product soon.   We need to select the Move tool, that's shaped like a cross made up of four arrows.

Once the correct tool is selected, double check that we still have the correct layer highlighted (check the layers window for the blue highlighted layer) and then we can move our cursor over to the text, and place it anywhere. It can sometimes be tricky, as if you don't place the cursor precisely over a piece of the text we wish to move, it won't do anything. Make sure your cursor looks like this

And you can then move it anywhere.

❑ **STEP 4**: **Changing the background Color**

The easiest way to do this is to make a new layer for the background, and have it created in the color we wish the background to be. First we select the color to use -

If you click your cursor onto the pair of boxes in the tools window, you can select both the Foreground and Background color. It doesn't matter which is which as you can rotate between background and foreground color anyway, so make one of them the preferred background color you wish to use.

Then in order to get this as our background color, we need to find the original Background layer in our Layers window. This will be right at the bottom of the list of layers. Once we've found it, make sure it's visible (the eye icon is on and not off). If it's not the background color we wish to use then we need to make a New Layer, and delete this original background layer.   Remember earlier when we created a new layer, and kept the "Layer Fill Type" to transparency, well this time we want to change it, and make sure the option for Foreground color or Background color is selected instead (whichever one we made the right color in the last step). Voila, now we've got our background the color we wanted.

❑ **STEP 5: Flatten image ready for cutting.**

Double check our image. Have we finished changing all the text? Have we moved anything that needs moving?

Good.

Now we're ready to flatten our image and export it to a web friendly format.

To Flatten, we need to go to the Layers window, and right click on any layer, selecting the "flatten image" option at the bottom of the right click menu.

STEP 6: Cutting our final image into smaller sections for a web page

The template we have used here is a simple one, but for even complicated designs with lots of sections the same principle applies. We need to get the image from one big picture into smaller segments for our web pages. With this template, we want a Header or Top section, a middle section for a content background, and a footer or bottom section. For the middle we will take a cut that is uniform, so as it will become a repeated background on our web page.

To do this we need our Rectangle Select tool and Grid lines on our image window to guide us

Default setting is grid lines OFF, so simply click the "view" tab and click your cursor onto the Show Grid option. If you go back to the "View" tab you should now see it ticked like here.

Once your grid is up, using your cursor set on selection tool make a full width selection of the main head section. Once you've made a selection, go to the "Edit" tab and select "copy visible".

As you can see, I decided to do this header in 2 sections, with this first selection going down to the 100 pixels point on the vertical margin.

Once you've copied your selected section you then need to open the "Edit" tab again and select "paste into" then "new image"

If you've done this part correctly you should end up with another window opened up with another image, just like the one below. This is the first section of your new website/header, and should be named something accordingly, such as header_1.jpg.

When saving your template file, make sure to add the filename extension, like .jpg or .gif or whatever you prefer your images as. Don't be alarmed if a box appears asking to flatten your image, this is fine, simply press export.

Lastly depending on what kind of file saving (jpg or gif or png) you'll be asked for quality/color levels etc. Just remember that the lower you set these, the less quality your Images will come out. Best to just click save and don't change anything here to start with until you know what you're doing.

Do the same for the other section of header if you have any, and for the footer, like this

Finally, once you've got those pieces saved into individual images, you want to do exactly the same for the middle section, only it will be smaller, and it has to be a perfect slice so that it will repeat evenly as a background image

Voila!

Now you just need to put it all together with your favorite HTML Editor.

Bonus Tips :

- If you ever happen to make an error, don't worry, you can step back as many steps as you need to by pressing "ctrl+z" on your keyboard.
- If your Selections are slightly too big, you can make minor adjustments by placing your cursor to the edge of your selection, and holding the "ctrl" button while pressing the directional arrow you need
- If you didn't already know, to add more fonts you need to place the font files inside your windows Fonts Folder, usually located around the "C:\WINDOWS\Fonts" area of your hard drive. You can download many free fonts from places like 1001fonts.com
- If you start feeling brave, then play with some other tools. The Rotate, Scale and Shear tools can get some tricks going on your text, and that's just for starters.

How To Customize The Look Of 1shoppingcart

Objective: To customize the look of your shopping cart so that it better matches your website.

❑ **STEP 1: Log into your account**

❑ **STEP 2: Navigate to Setup → Cart Look & Feel**

❑ **STEP 3: Customize Cart**

There are several options you can use to customize your cart. You can pick and choose which of these options you wish to use as shown below.

Click to select color from color palette. Or enter hex code if you know it.

You Options Include:
- o **Background Color:** The Background color of your cart checkout area
- o **Accent Color**: The color of the row(s) in your cart area
- o **Font Color**: The font color for the main part of your cart
- o **Font Family**: The type of font for the main part of your cart
- o **Upload Company Logo**: Select a custom header graphic from your computer to use, if you wish.
- o **Logo Width**: The width you wish your logo to be. Leave blank if you want the system to self-adjust it for you. Recommended size: no more than 750 pixels wide.
- o **Logo Height**: The height you wish your logo to be. Leave blank if you want the system to self-adjust it for you.
- o **Display Company Name**: Selecting this will allow your company name to appear when the page cannot display your custom logo.
- o **Custom Background Color**: If you have a custom image that you would like for the background instead of a solid color (from "A"), you can upload it here.

- o Once you have made your selections, hit *Save Changes*.

❑ **STEP 4: Preview Cart**
- o Click the link that says "*Click Here to Preview Cart*" to view your changes.

Look And Feel

To make your forms look consistent with your own site, you can edit the colors a

Click here to preview your ca

Background Color   #ffffff   🌈

Below is a preview of what your cart will look like.

❑ **STEP 5: Navigate to Setup → Cart Customization**

This is where you can customize the wording of your shopping cart. You can select as many or as few as you like. HTML and CSS is allowed but Java script is not.

❑ **STEP 6: Enter Custom Details**

    o **Enter System Hosted Template Details**
Changes made here are *System Wide* so they will show on all system pages

        ▪ **Template Top and Bottom:** These will show at the top and bottom of your shopping cart.

    o **Enter Cart Contents Page Template Details**

        ▪ **Cart Contents Header and Footer:** These will show at the top and bottom of your shopping cart, directly below your logo.

o **Enter Checkout Page Template Details**

▪ **Checkout Header and Footer:** These will show at the top and bottom of your shopping cart, directly below your logo.

▪ **General Purpose Statement:** This will show at the bottom of your shopping cart checkout pages, below the "Submit Order" button.

o **Enter Unsubscribe Page Template Details**

▪ **Unsubscribe Top and Bottom:** These will show at the top and bottom of your mailing list page. The top will be located directly below your logo.

- **Order Receipt Email:** TEXT ONLY! Content entered here will appear near the bottom of your order receipt email that your customers receive once they submit payment.

Click *Save Page* after you are finished.

Unsubscribe Page Template

Unsubscribe Page Top Message
Content entered here will appear at the top of your mailing list unsubscribe page, directly below your company logo.

Unsubscribe Page Bottom Message
Content entered here will appear at the bottom of your mailing list unsubscribe page.

Order Receipt Email Customization

Custom Message
Content added here will appear near the bottom of the Order Receipt email your customers will receive after a purchase. Text Only! The Order Receipt is a text email and any CSS or HTML entered here will show up as text.

Save Page

How to Customize Your WahmCart Checkout Pages

Objective: Customizing your WahmCart to match your website.

NOTE: You must already be a WahmCart user and have products added in the system.

❑ **STEP 1: Log in to your account** at http://wahmcart.com

   o   Enter your user name and password
   o   Click SignIn

❑ **STEP 2: Choose the product you wish to customize for.**
   o   Click on the **Products** tab.
   o   Select the "Edit" option on the product you wish to customize.

❑ **STEP 3: Enter custom image**

To customize the look of the checkout screens, scroll down past the product information until you come to the Custom Settings area. Here you can add custom graphics and colors to match your website.

   o   **Order form header:** No more than 550 pixels wide. Will help customers identify this as your checkout page if you match it to your website.
   o   **Border color**: Changes the color of the border lines. You can leave this blank if you wish.
   o   **Background image or background color**: You can upload an image, such as a striped background or a background color using word "navy, red, black, green," or hex codes to specify exact colors to match your website.

Custom Settings (Overrides Settings in Merchant Setup)

You can customize the look of your secure order page by uploading a header and a background image to our secure server. The header image should be 550 pixels wide.	You can enter any color (i.e. black, navy, green) or hex code t border and background color.
Order form header:	**Background image:**
[ ] Browse...	[ ] Browse...
Border color: [ ]	**Background color:** [ ]

Custom HTML (plain text or HTML) - This will appear under your header on the order form.

this is a good place to include any special notes or
instructions such as letting them know how to save and
extract the zip file etc....

❑ This is what the standard checkout order screen looks like without any custom options added. All default settings.

❑ **Now, let's add a custom header and colors.**
  o We're going to upload an image. Under *Order form header* click where it says browse and find the image on your computer.
  o We're leaving border colors blank.
  o For the background we've decided to simply enter the color "navy"

❑ With those simple changes, our page now looks like this:

There you have it! You can create custom looks for every product you create.

How to Set Up a Del.icio.us Account

Objective: to store bookmarks online that you can access from any computer and share with friends, family, coworkers, and others in the del.icio.us community for purposes such as research, collaboration, cookbook, etc. delicio.us is a social bookmarking website.

- ❑ **STEP 1: Create an Account at http://del.icio.us/**

    - o Click Register

- ❑ **STEP 2: Enter Details**

    - o Type the details requested in the following text boxes:
        - ❑ username
        - ❑ full name
        - ❑ password
        - ❑ re-type password
        - ❑ letters that are visible in shaded box
    - o Click Register

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❑ **STEP 3: Install Buttons**

    o Click Install Buttons Now
    o Click Run
        ❑ After starting the installer, close any Internet Explorer windows.
            • Your browser will automatically open again when the installation is complete
    o Follow instructions provided by del.icio.us Buttons for Internet Explorer Setup Wizard

Install Buttons Now »

❑ **STEP 4: Using Buttons**

    o **Tag**
        ❑ Click Tag when you find something on a Web page you want to save (e.g., recipe, article, etc.).
            • This is similar to Windows Internet Explorer's "Add to Favorites"

del.icio.us ▾ TAG

        ❑ Type your own description or title in Description box
        ❑ Type notes or comments to add to the page before saving it
        ❑ Add Tags before saving
            • One-word descriptors
                o Choose words that are meaningful to you
                o Separate tags with a space
                o Example for an article about starting a home-based business:
                    ▪ mompreneurs home-based ideas
            • Similar to keywords but no hierarchy
            • Used to organize and remember your bookmarks
                o Easier and more flexible than using categories for or folders to organize your bookmarks
        ❑ Click Save

- o **del.icio.us**
  - ❏ Click del.icio.us to see your saved pages
    - • This is similar to Windows Internet Explorer's "Favorites"

- ❏ **STEP 5: Highlight Text**

  - o Highlight text from a Web page you want to save
  - o Click Tag icon on toolbar

  - o Type tags (one-word descriptors) in the Tags text box
  - o Click Save

❑ **STEP 6: Save a Page**

- o Click down arrow next to del.icio.us icon
- o Click Bookmark this on del.icio.us

Today's most popular pages saved by others

Most recently saved pages by others

❑ **STEP 7: Viewing Posts on del.icio.us**

- o Click del.icio.us
  - ❑ You can view the list of hot items currently on del.icio.us
    - • Click the link of a post that interests you
- o Click Popular or Click Recent
- o Click on a link below Tags to find a keyword that interests you

❑ **STEP 8: Networking**

    o **Add Someone to Your Network Option 1**
        ❑ Click Your Network
        ❑ Type the username of the person you want to add to your network into the text box
        ❑ Click Add

    o **Add Someone to Your Network Option 2**
        ❑ Click on Username of person who posted

❑ Click Add [username] to your network

o **Delete Someone from Your Network**
  ❑ Click the "x" to the right of the username you want to delete
    • The shading around the "x" will be a light grey until you put the mouse pointer over it
  ❑ Click Yes

❑ **STEP 9: Save a Link for Someone in Your Network**

  o Click Tag

  o Click the Username of the person in your network to whom you want to send the link

url http://www.lifehack.org/articles/productivity/12-hours-to-better-time-management.html

description 12 Hours to Better Time Management - Lifehack.org

notes

tags   space
                                                                  separated

save

your network
for:gremmissina

popular tags
productivity lifehacks gtd organization management time calendar

❑ **STEP 10: View Links Others in Your Network Saved for You**

    o Click Links for You

your favorites | your network | subscriptions | links for you | post

❑ **STEP 11: Change Settings**

    o Click Settings

popular | recent

logged in as | settings | logout | help

    o *Account Settings*
        ❑ Click on the account setting you want to change

Account
» change password
» change email
» edit profile
» delete account

    o *Bookmarks*
        ❑ Click Import/Upload
            • to transfer a copy of bookmarks stored in Windows Internet
                Explorer's "Favorites" to del.icio.us or
            • to upload bookmarks exported from del.icio.us or a
                different service—must be in a standard bookmarks format

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- ❑ Click Export/Backup
  - • to save a list of all your bookmarks as an HTML page to import into your browser
- ❑ Click Private Saving
  - • to hide your individual bookmarks from other users
- ❑ Click RSS Feed License
  - • to determine how, if at all, you want to share your bookmarks
- ❑ Click Facebook Integration
  - • If you have a Facebook account, you can publish information about your bookmarks to your Facebook profile.

Bookmarks
» import / upload
» export / backup
» private saving
» rss feed license
» Facebook integration

- o *Tags*
  - ❑ Click Bundle Tags
    - • to arrange some of the tags you've created into groups

Tags
» rename tags
» delete tags
» bundle tags

- o *People*
  - ❑ Click Network Privacy
    - • By default, your network is visible to other users
      - o Uncheck the box if you want to keep your network private
  - ❑ Click Subscriptions
    - • to keep track of new bookmarks saved with tags (keywords) that interest you

People

» network privacy

» subscriptions

» report spam

- o *Blogging*
    - ❑ Click Network Badges
        - Copy and paste the code provided at the bottom of the page to your hypertext to display details about your del.icio.us network on your website
    - ❑ Click Link Rolls
        - Copy and paste the code provided into to display your latest del.icio.us bookmarks on your website
    - ❑ Click Tag Rolls
        - Copy and paste the code provided at the bottom of the page to display your del.icio.us tags on your website
    - ❑ Click Daily Blog Posting
        - to post entries to your blog every day of your latest del.icio.us links

Blogging

» network badges

» link rolls

» tag rolls

» daily blog posting

How to a Set Up a Digital Download in Quicksales

Objective: To upload a digital product that will automatically allow your customers to access your products.

❑ **STEP 1: Log into Your Account at** http://www.yourquicksales.com

❑ **STEP 2: Add Product**
  o Click on Products – Add New Product

  o Enter Product Details
    ▪ Product description – this is the product name that customers will see when
    ▪ Price
    ▪ Category – only if you want to have product categories

    ▪ Add your optional product information – where applicable
      • Shipping price
      • Shipping calculation
      • State tax
      • Country tax
      • Weight

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- Recurring cycle
- Recurring count
- Recurring start duration
- Recurring price (for memberships, newsletter or other recurring payment products)
- Recurring shipping calculation
- Recurring commission rate (how much you'll pay affiliates for subsequent payments)
- Recurring commission limit (I wouldn't put anything here…you'll alienate your affiliates. Keep paying them for customers who are buying from you)
- Destination URL – this is the URL your customers will be taken to if they don't complete the sale. This is a good place to offer to provide them help if they had trouble completing the sale or allows them to give you feedback as to why they didn't end up buying.
- Autoresponder – Make sure you have a customer autoresponder set up for the product, so you can keep in touch with your customer and help them consume your product. Plus, you'll be able to make more product offers in the future!
- Thank you URL – The page where your customers will be taken to once they complete the payment. You can use this space to tell them what will happen next (ex. download instructions coming in the mail) or for making another offer for a related product.
- Calculate commission – select yes!
- Commission rate – you can leave this blank if you already have your commission rate set in your affiliate management area. It will just calculate the default commission rate.
- Top HTML – You an add a message to the top of your order form that is unique to each product you sell.
  - Click **Save & Edit**

Optional Values		
Shipping Price	$ 0.00	
Shipping Calculation	YES ▾	If you do not want this product to be included in shipping calculation, select NO.
State Tax	NO ▾	Should the shopping cart add **State Tax** for this product?
Country Tax	NO ▾	Should the shopping cart add **GST** for this product?
Weight		pound

These amounts will be in place of the regular affiliate commission percentage for this
These commissions are valid only for recurring products.

Recurring Commission Limit — Unlimited ▾ How many billing cycles do you want to pay commission?

Destination URL — [   ]

Autoresponder — None ▾

Thank You URL — [   ]

Clear Cart URL — [   ]

Affiliate Program — Internet Marketing Sweetie Affiliate Program ▾

Calculate Commission — Yes ▾
Do you want to include this product when calculating Affiliate commission?
Selecting No will exempt this product from all commissions entirely.

Commission Rate — First Level: $ n/a   Second Level: $ n/a
These are first and second-tier commissions earned by your affiliates **per unit sold.**
These amounts will be in place of the regular affiliate commission percentage for this

Top HTML — [   ]

Save & Edit   Save & Create

- o Click **Save & Edit**

❑ **STEP 3: Create Digital Download**
- o The page now shows the option to upload a digital product
  - ▪ At the bottom of the page, you'll see Digital Product Filename
    - Click **Browse** to locate the file on your computer you want to upload
    - Select the file
    - Click **Save Changes**
    - You'll get a message when the file has been uploaded successfully

Notes: While uploading your file, make sure you don't stop or reload the page. You will have to remove the file and start the process again because there is a chance the file will not work properly. For multiple products, remember to give each file a different name.

How to Download a PDF File

To download a PDF file, you must have a PDF reader program such as Adobe Reader. Right-click on the PDF file link. Left-click to choose "Save Target As..." or "Save File As...." depending on what browser you use. A dialog box from your browser will appear asking you where you want to save the file. Choose where you want to save the PDF and click save.
You should then be able to open it from wherever you save it on your computer.

How to Troubleshoot Opening a PDF
If you have problems opening a PDF file, try these two options to see if they fix the problem:

   Option 1:
   - Close your current browser
   - Open Adobe Reader or other PDF reader
   - Go the the 'Edit' menu and select 'Preferences'
   - Select 'Internet'
   - Uncheck 'Display PDF in browser'
   - Click OK and try to open again

   Option 2:
   - Close your current browser
   - Open the PDF with another browser

How to Download an MP3 File

To download an MP3 file, right-click on the link that points to the file and select "Save Target As..." or "Save File As..." depending on what browser you use. Choose where you would like to save the file and click OK. It's usually easier to find the file if you save it to your desktop. After the download completes, move it to where you would like to store it.

How to Troubleshoot an MP3 File Download

In order to play an MP3 file, you must have some type of media player installed on your computer. Most computers running a Microsoft operating system come with Media Player preinstalled. If you do not have Media Player, you can find it and several other free audio players by doing a simple Google search.

After downloading the MP3 file, check the file name to ensure it ends with **.mp3**. Webmasters often upload MP3 files with a different extension such as .tar, .gz, etc. If it's anything other than .mp3, you will have to rename it before it will play.
To rename it, right-click the file and choose "rename" then change the tar, gz, or other extension to .mp3 and it should then open by double clicking the file.

How to Request a Refund

Digital Products
To request a refund, make sure that you have read the refund policy closely and are within the time limit for the guarantee. If you qualify, submit your refund request to the customer service center.
Be sure when requesting a refund, you include as much information about the purchase as possible such as:
- Date of Purchase

- Name used when purchasing the product

- Copy of the receipt or receipt/order number

- Email address used when purchasing the product

This will help us locate your order and quickly issue a refund.

Physical Products
We must be notified of your intent to return the product prior to you shipping the item(s) back.
To request a refund, make sure that you have read the refund policy closely and are within the time limit for the guarantee. If you qualify, submit your return & refund request to the customer service center.
When doing so, be sure to include as much information about the purchase as possible. We will need items such as:
- Date of Purchase

- Name used when purchasing the product

- Copy of the receipt or receipt/order number

- How you purchasing the product (check, credit card, paypal, etc)

This will help us locate your order and quickly issue a return authorization number. Please wait for a reply to your request before returning the item. Once the product is received, please allow 5 working days for your refund to be issued.

How to Unsubscribe from a Mailing List

You may unsubscribe from one or all of our mailings by clicking the first link at the bottom of your newsletter. You will then be taken to a page that shows a list of all your subscriptions. You can choose to unsubscribe from a single list or if you want to stop receiving all communications from us you would choose to unsubscribe from main database.

Did Not Receive My Digital Product

If you purchased a digital product and did not receive the download instructions, please submit a product ticket to our customer care center. Please include the following when doing so:

- Date of Purchase

- Name used when purchasing the product

- Copy of the receipt or receipt/order number

- Email address used when purchasing the product

This will help us locate your order and quickly send your product to you.

Cannot Log In To Download My Digital Product

If you are unable to log in to a product download area, please try the following before submitting a support ticket.
1. Make sure there are no spaces before or after the user ID or password. Often times when copying and pasting this will happen.

2. Use all lower case letters unless your special login states "case sensitive" and shows upper case lettering.

3. The lower case L and the number one (1) look very similar in certain fonts, if one doesn't work try the other.

4. Clear your temporary Internet files (under tools in your browser bar), close your browser and re-open it, then trying logging in again.

Note: Occasionally you may get a request to log in twice before actually gaining access, if so, just re-enter your information.

If after you've tried all of the above, you still experience problems, please submit a support ticket for assistance.

How Can I Get another Copy of My Product?
If you lost your product due to a system crash or other issue, please submit a support ticket to our customer care center. Include the following when doing so:

- Date of Purchase

- Name used when purchasing the product

- Copy of the receipt or receipt/order number

- Email address used when purchasing the product

This will help us verify your order and quickly send a fresh copy of your product to you.

HOW TO SET UP A MEMBERSHIP IN DLGUARD

Objective: to manually add new membership product to DLGuard. You must already have DLGuard set up on your website

☐ **STEP 1: Log in to your DLGuard dashboard**

- ○ **Click the MEMBERSHIPS tab at the top**
- ○ **Click Add Group**

☐ **STEP 2: Enter Membership Details**

- ○ **Group Name:** Name of your group
- ○ **Group Member Access:**
  If you have single products you want members to have access to, enter the product numbers here.
  Download Attempts: How many tries do they get to download the product?
- ○ **Membership Type:** Select the type of membership you want this to be
- ○ **Select Payment Processor:** We chose PayPal therefore, we would enter the PayPal details. Different processors may require other information.
- ○ **Trial Period:** If you are offering a trial period, enter the time frame here
- ○ **Billing Cycle:** Enter the billing cycle information
- ○ **Enter the number of times the customer should be billed**

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General settings:

Group name: Memberhip Test 1

Products group members have access to: 1
(Enter the product numbers seperated by a comma - eg. 1,2,6)

Download attempt limit: 2
(enter 0 for unlimited download attempts)

Membership type:
- ● Paid membership
- ○ Member area for single product purchases

Payment details:

Processor type: Paypal

PayPal email address:

PayPal currency: USD

Trial period One: $ _____ per _____ days
(Leave blank for none)

Trial period Two: $ _____ per _____ days
(Leave blank for none)

Regular billing cycle: $ _____ per _____ days

Number of cycles: _____
(leave blank for unlimited) (Number of payments to occur on regular billing cycle)

Demo mode on: ☐ Set Paypal Sandbox on
(view www.paypal.com for more information)

- o **Membership Login URL:** Enter the url to where your customers can log in to their membership
- o **3rd Party Scripts and PayPal IPNs:** Enter these if you need to (optional)
- o **Personalize Thank You Email:** Enter the details of your Thank You message, using the code at the bottom of the page to automatically add information (name, login details, etc).
- o **Extra Download files:** The Extra Downloads feature allows you to give your members access to files that have not been added to DLGuard as Single Item Products.
- o **File Extensions Allowed**: When using the Extra Download feature, you can set file extension types that DLGuard should allow to be downloaded.
- o Click *Save Group*

After purchase details:

Member login URL: [_____]
(This is the URL where your members will go to log in to your membership site)

Optional 3rd-party script URL:
(leave blank for none) [_____]
(DLG will POST sales details to this URL at time of sale)

Re-post Paypal's IPN to URL:
(leave blank for none) [_____] [?]
(When a Paypal IPN is run, DLGuard will repost the IPN details to this URL)

Subject line:

Thank you email to send: [Welcome to [group], [name]_____]

(see Email Codes below to automatically insert data into this email)

Email body:

```
Login URL:
[login]

Username: [email]
Password: [password]


Thank you again,

Best regards,
The [group] Team



(Your sales IP address is: [ip])
------------
Powered by www.dlguard.com
```

Extra file download details:

Folder where extra download files are kept: [_____] [?]

File extensions allowed for extra download files: [_____] [?]
(eg. zip,rar)

[Save Group]

Email Codes Availible:
[name] will display the recipient's name
[email] will display the recipient's email address / username
[password] will display the recipient's password
[ip] will display the recipient's IP address at the time of signup
[number] will display the DLG group number the recipient purchased
[group] will display the DLG group name the recipient purchased

[login] will display the recipient's login URL

For example: "Hello [name]!" will display "Hello Sam!" if the user's name is Sam.

☐ **STEP 3: Generate Code For Web Page**

Once you click Save Changes, you'll be redirected back to the dashboard where you can generate the code for your web pages. To do this, simply:

- o **Click Get Code** next to the product you just created

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o **Copy Sales Signup Code**: Use this code to hyperlink to text or a signup button.

o **Copy Membership Page Code**: This code snippet will protect the pages you paste it into. Simply enter your membership page full URL into the box near the bottom of the screen .
o Here you can also select whether or not you would like other Memberships Groups to have access to this same membership area. If you would, simply type in their Group Number (the number next to the Group Name on the Membership overview page). Then click **Generate.**

Log out when you are finished creating products.

HOW TO SET UP A SINGLE PRODUCT IN DL GUARD

Objective: to manually add new product to DL Guard. You must already have DL Guard set up on your website

☐ **STEP 1: Log in to your DL Guard dashboard**

- ○ **Click SINGLE PRODUCT tab at the top**
- ○ **Click Add New Product**

☐ **STEP 2: Enter Product Details**

- ○ **Product Name:** Name of your product
- ○ **Product Logo URL:** If you have a custom logo
- ○ **Product File URL:** Product download page
- ○ **Hours to download:** For how long after purchase are they allowed to download the product?
- ○ **Download Attempts:** How many tries do they get to download the product?
- ○ **Type of Product:** Select the product type.
- ○ **Bonus Products:** If you have already set up free products that will be given away with the purchase of this new product, enter the free product code(s) here.
- ○ **AR Email:** If customers need to be placed on an autoresponder after purchase, enter the email address of that AR here.
- ○ **Customize** things further using the Custom Script, Extra Text and Custom download template boxes.
- ○ **Payment Options:** We chose a PayPal product so you will fill in the payment options for that. Different payment options will have different boxes to fill out.
- ○ Click *Save Changes*

Product name:	test 1
Product logo URL:	www.yourweburl.com/testone
URL of product file:	test one ❓
	(Do not use spaces in your file name)
Hours to download:	48
Download attempt limit:	2
	(enter 0 for unlimited download attempts)

Type of product:

- ○ ClickBank product
- ● PayPal Product
- ○ 2Checkout Product
- ○ WorldPay Product
- ○ LinkPoint Product
- ○ eBay / Paypal Product
- ○ PayDotCom Product
- ○ e-Gold Product
- ○ AlertPay Product
- ○ Authorize.net Product
- ○ E-Bullion Product
- ○ Free download
- ○ JVManager product
- ○ EA script product
- ○ Other merchant account product

Bonus product downloads: ❓
Seperate product numbers with a comma (eg: 3,4,7)
☐ Display bonus products as icons

Autoresponder email address: ❓
(leave blank for none)
(DLG will send an email to this address at time of sale)

Custom script URL: ❓
(leave blank for none)

Extra text/HTML code to be added to download page: ❓

Custom download area template: ❓
(leave blank to use default)
(eg. mytemplate.html)

PayPal Extra Options
(leave blank if not a PayPal product)

PayPal email address: testone@yourweburl.com
☐ This is my primary Paypal email address

PayPal product cost: 25.00
(eg. 19.95)

Multiple payment terms: Charge [ ] times, with a [ ] day ▼ cycle ❓
(leave blank for one payment)

PayPal currency: USD ▼

Demo mode On: ☐ Set Paypal Sandbox on
(view www.paypal.com for more information)

PayPal Advanced Options

Extra Paypal codes:
(eg. no_shipping=0&cm=1)
(seperate each variable with a "&")

Re-post Paypal IPN: ❓
(enter full URL including http://)
(when Paypal's IPN is run, DLG will re-post the IPN to this URL)

[Save changes]

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☐ **STEP 3: Generate Code For Web Page**

Once you click Save Changes, you'll be redirected back to the dashboard where you can generate the code for your web pages. To do this, simply:

- o **Click Get Code** next to the product you just created

- o **Copy Sales Page Code** for the page you are trying to create. You have two choices, Raw url or html code.

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- o **Add To Cart Code**: This is only if you are selecting a PayPal product and using PayPal's own Cart System. You can use the code to create an "add to cart" or "view cart" buttons.

  If you are not setting up a PayPal cart, you don't need to use this. Just use the Sales Page code above.

Paypal Cart Code

If you are setting this product up through Paypal's own Cart system (NOT DLGuard's Cart), then you can use the code below to generate your "Add To Cart" button code. Use this button code instead of the button code Paypal generates for you.

The "View Cart" code will display a button that allows your customer to view the Paypal cart contents.

If you are NOT setting up a Paypal Cart, if you just want to set up a normal single item product, then use the sales link from the boxes above.

Important:

When using these Paypal Cart buttons, DLGuard uses the download expiry time and download email text set in DLGuard's Cart Settings.

To set these, Click on the "Shopping Cart" tab at the top of this screen, then click on the "Cart Settings" button near the top of the Cart Summary page, and then fill out the "Hours to Download" box and save it. Then on the same screen click the "Edit Custom Email" link to modify the email your customers are sent when purchasing via your Paypal Cart.

You currently need to have Auto Return in your Paypal Profile set to OFF for the Paypal Cart buttons to work correctly.

Add To Cart Code

```
<script>document.write('<a
href="http://internetmarketingsweetie.com/dlg/ppcart.pl
SRC="http://internetmarketingsweetie.com/dlg/displaybu
BORDER="0"></a>');</script>
```

View Cart Code

```
<script>document.write('<a
href="http://internetmarketingsweetie.com/dlg/ppcart.pl
SRC="http://internetmarketingsweetie.com/dlg/displaybu
BORDER="0"></a>');</script>
```

Log out when you are finished creating products.

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DOWNLOAD PAYPAL HISTORY TO QUICKBOOKS

Objective: To download your PayPal accounting history into your QuickBooks program for easy financial recording.

☐ **STEP 1: Log in to PayPal**

- o Go to www.PayPal.com
- o Choose the Personal or Business account tab (the type account you have)
- o Enter your username & password and choose "Log In"

If you don't have an account, create one (free) then follow these steps

☐ **STEP 2: Select History Details**

- o Choose History → Download History

You have two choices for downloading your history.

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Option 1:
o Select and enter the Date Range you want to download.
o Select the file type you want to download (Quickbooks in this case)

Option 2:
o If you have downloaded your history before, you can choose *Last Download to Present* which will download everything since the last time you downloaded your history.
o Select the file type you want to download (Quickbooks in this case)

o Click Download History

☐ **STEP 3: Set Account Names**

o Enter the account names as you have them set in your QuickBooks software.

- o Choose Download Log

□ **STEP 4:**

- o – When the file is ready to be downloaded (sometimes it takes a while if there is a lot of activity. Go to Download My Activity and Recently Downloaded logs

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- Click on the Recently Downloaded Logs and the ones available will come

up
- Select the correct Quickbooks file and select Download Log from this screen. A File Download Screen will open – Please select Save. You will then name this file and save to your Desktop. (Please remember to remove the asterick or your file will not download properly

☐ **STEP 5: Importing into Quickbooks**
- –With your company file open go to File >Import> IIF files

-
- Then find the File that you saved to your desktop and select open
- Your transactions will now be in your quickbooks Paypal Account.

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Setting up an eBay auction

Objective: To set up an ebay auction.

Note: You must already have an account created.

Short, Simple Way

❑ **STEP 1: Short & Simple Way**
   o Go to eBay
   o Click on Sell
   o Enter a short description of the item
   o Click Start Selling

   o Sign in to your account

❑ **STEP 2: Create Listing**
   o Enter a descriptive title for your item (if you didn't in step 1)
   o Select the category that best describes your item

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- Add photos of your item. The first photo is free, each additional photo costs 15 cents.
- Describe your item. Include things like color, size, condition, features, whether you allow returns, etc
- Set your auction bidding price & how many days the auction should run
- Enter shipping details
- Enter your paypal address
- Block Buyers: You can block buyers with a Feedback Score of -1 or less or 2 Unpaid Item Strikes (payment defaults) in the last 30 days, or buyers that don't have PayPal accounts. Check or Uncheck this depending on what you want to do.

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3 Bring your item to life with pictures

Click **Add a photo** and select the photo you want to upload. (?)

| Add a photo (FREE) | Add a photo + $0.15 | Add a photo + $0.15 | Add a photo + $0.15 |

Tips

Your first picture is on us and will appear on your listing and as your Gallery Picture. With Gallery Picture, a small version of your picture appears in search results. With Gallery Plus, buyers can also see larger pictures in search results.

Each additional photo is $0.15.

☐ Gallery Plus: Display large pictures in search results-capture special details or different views for buyers. ($0.35) (recommended) (?)

4 Describe the item you're selling

Arial | 2 (10 pt) | A▾ **B** *I* U ≡ ≡ ≡

Tips

Help buyers find what they're looking for by providing detailed, easy- to-read information such as the following:

- Color, size, and measurements.
- Item condition details.
- Notable features or a good story associated with the item.
- Whether you allow returns.
- Be sure to check your spelling and grammar.

Longer, Customized Way

Follow Step 1 instructions & select the "**Customize Your Listing**" option

❑ **STEP 2: Enter Item Details**
  o   Select a category that best describes your item

Select a category

Help buyers find your listing by selecting a category that best describes

| Browse categories | **Search categories** |

Test Item [Search]

Categories

- ☐ Everything Else > Other
- ☐ Video Games > Games
- ☐ Books > Fiction Books
- ☐ Antiques > Other Antiques
- ☐ eBay Motors > Cars & Trucks > Ford > Bronco II
- ☐ Books > Children's Books
- ☐ Books > Nonfiction Books

Tip: Reach more buyers by selecting two categories. (Fees apply)

[Continue >]

- o Enter a Title for your item – adding a subtitle will cost you 50 cents
- o Describe your item; product type, the year it was made, the condition, etc
- o Add a photo. The first one is free, after that they cost 15 cents each.

Help buyers find your item with a great title

✱ Title ⓘ

Subtitle ($0.50) ⓘ

Item Specifics
Enter specifics about your item here to help buyers find you

Product Type
[   ] ▾ Remove

Type
[   ] ▾ Remove

Year
[   ] ▾ Remove

Subject
[   ] ▾ Remove

Condition

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Condition

[   ] ⌄ Remove

Add more Specifics

⊕ Occasion ⊕ SHIPPING ⊕ Coupons ⊕ Dell Coupo

⊕ **Add a custom detail**

Bring your item to life with pictures Add or rem

The first picture is **free**. Each additional picture is $0.15. ⓘ

[Add pictures]

Click to add
pictures!

---

    o   Enter a more complete description of the item. Include things like color, size, condition, features, whether you allow returns, etc

* Describe the item you're selling Add or remove option

[Standard] [HTML]

[Arial ⌄] [10 ⌄] **A**⌄ **B** *I* U ☰ ☰ ☰ ☷

🔍 Preview | Save draft

    o   To make your items stand out more, you can add custom theme or picture layout
    o   Enter the starting price, the quantity of items you have and how long the auction should run.

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Listing Designer ($0.10) ⓘ
☐ Add a theme and a picture layout

Select theme: New (50)

Select design: -
                 Antiques-Black Frame
                 Antiques-Stained Glass
                 Antiques-Vintage Items
                 Books - Image

Picture layout: Standard   🔍 Preview

Visitor counter ⓘ
[-]

Choose how you'd like to sell your item   Add or remove options

Get ideas about pricing by searching completed listings.

Online Auction

✳ Starting price (see listing fees) ⓘ
$ [   ]

Quantity ⓘ
[1   ] items

Duration ⓘ
[7 days ▾]

- o If you want to give additional ways for buyers to reach you, enter them under the "add contact details"
- o Select how you would like to be paid

o   You can enter specific shipping details or let the shipping wizard calculate it
o   Click **Continue** when you're finished entering the item details

* indicates a required field

Continue >

❑ **STEP 3: Customize Listing**
  o Make your listing stand out with various options on this page. Note that these options will cost you extra.

❑ **STEP 4: Preview & Review**
  o Preview your listing and review your fees to ensure they are acceptable
  o If acceptable, click *Continue* to pay your fees and start your auction

---

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Review your fees Get help

Insertion fee:	$0.15
Subtitle:	$0.50
Total:	**$0.65**

If your item sells, you will be charged a Final Value Fee based on a percentage of the final sale price.

[i] Your listing will be posted on eBay and can be viewed in My eBay. It may not be immediately searchable by key listing durations. Where your listing appears in search results may be based on certain factors including listing fo detailed seller ratings.

[i] To become a seller, additional information may still be required. If you cannot provide this information immediately signed in.

Click **Continue** to pay your selling fees.

You're almost done creating your listing. Click **Continue** below to complete your seller account setup (one-time only).

Continue | Edit listing

Repeat for each auction you wish to start.

HOW TO EDIT A WEB PAGE IN

INTERNET BASED FAMILY WEB SITE BUILDER

Objective: to use the page editor to add, change, or delete text on a Web page.

☐ **STEP 1: Log in at http://www.internetbasedfamily.com/**

     o **Log in using your website ID and Password**

     o **Click on the Web page you want to edit.**

☐ **STEP 2: Edit Web Page.**

     o **Click Edit Page.**

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- o **Page Title, Subtitle & Address**
  - ▪ Click inside individual boxes & use options to the right to change the font type, size, bolding, etc
  - ▪ Enter the page address to reflect the content of the page. These will have the .html extension added automatically.

    The example here is the Services page. Adding services to the box will change the address for this page to www.YOURWEBSITE.com/services.html

- o **Page Content**
  - ▪ Click inside the text box where you want to add text.
  - ▪ Highlight text you want to delete or change.
  - ▪ Use the toolbar above the text box to make changes such as font color, add hyperlinks, insert horizontal line, and align text.
    - • The toolbar is similar to the toolbar used in MS Word.
    - • Put your mouse over an icon on the toolbar to learn what the tool does.

- Click Save

☐ **STEP 3: Log Off**

    o **Click Exit & Logout**

How to Create and Edit a Page in Wiki

Objective: to create a new wiki page and edit it

- ❑ **STEP 1: Login on your Wiki**

- ❑ **STEP 2: Select Area For Your New Page**

  - o Click on the link where you would like to add your new word.

    ### Click on a Letter, Category or Use The Search

    A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

    - ▪ In this case, you are taken to a directory page, which contains a list of all the words beginning with the letter "P."

- ❑ **STEP 3: Add a New Word to the Directory Page**

  - o Click "Edit Page" at the bottom of the page to add a new word to this list.

    Edit page :: Page History :: Recent Revisions **XML** :: Owner:

    - ▪ You are taken to a new page where you see the code for this list.

Note: Wiki does **NOT** use standard HTML. You will need to use the code located in the help section of Wiki to determine how to format your content. Example: Double brackets create forced links & equal marks determine font size.

The example below shows double brackets and the words **Permission Based Marketing** squished together as one word then a space and then the same words separated, as they should be. This will create a hyperlink on the "P" directory page.

[[Permalink]]

[[PermissionBasedMarketing Permission Based Marketing]]

Please add a note on yo

Store   Preview   Cancel

  - o **Preview the new page and Store** when you are satisfied with the results. After you store the new word, you will be taken back to the word list.

- ❑ **STEP 4: Create a New Word Definition Page**
  - o Click on the new word, which is now available on the list.
    - ▪ You will be taken to a page with a text box where you can insert the word, definition, and other information.
  - o Add your word or word phrase to this page by inserting equal marks on either side of the word phrase. (How many you insert determines the text size).
  - o Double space and add the definition, post or content.

====Permalink====

A permalink is a permanent URL to your individual post or page, as well as categories and other lists of postings.

  - o Click store to save.

- ❑ **STEP 5: Log out**

How to Post a Job on Elance.com

Objective: to outsource your projects so that you will have more time to work on your business and marketing

- ❑ **STEP 1: Log-in at elance.com**

- ❑ **STEP 2: Select your Project Category**

  - o Click on Post a Project

Find Professionals - Get Your Job Done

Search   or   Post Your Project
Free!

Popular Searches: Web Design, Logos, Application Development, Web Programming, Graphic Design

  - o Select the best category from the list provided for that best described your project.
  - o Narrow down the category by selecting a subcategory

Describe What You Need

Posting Title:

Category: Administrative Support

Subcategory: Bulk Mailing

- ❑ **STEP 3: Describe Your Project**

  - o **Create a project title**
    - ▪ Add the subject of your project. It can be specific or general like "easy online research"
    - ▪ If a potential bidder contacts you to ask about the subject, always offer more information so they can decide on whether the project is suitable for them.
  - o **Describe your project**
    - ▪ Include quantity and other expectations you may have. Be as detailed as possible.

⊞ See good examples

Work Description:

3700 characters left

Files (Optional): [Attach Files]

Attach up to 10 files no more than 3MB in size each.

Work Type: ⦿ Fixed Fee   Best if scope of work is well defined. Pay a fixed price. More Info

○ Hourly   Best if scope of work may change. Pay by the hour. More Info

- o **Set project preferences**
  - ▪ Post the job between 1 and 12 days
  - ▪ Select start-date range of project after accepting a bid
  - ▪ Select budget
    - • If possible, do not select "Not sure" as it will be more difficult to get serious bidders. Have a look at what others are bidding on projects of similar to yours to help determine your budget.
  - ▪ Attach any files, if necessary
- o **Set communication preferences**
  - ▪ This allows the freelancer to contact you via Elance's private message board with any questions they may have
- o **Select project level**
  - ▪ By selecting the Select Level:
    - • a $25 deposit is required (that is rewarded if/when you select a provider)
    - • providers are charged more to bid in this level
    - • bids cannot be read by providers
  - ▪ By selecting the Basic Level:
    - • you get more bids from a wide range of providers

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❑ **STEP 4: Authenticate Your Credit Card**
   o Before posting, Elance must verify that the credit card you provided to pay the providers is yours
   o Elance temporarily charges two small amounts onto your credit card
   o Go to your Account page and click the Confirm Authentication link to enter the amounts charged to your credit card
   o If the amounts match, your credit card is authenticated

❑ **STEP 5: Confirm Your Project Description**
   o Review your project details and click the "Post Project Now" button

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How to Set Up a New Email Account in cPanel

Objective: to set up a new email account in cPanel

- ❑ **STEP 1: Open cPanel**
  - o In your browser, **type the cpanel address** (http://www.YOURDOMAINNAME/cpanel)
  - o **Enter your login and password** for this account

- ❑ **STEP 2: Set up Email**

  - o **Click the Mail icon in cPanel**

  - o **Select Add/Remove/Manage Accounts**

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- o **Click Add Account**

Show Disk Space Used

in your E-mail client or you may not be able to ser
e +, :, or % sign instead.

[Add Account]   [Go Back]

- o **Enter the new address and password**
- o **Set Quota**
  - How much mail the box can hold (defaults to 10 megs)
- o **Click Create**
  - Use the *Go Back* link to get back to the previous page

Add Mail Account

E-mail: _____ @ | Internet Your Domain Name .com | ▼ |
Password: _____
Quota (optional): | 10 | Meg

| Create | | Clear |

[Go Back]

- ❑ **STEP 3: Log Out**

  - o **Log out by going to File → Exit**

How to Use Entrecard

Objective: To promote your site or blog using Entrecard.

NOTE: You must already be registered at Entrecard to begin.

❑ **STEP 1: Log in to your account** at http://entrecard.com

   o   Enter your user name and password
   o   Click SignIn
   o   You can only have one blog/site per account. To use entrecard for multiple blogs/sites you need to create separate accounts using different email addresses.

❑ **STEP 2: Add widget to your blog.**
   o   After logging in, click on *Get Code*. There are three sizes to choose from to display on your blog or website's side bar.

Back on your blog or site….

- o Copy and paste the code into a widget on your blog.
- o Save changes.

It now shows up in the sidebar of your blog or site

STEP 3: Dropping your card.

- o Visit blogs and sites on the web as you normally would. When you see an entrecard user click "Drop"
  - ❑ **This only works when you are logged in to Entrecard**.
- o In the screen below we are visiting table4five.net After we click drop, the Entrecard widget says "Thanks!"

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❑ **STEP 3: Browsing through and card dropping.**
  o After clicking *drop*, simply follow the widget and go to the blog advertising in that Entrecard Widget. In this case the next blog is called The Pond. We'll click on their card.

  o We can then drop our card on their blog, read their blog, and click on the blog advertising in their Entrecard widget.
  o Following this method allows you to drop several cards in one day which in turn gets you ranked higher in the Entrecard system.

❑ **STEP 4: Allowing advertising on your Entrecard Widget.**
  o When you login to the Entrecard site. You will be taken to your dashboard.
  o You can see who has dropped their card, as well as approve or decline advertisers.

these are recent card drops into your widget

advertisers will show up here for your approval

❑ **STEP 5: Advertising on other Entrecard user's widgets.**
Back on the dashboard…
  o Click on the Campaign tab this time.

  o Choose the category that best suits your blog/site. For this example we'll use hobbies.
  o Click on the category. This takes you to a page showing all the blogs/sites displaying widgets that you can use credits to purchase advertising on.
  o Browse through these and choose one that is a good fit for your blog
  o When you find one, click on *Advertise*.
  o Make sure you have enough credits to advertise on that blog.
  o Confirm on the next screen.

That's it. You are now an Entrecard user! Enjoy surfing and advertising.

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How to Setup Your Feed in Feedburner

Objective: Run your website feed through feedburner to keep track of subscriber base.

- ❑ **STEP 1: Log in to your account** at http://www.feedburner.com/

    - o   Enter your user name and password
    - o   Click Sign In
        - ▪ You will arrive at you're 'My Feeds' page displaying any feeds you already have in your account..

- ❑ **STEP 2: Burn a Feed**

    - o   Enter the url of the blog or site you want to pull a feed from.
        - ▪ This does not have to be a feed address. Feedburner will find the feed for you. In this example I entered http:// essentialofficesupport.com/

    - o   Click Next

- ❑ **STEP 3: Select Your Feed**

- o Once the feeds have been discovered, select the one you would like to use.
  - You can use either the Atom or the RSS to get the same results.
- o Click Next

❑ **STEP 4: Name Your Feed**

- o This page will load with fields auto-filled from the information on the site.
- o Check the Feed Title field to ensure your blog name is correct.
  - You may change this if you like but it will affect the way your feed looks.
- o Click Activate Feed

❑ **Step 5: Your Feed URL**

o Make note of your new feed url.
o Click "Next" to add options or "Skip" to go directly to feed management.

❑ **Step 6: Adding Your Feed to Your Site for Subscribers**

Most blog platform have a feed built in but with Feedburner you have options on how to display your feed. You can also offer subscription via email. To select these:

o Click the Publicize tab of your feed in Feedburner.
o Click Chicklet Chooser and a list will come up for you to pick from.

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We're going to use the standard orange feed icon but all of the chicklets and buttons on this page should work with any blogging platform.

- o Select the chicklet you want to use. There are more in the actual list than what is shown in this example.
- o Scroll down to the bottom of the page to get the code to copy as shown on the next page

- o You will notice a dropdown menu to choose what type of code you need. The default code is plain old regular HTML which will work on most sites, including Wordpress. The choices in the drop down are for TypePad, TypePad Japan, and Blogger.

- o Highlight the code in the box, copy (control+c) and paste (control+v) into a widget in your blog, or even into any part of your site template such as the footer if you wish.

❑ **Just for Blogger Users**

Feedburner has made it easier for Blogger users to reroute their feeds through feedburners.

- o **Login** to your Blogger account.
- o **Click** the **Settings tab** & choose the **Site Feed** subcategory.
- o Select what type of feed you want to send.
  - ▪ A full feed will include everything in every post.
  - ▪ A short feed is a brief summary of every post with a link in to the site to read the rest.
- o **Post Feed Redirect URL**: This is where you will enter your feedburner feed url. This is very important.
- o **Post Feed Footer**: This will appear after each post in your post feed. If you use ads or other third-party feed additions, you can enter that code here.
- o Click **Save Settings** when you are finished with these selections.

❑ **Just for Wordpress Users**

Like most blogging platforms, Wordpress has a feed built into it. If you want to keep track of all your subscribers through Feedburner though, you'll need to install a plugin to ensure that all subscriptions get the Feedburner URL no matter how they subscribe. You can find the plugin here:

http://www.feedburner.com/fb/a/help/wordpress_quickstart

- Upload the plugin like you normally would.
- Go to the Plugins page in your Wordpress and click Activate.

- To customize this plugin, go to the options tab and select Feedburner from the submenu.
- Fill in your Feedburner URL and click Save

You have now successfully set up your blog's feed through Feedburner!

How to Filter E-mail to Folders in Outlook

Objective: Learn to filter emails to designated folders

- **Step 1: Open Outlook**
  - Double Click On Outlook

- **Step 2: Open Tools**
  - Select tools
  - Select Rules and Alerts…

- **Step 3: Rules and Alerts Window**
  - All your rules will appear in the window below
  - Click on New Rules Button

- **Step 4: Select Template**
    - o Out of the list pick which template you want for this rule
    - o Click on people or distribution list

- **Step 5: Rule Address**
  - Choose an email you want to use for this rule
  - Double click on that email address
  - Once it shows up in the from section at the bottom
  - Click Ok

- **Step 6: Select Folder**
  - Click on specified (circled in red)
  - Choose which folder you want these emails to go into
  - Click Ok

- **Step 7: Double check**
  - Double check that you are applying this rule to messages from
  - And that these messages will go into the correct folder
  - Click Ok

- **Step 8: Select Conditions**
  - Condition window appears
  - Check which conditions you want to apply to this rule
  - Click Next

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- **Step 9: Select action**
  - Put a check mark in all actions you want to happen to this email when it comes into your email account
  - Click Next

- **Step 10: Exceptions**
  - Select any exceptions you want for this rule
  - Click Next

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Rules Wizard

Are there any exceptions?
Step 1: Select exception(s) (if necessary)

- [ ] except if from people or distribution list
- [ ] except if the subject contains specific words
- [ ] except through the specified account
- [ ] except if sent only to me
- [ ] except where my name is in the To box
- [ ] except if it is marked as importance
- [ ] except if it is marked as sensitivity
- [ ] except if it is flagged for action
- [ ] except where my name is in the Cc box
- [ ] except if my name is in the To or Cc box
- [ ] except where my name is not in the To box
- [ ] except if sent to people or distribution list
- [ ] except if the body contains specific words
- [ ] except if the subject or body contains specific words
- [ ] except if the message header contains specific words
- [ ] except with specific words in the recipient's address
- [ ] except with specific words in the sender's address
- [ ] except if assigned to category category

Step 2: Edit the rule description (click an underlined value)

Apply this rule after the message arrives
from Alice Seba
  and on this machine only
move it to the Alice folder

Cancel   < Back   Next >   Finish

- **Step 11: Finish Rule**
  - o Give your rule a name
  - o   Make sure turn on this rule is checked
  - o Click FInished

Rules Wizard

Finish rule setup.

Step 1: Specify a name for this rule

Alice Seba (1)

Step 2: Setup rule options

☐ Run this rule now on messages already in "Junk E-mail"

☑ Turn on this rule

☐ Create this rule on all accounts

Step 3: Review rule description (click an underlined value to edit)

Apply this rule after the message arrives
from Alice Seba
  and on this machine only
move it to the Alice folder

[Cancel]   [< Back]   [Next >]   [Finish]

Now that you have this done all emails coming in from that email address will go straight to the designated folder therefore not cluttering up your inbox and keeping your emails much more organized.

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Finding Potential Affiliates Protocol

Objective: To find other websites that reach our target market. You are looking for information websites and product websites. Even if people are selling products to your market, they are potential affiliates too. Here are some places to search:

1. Yahoo Directory: Check out the websites listed http://dir.yahoo.com in the categories relevant to our target market. This is a large directory of websites that have paid for and have been approved by Yahoo for submission.

If you click the main category links (as shown in larger text in the image to the left), you'll find plenty of sub-categories to fine-tune your search.

When you click through each sub-category, you'll find the listed sites at the bottom, listed in popularity order by default. You can choose to view them alphabetically if you wish instead.

To the far right of the listings page, you'll see sponsored listings. This is where companies. have paid to advertise and can be considered potential affiliates as well. Sponsored listings are shown below:

2. Open Directory Project (DMOZ): Look through the websites at http://www.dmoz.org in the categories relevant to our target market. This is a free

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directory, but the sites are reviewed by volunteer editors prior to acceptance into the directory. You can see the categories below:

Click on one of the main categories (in large bold font above) and you'll see:

- All the sub-categories
- Related categories
- The Category in other languages

…allowing you to find plenty of potential affiliates.

3. ClickBank: Look for people selling information products and software to your target market. Choose a category in the marketplace at http://www.clickbank.com/marketplace.htm and they are listed in popularity order by default. Just choose a category:

For example, if you chose the "Home & Family Category", the most popular products will appear by default:

1) Rocket Spanish! *New* Higher Payout! Cutting Edge Product! High Conversions! High Searches, See 'Learn Spanish' In Google. 75% Paid On All Sales Up To *New* $100 Max Payout! See Http://www.rocketlanguages.com/affiliates/ Or Email Marketing@rocketlanguages.com. Check Other Rocket Products!
$/sale: $74.27 | Future $: - | Total $/sale: $74.27 | %/sale: 72.0% | %refd: 62.0% | grav: 75.65
view pitch page | create hoplink

2) Reverse Phone Detective - The #1 Investigation Product! New Affiliate Center* Interactive Banners, Seo Articles, Keyword Lists, Review Site Graphics, And More. Add A Search Box To Your Website In Less Than 2 Minutes! Go Here Http://www.reversephonedetective.com/affiliates.html.
$/sale: $15.82 | Future $: - | Total $/sale: $15.82 | %/sale: 75.0% | %refd: 95.0% | grav: 259.21
view pitch page | create hoplink

3) Kingdom Of Pets : SitStayFetch *Updated. SitStayFetch Is The No. 1 Dog Training And Behavior Product On The Net And Has Been For Over 2 Years. *Update* You Can Now Earn Up To $68 Per Sale. See Http://www.kingdomofpets.com/affiliates/ For Tips Or Email Marketing@kingdomofpets.com For More Info!
$/sale: $28.84 | Future $: - | Total $/sale: $28.84 | %/sale: 75.0% | %refd: 77.0% | grav: 122.54

4. Search The Search Engines for Those Ranking Well for Your Keyword Phrases:

Check the major search engines:
- http://www.google.com
- http://www.yahoo.com
- http://www.live.com

Simply enter keyword phrases that people would enter to potentially find your product and other related phrases. For help with your keyword research, use http://www.wordtracker.com

5. Find out Who Links To our Competitors and Related Websites:

Go to http://www.yahoo.com and type in:

| Web | Images | Video | Local | Shopping | more ⌄ |

link:http://www.yahoo.com   **Web Search**

Note: Replace "yahoo.com" above with the URL you are searching for. ex. *link:http://www.mysite.com*. Then click "Web Search" and you'll find the sites that link to the websites you're interested in.

(Use Yahoo as they typically show the largest number of links and will yield more plentiful results)

5. Use Alexa for Finding More Websites:

At http://www.alexa.com, they claim to rank all the websites in the world by popularity. Although, the results cannot be deemed to close to being accurate, it is a good site for finding a good number of related website. Simply enter a website that you may have already found in your potential affiliate research like this:

And you'll be shown a list of related websites that you can take a look at:

In addition, as you'll see underlined in red, there are suggested "Related Searches" and you can click on each website for "Site info for…".

TIP: If you download the Alexa Toolbar they have available, you can just surf from site to site and more related suggestions will appear in the toolbar as you go along. You can download it for free at: http://www.alexa.com/site/download/

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Format Text on a Web Page Using

Internet Based Family Easy Website Builder

Objective: To format text (bold, change font size, style, color, etc) using the advanced editor

Log in to your site at http://www.internetbasedfamily.com

❑ **STEP 1: Select Page**
   o Select the page in which you wish to format text on

   o Click the "**Edit Page**" button from the toolbar

Your page will now be open

❑ **STEP 2: Format Text**

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- Inside the text editor box, highlight the text you wish to exit
  - To highlight text, hold the mouse button down while moving your mouse to the end of the text you want to select. Release the mouse button.

Formatting the text is similar to doing it with most text editing programs such as Word or Works.

Fonts and Formatting

1. To change the font size or type, use the drop down arrows shown in the large rectangle.
2. To bold or italicize, use the **'B'** and **'I'** shown in the small rectangle.

Alignment

To move your text left to right, centered or to justify, click these buttons

Bullets and Numbering

These two will bullet or number any list you have on your page

Insert a Link

You can simply type in the URL of the website address you want to insert and it will automatically turn into a link.

http://www.InternetMarketingSweetie.com

Here is some text I typed in to show just what this editor can do!

Alternatively, if you would like to have the text you click on to be different from the link address; this is how you do it.

1. Type the text you want to turn into a link.

Internet Marketing Sweetie

2. Highlight it and click the **'link'** icon in the toolbar:

A dialog box that looks something like this will appear:

3. Enter the URL of the web page you want to link to
4. Click the **'OK'** button

Your text will now be linked to that URL

Internet Marketing Sweetie

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Text Color

Select the text you want to color then click on The **'Text Color'** button and select the color you'd like.

NOTE: Once you are satisfied with the formatting, click the **'Save'** button at the bottom of the editing page. *If you do not do this, your formatting will not be saved!*

How to Forward an Email Address in cPanel

Objective: Set up in cPanel where mail coming to ABC email address will be forwarded to DEF address.

- ❏ **STEP 1: Open cPanel**
    - ○ In your browser, **type the cpanel address** (http://www.YOURDOMAINNAME/cpanel)
    - ○ **Enter your login and password** for this account

- ❏ **STEP 2: Set up Email**

    - ○ **Click the Mail icon in cPanel**

    - ○ **Select Forwarders**

o **Click Add Forwarder**

address or "catch-all", please click here to be taken

[Add Forwarder] [Go Back]

o **Enter the address you want forwarded** (ABC@YourDomainName)
o **Enter the new receiving address** (DEF@YourDomainName)
o **Click Add Forwarder**
  ▪ Use the *Go Back* link to get back to the previous page

Add a new Forwarder

ABC @   Your Domain Name   ▼ »   DEF@YourDomainName

Add Forwarder

[Go Back]

❑ **STEP 3: Log Out**

o **Log out by going to File → Exit**

How To Add & Check Google Analytics Code

Objective: To use Google Analytics to help track your website and traffic stats.

This is assuming you already have a Google Analytics account set up. If you don't, you can sign up from this page: http://www.google.com/analytics/

- ❑ **STEP 1: Log into your account**

  You will see your account dashboard as shown below.

- ❑ **STEP 2: Create Profile**
  - o Click *Add Website Profile* as circled above
  - o Fill in website details
    - ▪ Select whether you want to add a new domain or a profile to an existing domain (sub-domains, certain pages, etc)
    - ▪ Enter the URL of the site you wish to start tracking
    - ▪ Select your country or territory
    - ▪ Select your time zone
  - o Click *Continue*

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Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

◉ Add a Profile for a **new** domain   **OR**   ○ Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

`http://` ▾ | www.affiliatecommandpost.com

Examples: www.mywebsite.com
Note: You can add more profiles after you add this profile

Time zone country or territory: Canada ▾

Time zone: (GMT-08:00) Pacific Time - Vancouver ▾

[Cancel]   [**Continue**]

You will be taken to a page and given a GATC (Google Analytics Tracking Code) as shown below.

Tracking Code

Tracking Status Information

Profile Name: www.affiliatecommandpost.com
Website URL: http://www.affiliatecommandpost.com

⚠ **Tracking Not Installed** (Last checked: 2008-03-24 11:46 AM PST.)
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

Instructions for adding tracking

Legacy Tracking Code (urchin.js)   **New Tracking Code (ga.js)**

Copy the following code block into every webpage you want to track immediately before the `</body>` tag.
If your site has dynamic content you can use a common include or a template. Learn More

Refer to this tracking code if your site already has urchin.js installed. Please note that urchin.js **will not receive feature updates** and is not compatible with new features.

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-1841278-3";
urchinTracker();
</script>
```

💡 **Note:** We recommend that you do not include both tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the legacy code remains on others.

💡 **What if I'm not the person who updates the website?** Email the code above and instructions to your technical team or website administrator. Once they have added this tracking code to your website, click 'Check status' from the Analytics Settings page to find out if your website is being tracked and data is being collected.

[**Finish**]

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❑ **STEP 3: Copy & Paste**

  o Copy all the code in the **Legacy Tracking Code** box.

  o Log into the website you just created this code for

  o Place the code directly before the </body> tag of EACH page you wish to track.

  o Save your page & log out of your website

❑ **STEP 4: Check Stats**

Once the code has been on your site a while, you can go in and check the stats. How busy the site traffic is, will determine how many stats you have. For our example, we just added the code recently therefore we don't have many stats. To check stats:

  o Log into your account at http://www.google.com/analytics/.

  o The Dashboard will give you different stats to view:

    ▪ Visitors – Page Views – Page Visits – Bounce Rate – Average time on site – Percentage of new visitors - Location of visitors – Individual page visits and Traffic sources.

  o Simply click any of the blue hyperlinks to view stats

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For example:
To view total visits per day, simply click *Visits* listed under *Site Usage* and you will see these stats.

Thursday, March 6, 2008	0.00% (0)
Friday, March 7, 2008	0.00% (0)
Saturday, March 8, 2008	0.42% (1)
Sunday, March 9, 2008	11.25% (27)
Monday, March 10, 2008	4.17% (10)
Tuesday, March 11, 2008	15.00% (36)
Wednesday, March 12, 2008	7.92% (19)
Thursday, March 13, 2008	7.08% (17)

Or clicking *View Report* listed under the *Traffic Sources Overview* will give you stats on referring sites, direct traffic, search engines and show you keywords used in the search:

All traffic sources sent a total of 240 visits

29.58% Direct Traffic
65.42% Referring Sites
5.00% Search Engines

Referring Sites
157 (65.42%)
Direct Traffic
71 (29.58%)
Search Engines
12 (5.00%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	71	29.58%
internetbasedfamily.com (referral)	60	25.00%
internetmarketingsweetie.com (referral)	45	18.75%
google (organic)	7	2.92%
us.f367.mail.yahoo.com (referral)	6	2.50%

view full report

Keywords	Visits	% visits
get traffic to your website tuturial	1	8.33%
internet family based	1	8.33%
internet information service step by step	1	8.33%
internet marketing stepbystep	1	8.33%
online business, step by step	1	8.33%

view full report

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HOW TO UPLOAD A VIDEO TO GOOGLE VIDEO

Objective: to upload and share a video on Google Video.

You must first have a Google Account and the Google Video Uploader program downloaded and installed on your computer.

You can only upload these types of video files: .mpg, .mpeg, .avi, .ra, .ram, .mov, .wmv, .asf, .mod, .mp3.

☐ **STEP 1: Log in to your Google Account**

- Select **Start → All Programs → Google Video → Google Video Uploader** on your computer (if you downloaded and installed in the default location).

Select **Login** (circled below) and **sign in** to your Google Account.

☐ **STEP 2: Upload Video**

- **Click the Add button** to select a video file (shown by the green arrow above).
- **Navigate to and select** the file(s) you want to upload
- **Click Open** as shown below

- o   Check the box to confirm that you have the necessary rights to upload the video
- o   Click **Upload Now**
- o   Your file will start to upload as shown below

After your files have been successfully uploaded, click **Clear All** to remove list and close the uploader window.

Note: Any files that haven't been deleted will remain in the list until you clear them.

☐ **STEP 3: Submit Video Information**

After you upload your files, you'll need to submit your video information to Google in order to complete the upload process. Here's how:

- o **Go To Your Video Status page**. The files you just uploaded should be listed. If they aren't, wait a few minutes then check again.
- o **Click Add** in the video information column
- o **Enter your information** to the video file
- o **Click Save Video Information** to submit your information

Once your video is approved, Google will change the status to "verified" on your video status page. Any problems will be listed on the status page as well.

I would ask to see examples of their work, especially examples of mock products. (Ebooks, Boxes, etc.)

Will they provide you with your files if you want to go elsewhere?

Ask them where they get the photographs used in their graphics to make sure they are using a legitimate stock photo service or product and not pilfering images off the web.

Some internet marketers have expected me to come up with text on their graphics - so you might ask if they have an understanding of good headlines and emotional sales words, etc.

That's really all I can think of.

How to Post a Job on Guru.com

Objective: to outsource projects so that you will have more time to work on your business and marketing

- ☐ **STEP 1: Select Post Your Project at http://www.guru.com**

- ☐ **STEP 2: Select the Main Skill Category for Your Project**

    - o   Read the list and select the category that best describes your project.

☐ **STEP 3: Select Primary Skill Category**

    o After selecting the Main Skill Category in Step 2, a second column appears on your screen.

    o From this second list of categories, select the Primary Skill Category that best describes your project.

Select a Main Skill Category	↳ Select a **Primary Skill** Category
Website Design / Website Marketing	▪ Word Processing
Graphic Design / Presentations / Multimedia	▪ Data Entry
Illustration / Cartooning / Painting / Sculpting	▪ Transcription
Photography / Videography	▪ Event Planning
Writing / Editing / Translation	▪ Secretarial Support
Broadcasting	▪ Office Management
Fashion / Interior / Landscape / Set Design	▪ HR/Payroll
Programming / Software / Database Development	▪ Accounting
Networking / Hardware / Telephone Systems	▪ Paralegal
ERP / CRM Implementation	▪ Legal Assistance
Engineering / CAD / Architecture	▪ Medical Billing/Coding
Legal	▪ Medical Transcription
Business Consulting	▪ Medical Secretarial Support
Finance and Accounting	
Sales / Telemarketing (Front-end)	
Admin Support (Legal, Medical, & Accounting)	
Marketing / Advertising / Sales / PR	

☐ **STEP 4: Describe Your Project**

    o **Create a title for your project.**
        ▪ Keep it simple, to the point.
        ▪ Professionals will see the title before they read the description.

    o **Write a description of your project.**
        ▪ This is the most important part of the project posting.
        ▪ Include the following:
            • what you need to have done
            • background on your organization
            • reason for the project
            • when project needs to be started and finished
            • size of project (i.e., words, pages, quantity, etc.)

Part A : Basic Project Information

Main Category: **Admin Support (Legal, Medical, & Accounting)**

↳ * Title of project help!

[_____]

↳ Describe project needs (in detail) help!

[   ]

- o **Upload any relevant files that you think would be helpful.**
- o **Select from the drop-down menu the range that best works within your budget.**
- o **Scroll down to Part B.**

↳ Upload files relevant to project help!

[Upload Files] • No contact information

↳ * Estimated project budget help!

[--- Please Select ---   ▼] U.S. dollars

- o **Select the primary skill needed.**
  - ▪ Select from the drop-down menu the skill that most closely matches your need.
- o **Select a maximum of 2 additional skills.**
  - ▪ Click in the box next to the skill needed to select it.

- o **Select preferred industry experience.**
  - ▪ Select from the drop-down menu which industry you prefer the professional has work experience.
- o **Write other skills needed.**
  - ▪ If there are skills you need that are not already listed, write them in the box.
  - ▪ *Separate each skill with a comma.*
- o **Scroll down to Part C.**

- o **Select location specification.**
  - ▪ There are four choices. Click on **one**.
  - ▪ If the professional needs to work at your place of business or attend meetings, choose a local area.
    - • There are two choices for local area:
      - o city/state
      - o ZIP code area
    - • Use the additional options to narrow your search.

- o **Enter the name and email address of the contact person for the project.**
- o **Click Continue.**

- o **Select if this project will be open to public bidding or private invitation.**
  - If any qualified professional can bid on the project select Public-Open to Vendors and Freelancers.
  - If only businesses with multiple employees can bid select Public-Open to Vendors Only.
  - If you want to invite certain professionals to bid on your project select Private-Invitation Only.
- o **Click Continue or scroll down to Parts E and F to add additional information.**
  - If you click Continue, go to Step 5.

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Part D : Public or Private Project

↳ Select to make your project Public or Private. help!

⦿ Public-Open to Vendors and Freelancers
   Allow all qualified professionals in the marketplace to place quotes.

○ Public-Open to Vendors Only
   Only allow Guru VENDORs (shops, firms) who qualify to place quotes.

○ Private-Invitation Only
   Only allow those professionals you invite (by hand) to place quotes.

! Please Read: You can either...
1. Fill out more details about your project below, OR...
2. Click the "Continue" button to confirm your project on the next page.

[Continue >>]
- Continue to confirm project -

- o **Add optional information.**
  - ▪ Select if project must be completed onsite at your place of business or offsite at the professionals place of business.
  - ▪ Enter the city, state, and ZIP code for your place of business if work is to be completed onsite.
- o **From the drop-down menu, select the number of days your project will be available to accept bids from professionals.**
- o **Select an hourly rate you will pay, if applicable.**

Part E : Additional Information (Optional)

↳ Onsite or Offsite work required help!

○ Onsite Please enter onsite location below.
⦿ Offsite

If Onsite, enter the location help!

[   ]   • If U.S. location, enter city, state and ZIP code
                         • If not U.S. location, enter country and region

↳ Allow pros to bid on this project for 30 ⦿ days. help!

↳ Rate per hour offered (quality indicator)
[Not Relevant ▾] U.S. dollars   What rate per hour should you select?
                                     View chart for help

- o **Write questions you would like addressed in the proposal.**
  - ▪ The questions are a screening method to help you quickly identify which professionals do not have the skills needed to work on the project.
  - ▪ Answers to the questions can also give you an idea how the professional might be able to help you.
  - ▪ Examples of questions include:
    - • What experience do you have …
    - • How would you …

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Part F : Questions for Professionals (Optional)

↳ List any specific questions you would like professionals to address in their proposals. help!

Question 1:

Question 2:

Question 3:

Continue >>

☐ **STEP 5: Confirm Project Details**

- o **Review the project details.**
- o **Click Modify Project Details to make changes.**
- o **Click Post Project Now if you are ready to post your project.**

Confirm Project Details

General Information

Project title: Workshop
Allow pros to bid for: 30 days
Bidding type: Public-Open to Vendors and Freelancers

Payment Information

Project budget: Between $250 and $500

Qualifications and Experience Required

Project category: Admin Support (Legal, Medical, & Accounting)
Primary skill: Event Planning
Secondary skills: Secretarial Support, Word Processing
Industry experience: Non-profit, Social Sector
Additional skills: None listed

Location Requirements

Country: USA
Work performed: Offsite

Files / Description / Questions

Uploaded file(s): None uploaded
Project description: Coordinate a series of workshops.
Employer questions: None listed

Modify Project Details   Post Project Now!

Create and Use a HubPages Account

Objective: to create a personal account and publish a hub webpage on HubPages.com
Hubs can include links, photos, video, and text.

- ❑ **STEP 1: Make Money with Google Adsense**
    - ○ If you want to add Google adsense to your HubPage, you can do so by filling out the form.
    - ○ Click the *No Thank You* option at the top to skip or sign up at a later date.

Make Money On HubPages With Google AdSense

We can sign you up for a new Google AdSense account with the information you've already given us, or we can link your existing AdSense account to HubPages.

This allows us to display ads on your behalf. It's easy, and it's important. AdSense is one of the main ways people make money on HubPages.

No thank you, I'll sign up for AdSense later (skip this step).

Google AdSense

Do you already have a Google AdSense account?
○ Yes
◉ No

Create an AdSense account

Google will send you an email requesting a bit more information from you to get your Google AdSense account set up. AdSense lets Google place ads that match your content. Your readers will only see ads that are interesting and useful to them, and they'll thank you for it.

It's easy to do, because we do it all for you. We'll write the code that links their ads to your articles. All you have to do is create great content.

> **Google Terms of Service for Your Personal Use**
>
> Welcome! By using Google's search engine or other Google services ("Google Services"), you agree to be bound by the following terms and conditions (the "Terms of Service"). As used in this agreement, "Google Services" does not include the Adwords or Adsense programs.
>
> **Content Linked to by Google**
>
> The sites displayed as search results or linked to by Google Services are developed by people over whom Google exercises no control. The search

☐ I have read and understand Google's terms of service

[Signup for AdSense]

- ❑ **STEP 2: Create a Hub**

o Click the big red ***Create a Hub*** button to get started

o Choose a Title: *should describe the content of the hub*
o Enter a web address on hubpages
o Enter a Main Category and Keyword Tags
o Click ***Continue*** when you're finished

❑ **STEP 3: Assemble Your Capsules**
Use the tabs at the top of the main capsule area (circled in green below) to include additional information:
   o **Settings Tab:** Edit your title and ad details
   o **Summary Text Tab:** Enter a summary text describing your hub. This summary will be shown on listings and search results pages only.
   o **Group Tab**: allows you to connected related articles together for easy navigation

You get goodies like this in the [MyNAMS Insiders Club](https://www.mynams.com)

- o To add text to your hub, click the **Edit** icon in the text section as shown by the orange arrow and box above.
- o Use the green arrows to move the content to a new location on the hub
- o Enter the details you wish to add and click **Save** at the top of the box.

- o To add a Photo to your hub, click the **Edit** icon in the photo section.

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o Browse your computer to locate the graphic (up to 8 MB).
o Click *Load Images*

To load additional text, photos, video, links, news, RSS or revenue from Adsense, ebay or Amazon, simply select these from the right sidebar and follow the steps above.

❑ **STEP 4: Preview & Save your Hub page**
  o Click *Preview* to preview your hub
  o Click *Publish* to make your hub live to the public
  o Click *Save Unpublished* to save but not publish until a later date

We selected Save Unpublished and this is what our hub currently looks like…

You can edit, delete, view stats and start a new hub by clicking the option at the top of the page as shown below.

That's it for creating your hub.

Other features of HubPages

Using the options at the top of the page, you can:
- **Browse Hubs** to locate & read those of interest
- **Search for Hubbers** by name
- **Send a request** to a Hubber asking them to create a new hub on a particular topic
- **Search Hubs** by Topics
- **Network** on the HubPages Forums
- **Set up Hubtivity** to keep track of what's happening on your hubs, requests, forum posts and other hubbers that you are a fan of

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How to Add An Image To A Posts in WordPress

Objective: To add an image to your post. This is for WordPress Version 2.3.1

- ❑ **STEP 1: Log In To Your Account**

- ❑ **STEP 2: Write a Post**

  - o Navigate to Write → Write Post

  - o Enter a Title
  - o Paste your post text
  - o Put your cursor in the text where you would like the image to be placed

- ❑ **STEP 3: Insert Image**

There are two ways to insert images into your posts.

3:1 Image Icon: Use this if you have already uploaded your image to your site or another image hosting location such as flickr, photobucket, etc. To do this:

  - o Click the **Image Icon** that looks like a tree.

  - o A pop up box will appear. Enter the details it requests.
    - ▪ **Image Location:** The URL to your image
    - ▪ **Image Description (optional):** Enter a couple words to describe the image
    - ▪ **Alignment:** How do you want the image aligned? Center, left, right, top, bottom, etc
    - ▪ **Dimensions:** Enter the dimensions of your image if they do not auto-fill for you.
    - ▪ **Border (optional):** What size border do you want?
    - ▪ **Vertical Space (optional):** How much vertical space do you want around the graphic?

- **Horizontal Space (optional):** How much horizontal space do you want around the graphic?

o Click *Insert* to insert the photo

Your image will be inserted as shown below.

If you use the same graphics over and over, this is the best way to do insert graphics.

3:2 Uploading Image: If you haven't uploaded the image, here's how to do it from within your text editor:

o Below the post box, you should see something that looks like this:

- o To upload an image, click the *Browse* button and search your computer for the image you want to insert.
- o Enter a title and description for the image
- o Click *Upload*
- o Now, click *Browse All* to view the images you have previous or just uploaded.

- o Click the image you just uploaded
- o Select the size of the image

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o   Select what to link to, if anything (ours are shown as the default settings)
o   Click **Send To Editor**

Your image will now be inserted as shown below.

o   If the image is in the wrong location, you can move it by simply dragging and dropping it where you'd like it to go.
o   Alternately, you can use the **Image Icon** (Tree) as stated in 3:1 to adjust the image. Then click **Update** when you are finished.

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❑ **STEP 4: Publish Your post**
  ○ Click *Publish* to have your post published immediately.

❑ **STEP 5: Log Off**

  ○ Click Sign Out to log out of your blog. This link is found in the top right corner of any WordPress page.

How to Import a List into Aweber

Objective: To import a list from another program into the aweber program

❑ **STEP 1 Customize Your Confirmation Message**
- o Go to Messages → Import

- o Click Customize Verification Notice
- o Enter the message your subscribers will receive after you import the list.

❑ **STEP 2 Provide an opt-in source**

The Aweber team manually reviews each import request. Therefore, you must provide them with details on the imported list. Tell them how the subscribers you're trying to import came to be on your list. What is the URL address they used (if applicable) to sign up, etc. The more detailed you are, the faster the approval will be.

❑ **STEP 3 Set The Delimiter**
- o If your list is in a spreadsheet, leave the delimiter set to the default option.
- o If your list is in a text file with values separated by a comma, semi-colon, or some other character, enter the <u>character</u> (not word) here

❑ **STEP 4 Enter Lead Details**
- o Copy your subscriber data & paste it into the **Leads** field
- o Hit **Next**

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o   Match the columns from your spreadsheet with the fields in your account.

Column Data	Field Type
Email	Email
Name	Name
Category	Ad Category

o   You can add extra fields by using the Custom Fields page. You can do this, then come back to the first page without losing your imported data.

o   Once you've finished entering the details, hit **Save**

You should get a green success box indicating that your leads are processing. It could take a while for them to process so take a break and check back later.

HOW TO SET UP AN ACCOUNT IN MAILWASHER

Objective: to import new accounts in MailWasher.

- □ **STEP 1: Open MailWasher**

  - o **Click shortcut icon on desktop or**
    - ▪ Click Start > All Programs > MailWasher > MailWasher

- □ **STEP 2: Logon to Your Server**

  - o **Enter user name (e.g., username@whatever.com)**
  - o **Enter your password**
  - o **Click OK**

- □ **STEP 3: Set Up an Account**

  - o **Click Tools → Accounts**

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o **Click Import.**

o **Select the Account to Import → Import**

o **Click Close.**

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- o **Click Check Mail.**
  - ▪ If requested to logon, enter password.
  - ▪ Click OK.
  - ▪ Mail will download in MailWasher.

- ☐ **STEP 4: Exit MailWasher.**

  - o **Click File → Exit.**

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How to Import your Blogger Blog to your Wordpress Blog

Introduction -

This tutorial will show you exactly how to import your entire blogger blog into your new (or existing) wordpress blog, posts, comments archives and all.

Step 1 - Log into your wordpress dashboard

Step 2 – Navigate to the blogger import area

Manage - > Import - > Blogger

Click onto the blogger link in the import tab, and you should see this;

step 3 – Authorizing the import -

When you're here, simply click the Authorize button, and you will be taken to a google page asking you to login to your blogger account. Once you have logged in, or if you have cookies enabled and are already logged in, you will see a screen like this ;

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Make sure that the url in the yellow box is the same as your wordpress domain, then click "grant access" and you will be redirected back to your wordpress blog, where you can do the final step -

Step 4 – Import posts and assign authors

Now you're nearly there, you should be sat in front of a screen like this -

Here you need to press the "magic button" on the left to import your posts, then again to set the authors of your imported posts. You should notice the Magic button change from "Import" to "Set Authors", at this point click the magic button again and you should be taken to the set authors page;

Author mapping

webmartyrs bloggy blog (webmartyr.blogspot.com)

All posts were imported with the current user as author. Use this form to
may add users and then return to this page and complete the user mapp
activate the "Restart" function below.

Blogger username	WordPress login
webmartyr	admin ▾

Save Changes »

You can choose any of your current wordpress authors to be the author of all your new blogger blog posts.

That's It! Now you should have all your blogger blog posts on your new (or old) wordpress, comments included.

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What to Include in Invoices

In order to help us with keeping good records and to ensure swift payments, please include the following information when sending invoices:

- ❑ Company or full name
- ❑ Mailing address
- ❑ Phone number
- ❑ Email address
- ❑ A note that the invoice is for *[XXX Add Company Name XXX]*
- ❑ Accepted forms of payment, including PayPal address
- ❑ Rate of Pay
- ❑ Period of time covered by the invoice
- ❑ Number of hours worked / units produced
- ❑ A breakdown of projects worked on and time allotted to each
- ❑ Any taxes owing
- ❑ Your tax registration number, if applicable
- ❑ Total owing
- ❑ Due date: standard is 30 days after invoice date

How to Respond to a Support Ticket in Kayako

Objective: to handle customer support tickets using the Kayako support system.

Note: The Kayako system must be installed on your server prior to following these steps.

- ❑ **STEP 1: Log In**
    - o Log in to your support system URL.

- ❑ **STEP 2: Select Ticket**

After entering the system, you will be able to see how many tickets are overdue and how many new ones have come in as shown below.

- o Select either *Overdue Tickets* or the *New Ticket* number to jump to that section or you can choose *View All* to see the entire list of what's new, pending and overdue.

o **Click the ticket you wish to reply to**

❑ **STEP 3: Post Reply**
      o **Choose Post Reply Tab**

o **Type Reply & Click Send**

❑ **STEP 4: Log Out**
   o Using the *Logout link* in the upper, right-hand corner of the page, log out of the Kayako ticket system.

How To Create a Keyword Targeted Campaign in Google Adwords

Objective: to create an Adwords keyword targeted (pay-per-click) campaign.

- ❑ **STEP 1: Log in to your account** at http://adwords.google.com/select/Login
    - o Once logged in, you'll be taken to the account dashboard.

- ❑ **STEP 2: Create A Campaign**
    - o Click the "keyword-targeted" link

A new page will load where you will enter your campaign details
> (a) Name your campaign
> (b) Name this ad group (you can make more ad groups later)
> (c) Select the language(s) you want to target with your campaign

TIP: Your campaign will probably have a general category name (ex. "baby strollers") and each ad group will have more specific phrases/products within that category (ex. "ergonomic strollers"). You want each ad group to be as specific as possible.

- o Choose the location(s) you want to target with your ad

When you click the "change targeting" link as shown above, a pop-up screen will appear that allows you to specify where you want your ad targeted.

- o You can search on the given map or click the "Browse" tab and choose from the list of countries shown.

- o Click the + sign on each country to further target your locations.
- o When you've chosen your location(s), click "Continue"

❑ **STEP 3: Add an Ad Group**

- o Enter the Ad Group Details
  (a) Enter your headline
  (b) Enter the first line of your ad (Description Line 1)
  (c) Enter the second line of your ad (Description Line 2)

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(d) Enter the URL you want to show in the ad (Display URL)

(e) Enter the actual URL where you want your visitor to go (Destination URL)

Tips:

1. Pay close attention to the line lengths. The maximums are shown below.
2. The display URL needs to include your domain name, even if it is not exactly the same as the destination URL.

o When you've entered your ad details, click "Continue".

❑ **STEP 4: Create More Ads (optional)**

o If you want to create more ads for this ad group, click "*Create New Ad*"

o Enter the text for your new ad

You'll be taken to a screen much like the one in step #5, but your ad text will already be filled in for you.

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Tip: To start with, we recommend you use the same ad but change the headline, as headlines tend to have the most influence on the success of an ad.

- o When you've entered your ad details, click "***Continue***"
- o Repeat the process once more (You'll want to have 3 different headlines to start with so you can determine which works best)

❑ **STEP 5: Choose Your Keywords**

The Keyword Page offers a variety of tools to help you select your keywords. On the right you'll see that Google attempts to create categories of keywords based on the destination URL you input. To choose your keywords you can do any of these:

- o Click any of the categories listed to get more keywords that you can easily add into the box on the left.
- o You can also enter a word or phrase into the search box for more suggestions
- o If you have an independent keyword list that you created based on research at WordTracker or other online databases, you can paste those into the box.

- o Remember Adwords allows two options for showing your ads:
  1) Show only when an exact phrase is entered without any extra words (exact match)

To do this: Put quotation marks, " " around the phrases you want "phrase match" for.

  2) Show exact phrase plus extra words allowed (phrase match)

To do this: Put brackets, [ ] around the phrases you want "exact match" for.

o When you're done entering your keywords, click "***Continue***".

❑ **STEP 5: Set Your Price**

o Enter how much you are willing to pay per day for your campaign

What is the most you would like to spend, on average, per day?

The daily budget ⓘ controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: $ 25.00 (Please use this format: $25.00) ⓘ

How will my budget affect my ad performance?

o Enter the **maximum** you are willing to pay per click

Note: This is not necessarily how much you **WILL** pay. Google automatically adjusts your bid, so you only pay as much as you need to in order to move into a higher position...plus, remember you are rewarded for having an ad with a good click through rate.

CPC = Cost Per Click

Note: We are leaving the CPC Content Bid that is shown below blank as we are only looking for pay-per-click ads on our first campaign. You can edit your campaign settings to remove this option when you're done by:
o Clicking on the campaign on your main page
o Clicking "Edit Campaign Settings" at the top
o On the right side, you'll want to make sure that the box for "Content Network" is unchecked.
It's always a good idea to go through all your settings when you're done to ensure you didn't miss anything.)

Always click the "View Traffic Estimator" as shown below as it will give you a good idea of your competition and where you might want to adjust your bids. In order to get a good position (aim for the 2nd, 3rd of 4th ad showing) to start with, you might want to start your bids high. After you've established a good click through rate, you can reduce your bids.

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) ⑦ . The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

▸Advanced option: bidding strategy

Default CPC bid: $ [0.10]   (Minimum: $0.01)   **a.**

CPC Content bid: $ [   ]   (Optional)

Higher CPCs lead to higher ad positions, which usually get more clicks.

Want to purchase the most clicks possible?

▸View Traffic Estimator - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Three things to remember:

- You can always change your CPC and budget, or pause your account entirely.
- Your budget controls your spending. If your daily budget is $5.00 and there are 30 days in a month, you'll never be charged more than $150 in that month.
- Lower your costs by choosing more specific keywords, like *red roses* instead of *flowers*. Specific keywords are more likely to turn a click into a customer. Edit your keyword list.

[‹ Back] [Continue ›]

An example from the Traffic Estimator" is below. It shows you the estimated cost per click to get in the top positions, how many clicks per day and the estimated cost per day.

Estimates for the maximum CPC: $5.92 USD and daily budget $25.00 USD

Keywords ▾	Predicted Status	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
Search Network Total		$1.19 - $1.53	1 - 3	10 - 15	$20 - $30
babies gift	Active	$1.96 - $2.82	1 - 3	0 - 1	$1
babies gifts	Active	$1.02 - $1.31	1 - 3	0	$1
baby gift	Active	$1.31 - $1.70	1 - 3	2 - 4	$5 - $7
baby gift idea	Active	$0.00	-	0	$0
baby gift ideas	Active	$0.00 - $1.39	1 - 3	0	$0 - $1
baby gift sets	Active	$0.00 - $1.82	1 - 3	0	$0 - $1
baby gifts	Active	$1.20 - $1.50	1 - 3	2 - 4	$5 - $7
baby stroller	Active	$1.04 - $1.36	1 - 3	1 - 3	$2 - $5
baby stroller reviews	Active	$0.58 - $0.72	1 - 3	0	$1
baby strollers	Active	$1.14 - $1.49	1 - 3	3 - 6	$7 - $9
best baby gifts	Active	$0.00	-	0	$0

- o When you've established your maximum bid, click "Continue".
- o You'll be asked to review everything on the next page.
- o Once you're satisfied with your campaign, select "Save Campaign" or "Create Another Ad Group."

Repeat the process to add more.

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Distributing a Press Release Checklist

Objective: To build quality incoming links to help increase traffic and search engine rankings.

❑ **Use Keywords in Links:** Search engine spiders read the text in a link and this may help your rankings for those keywords. The idea behind this is if people are linking to you with those words in their link, then they must be relevant to your site.

WARNING: Make sure you vary the keywords in the link (also known as anchor text) and don't use the same one all the time. It looks very suspect to a search engine if every link coming into the site is "best baby shoes".

You can put a keyword phrase in a link with the following HTML code:

Keyword Link Text Here

❑ **Link-Building Opportunities**: There are so many ways to build links to your site. Here's a great list for getting started.

NOTE: Some linking opportunities don't link directly to your website (they are tracked through a tracking system) or they might come with a "no follow" link that doesn't get indexed by search engines. However, not all links need to be created specifically for search engines. The extra traffic directly from the links can be worthwhile too.

o **Create a page where people can get the information about linking to you**. Make it easy by providing with them the HTML that they can easily pasted into their web page editor.
o **List in large directories like Open Directory Project** (http://dmoz.org) **and Yahoo Directory** (http://dir.yahoo.com - requires payment). Google uses Open Directory Project listings in these directories to formulate its own directory.
o **Write and distribute a press release.** Submit it to online newswires like PRWeb (http://www.prweb.com) or PRLeap (http://www.prleap.com). You can also submit directly newspaper websites and other topic-related sites that accept press releases.
o **Join associations related to your business or field of specialty.** Many of these associations will link to their members.
o **Have your articles with your byline published on other websites**. Submit your articles to article directories and to websites that reach your target audience.

- Allow trackbacks on your blog. If you use WordPress or another platform that supports trackbacks, allow your readers to easily link to your blog. Allowing a trackback automatically gives your reader a link back and encourages them to link more frequently.
- Comment on Other Blogs: Post genuine and helpful comments on blogs. Don't put a link into the comment, but use the but use the URL field to post your link.
- Offer testimonials for products and services related to your industry. Many websites will give links in return for testimonials.
- Seek out interviews on websites that will provide a link back to the website. Some website owners publish written interviews or they may want interviews for their podcasts.
- Create an account at OnlineWire.com (http://www.onlinewire.com) and submit your blog entries. Online Wire allows you to easily submit to a number of social bookmarking sites.
- Build Pages at Some Social Networking Sites. You can build pages at sites like http://www.myspace.com, http://www.ryze.com, http://www.squidoo.com and other sites that allow you to link to a website.
- Add your link to your signature on message board. Just make sure it's allowed according to the forum rules.

How to Use LinkedIn

Objective: To share knowledge, build relationships and network with others. LinkedIn is a form of social networking. You must first create your account at www.linkedin.com

Step 1: **Set Up Profile**

- Log into your account
- Click **Profile** from the side navigation

- Fill in your profile details. There are two places you can do this as shown below.

Step 2: **Add Contacts**

There are three areas of your contact section.

Connections: This shows who you are linked to.

Imported Contacts: These are contacts that you have imported but are not yet linked to

Network Statistics: These are statistics about your network, including how many users you can reach through your connections.

- Click **Imported Contacts**
- Click **Add Contacts To Your Contact List**

LinkedIn can search your email address to locate people you may already be linked to or you can manually add your contacts. In addition, you can search for colleagues and classmates as well as invite people from this screen.

- Click **Check Webmail** to import contacts from yahoo, gmail, aol, etc.
- Click **Other Address Book** if you want to search a different address book program
- Click **Enter Contacts Manually** to manually add each contact.

Step 3: Join Groups

If you're part of or want to join a professional group, alumni organization or work group, you can do so by clicking groups. In addition, you can create a new group for others to join.

My Groups: This is a list of any groups that you belong to

Groups Directory: Search for groups to join

Create a Group: Create a new group to connect with others with like interests

My Groups

Step 4: **Link to Others**
Using the navigation across the top of your dashboard, you can search for jobs, people, companies and answers to your questions. Simply use the drop down arrow next to each option to search.

Explore People Search: Harvard - Vice President at Google - Accounting   Sea

Let's say I wanted to search for Lynette Chandler. I could use the quick search bar, or using the drop down option at the top of my navigation, I could do an advanced search.

- Enter **Search Term** in the search people box
- Click **Search**

A list of search results will populate. In this case, because Lynette has a picture, I can quickly see that the first search result is who I want to link to. So I click **Add To Network**.

If I wasn't sure which one was the Lynette Chandler that I was searching for, I would click each name and review the profiles until I found the person I was seeking.

Once I determined which profile was the right person, I would click **Add Lynette to Your Network** as shown below.

Before you can add people to your network, you must first invite them to connect.

- Select how you know the person. Depending on the option you choose, you will have other boxes to fill in.
- Add a note to Lynette and click **Send Invitation**

You should now see a note saying your invitation was sent successfully.

Once Lynette approves the link, she will be listed in my network.

These are the basics of using LinkedIn to network with other business owners.

How to Live Edit a Web Page in FrontPage

Objective: To Live Edit a pre-existing web page using FrontPage

- ❑ **STEP 1: Log In**
    - o Open FrontPage
    - o Select File → Open Site

    - o Type the URL of the site you wish to open (or select it from your saved list)

    - o Enter the User Name and Password

    - o Click "**Open**" once it connects

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❑ **STEP 2: Edit Page**
  o Choose an existing page that you want to edit
  o Double click to open it

  o Once opened it should look something like this

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o Paste content into web page, taking care not to overwrite any code, included content or other necessary html. You only want to write over the actual content within that page.
o Use any of the formatting features in the top toolbars to edit anything you'd like changed (bold, italicized, font color, bullets, etc).

o As you can see if you highlight all but the first letter of the title or paragraph, and paste over it, you will keep the same font format as in the pre-existing page. This is important if you want your pages to look uniform.

Once you have completed pasting the content in, you can go back and remove the left over letter.

❑ **STEP 3: Update Properties**
   o Click File → Properties

    o Update the Title, Page Description and Keywords for the new page
        * The location will change once you save the page
    o Click "**Ok**" when complete.

❑ **STEP 4: Save**
    o Click **File → Save As**

IMPORTANT: Make sure to choose <u>**SAVE AS**</u> and not "Save" or you will overwrite the pre-existing page. "Save As" allows you to create a new page leaving the old one untouched.

- Name your page something easy and choose the web page extension you want to use, typically .htm or .html
- Click "**Save**" to save your new page

You should now see your new page in the list of pre-existing pages on your website.

Words of Caution:
A) Some web pages may have advertising, included content or other special coding on them. Watch for these before editing, as some do not show up unless you use the "preview" tab to preview the page first. *These will be lost if you save over them!*

B) If copying from a pre-existing document. Always copy from Notepad to eliminate hidden formatting that can mess up the look of the page.

You get goodies like this in the MyNAMS Insiders Club

What to Look for in a Bookkeeper

- **Ask for Referrals:** Talk to other online business owners to see who they use. Finding someone who others enjoy working with is always one of the best ways to find help for your business.

- **What Is Their Experience/Education:** Although you may not necessarily need a college graduate, you do want some combination of experience and education that gives you assurance they can keep your books appropriately. And choosing between experience and education, experience certainly will go a long way.

- **Comfortable with Online Systems:** As an online business owner, you want a bookkeeper who is comfortable on the Internet and can learn how to extract reports from your shopping carts, accounts, etc. Experience with PayPal and other online processors is also helpful.

- **Software Needs**: If you currently use a certain type of bookkeeping software for your bookkeeping, ensure your bookkeeper could take over with the same program.

- **Currency Conversions:** If you operate in more than one currency, ensure your bookkeeper is comfortable with that type of work.

- **Understand the Pricing:** Bookkeepers generally charge per hour, but might offer you a monthly package price. Be sure to understand what you're getting into before getting started.

- **Check References:** Because your bookkeeper will have access to so much personal and business information, it's important to check on any references provided. You should also search on Google for any reviews of their service.

What to Look for in a Content Writer

❑ **Decide What Type of Content You Need:** Are you looking for articles, email messages, reports, ebooks, etc? Not all writers will do all types of content, but many will.

❑ **Do You Need Copywriting?:** Also, realize that when hire a writer, you are generally just paying for content (i.e. information on a particular topic written in a digestible format). If you want your content piece to be designed to sell your product or service, you either need a content writer who also does copywriting or to modify the content yourself.

❑ **Ask for Referrals:** Talk to other online business owners to see who they use. Finding someone who others enjoy working with is always one of the best ways to find help for your business.

❑ **Ask for Samples:** Due to privacy concerns, ghostwriters may not be able to provide a wide variety of samples they've done for clients, but they should have a portfolio for you to look at. Be sure to ask for samples.

❑ **Knowledge of Topic:** Many topics are easily researched and written about by skilled ghostwriters. If you require specialized knowledge, be sure to seek that out, but be prepared to pay a more premium price.

❑ **A Full Explanation of the Writing Process:** They should clarify what happens in each step of the process and how they allow for your feedback throughout the project.

❑ **What is the Project Turnaround Time?:** Find out how long it should take to complete your project and find out how they handle unexpected delays (i.e. They have a staff that can help, etc.)

❑ **Beware of Price :** It may be tempting to find inexpensive writers when you are looking for large amounts of content. Although it is not a universal statement, many cheap writing services include the following problems:

  o Writers that do not have a full command of the English language and this translates into choppy and often nonsensical content.
  o Writers that plagiarize other content by changing a few words or trying to use software to make the content appear original.
  o They show samples of work that is not their own and does not reflect the quality they can produce.

❑ **What Will The Project Cost?:** Many content writers offer flat rates for projects. Find out how much your project will cost ahead of time. Also, find out if they have any bulk rates.

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What to Look for in a Copywriter

❏ **Decide What Type of Copy You Need:** Are you looking for full sales letters, autoresponder promotions, short ad text, banner copy or shopping cart descriptions? Not all copywriters will do all types of content, but many will.

❏ **Ask for Referrals:** Talk to other online business owners to see who they use. Finding someone who others enjoy working with is always one of the best ways to find help for your business.

❏ **Ask to See a Portfolio:** Due to privacy concerns, copywriters may not be able to show you all the work they've done for clients, but they should have a portfolio for you to look at. Be sure to ask for samples.

❏ **A Full Explanation of the Writing Process:** They should clarify what happens in each step of the process and how they allow for your feedback throughout the project.

❏ **What is the Project Turnaround Time?:** Find out how long it should take to complete your project and find out how they handle unexpected delays (i.e. They have a staff that can help, etc. while they oversee the quality of the work)

❏ **In What Format Will You Receive the Work?:** Most copywriters, just do copy and you can expect your copy to be sent to you in some kind of text document. If you are looking for a fully web-formatted sales letter, for example, you should clarify this first.

❏ **Beware of Price:** Good copy costs good money, but a lot of novice copywriters are aware of the fact and may charge more than they're worth. If you are paying premium prices, be sure to do your homework and uncover the copywriters track record of results.

❏ **What Will The Project Cost?:** Rates vary greatly and the way copywriters calculate projects costs varies widely. Some may charge per project, some per hour and others per page. Make sure you understand what you're getting into from the beginning.

What to Look for In a Graphic Designer

- **Ask for Referrals:** Look at the designs on fellow online business websites that you like and ask who did the work. Finding someone who others enjoy working with is always one of the best ways to find help for your business.

- **Ask for Samples:** Ask to see the designer's portfolio. Samples will help ensure professional design, but also help you see if you personally enjoy the designer's style. After all, there are many talented people out there, but there may be a certain look or style you're looking for.

- **Pricing & Policies:** Find out how much a design is expected to cost and how they calculate costs. You'll also want to know what the billing process is.

- **Where Do The Images Come From?:** A professional designer will have proper licenses for any pre-made graphics and photos they might use to compile your designs. Always clarify where the images come from in order to protect yourself from any potential copyright issues.

- **Do They Do Illustrations?:** Not all designers do illustrations from scratch. If you have very specific needs, you should clarify this first.

- **What Formats Do They Work with?:** Most times, the image format isn't a concern; however, if you're looking for more complicated formats like Flash, you'll want to find someone who is comfortable with the format (and ask for samples).

- **Do They Craft Copy?:** Most graphic designers are not copywriters, so be prepared to craft your own wording for your designs to ensure the best results. If you are looking for a designer who does this as well, ensure they have the ability to do so.

- **Do They Provide Print Quality Graphics?:** Web-optimized graphics do not print well, so if you plan to do any printing, ensure you will receive print-quality images as well.

- **Do They Provide Complete Rights to the Images?:** Some graphic designers retain editing rights to images (i.e. you can't take the image elsewhere to have a new designer work on the design), so be sure to have that clear from the beginning. This can be problematic if you're designer gets too busy to work on your project and I would look for full rights instead.

- **Can They Handle Volume?:** If you're looking to work with someone on an ongoing basis, you might ask them about their turnaround time throughout the year and if they give any preference to ongoing clients.

What To Look For in a Programmer

❑ **There Are Few Jacks of All Trades:** Writing/editing software for Windows can be very different than writing for Mac or Linux. Desktop programs can be different from web-based program. Because of this, you may end up requiring different people for different projects or if you can find a project manager that has a variety of programmers on his/her team, they can find the right people for the various projects.

❑ **Ask for Referrals:** Find out how your fellow online business owners are using. Ask about the types of projects they have done, how timely their work was and what type of budget you can expense.

❑ **Ask to See a Portfolio:** Find out what type of projects they have done in the past and see if they will fit in with your needs.

❑ **Ask About Their Experience:** If they are going to be working with a PHP script, for example, make sure they have enough experience to work on your project.

❑ **Be Very Clear In Your Programming Needs:** If you're simply looking for potential candidates for a particular programming project, it's possible to be a bit vague. However, once you have whittled down to a few applicants, you need to be sure you spell out exactly how you want your software/website/project to behave. This helps your programmer evaluate if they can handle your project and will allow you to get a more accurate estimate.

❑ **Ensure You Receive Documentation:** If your developer is creating a custom project or script, ensure they will provide full documentation.

❑ **A Full Explanation of the Programming Process:** They should clarify what happens in each step of the process and how they allow for your feedback throughout the project.

❑ **What Will The Project Cost?:** Get an estimate and don't be afraid to shop around. Just remember, cheaper isn't always best. On the other hand, expensive isn't always best either. Make sure you are satisfied with the pricing and they meet the other criteria you require.

What to Look for in a Virtual Assistant (VA)

❑ **Ask for Referrals:** Talk to other online business owners to see who they use. Finding someone who others enjoy working with is always one of the best ways to find help for your business.

❑ **Software They Use**: Find out what software they have available and are able to use. Again, people can be trained, if they are willing. You can also purchase software for your assistants. You may find this more cost effective than paying a new assistant a higher rate to use the same software.

❑ **What Types of Tasks Do They Do?:** Again, a willing VA can be trained to perform tasks in the way you specify, but do look for virtual assistants with experience working with online business owners and who has some understanding of their needs.

❑ **What Are Their Rates?:** Rates vary with virtual assistants. Some may charge per project, while others may charge per project. If you plan on working with a VA on an ongoing basis (as you should), an hourly agreement simplifies the process. Ask if there are any discounts available if you keep your VA on retainer.

❑ **Test Them Out Before Agreeing to a Retainer:** Ideally, you do want to work with a VA on an ongoing basis, but be sure you are a good fit before doing so. Give him/her a few projects and make sure he/she responds in a timely manner, takes direction well, clarifies any details that need clarifying and complete projects on time.

❑ **A Virtual Assistant in Business vs. a Freelancer:** When looking for a VA, this can become a tricky thing. Generally speaking, a virtual assistant who is solely in the business of being a virtual assistant, *should* be able to provide dedicated service to your business. On the other hand, I've had good experience hiring individuals who were simply looking for steady administrative work from home. The latter also often charge less and are more susceptible to training to your company standards.

What you should beware of is VAs who do VA work on the side while trying to build another type of business of their own. That is where you run into trouble with consistency, meeting deadlines, etc. You want to find a VA that is committed to providing support to your business, not someone who is trying to pay the bills in the meantime.

❑ **Check References:** Because your virtual assistant will have access to so much personal and business information, it's important to check on any references provided. You should also search on Google for any reviews of their service.

❑ **Certification Isn't Necessary:** Although certified VAs may disagree, certification is not necessarily an indicator of an exemplary service provider. In addition, the lack of certification is not necessarily an indicator of poor service.

What to Look for in a Web Designer

- **Decide What Type of Website You Need:** Are you looking for an information site, digital product website, ecommerce website, community, etc?

- **Ask for Referrals:** Look at the designs on fellow online business websites that you like and ask who did the work. Finding someone who others enjoy working with is always one of the best ways to find help for your business.

- **Look Through Portfolios:** When you find a few potential designers, look at their portfolios and see which seem to have a style that you are looking for. Check the navigation and functionality of the websites as well.

- **Knowledge of Hosting and Software:** Your designer should be able to advise you on the needs for your website. However, you should never be required to purchase your hosting or software directly from the designer.

- **A Full Explanation of the Design Process:** They should clarify what happens in each step of the process and how they allow for your feedback throughout the project.

- **Mastery of HTML, XHMTL and CSS:** Find out what their skills and experience area.

  - HTML is the basic language websites are built in and ANY designer should have a master of it.
  - XHTML is, simply put, the next level of HTML that helps the design remain consistent across platforms. Although XHTML is not necessary to build a functional website, a designer with the ability to use it is certainly proactive and keeping up with his/her trade.
  - CSS is an important part of the design process and allows more control over the design of your website and makes site-wide changes a more simple process.

- **Fluency in a programming language such as PHP or ASP:** This comes into play if you are creating a website with dynamic content such as a content management system, shopping cart, etc. The designer you work with should have this fluency or work with a team that does.

- **Basic Search Engine Optimization Skills:** This skill isn't always easy to find, but a definite plus so that it can be incorporated into the website framework. Always ask how the approach search engine optimization in their designs, if search engine traffic is a concern for your project.

- **Understanding of Website Usability:** They should have a good understanding of how visitors browse web pages and navigate through websites. In addition, they

should be aware of accessibility issues for people with disabilities or visiting through a variety of mediums, such as PDA browsers, etc.

❑ **What is the Project Turnaround Time?:** Find out how long it should take to complete your project and find out how they handle unexpected delays (i.e. They have a staff that can help, etc.)

❑ **What Will The Project Cost?:** Get an estimate and don't be afraid to shop around. Just remember, cheaper isn't always best. On the other hand, expensive isn't always best either. Make sure you are satisfied with the pricing and they meet the other criteria you require.

❑ **Who Owns the Website?:** Be weary of any designer that does not allow you to make changes or add to your website when you want to. You should also have complete access and ownership of any web hosting accounts and full rights to all the graphics used in the project.

❑ **Will They Train You?:** For full control of your website, you want to be able to make changes and add to your site. Not only is it cost-effective, but it gives you complete control of your business, marketing tests and ensures changes are made in a timely manner. If you aren't familiar with web design software or using a content management system, find out if they will help you learn to use it. If they can't personally help you, will they point you to helpful resources?

Approving & Editing Content in Mambo

STEP 1: Log in with your user name and password.

STEP 2: Editing a submitted article
- ▪ On the home page of a submitted article, click the Latest Items tab:

- ▪ This shows all the latest items that were added to the database, whether they were submitted through a web form or by our staff.
  - • NOTE: Articles submitted through the web need to be approved and, where necessary, edited prior to publication.
- ▪ Find the article you are looking for and click on the title.

STEP 3: Editing the article
- ▪ Make sure the article is appropriate for the category it was submitted to
  - • If not, then change the section and/or category to the appropriate one
- ▪ HTML coding is necessary to format the articles
  - • Before each paragraph add <p>
  - • After each paragraph, add </p>
  - • Links in the resource box must be clickable
    - o It'll show http://www.mydomain.com
    - o You need it to read:

<a target="_blank"href="http://www.mydomain.com">http://www.mydomain.com

- Add the title of the article to the keyword box and the first paragraph of the article to the description in the Meta Info tab.

- On the Publishing tab, all you need to change in the Published box. If you accept the article and want it published, then click the box.
  - You don't usually want other author's articles on the front page unless they are really well-written and useful. In that case, you would also click the Show on Frontpage box.

- Click the Save icon in the top right part of the page

FOR INTERNAL ARTICLES

STEP 1: Log in

STEP 2: Add article
- From the home page (or control panel), select Content -> section you need to add the article to -> "Section Items"

- Click New icon at the top
- Fill in Title and select Category
- Unless otherwise informed, the author of the articles should say, "BabyandToddlerville.com"

- Follow steps under Add External Articles to complete addition

Objective: Learn how to navigate the admin panel to view member info, approve new members, deactivate accounts, and ban users.

Log In and View Member Info

❑ **STEP 1: Log In and Go to Admin Panel**

    o   Log in with your admin user name.

    o   Scroll to the bottom of the page and click on the Go to Administration Panel link.

    o   You will be asked to enter your login information again. When you do so, you will then see the Admin Panel.

❑ **STEP 2: View Member Details**

    o   On the sidebar, scroll to the User Admin section, usually found at the bottom. Click on Management.

    o   You will be taken to a page where you will need to insert the user name listed on the email. Then, click the User Lookup button.

Note: *This action takes you to the user's registration information page, where you can view and modify settings for the specific user.*

Member Approval and Deactivation

❑ **STEP 1: Log In and Go to Admin Panel**

❑ **STEP 2: Go to Member's Information Page**

❑ **STEP 3: Approve/Deactivate Member Account**

  o Scroll to the bottom of the member information page, where you will find the Special Admin-Only Fields.

  o To approve (activate) the member, mark the "Yes" radio button and click the submit button.

  o Return to the email you received and click the approve link. If you omit this step, the user will not be notified that the account has been approved.

Note: *If you need to **deactivate a member's account**, follow the above 3 steps but change the "User is active" option to "No."*

Ban Member

❑ **STEP 1: Log In and Go to Admin Panel**

❑ **STEP 2: Go to Member's Info Page**

  o Make note of the member's user name, email address, and IP address.

❑ **STEP 3 Go to Ban Control Page**

  o On the sidebar, scroll to the User Admin section, usually at the bottom of the page. Click on the Ban Control link.

Note: *You will be taken to the Ban Control Page. Here you can ban by user name, IP address, or email address.*

  o To ban a member, simply choose one or more of the ban options and insert the member specific information required. Click Submit.

Note: *Use this option ONLY if you are familiar with IP basics. It is possible to ban a whole country or ISP provider if done improperly.*

❑ **STEP 3: Log Out**

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HOW TO MASS PAY AFFILIATES WITH PAYPAL

Objective: To pay all affiliates with a single upload of a tab-delimited file into PayPal.

Note: You must have a *Premier* or *Business* account at PayPal. This training sheet assumes you already have that set up. If you do not, you can sign up for one at www.PayPal.com

☐ **STEP 1: Download Mass Pay File**

- o **Log into your ShoppingCart account**
- o **Navigate to your Affiliate Reporting area and download the Mass Pay or Excel report for the month.**
  - ▪ Any spreadsheet program should work as long as you can save as tab-delimited.
- o **Ensure the data is listed in this order**
  - ▪ **Column one:** Affiliate email address
  - ▪ **Column two:** Payment amount owed to that affiliate
  - ▪ **Column three:** The three-letter currency code
    - USD for U.S. Dollar
    - EUR for Euro
    - CAD for Canadian Dollar
    - and so forth

IMPORTANT! You can only have **ONE** currency per file. For example, if you have affiliates in Canada and the USA, you will need to have one file for Canada and a separate file for the affiliates residing in the U.S.

- o **Save File as Text (Tab Delimited) from the dropdown menu**

☐ **STEP 2: Upload to PayPal and Initiate Payment**

  o **Log into PayPal**
  o **Navigate to Send Money → Make a Mass Payment**

  o **Click Browse and upload the text file you saved in Step 1**
  o **Select Recipient Type, in this case Email Address**
  o **Add a Subject and Note (both optional)**

  o **Click Continue to review your payment details**
  o **Click Send Money**

That's it! You've just paid all of your affiliates.

Following-Up with the Media

Objective: What to do after distributing a press release to the media.

❑ **Evaluate the Media Outlets Where You Sent Your Press Release:** If you submitted your release to a number of outlets, decide which are worth pursuing…or if you have time, do them all.

❑ **Call the reporter:** Let them know you have additional information to provide regarding your story. Don't say that you are simply following up. Have a REASON for the call.

 o If the reporter recalls your release, give them the additional information.
 o If he doesn't recall it, offer to send it directly to him and get the appropriate contact info.
 o If the reporter says he not interested, politely try to find out why. You may have to send your story to an alternate reporter or you might want to ask what types of stories he's looking for.
 o If the reporter is interested, ask when the release will run or set up a time for an interview.

❑ **Scheduling the Interview:** Be as prepared as possible and follow these guidelines.

 o If you aren't prepared or it's not a good time when they call you, schedule a specific time for your interview.
 o Find out what the focus of the interview will be and if they have specific questions they'd like answers to. Don't be afraid to make your own suggestions for questions.

❑ **Keeping Your Cool During the Interview:**

 o **Take a moment to think about your answers** – especially if the interview will be edited or put into print. And remember, what seems like an eternity-long silence to you, is likely only a couple of seconds.
 o **Speak in plain English.** Don't use technical jargon and explain any industry-specific terms you do use.
 o **Speak in a friendly, yet convincing manner.** Hide those nerves and be sure of yourself. After all, you're being interviewed because you are the expert.
 o **Back up your claims** with facts and give examples.
 o **If you don't understand a question**, ask for clarification.
 o **If you don't know the answer to a question**, you can say, "I don't know offhand, but I can certainly find out that information."
 o **Don't speak "off the record".** You can never be certain that it won't end up in the interview.

You get goodies like this in the [MyNAMS Insiders Club](#)

❑ **Tips for Television / Video Interview**

  o If you're a work at home individual and the television press is coming to interview you, don't wear a suit! Be natural. Clean yourself up and get out of your pajamas, but be sure to look natural.
  o Wear solid colored clothing. Patterns can be quite distracting on television.
  o Look at the reporter, not the camera.

How To Use MediaPost To Build Your Media List

Objective: Learn how to create a media list by using MediaPost.com

MediaPost has a large directory of thousands of media avenues. From websites, TV & radio stations, cable networks, magazines and various agencies, you can create a targeted media list using their service.

You can conduct searches of this database by:
- Keyword
- Media Category
- Specific Sites
- Events, Jobs, Bookstores resources
- …and more

Here's how:

- ❑ **STEP 1: Create an account at www.mediapost.com. Then log in**

- ❑ **STEP 2: Log into your account**

    - ○ Once logged in, scroll to the bottom left-hand side of the page until you see the **Media Directory** area.
    - ○ Click the media you want to search. For this example, we are going with Local Newspapers

    - ○ Select either a DMA (designated marketing area) or the State in which you want to search. For this example, we chose Chicago, IL.
    - ○ This will populate the local newspapers in that area as shown below.

Select either DMA or State to see stations

DMA	State
===ALL===	===ALL===
1. New York, NY	Alabama
2. Los Angeles, CA	Alaska
3. Chicago, IL	Arizona
4. Philadelphia, PA	Arkansas
5. San Francisco-Oakland-San Jose, CA	California
6. Dallas-Ft. Worth, TX	Colorado

Local • 1 → 8 of 8 result s

Chicago Defender Chicago , IL • Phone:(312) 225-2400 Fax:(312) 225-9231

Daily Herald Arlington Heights , IL • Phone:1-847-427-4300 Fax:1-847-427-1203

Daily Southtown Tinley Park , IL • Phone:(708) 633-6700 Fax:(708) 633-5999

DeKalb Daily Chronicle De Kalb , IL • Phone:815-756-4841

Rockford Register Star Rockford , IL • Phone:1-815-962-2400 Fax:1-815-962-6578

Streator Times-Press Streator , IL • Phone:1-815-673-3771 Fax:1-815-672-9332

The News-Gazette Champaign , IL • Phone:1-217-351-5299 Fax:1-217-351-5291

Watseca Times-Republic Watseka , IL • Phone:1-815-432-5227 Fax:1-815-432-6779

- o Clicking the hyperlinked newspaper name will offer more information about that paper such as their website url, their editors name, advertising sales person, phone number, fax number and even email address.

Local • 1 → 8 of 8 result s

Chicago Defender Chicago , IL • Phone:(312) 225-2400 Fax:(312) 225-9231

200 S. Michigan Avenue Suite 1700 Chicago , IL 60604 Site: http://www.chicagodefender.com
Director of Advertising Sales : Denise Cambell
? dcampbell@chicagodefender.com ?Phone:(312) 225-2400 • Fax:(312) 225-9231?
Managing Editor: Glenn Reedus
? glennr@chicagodefender.com ?Phone:(312) 225-2400 • Fax:(312) 225-9231?
Executive Editor: Lou Ransom
? lransom@chicagodefender.com ?Phone:(312) 225-2400 • Fax:(312) 225-9231?

- o Copy the information you want for your list.
- o This can be saved either in a spreadsheet or within MediaPost

❑ **STEP 3: Create List Within MediaPost**
- o Select *My Lists* from the top navigation bar

- o Name your list. For this example, I named it Chicago Area
- o Click *Add*

- o Click *Add a Contact*

- o Enter the contact information from what you saved from step 2
- o Click *Add* once you've filled out the information.
- o Repeat the process for each contact.

That's it. Now you have a complete media contact list that you can use over and over.

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Installing and using the Mighty Adsense plugin on your Wordpress Blog

Introduction -
This tutorial will show you step by step how to install the Mighty Adsense plugin on your wordpress blog.
We will be installing this plugin on wordpress 2.3, so if you have an older version of wordpress, although it probably wont cause any problems, it is recommended for you to upgrade before following this tutorial. You can find instructions on upgrading your wordpress blog to the latest version here -
http://codex.wordpress.org/Upgrading_WordPress

What we will need -
An installed wordpress blog
An FTP Client (filezilla is free and very easy to use -
http://sourceforge.net/projects/filezilla/)
A copy of the Mighty Adsense Plugin (download link below)
About 15 minutes of time to install, and about 30 minutes of time to learn how to use it.

Lets get started.

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Step 1 -
Download and Unpack the Mighty Adsense Plugin from
http://mightyhitter.com/main-page/plugins/mightyadsense

Take a look at the authors page, any new updates or important announcements regarding installing the plugin will be here.

NOTE You will find an important notice regarding using the Mighty Adsense plugin and using Post Excerpts on your front page;
 If you have full posts on your front page then don't worry about this, however if you do use Post Excerpts for your front page you will want to read this part very carefully, and then install the excerpts_reloaded plugin, more info can be found on this here - http://mightyhitter.com/mightyadsense-41-and-the_excerpt-reloaded.html
You ONLY need to follow these extra instructions if you currently use Post Excerpts on your front page, if you do not know what this means, you probably don't need to worry about it, just follow the rest of these installation instructions as normal.**END NOTE**

Scroll down the page until your find a set of links that look like this -

Download MightyAdsense4.1
Download MightyAdsense4.0
Download MightyAdsense3.1
Download MightyAdsense3.0
Download MightyAdsense2.1
Download MightyAdsense2.0
Download MightyAdsense1.1
Download MightyAdsense1.0

The most up to date version will be the one at the top (4.1 at time of writing) so you want to hover your mouse over the link, right click and select "save target as" to download to your machine

Now that you've downloaded the zip file to your desktop (or where ever you downloaded it to) double click it and unpack with your archive utility (windows archiving utility can unpack zip files)

Step 2 - Upload the mighty adsense plugin to your Wordpress blog.

Open your FTP client and connect to your server/webhost.
Navigate to your wordpress folder, and find the wp-content/plugins folder.
Now upload the Mighty Adsense Folder from your local computer into the plugins folder on your webspace.

Step 3 - Install and Configure your Mighty Adsense Plugin

A - First log in to your wordpress admin dashboard, and navigate to the Plugins Tab

Once you've reached here you should see a list of both activated and inactivated plugins. Even if you have never uploaded or installed a plugin on your wordpress blog before, there will still be other plugins here that you may not recognize. Cont worry, they are

simply the plugins that came with your wordpress installation, all you need to look for is the Mighty Adsense plugin.

Simply Click the activation link next to your plugin and you now have mighty adsense installed!

B – Now we need to configure the plugin by adding our adsense code, and deciding how our ad units will be displayed. From the admin dashboard again, navigate to the Options - > Mighty Adsense

Replace all the text in the ads code box with your adsense code, like the screen shot below. You will also see a preview of the ad code if you have done it correctly.

Ads Code:
```
<script type="text/javascript"><!--
google_ad_client = "pub-7170016665442934";
//468x60, created 1/27/08
google_ad_slot = "0921133357";
google_ad_width = 468;
google_ad_height = 60;
//--></script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show
</script>
```

Preview:
Direct link ads
Sell Direct Link Ads Gain original content
for your site

Postfix Administration
Linux/Postfix email servers Will support
existing or setup new

Ads by Google

You can use a different Adsense Code for each ad set, allowing you to have different adsense blocks for different posts on your front page, and even different ads for different pages. Look at the screen shot below.

Code Set Configuration

Post # 1 ▾   Code Set #1 ▾

Post # 2 ▾   Code Set #2 ▾

Post # 3 ▾   Code Set #3 ▾

Pages   Code Set #1 ▾

Single Page   Code Set #1 ▾

Tips

So the First post on your blogs front page will contain Code set #1, and so on.

After putting in your adsense codes for each Code Set, you will want to set the alignment, all ads will be aligned the same so you might want to try different settings to see which ones suit you. Here's mine, aligned to the top-left -

Now you've got Mighty Adsense installed and displaying your Adsense Links, all you need to do is start getting some more traffic!!

Extra Tip

You can place an adsense advert permanently into your themes template instead of having it display within posts. You may want to add an ad block to your sidebar, or perhaps an adsense search box in your header. As long as you are comfortable with editing your Wordpress templates, then all you need to do is add this piece of code to your template files wherever you want your adsense units to be displayed

```
<?php mightyadsense4template(Set_Number); ?>
```

Changing the set_number simply to 1,2,3,4 or whichever number corresponds to the ad unit you wish to display.

How to Approve and Moderate Comments in Blogger

Objective: to approve or moderate comments on your Blogger blog.

❑ **STEP 1: Login on your blog.**

  o You will be taken to your blog's Dashboard area.

❑ **STEP 2: Click the Comment Needs to be Moderated Link**

❑ **STEP 3: Moderate Comments**

  o Select a comment to moderate by adding a check mark in the box next to the comment.
  o Click on the Publish or Reject button.

❑ **STEP 4: Sign Out of your Blog**
  o Sign out of your blog when you have finished moderating comments.

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How to Approve and Moderate Comments in WordPress

Objective: to approve or moderate comments on your WordPress blog through Email or from your blog's Comment subpanel.

Email Method

❑ **STEP 1: Open your Notification Email**

- o **Note:** You will only receive email notifications if you have selected that option in the dashboard's Options – Discussion subpanel.
- o Review the information given for the comment.

❑ **STEP 2: Choose a Moderation Action**
- o Click on the Approve It link if the comment is appropriate.
- o Click the Delete It link if the comment is inappropriate *but is not spam*.
- o Click on the Spam It link if you would like to mark the comment as spam for your spam filter.
- o Moderate or edit the comment by visiting the last link in the notification email. This link takes you to the comment moderation queue on your blog

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❑ **STEP 3: Sign Out of Email**

  o Sign out of your email when you have finished approving or moderating comments.

Moderation Panel Method

❑ **STEP 1: Login on your blog.**

  o You will be taken to your blog's Dashboard area. On the right, in the Latest Activity Panel, you can see that you have a comment being held for moderation.

❑ **STEP 2: Click the Comments in Moderation Link**

❑ **STEP 3: Moderate Comments**

  o Select an Action for Each Comment in the Moderation Queue
  o Click the Bulk Moderate Comments Button

❑ **STEP 4: Sign Out of your Blog**

  o Sign out of your blog when you have finished moderating comments.

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How to Create a Course in Moodle

Objective: to setup a new course in Moodle.

❑ **STEP 1**: **Log in** to your Moodle account as administrator

    o **Enter your username and password**

    o **Click login**

Returning to this web site?

Login here using your username and password
(Cookies must be enabled in your browser) ❓

    Username [admin]
    Password [xxxxxxxxx] [Login]

❑ **STEP 2**: **Add a category**

    Note: Skip this step if you already have a category for the new course.

    o **Select Courses → Add/edit courses**

InternetMarketingSweetie.com

Site Administration ⊟

- Notifications
- ▢ Users
- ☞ Courses   **1**
    - Add/edit courses   **2**
    - Enrolments
    - Course request
    - Backups
- ▢ Location
- ▢ Language
- ▢ Modules

Available Courses

No courses in this category

[Add a new course]

    o **Enter the name of category and click Add new category**

❑ **STEP 3**: **Add a new course**

    o **Click Add a new course button.**

Note: This button is available in Courses → Add/edit courses if you skip step 2.

    ▪ **Enter the course setting**

    General
      ▪ **Category**: Choose the category you want to assign this new course to.

      ▪ **Full name**: The full name of the course.

      ▪ **Short name**: A short version or code name for the course.

      ▪ **Course ID number**: the course number (optional).

      ▪ **Summary**: Enter a concise paragraph explaining about the new course.

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- **Format:**

  - ✓ **Weekly format**: Organized week by week with a clear start and finish date.

  - ✓ **Topics format**: Very similar to weekly format, but each week is called a topic.

  - ✓ **Social format**: Course format is oriented around one main forum.

- **Number of weeks/topics**: the number of weeks this course will take place.

- **Course start date**: Choose a starting date for the course.

- **Hidden sections**: Choose the behavior for hidden sections.

- **News items to show**: The number of news item to show.

- **Show grades**: Hide or show grades to students. This doesn't prevent teachers to assign grades.

- **Show activity reports**: Make activity reports available to students. Teachers always have access to this report.

- **Maximum upload size**: The maximum size of individual file that can be uploaded.

- **Is this a meta course**: Is this course used as a common area to allow students in specific courses to interact with each other. This can be used to group related courses together.

- **Default role**: The default assigned role.

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Enrolments

- **Enrolment plugins**: Choose derault interactive enrolment plugin used in this course.

- **Course enrollable**: Whether to allow enrollment for this course.

  - ✓ You can also choose the date range of which this course enrolment is possible.

- **Enrollment duration**: The duration of the enrolment.

Enrolment expiry notification

- **Notify**: Whether to allow enrolment expiry notification.

- **Notify students**: Whether to notify students as well.

- **Threshold**: Enrolment expiry notification threshold.

Groups

- **Group mode**

  - ✓ **No groups**: no sub groups, everyone is part of one big community

  - ✓ **Separate groups**: each group can only see their own group, others are invisible.

  - ✓ **Visible groups**: each group works in their own group, but can also see other groups.

- **Force**: Whether the group mode if forced at a course-level. If set, it ignores individual group settings.

Availability

- **Availability**: Whether this course is available to students.

- **Enrolment key**: Only allow access to students which enter this enrolment key.

- **Guest access**: Disallow guests, allow guests without key, or allow guests with key.

Language

- **Force language**: Whether to force language settings.

❑ **STEP 4**: **Assign roles**

Note: At least assign Teacher role to someone who teaches the course. Students can sign up and enter enrolment key if you allow in previous step.
You can assign different roles to the course:
Administrator: Administrators can usually do anything on the site, in all courses.
Course creator: Course creators can create new courses and teach in them.
Teacher: Teachers can do anything within a course, including changing the activities and grading students.
Non-editing teacher: Non-editing teachers can teach in courses and grade students, but may not alter activities.
Student: Students generally have fewer privileges within a course.
Guest: Guests have minimal privileges and usually cannot enter text anywhere.

❑ **STEP 5:** Go to the course or logout

Click on the button at the bottom of the page with label "the short name of the course."

Alternatively, click Logout to logout.

How to Set Up a New Mailing List in Aweber

Objective: to set up a new mailing list messages using Aweber

NOTE: You must already have a list set up before you can do this.

❑ **STEP 1: Log in to your account** at www.Aweber.com

    o **Enter your user name and password**
    o **Click Login**

Customer Login

Login Name: [   ]

Password: [   ]

☐ Remember my login name next time.

[Login]

❑ **STEP 2: Create List**

    o **Click *Add New***

(((aweber)))
communications

| Ho |

| Live Chat - Online | Settings | Web Form | Ver |

Managing List: (Add New)

    o **Click *Create List***

Managing List: (Add New)　　　　　　　　　　**Change List:**

Manage Lists:
Add new lists and deactivate lists that are no longer being used. If you do not see a "Create List" button please contact support to upgrad
Note: A deactivated list will be completely deleted after 30 days. It can be reactivated any time within that 30 day period.

Pkg #	Package Name or List Name	Actions	Included Lists
		Create List	

❑ **STEP 3: Enter List Details**
  o **Enter the information into the boxes provided clicking save after each one.**
    ▪ **List Name:** Name the list you are creating
    ▪ **Description:** Create a description of the list
    ▪ **Company Name:** Your company name
    ▪ **URL of Company Logo**: Where your logo is housed
    ▪ **Website URL:** Your domain name

List Settings:
Basic options and customization settings for this list.

✔ **Success:**
Created new autoresponder, please fill out the details for your new list.

List Name:	@aweber.com
	Up to 15 characters with letters, numbers, or hyphen. Example: send-info
Short List Description:	
	The description will be viewable on your unsubscribe page.
Multiple Unsubscribe:	☐ Allow leads to unsubscribe from more than one list at a time. This option affects the remove page for all of the lists in your account. Disabling this potentially violates the 2004 Federal CAN-SPAM law.
Open Rates:	☑ Enable tracking of HTML message open rates.

Save

Company Branding:
Enter company information to brand various subscriber pages such as the unsubscribe link and verified opt-in confirmation pages.

Company Name:	
	Example: ABC Company, Inc.
Logo URL:	
	Example: http://www.abc-company.com/logo.gif
Website URL:	
	Example: http://www.abc-company.com

  ▪ **HTML Color Divider**:
  ▪ **Reply to Address**: The name and address in which the messages will be sent from and replies sent to.

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Reply Address:
Provide a valid visible "From" address that is checked regularly for sent email campaigns and receive notifications when new subscribers join your list.

- o **Click Save**
  - ▪ You can further customize your list with signatures and other information using the *List Settings* tab.

- ❑ **STEP 4: Exit**
  - o **Click File → Exit to close Aweber.**

How to Set Up a Mailing List in Quicksales

Objective: to set up a mailing list in Quicksales

- ❏ **STEP 1: Log in to QuickSales at www.quicksales.com**
  - o Enter your user name and password
  - o Click Submit

- ❏ **STEP 2: Create Message**

  - o Choose *Email & Marketing →Autoresponders → Create Autoresponder*

  - o Fill in the following fields:
    - ▪ **Autoresponder Name:** Name your list
    - ▪ **From Email Address:** The address from which mailings will be sent from and replies sent to
    - ▪ **From Name:** Your company name
    - ▪ **Sharable:** Choose *YES,* if you are importing this mailing list into another list with the Inherit Autoresponder option.
    - ▪ **Opt-In Verification:** If you are using this option, select a template to use from the drop down list.
      - * Click the *Next* link to change off and on.

 The other fields can be left at their default settings.

❑ **STEP 3: Save**
   o Click the *Save* button to save your newly created list.

❑ **STEP 4: Log Out**
   o Click File → Exit to log out of quicksales.

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How to Set Up a New List in WahmCart

Objective: to set up a new mailing list using WahmCart.

❑ **STEP 1: Log in to your account** at www.WahmCart.com

- o Enter your user name and password
- o Click Login

❑ **STEP 2: Set Up List Information**

- o Choose Followup → Add List

- o Enter the following features that will identify your mailing list:
  - ▪ List name – ABC Newsletter
  - ▪ From name: Your Name
  - ▪ From email: YourEmail@Address.com

Followup System   wahmcart.com

Add Mailing List

List name: enter the name of your list for your reference.	
From name: displayed in the From field of your messages.	
From Email: recipients can reply to this email address.	
Do you want a copy of each subscription sent to you?	Yes
Double Opt-In: Require subscribers to confirm via emailed link.	No

Confirm Text: Enter the text for the confirmation email.

```
Thank you for your subscription.
There is one more step in the subscription process.
Please confirm the information shown by clicking
the following link.
```

Add List >>

- You will be asked if you want to receive an email whenever someone signs up for your list. It's recommended on the site to say "No" so your inbox doesn't get flooded.
- Double Opt-In: Do you want your subscribers to have to double opt-in to get your mail?
  - If you choose YES, you will enter the message you want in the confirmation email.

o **Click Add List**

❑ **STEP 3: Create First Message**
  - This is the first message they will see when they sign up for your newsletter.

Autoresponders

Message Type:	[Text] [HTML]	Preview Message >>
Delay:	0 Number of days after the subscription request.	
Insert:	First Name Last Name	
Subject:	Enter Subject	
Insert:	First Name Last Name Email URL Company Date	

Body: enter your plain text message here:

o **Choose HTML or Plain Text Newsletter (plain text is default)**
o **Select Message Delay**

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- If you want the message sent immediately after they sign up, leave it set at 0.
  - o **Enter Message Title**
    - The *First Name* & *Last Name* option under the delay section is for the Title <u>only</u>. If you want to enter either of these in the subject line, you will need to click them, if not, simply type or copy and paste your email subject into this section.
  - o **Enter Message Body**
    - The options below the Title are for the message body and include *First & Last Name, Email, Company & Date*. You can use these options to automatically insert the preset information into the body.
      - If you paste your message first then use these options, they will be inserted at the END of your message.
    - Copy and Paste your message into the body

- ❑ **STEP 4: Preview and Save**
  - o **Preview your message to ensure it's okay then click Save**

- ❑ **STEP 5: Exit**
  - o **Click the red X at the top right side of the screen to exit WahmCart.**

How to Set Up a New Product in WahmCart

Objective: to set up a new product in WahmCart.

- ❑ **STEP 1: Log in to your account** at www.WahmCart.com
    - o **Enter your user name and password**
    - o **Click Login**

- ❑ **STEP 2: Set Up Product**
    - o **Choose Products → Add**

- o **Enter Product Information**
    - ▪ **Product Name:** Name you want displayed on the order form
    - ▪ **Product Price:** Price of the product
    - ▪ **Product Commissions:** Do you want to pay commissions on this product?
    - ▪ **Show to Affiliates:** If you offer an affiliate program, do you want to show this product to your affiliates?
    - ▪ **Redirect URL:** Page url where prospects will be taken when redirecting through an affiliate link.
    - ▪ **Followup After:** If you want to delete the customer from one list but add them to a new list once they purchase, fill this out.

- o **Enter Commissions, Shipping and Tax Information (optional)**
  - **First Tier Percentage:** If payout is different from default settings
  - **Second Tier Percentage:** If payout is different from default settings
  - **Shipping:** Do you want to collect shipping info on this product?
  - **Taxes:** Do you want to charge taxes?
  - **Product Weight:** Fill this out if you are selling a tangible product that requires shipping.

Commissions, Shipping and Taxes (optional)	
First Tier Percentage (optional): If you want to pay different commissions than the default settings, enter a numerical value here.	% (25 = 25%)
Second Tier Percentage (optional): If you want to pay different commissions on the second tier, enter a numerical value here.	% (25 = 25%)
Shipping (optional): Do you want to collect shipping information for this product? (To use this option, you must first setup your Shipping tables.)	
Taxes (optional): Do you want to charge taxes for this product? (To use this option, you must first setup your Tax tables.)	
Product Weight (optional): if this is a tangible product that requires shipping, enter the weight.	

- o **Complete Custom Settings and Catalog Information (optional)**
  - **Custom Settings:** override settings in your merchant account to create a custom look for your order page.
  - **Catalog Information:** Only required if you are generating a dynamically generated shopping cart.

Custom Settings (Overrides Settings in Merchant Setup)	
You can customize the look of your secure order page by uploading a header and a background image to our secure server. The header image should be 550 pixels wide.	You can enter any color (i.e. black, navy, green) or hex code to customize the order form border and background color.
Order form header: Browse...	**Background image:** Browse...
Border color:	**Background color:**
Custom HTML (plain text or HTML) - This will appear under your header on the order form.	

Catalog Information: required only to create a dynamically generated shopping cart page.	
Product Description: This will be shown in the product display.	
Category - click here to add categories.	
Thumbnail - this will be displayed in the search results.	Browse...
Image: this will be displayed in the product display.	Browse...
Add Product	

- ❑ **STEP 3: Save**
  - o **Once satisfied, click Add Product**

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Set Up New Campaign in Easy Internet Survey

Objective: To set up a new survey campaign using Easy Internet Survey

Log in at www.easyinternetsurvey.com

- ❑ **STEP 1: New Campaign Details**

    - o Click "**New Campaign**" to start a new survey campaign.

    - o Complete the details of the campaign
        - ❑ **Survey Type**: Choose the survey campaign type
            - This can be a single question, a standard campaign, a custom campaign or other types of surveys
        - ❑ **Campaign Name**: Name your campaign
        - ❑ **Redirect URL**: Enter a redirect URL
            - The page they will be taken to after they complete the survey.
        - ❑ **Button Label**: What you want your button to say. For example, Take Survey Now!
        - ❑ **Email Notifications**: Do you want to be notified each time someone completes the survey?
        - ❑ **User Information**: Do you wish to collect the survey taker's Name and Email?
        - ❑ **Autoresponder Message**: Do you wish to send an Autoresponder message out with the campaign?
        - ❑ **Sender Email**: Your email address
        - ❑ **Subject**: Subject of the message you wish to send out
        - ❑ **Email Message**
        - ❑ **External Autoresponder:** If you want to set up one
        - ❑ **Campaign Status:** Do you wish to make this campaign active at this time?

    - o Once you've made your selections, click "**Save and Next Step**"

❑ **STEP 2: Create Survey Questions**

    o Fill in the question details on this page. This will vary depending on what type of survey you chose.

    o Choose the type of input box: How much room do you want to allow for the answer?

    o Click "**Save and Next Step**" when you are finished.

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❑ **STEP 3: Choose Template**

    ○ Pick which template you want to use; there are four options.
        ❑ **Pop-up Standard**
        ❑ **Pop-up with Audio**
        ❑ **Full Page Template**
        ❑ **Just the Form**

Campaign Management » Campaign Details
Choose a template you'd like to use: ?
Pop-Up Templates
○ Pop Standard
○ Popup With Audio
Page Templates
○ Full Page
⊙ Just The Form
What would you like to do next?
Preview chosen template
Preview»

OR

Customize the template
Customize»

Next steps: Preview/Customize » Get Code

    ○ Once you've made your selections. **Preview** your template.
    ○ If you're satisfied, click the " **Get HTML Code**" button

Get HTML Code

A pop-up screen will appear with the code you need to add to your website. Paste it into the html code of the page where you'd like the survey questions to appear.

Once you're finished viewing your results, log out of your account

HOW TO OPEN A FILE FROM

YOUR BOOKKEEPING IN QUICKBOOKS

Objective: to open and sort a file in QuickBooks

- ☐ **STEP 1: Open QuickBooks**

    - o **Click on QuickBooks shortcut or**
        - ▪ Click Start > All Programs > QuickBooks > QuickBooks

- ☐ **STEP 2: Open a File**

    - o **Click on List or View of the Account You Want to Open.**
        - ▪ Cash or Credit open registers for expenses.
        - ▪ **Example: Unpaid Invoices**
            - • Click List next to Invoices.

- • Click the arrow next to the box labeled Filter By.
- • Select Open Invoices.

- Click on a column label to sort records in ascending or descending order.
    o Click Print if you want to print the page.
    o Double click a record to view specific invoice.

☐ **STEP 3: Close File**

    o **Click X located on *open window* to close the file.**

☐ **STEP 4: Exit QuickBooks**

    o **Click X located in upper right corner to exit program or**
        ▪ Click File → Exit

How to a Set Up a Digital Download in Quicksales/1ShoppingCart

Objective: To upload a digital product that will automatically allow your customers to access your products.

❑ **STEP 1: Log into Your Account at** http://www.yourquicksales.com **or** http://www.1shoppingcart.com

❑ **STEP 2: Select Order Discounts**
    o Click on Products -> Order Discounts

❑ **STEP 3 Set Up the Discount**
    o In this example, let's imaging that you want to create a discount for orders $50 or more.
    o The first step is to specify that there is no discount on orders $49.99 and under as shown below:

o   Enter the maximum amount for the 0% discount (0% is the default) and then click "Add Order Discount"

IMPORTANT: If you want to set your discounts as $ amounts off, you have to do this in the first step. *All* your discounts must offer either a percentage or a dollar amount off. To choose $ off instead, use the drop down box at "Discount and Type" as shown below:

Lower Limit
The minimum product total requird to get the discount $ 0.01

Maximum Amount for Regular Price $ 49.99
The maximum product total before the next discount applies

Discount and Type   0.00   % Off ▼
Enter a number and select the type of discount   % Off
                                                                                       $ off

                                                                        Add Order Discount

o   Once you have entered that, you will be taken to a screen that now shows your 0% discount level:

Lower Limit	Upper Limit	Discount	Delete / Edit
0.01	49.99	0.00 % off	⊠ Delete Edit

❑   At this point, you can create a level where you actually create a discount. Again, our example is using a discount on orders $50 and over. Just enter an upper limit for the discount (if you want to do a further discount on orders of $100 and over, for example…just enter $99) and select your percentage off.

Lower Limit
The minimum product total requird to get the discount $ 50

Upper Limit $ 99999
The maximum product total before the next discount applies

Discount   10   % off
Enter a number

                                                Click ➡ Add Order Discount

❑   Once you click "Add Order Discount", you'll now see the discount in the discount list:

Lower Limit	Upper Limit	Discount	Delete / Edit
0.01	49.99	0.00 % off	⊠ Delete Edit
50	999999.00	10.00 % off	⊠ Delete Edit

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Outlook Signature

Objective: Learn how to add a signature to Outlook

1. **Opening Outlook**
   a. Double Click on Microsoft Office Outlook 2007

2. **Open New Mail Message**
   a. Click New (circled in red below)

3. **Open Insert Tab**
   a. Once in New message click on Insert Tab (circled in red below)

4. **Signature Button**
   a. Click small arrow below Signature

b. Click on Signatures in Drop Down

5. **Signatures and Stationary Window**
   a. This window will open win you click on signatures
   b. Click New (circled in Red)

6. Signature Name
   a. New Signature window
      i. Type in Name for this signature
      ii. Click ok

7. Adding Your Signature
   a. This window appears after you clicked ok
   b. The signature name created will be the highlighted signature
   c. Enter your info into the box below
      i. Your Name
      ii. Assistant to (who you are doing VA work for
      iii. Enter your site
   d. Click Save

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8. **Inserting your Signature**
   a. Click insert tab once back in Message screen
   b. Click Signature Button
   c. Click on Signature you want to insert

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9. **Signature will appear**

Create a Page Redirect in Internet Based Family Easy Website Builder

Objective: To create a redirect page to route one URL to another for things like cloaking your affiliate links.

Log into Easy Website Builder at http://www.internetbasedfamily.com

- ❑ **STEP 1: Add New Page**
  - o Click on "**Add Page**" from your toolbar.

  - o Choose layout "**Redirect**."

  - o Name your page
  - o Click on the "**Add Page**" button

- ❑ **STEP 2: Create Redirect**
  - o Go to your new redirect page
  - o Click the "**Edit Page**" button
  - o Input the URL you would like to redirect your web page to
  - o Click on the "**Save**" button

To Delete a Redirect

To remove the redirect link, the best thing to do is to just delete the page. To do this:

  - o Click on "**Manage Pages**" from your toolbar

- Click on "**Delete**" beside the page you want to delete
- Confirm you wish to delete the page by clicking "**Yes, Delete**"

To Edit a Redirect

- Go to your Redirect page
- Click on the "Edit Page" button from your toolbar
- Make your changes
- Click on the "Save" button

How to Password Protect a Directory Using cPanel

Objective: To require a password to view certain pages of your web page. This protects your pages from non-customers and search engines.

- ❑ **STEP 1: Create the Folder/Directory.**
  - o Create and name a new folder in your FTP program or in cpanel.
  - o In cpanel, you can do this by clicking on "**File Manager**"
    - • Select "**Create New Folder**"
    - • You'll see a box to fill in on the top right of the page. Above, it says, "Create a directory in…" – Type in the name of the folder you want to create.
    - • Click "**Create**"

- ❑ **STEP 2: Use cPanel to Password Protect the folder you created**
  - o Click "**Password Protect Directories**"
  - o Click the folder/directory that you just created and want to password protect
  - o On the next page, click the box beside the picture of the lock that says, "**Directory requires a password to access via the web**"
  - o Click **Save**
  - o Add a user name and a password. You need to both of these at the same time.
  - o Then click "**change password**" and you're all set.

How to Password Protect Your Pages in InternetBasedFamily.com

Objective: to require a password to view certain pages and to not allow web crawlers to access the sites and index them.

Log in to your account at www.internetbasedfamily.com

- ❑ **STEP 1: Create the page(s) you want to password protect**
    - o Click "Add Page" and choose the type of page you'd like to create.
    - o Choose a name for the page and click "Add Web Page"

    - o You can either add your page content now or come back to it later.
    - o Repeat if necessary

- ❑ **STEP 2: Password protect the page**
    - o Click on "Manage Pages" from your toolbar

    - o Click on the "Password Protect Pages" tab
    - o Enter a password beside each page you wish to password protect. Leave the text box blank for any pages you want to have available to the public without a password.
    - o Click save
    - o Confirm your project description

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Manage Web Pages
Add, Edit, Sort and
Password Protect Pages

? **How do I manage pages?**
Find out how to manage the pages in your website here.

Read More >>

| Edit Pages | Sort Pages | Password Protect Pages | Add Page | Power Tools |

- To password protect a page, enter the password next to the name of the page.
- If the password is blank then the page is not password protected.

Note: password protected pages are not transmitted through a secure server meaning that extremely sensitive information (such as credit card numbers) should not be displayed on password protected pages.

Pages in Index   **Pages Not in Index**

Home

#1 Page Name   << Enter Password Here

#2 Page Name

#3 Page Name

save

Note: If you use the same password on several pages, the visitor need only input the password once and then all pages with that password become available.

If you wanted to password protect your whole site, just input the same password for all pages.

How To Pay Affiliates In 1ShoppingCart

Objective: To generate reports for paying out affiliate commissions using 1shoppingcart

❑ **STEP 1 Navigate To Affiliate Area**
   o Go to Email & Marketing → Affiliates → Pay commissions

❑ **STEP 2 Generate Report**
   o Select the date range in which you want to run the report

   o Select affiliates you want to pay by ticking the box in the **Select** column
   o Click '**Export & Pay Your Affiliates**' as shown on the next page

Program Name	Affiliate	Impressions	Clicks	Leads	Sales	Total Payable Commissions	Select
Internet Marketing Sweetie Affiliate Program		$0.00	$0.00	$0.50	$0.00	$0.50	☐
Internet Marketing Sweetie Affiliate Program		$0.00	$0.00	$0.00	$5.00	$5.00	☐
Internet Marketing Sweetie Affiliate Program		$0.00	$0.00	$0.00	$5.00	$5.00	☐

< Previous   Next >

[Return To Search Page] [Export & Pay Your Affiliates]

❑ **STEP 3 Export Sales Report**
     o Select the type of report you want to generate depending on how you pay

To pay **ALL** affiliates by check or PayPal, choose from the **BOTTOM** links, either '*Export All Affiliates To CSV*' (for paying by check) or '*Export All Affiliates To TXT* (for PayPal Masspay)

If you pay **SOME** affiliates via PayPal and the rest by check, you will need to use the **TOP** links & **Select BOTH** '*Export Pay-by-Check Affiliates To CSV*' and ' *Export Pay-by-PayPal affiliates To TXT* (for PayPal Masspay)')

That will generate a report that you download to your computer for your records as well as use to send out payments.

❑ **STEP 4 Send Payout Notification to Affiliates**

     o Click the '***Click Here To Complete Your Affiliate Payout***' button as shown above.
     o Preview the message that will be sent to the affiliate letting them know how much commission they have earned for the month or pre-set period of time.
     o Click the '***Mark Commissions As Paid***' to update the system that these were paid out.
     o Click '***Email Payout Message To Affiliates***' to send the message

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Dear <$affname$>,

Thank you for your continued participation and much appreciated efforts as a member of our affiliate team.

You've earned more cash! Our latest payout report shows you are truly an active member of our affiliate team and we are happy to send you your commission check!

Your latest commission check, as of <$payoutdate$>, has been calculated to total <$affpayoutamount$>. Wasn't that easy?! You get paid just by referring us to your clients and colleagues!

You will be receiving your payment shortly with our continued thanks.
We look forward to more sales and success. Don't forget to check for new affiliate marketing tools, reports and online help from our Affiliate Center. You can access your affiliate area at this URL: <$AffiliateLogin$>

If you have any questions or comments, please contact us at <$affiliateAdminEmail$>.

Affiliate Administrator.

<$CompanyName$>
<$affiliateAdminEmail$>

TEXT | HTML | RESTORE DEFAULT MESSAGE

[Return To Search Page]   [Mark Commissions As Paid]   [Email Payout Message To Affiliates]

How to Create a PDF document with Adobe Online

Objective: to convert other type documents (.doc, .xls, etc) to PDF format

- ❑ **STEP 1: Using your Adobe ID and password, log into Create Adobe PDF Online at** http://createpdf.adobe.com
  - o Once you're logged in, choose "Convert a File"

Create Adobe PDF Onl
product info | help | support | start a v

Create Adobe PDF Online Home

Convert a File
Select a file from your hard drive, and we'll create an Adobe® PDF file for you. We can also do optical character recognition (OCR) on image files.

- ❑ **STEP 2: Converting the File**
  - o Click the "Browse" button and locate the file on your computer that you want to convert and double click it.
  - o Then click continue.

Select a File

Click Browse to select a file to convert.

[   ] [Browse...]

Supported File Types

[Cancel] [Continue]

- ❑ **STEP 3: Choose Your Settings, Security & Delivery Method**
  - o I usually don't select anything here and leave it at the default, except I select "Enable Tagged PDF Generation" which will make your hyperlinks active in your document.
  - o If you want to keep people from printing your PDF (not recommended, as many of your customers will want to print), you can add security to your document.
  - o Choose your delivery method of how you'd like to receive the file. You can have the document placed in your conversion history account, have it emailed to you as a link, emailed as an attachment or wait for the conversion in your web browser.

o Then Click Create PDF – You can retrieve your document based on the delivery method you chose.

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Replying to Support Tickets in PerlDesk

Objective: To reply to support tickets from customers using the PerlDesk system.

❑ **STEP 1: Log in to PerlDesk**

❑ **STEP 2: View Tickets**
   o Click *Tickets* in the navigation bar

   o It will bring up a list of all your active tickets.
      • The blue list across the top gives stats for your department's tickets
      • The dots at the end of each ticket gives the status of that ticket
   o To view the details of the ticket, simply click the *Subject* of the ticket

❑ **STEP 3: Reply to Tickets**
   o Click the ticket you wish to reply to
   o Read the ticket details and determine your answer
   o Using the buttons across the top, you can reassign the ticket to another department, delete the ticket, block the email and more

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Username	Customer Username (view all requests by Username view user details)	[change owner]
Email	Customer Email	
Name	Customer Name	
Request ID	179	

Ownership	Your Name
Logged	01/21/2008 10:06
Due Date	Undefined
Working Time	0 Hours (0 minutes)
Sub Status	CREATED
Department	Virtual Administrative Support

Priority 1 2 3 4 5   Status OPEN HOLD CLOSED

| Assign | Forward | Delete Request | Block Email | Print View | Claim Ownership |

Ticket Subject

The ticket details are here.... blah blah blah

o   When you're ready to reply, scroll to the bottom of the ticket. There will be two options for replying.
- Use the Quick Reply box to type your response and post it immediately

| Quote and Respond | Respond |

Quick Reply (please use the Advanced response page for more options):
--- Load Pre-Defined Response --- ▾   **changed, not saved**

| Post Quick Reply | Save Draft | Discard Draft |

- Clicking either *Quote and Respond* or simply *Respond* button allows you to enter more details, attach files, etc as shown below. Simply fill in your response, select the details you wish to use and click *Submit.*

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Update Status	Open (Unresolved)
Update Sub Status	CREATED
Set Automated Close	7 day(s)
Private Response?	No
Send CC	
Ticket Due Date	Jan 24 2008
Time Spent On Ticket	(mins)

PRE-DEFINE

Enter your reply details here.... blah blah blah

Save Draft   Discard Draft   changed, not saved

Upload File	Browse...
Notify Ticket Creator	Yes
Add Response to KB	☐
Claim Ticket	☑

Submit

❑ **STEP 4: Close the Ticket**
  o If you have answered the ticket and don't expect a reply from the customer, you can close the ticket. Simply click the *Closed* button and

Virtual Administrative Support
Priority 1 2 3 4 5   Status OPEN HOLD CLOSED

Add an Avatar to Your Forum Profile

Objective: To add an avatar to your forum profile

Many forum members use their own pictures for their avatars. If you'd rather not use a picture of yourself, you can find lots of free avatars online (graphics, pictures, symbols, etc), just Google "free message board avatars" or plain "avatars" and start searching. Make sure you save your image to your computer.

Before you begin, you need to sign up for a free account at one of the image hosting sites (unless you have a website of your own). There are several available but three common ones are Photobucket.com, ImageShack.com & Flickr.com.

These instructions are for using Photobucket but should be similar for whichever service you use.

☐ **STEP 1: Sizing Your Photo**

To keep the posts looking uniform and pages loading quickly, most forums have a maximum size they allow for avatars (typically 125 X 125 pixels). You will find the allowed size in your Profile area of the forum.

You will need a photo editor like Photoshop or PaintShop Pro to resize the photos. If you don't have either of those, either download www.irfanview.com (free) or try http://featurecart.com/jpeg/index.asp.

Use the instructions that come with the program to resize your images.

☐ **STEP 2: Add Image to Hosting Service**

- o Sign in to Photobucket
- o Click the browse button and look for your picture saved on your computer.
- o Once you find it, click the picture and choose "**Submit**."

NOTE: You can load multiple pictures at once by clicking "bulk uploader."

☐ **STEP 3: Get Your Code**

Below your newly uploaded photo you will see a few code options. The first code is what you need to add your picture to your forum posts.

o   Copy the *First* code starting with the http://

URL: http//img.photobucket.com/albums/vXXX/albumname/picturename.jpg

TAG: <img src="http://img.photobucket.com/albums/vXXX/albumname/ picturename.jpg" alt="Image hosted by Photobucket.com">

IMG: [IMG]http://img.photobucket.com/albums/vXXX/albumname/picturename.jpg [/IMG]

☐ **STEP 4: Add Code to Post**

o   Log into the message board where you want to add your avatar
o   Click on "Profile" at the top right side of the forum & scroll to the bottom
o   Where it says, "Link to Off-Site Avatar," paste the URL from step 3 there
o   Click "Submit"

You should get a message to let you know that your profile was successfully updated.

You can view one of your previous posts or create a new post on a forum to see what it looks like

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Change the Header & Footer of Your PHBB Forum

Objective: To change the header or footer of your site to include items such as personal logos, ads, sign up boxes, etc

There are two files that control the header and footer:

For the header: overall_header.tpl
For the footer: overall_footer.tpl

These files must always retain their .tpl format, so if you use a text editor, always save as .tpl, rather than .txt. Even though they are .tpl files, they contain regular HTML coding that you can easily edit to look the way you want.

- ❑ **STEP 1: Log in to your website**
    - o The easiest way to find these files is through your FTP program. You can use cPanel, but FTP is much faster.
    - o Locate the files by going to the folder where your forum is on your site. For example, if it's in a folder called "forum," click on it to open it up.

- ❑ **STEP 2: Choose Template**
    - o Click the "Templates" folder.
    - o Find the template you are using.
        - ❑ The default is "SubSilver" so if you're using that, click it or simply click the folder for the template you are using.

❑ **STEP 3: Modify Template**

Always keep a backup first in case you mess up!

o Once you're in there, you'll find plenty of files to modify. You can modify the sign in page, view post page, whatever you want. It's up to you to explore.
o To modify in FTP, first download a back up of the files to your hard drive. Right-click the file on the website side (right side) of the FTP program and choose "Download"

Now you are safe to proceed.

o In the online website portion of your FTP program (right side), right-click the folder you want to modify and choose "**Edit**".

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- When you do that, you'll see a bunch of html code. If you're an HTML whiz, go ahead and modify it right there and click the "**Save**" Icon.

- If you're not an HTML expert, edit the file in WYSIWG editor.

Don't save the file in a WYSWYG editor. It will mess it up. Follow the rest of these instructions carefully.

- Copy the HTML code from the file. Start by clicking File → Select All:

o   Once you've selected all the text, choose File → Copy:

o   Open up your WYSWG editor. FrontPage was used in this guide but you could use something like Nvu or other editor.
o   Click the HTML tab at the bottom. You **must** open the HTML view for this step.
o   Open a new blank page, go to the html view and **remove all the code that is in there**. You want a **blank file** to work with.

o   Paste in your code from the .tpl file you are working on. Simply choose Edit → Paste in your web page editor *all the while still in HTML view*.

The HTML view will look something like this:

- o Now, go back to the WYSWG view of your editor and modify text, add links, ads, change your logo or whatever as you normally do with your editor:

Important Note about Images: Remember, you're not saving this file in your editor, so the images won't be loaded to your server when you publish, so make sure you use the URL of any images. If you simply use the insert image feature, the images on your forum

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will be pointing to your hard drive and no one will see them. Again, make sure the image is loaded to your site and you use the URL of where it is located.

- ❑ **STEP 4: Save New Template**
  - o When you're done, go back to the HTML view & copy all the code.
  - o Go back to your FTP program where the file is still open. Right-click and choose "**Select All**."
  - o Paste in the code you reworked in your WYISWG editor.
  - o Hit **"Save"** and it's live

Check that everything looks okay. If so, move onto the next file.

If you make a mistake simply, load your back up file to that same location and things will go back to normal. Then start over with these instructions making sure to follow them closely.

Add a Photo or Graphic to a Forum Post

Objective: To add a new photo or graphic to a forum post

Before you begin, you need to sign up for a free account at one of the image hosting sites (unless you have a website of your own). There are several available but three common ones are Photobucket.com, ImageShack.com & Flickr.com.

These instructions are for using Photobucket but should be similar for whichever service you use.

☐ **STEP 1: Sizing Your Photo**

Large photos cause pages to load slowly. This is why most forums have a maximum size they allow for graphic. You will find the allowed size in your Profile area on the forum.

You will need a photo editor like Photoshop or PaintShop Pro to resize the photos. If you don't have either of those, either download www.irfanview.com (free) or try http://featurecart.com/jpeg/index.asp.

Use the instructions that come with the program to resize your images.

☐ **STEP 2: Add Image to Hosting Service**

- Sign in to Photobucket
- Click the browse button and look for your picture saved on your computer.
- Once you find it, click the picture and choose "**Submit**."

NOTE: You can load multiple pictures at once by clicking "bulk uploader."

☐ **STEP 3: Get Your Code**

Below your newly uploaded photo you will see a few code options The *third* code is what you need to add your picture to your forum posts.

URL: http//img.photobucket.com/albums/vXXX/albumname/picturename.jpg

TAG: <img src="http://img.photobucket.com/albums/vXXX/albumname/ picturename.jpg" alt="Image hosted by Photobucket.com">

IMG: [IMG]http://img.photobucket.com/albums/vXXX/albumname/picturename.jpg [/IMG]

☐ **STEP 4: Add Code to Post**

Simply paste the code between (and including) the [img] and [/img] tags into your post wherever you would like it to show up.

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Tips for Interviewing & Where to Find Guests for Your Podcast

- Locating Guests -

Finding people to interview for your podcast is easy. Everyone is looking for publicity and media savvy people know that podcasts are a great way to connect with potential customers. Here are some tips on how to find guests:

People You Admire
Think about people you admire or feel are business experts in your niche. Ask them to be your guest and share their story with your listeners. What inspired you may inspire others, too.

Search Engines
Do a search on topics you are planning or topics that your listeners might be interested in. Find out who has experience, knowledge or are talking about those topics and invite them to be a guest speaker.

Google News
This is a great source for finding news stories of all kinds. Do a keyword search that is relevant to the topic of your podcast or website. Contact the people that were interviewed in the news story; they may agree to be interviewed by you, as well.

Local and National News Stories
Again, pay attention to the clips you see on your local news as well as news shows such as Good Morning America and news channels such as CNN. If you see something that relates to the topics you cover on your podcast or website, make a note of the subject matter and name(s) of the interviewee(s). Contact them and ask if they would like to be a guest speaker.

Magazines
Pick up a magazine that has the same type of content as your podcast or website. See who is being discussed or interviewed and contact those people. This is also a great way to get ideas for furute shows.

Ask Your Listeners
People love to talk about themselves; ask your listeners to share their stories. You can tell your listeners that you want to feature a story about a certain subject and ask anyone who has a story about that topic to email you. You can then call the people who submitted stories and choose a few to interview for your show.

Other Podcasts

See who other podcasters are interviewing. Chances are, if their guests agreed to an interview, they may be willing to do another one with you. Also consider the podcaster themselves, maybe they would be willing to swap interviews or be a guest on your show. If you need to find these, try podcast directories like:

http://www.podcast.net/
http://podcast.com/
http://www.podcastalley.com/
http://www.npr.org/rss/podcast/podcast_directory.php

Forums

Visit forums on your selected topics and post that you're looking for guests. Also contact people who stand out in the group to see if they're interested.

- Interview Tips -

The number of websites featuring podcasts is rapidly growing. They are a great way to connect with your visitors and customers. Here are some tips to making the interview process painless:

Have A Plan

Your interviewee is a busy person. Before you contact them the first time, have an idea of how long the interview will take, about how many questions you will ask and an approximate timeframe for the interview. The more information you can give them, the more likely they will agree.

Know Your Guest

Do a bit of research on the guest ahead of time. Make notes of specific things you might could include or that may help direct the flow of conversation. Ensure you know how to pronounce their name, website, business name, etc.

Bio and Photos

Request that your guests send in bios and photos that you can put on your site. You can take cues from the bio to help you get to know your guests plus this allows your visitors to get to know them too.

Send Your Questions Ahead of Time

In order to make the most of your podcast, send the questions you are going to ask to your interviewee ahead of time. They will be able to prepare answers; and your podcast will flow much smoother.

Don't ask personal questions unless you clear it with the guest first. Talking about their personal life, religion, political views should be avoided unless questions are approved prior to the interview.

Test Your Equipment
Don't wait until your first interview to try out your new microphone. Set everything up and practice a few times before you conduct your first interview.

Arrive Early
If you are going to meet your interviewee on a conference line, make sure you show up several minutes in advance so that you can greet everyone as they come on the line. If you are calling someone for a one-on-one interview, be ready to call at the appointed time. No one wants to sit around and wait to be interviewed.

Preliminary Chat
Greet your interviewee and chat for a moment before you start the interview. This will allow time for you and the guest to get comfortable speaking to each other and will make the interview banter sound friendly and comfortable.

Introductions
Your listeners already know you so keep your introduction to a minimum, just covering the topic of discussion. However, spend a bit more time introducing your guest, discussing their qualifications, etc.

Ask Questions in Order
Ask your interviewee the questions in the same order that you had sent to them before the interview. If you start jumping around and asking them questions out of order, your interviewee can get flustered and your podcast will not sound as professional.

As you're listening, create follow up questions based on the interviewee's replies.

Let Them Talk
When your guest is talking, give them time to finish and pause before you speak. Don't interrupt them unless you need them to clarify something they said. Also remember that your guest is the star of the show so be sure to let them, not you, take the spotlight.

Watch the time
Keep an eye on the time while you are doing the interview. Time flies when you're having fun and it's okay to go a little longer than anticipated but you will want to keep the interview to approximately the length you had given them because they may have other obligations scheduled.

Promotions
Allow your guest a short promotion at the end. Maybe recap their bio or restate the topic, guest name and their product and or website they wish to promote. Possibly give them a minute or so at the end to talk a bit about their product/service.

Offer a copy to your guest
It is a polite gesture to allow your interviewee to have a copy of the audio and transcript (if one).

How to Produce a Podcast Using Audacity

Objective: Learn to produce and edit a podcast.

Recording Audio using Audacity

❑ Step 1a. Download the free audio recorder and editor at http://audacity.sourceforge.net/

❑ Step1b. Download **Audacity 1.2.6 Installer** and also the **Lame MP3 Encoder** so that you can save your audio into an mp3 file. You can download it at http://audacity.sourceforge.net/download/windows

❑ Step 1c. Install Audacity in your computer. The file you downloaded will most likely be in your desktop. Open your desktop and double click on **audacity-win-1.2.6**

This is an exe file. Install the software into your computer by clicking "**Next**".

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❑ Step 1d. Un-zip **Lame MP3 Encoder** – it will most likely be in your desktop also.

❑ Step 2a. Open the Audacity program. Click on "Start" in your task bar.

❑ Step 2b. From the menu, click on Audacity

This is how it will look like when audacity is open.

Make sure your microphone is plugged into your computer. You are now ready to record.

❑ Step 3. To record audio, click on the red "**Record**" button and start speaking into your microphone.

As you are recording, your audio will appear in a track like this.

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Continue speaking into the microphone until you are done recording your audio. When you are done recording, click on the "**Stop**" button.

❑ Step 4. You can now save your recording. To save, click on "**File**" , then click on "**Export as MP3**". The first time you use the "**Export as MP3**" command, Audacity will ask you where **lame_enc.dll** is saved – it will be in your desktop where you unzipped it.

❑ Step 5. Save the audio file in a folder in your hard drive.

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If you decide to include audio interviews in your podcast, you can record phone interviews using Audio Acrobat. Record the interview using your telephone and after you record the call, the audio interview will appear in your Audio Acrobat Account. To access the recording, you will need to log in to the Audio Acrobat Account and click on "Audio" on the navigation menu. It will pull up a list of audios. Select the audio you wish to download – click on the link.

Click "Download Audio"

Save the audio in your hard drive. It will be helpful to rename the file to a file name that identifies the audio.

Edit Audio Using Audacity

❑ Step1. Open Audacity program in your computer.

❑ Step 2. To start working on an audio to edit, you need to import your audio file. To do this, click on "Project", then "Import Audio"

❑ Step3. Select audio you wish to edit and double click on it. Audio will be imported into audacity. You can listen to the audio by clicking on the green "Play" button.

❑ Step4. To edit a portion of the audio, highlight the portion that you want to remove from the audio. First click on the "Selection Tool"

Selection Tool

Then, click on the starting point of the audio and drag the tool to the portion of the audio that you wish to edit – that portion will be highlighted.

To delete the highlighted portion of the audio, click on "Edit", then click on "Cut"

❑ Step 5. You can continue to highlight and cut portions of the audio until you have your edited version. Once all editing is complete, save your audio by clicking on "File" and "Export as MP3", then save the audio in your hard drive.

Combining Audio Tracks

❑ Step1. Open Audacity program in your computer.

❑ Step 2. To start combining audio tracks, you need to import your audio files. To do this, click on "Project", then "Import Audio".

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❑ Step3. Select audio you wish to work with and double click on it. Audio will be imported into audacity. Do this step for all the audio tracks that you will be working on. In the example below, we are working with three audio tracks.

❑ Step 4. Move the audio tracks so that the audio does not overlap. You will be able to mix audios so after editing it will be just one audio file. To move audio tracks, click on the "Time Shift Tool"

 Time Shift Tool

❑ Step 5. Click on the audio track you are moving and drag it to the right so that it starts as one audio ends.

❑ Step 6. Continue to move the next audio track following the previous step

❑ Step 7. Congratulations, you have just produced your podcast. You can now save the audios into one audio file. To save, click on "**File**" , then click on "**Export as MP3**". A warning will pop-up. Click on "OK".

❑ Step 8. Name your new audio file and save it in a folder in your hard drive.

Upload your podcast to your webserver in Cpanel.

❑ Step 1. Log into your Cpanel Account.
❑ Step 2. Click on "File Manager"

❑ Step3. Click on "Upload"

❑ Step 4. Click on "Browse" and find your podcast audio that you would like to upload. And double click the file. Depending on the size of the audio and your Internet connection, it may take a few minutes to upload. Congratulations – you have uploaded your podcast!

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Setting up a POP3 Account in Gmail

Objective: To pull mail from multiple POP3 accounts into a single Gmail account. You can access up to six accounts with Gmail

- ❑ **STEP 1: Log in to your Gmail account**
- ❑ **STEP 2: Click** *Settings*

Your Gmail Address | Settings | Older version | Help | Sign out

Web   Show search options
Create a filter

ion has been archived.   Learn more   Undo

h   1 - 3 of 3

- ❑ **STEP 3: Go to the** *Accounts* **Tab**
- ❑ **STEP 4: Click** *Add Another Mail Account*

Settings

General   **Accounts**   Labels   Filters   Forwarding and POP/IMAP   Chat   Web Clips

Send mail as:
(Use Gmail to send from your other email addresses)
Learn more

Add another email address

When I receive a message sent to one of my addresses:
○ Reply from the same address the message was sent to
● Always reply from my default address (currently mspier@gmail.com)
(Note: You can change the address at the time of your reply. Learn more)

Add additional storage:

You are currently using 161 MB (2%) of your 6351 MB.
Need more space? Upgrade your storage

Get mail from other accounts:
(Download mail using POP3)
Learn more

Add another mail account

Google Account settings:

Visit your Google Account settings to reset your password, change your sec other google services.

Have your own domain?

Use Gmail with your domain for free. Learn more

- ❑ **STEP 5: Fill out POP Information**
  - ○ Enter the POP3 email address & hit Next Step

🌐 http://mail.google.com - Gmail - Add a mail account - Mozilla F... ☐☐☒

Add a mail account

Enter the email address of the account to get mail from
(Note: You may add 5 more accounts)

Email address: [   ]

Cancel   Next Step »

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- Enter details given to you by your POP3 email host
    - Your user name and password
    - The POP3 server may look like the example or it could be your domain name without the http://www part. If you are unsure, check with your email host.
    - Do you wish to leave a copy on the server? This is good if you want to access it from two different accounts/computers.
    - If your server requires a secure connection, you will need to check this and enter any details required.
    - Label Incoming Messages: If you want messages from the pop account to have a particular label (good for organizing mail) then check this option & choose the label you want.
    - If you get mail that you don't read right away, you can opt to have it skip the inbox and automatically be archived.

- Once you've filled in the details, click ***Add Account***

- **STEP 6: Set up send mail address**
    - Do you want to be able to send mail as your pop account?

- o Click *Next Step*
- o Fill out the "from name" & click *Next Step*

❑ **STEP 7: Verify Address**
- o Click *Send Verification*. This will send an email to the POP account. Follow the instructions in the email to verify that you are the owner of that account and wish to send mail from gmail.

You can now send and receive POP3 mail from Gmail account

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How to Add a Post on Blogger

Objective: to create and publish a new post on Blogger

- ❑ **STEP 1: Log In To Your Account**

  - o   Add your user name and password. Click on the Login button.

- ❑ **STEP 2: Click on New Post**

- ❑ **STEP 3: Write your Post**

  - o   Add Title, Content, and Labels
  - o   Click the Publish Post button

- ❑ **STEP 7: Log Off**

  - o   Click Sign Out to log out of your blog. This link is found in the top right corner of any WordPress page.

How To Add A Press Release Page To A Website With Internet Based Family Easy Website Builder

Objective: to add a press release page to your website.

- ☐ **STEP 1: Log in at** http://www.internetbasedfamily.com/

  - o Log in using your website ID and Password

- ☐ **STEP 2: Add Page**

  - o Click the Add Page tab

  - o Select the Press Release Icon

o Name the Page
o Tick the "Check to show" box if you want this page to be shown on your site
o Click **Add Page**

☐ **STEP 3: Set Page Header & Footer**
    o Enter the header and footer details for the new page
        ▪ Title (you created this in the step above but you can change it)
        ▪ Subtitle
        ▪ Header details
        ▪ Footer details
    o Click save when you're done.

☐ **STEP 4: Add a Press Release**
  o Click the **Add Press Release** tab
  o Enter the press release details
    ▪ Title of the press release
    ▪ Subtitle if there is one
    ▪ Your location or where the event is going to happen
    ▪ Date the release is to be published
    ▪ Press Release body
    ▪ Your contact details
  o Click save

☐ **STEP 5: To Edit a Press Release**
  o Click the **Edit Press Release** tab
  o Edit page as needed & click save

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Distributing a Press Release Checklist

Objective: Distributing a press release for online and offline exposure.

❑ **Build a Local Distribution List:** For best results in traditional media, always submit to our local media first. They are most interested in local stories and it's the easiest place to get quick exposure.

    o **Search for the submission information at:**

        ❑ Newspapers.
        ❑ Local interest magazines.
        ❑ Organization newsletters.
        ❑ Local TV News & Talk Shows

If you have a copy of the publication, you can search for any submission information in the publication itself or visit the company website to find out how to submit a press release.

    o **Pick up the phone to find out if the contact information is up-to-date and specifically to whom you should address your press release.** It will get more attention if you address it directly to a specific person. You'll also want to find out what the preferred format for the press release (ex. email, fax, snail mail, etc.).

    o **You can also try the following sites for further research:** You can use the directories to find local options and targeted topic/market outlets as well.

        o **Media Post** http://www.mediapost.com/ - extensive directory for US media
        o **NewsLink.org** http://newslink.org/ - directory for a number of countries
        o **ABYZ News Links** http://abyznewslinks.com/ - directory for a number of countries

    o **One of the best places to search is Yahoo News & Media:**
http://dir.yahoo.com/News_and_Media/

You can refine your search by region as shown on the next page:

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YAHOO! DIRECTORY   Search: ○ the Web | ● the Directory | ○ this cate

News and Media

Directory > News and Media

New To Press **Releases**?
www.PRWeb.com   Use our template, SEO tools and features to get maximum visibility.

CATEGORIES (What's This?)

News and Media Formats

- **Business to Business@**
- **By Region** (21250)
- **Columns and Columnists** (392)
- **Industry Information** (254)
- **Internet Broadcasts** (441) NEW!
- **Journalism** (1189) NEW!
- **Journals** (32)

- **Magazines** (3357)
- **Newspapers** (9536)
- **People** (92)
- **Radio** (9529)
- **Television** (7842)
- **Web Directories** (149) NEW!

News and Media by Subject

- **Arts and Humanities@**
- **Automotive@**
- **Blogs** (1280) NEW!
- **Business** (265)
- **College and University** (1476)

- **Law@**
- **Literature@**
- **Music@**
- **News for Kids@**
- **Outdoors@**

When you click on "by Region", you'll see a screen like this and you can choose the appropriate country, region or state. You will be able to break down your search further to a specific area after that.

Top Categories

- **Countries** (9731)
- **Regions** (381)
- **U.S. States** (11131)

Additional Categories

- **Colleges and Universities@**
- **Magazines@**
- **Newspapers@**
- **Radio@**

- **Television@**
- **Traffic and Road Conditions@**
- **Weather@**

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❑ **Submit The Press Release Online:** Online releases can help you build incoming links and extra exposure for your business.

- o **Submit Your Sites to Online Newswires:** Here's a list of a few that you can use. Some are free…PRWeb.com is not, but well worth the extra exposure.

  - o www.prleap.com
  - o www.prweb.com
  - o www.addpr.com
  - o www.express-press-release.com
  - o www.free-press-release.com
  - o www.openpr.com
  - o www.press-base.com
  - o www.press411.com
  - o www.pressreleasespider.com
  - o www.i-newswire.com

- o **Find Targeted Online News & Other Websites:** Always try to go straight to the source. Many websites that reach targeted audiences accept press releases and podcasts are always looking for guests. Always look for their submission guidelines. You might find that some prefer to receive articles, instead of releases and in those cases; releases can be reformatted into informational articles.

  - o **Search for Targeted Websites Using These Directories:** You can search on your favorite search engine by searching for relevant keywords. You an also try the following directories.

    - ▪ http://dir.yahoo.com
    - ▪ http://www.dmoz.org

  - o **Podcast Directories:** Here are a few places to search for relevant podcasts.

    - ▪ Podcast Alley - http://www.podcastalley.com/index.php
    - ▪ Podcast.net - http://www.podcast.net
    - ▪ Digital Podcast - http://www.digitalpodcast.com/index.php
    - ▪ PodcastDirectory.com - http://www.podcastdirectory.com/

Adding a Product to PayPal Shopping Cart

Objective: To accept payments directly from your website using the PayPal shopping cart.

- ❑ **STEP 1: Log in to PayPal**
  - o   Assuming you already have a merchant or premier account with PayPal, log in to your account.

- ❑ **STEP 2: Click the Merchant Services tab**

- ❑ **STEP 3: Choose the Add to Shopping Cart link**

- ❑ **STEP 4: Complete the form**
  - o   Name the product or service
  - o   Enter an item number (optional)
  - o   Enter the product price & select the default currency
  - o   Enter the weight of the product (optional)
  - o   Select the button style
  - o   Select the shipping method (if applicable)
  - o   Enter the sales tax information (if applicable)
  - o   Then select **Add More Options** as shown below

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Create Add to Cart button

Item details

Item name/service: [   ]

Item ID/number: [   ]
(optional)

Price: [   ]

Currency: [U.S. Dollars   ▼] [?]

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's default country: [United States   ▼] [?]

Weight: (Optional) [   ] [Lbs ▼] [?]

Choose button style

⦿ [Add to Cart] 120x26

◯ [Add to Cart] 96x21

Need more choices?

Other button sizes | Use your own button image

Shipping Method Options

Configure your shipping method options for this button.

⦿ Use my shipping calculations set up in my Profile [?]

◯ Use a flat rate amount [   ] USD [?]

Sales Tax Options

Configure your sales tax options for this button.

⦿ Use my sales tax calculations set up in my Profile [?]

◯ Use a flat rate amount [   ] USD [?]

[Create Button Now] [Add More Options]

❑ **STEP 5: Redirect to Your Website**
  o Under the *Customize Buyer's Experience,* enter your website URL's where your customers will return to after they complete their purchase or if they cancel before completion.
  o If you have more than one address associated with your PayPal account, select the address in which you want the payment's sent to.

Customize your payment pages (optional)

Choose a custom payment page style to match your website, and give customers a seamless payment experience. Learn more

Primary Page Style : PayPal
Custom Payment Page Style: [Select one...   ▼]

[Preview]

Customize your buyer's experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL: [http://   ] [Edit] [?]

Payment Data Transfer: Off [Edit]

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL: [http://   ] [?]

Shipping preferences

Would you like your buyers to provide you with their shipping address?
◉ Make shipping optional.   ○ Yes, require shipping.   ○ No shipping needed.

Customer notes and special instructions

Do you want customers to have the option to include a note with their payment?
○   ◉
Yes   No

Note Title: [Optional Instructions   ] (30 character limit)

Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:
Email Address: [▼] [?]

[Create Button Now]   [Edit]

❑ **STEP 6: Create Button & Copy HTML**
  ○ Click the **Create Button Now** as shown above. This will create the html for the button. You should have two html codes, one for the "add to cart" button and one for the "view cart" button (if you choose to use it).
  ○ Copy and paste the HTML code into a text file. Save it for use on your website

Add to Cart button
The HTML code below will create your **Add to Cart** button. Click the **Select All** button to highlight the code within the box and then copy it.

"Add to Cart" button code
(Copy and paste this HTML onto your website)

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif" border="0"
name="submit" alt="Make payments with PayPal - it's fast, free and
secure!">
<img alt="" border="0"
src="https://www.paypal.com/en_US/i/scr/pixel.gif" width="1"
height="1">
```

Select All

View Cart button
The HTML code below will create your "View Cart" button. Click the **Select All** button to highlight the code within the box and then copy it. The **View Cart** button takes your customers to a page that displays all the items they intend to purchase.

"View Cart" button code:

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="hidden" name="cmd" value=" cart">
```

❑ **STEP 7:** Click **Done** or **Create Another Button**
  o If you are finished, click **Done**. If you want to create another button, select **Create Another Button** and follow these steps again.

❑ **NOTES:**

You must set up a new button for each individual product, as the button is not unique to the cart itself. However, if you are selling this product on multiple sites, you can use the code on all sites (providing you want to use the same redirect pages set up in step 5).

Even though the cart is equipped to handle multiple purchases at one time, you cannot use multiple redirect pages. In this case, you would need to create one generic "Thank You" page and then send them their products through email or other delivery system.

First of all, one developer can't do all programming. Writing/editing software for Windows can be very different than writing for Mac or Linux. Also, desktop based programs can be different from web-based program. Because of that, you may end up requiring different people for different projects.

Always spell out exactly - down to the smallest details if you can how you expect a program to behave. E.g. A search engine, if it doesn't find results what message should it display? Should it redirect people to a special page or give other options? This is particularly important when requesting a fixed amount task or asking for quote up front. This helps both you and the developer to define the scope of project.

If fixed quote project, ask how much support after will be provided. If creating a program/custom script ask to include documentation.

Here are two related blog post I made.
http://www.techbasedmarketing.com/blog/note-to-self-write-everything-down-when-hiring-developer/626
http://www.techbasedmarketing.com/blog/do-i-have-to-foot-the-programmers-learning-time/589

Proofreading Protocol

Part 1: Expectations

- **Confidentiality:** All assignments must be held in the strictest confidence and you cannot share or otherwise use any information you learn through your proofreading.

- **Turnaround:** Each assignment will include a turnaround time. Please ensure that you are able to fulfill that obligation or make alternate arrangements immediately.

- **File Format:** Assignments will often be delivered in Word format, but may also include proofreading of websites. Completed assignments are to be returned in the format specified in the assignment.

  Unless otherwise specified, please format text with standard spacing and Size 12 Times New Roman font.

- **U.S. English:** Our projects are written in U.S. English and should be proofread accordingly.

Part 2: Proofreading Process

- **Fixing Errors:** As you proofread and find errors or changes that need to be edited, make the change and make a note next to the change. Highlight the note in yellow, like this:

  Copywriting [Changed to copywriting vs. copyrighting] is a skill that every marketer should learn.

  Place brackets around the changes you make. In this example above the writer had used the word "copyrighting" instead of "copywriting."

- **Writing Tone**: Most of our written projects have a casual tone. Please take care to keep that tone when fixing grammatical and spelling errors. Not all rules that you learned in school will apply to your proofreading assignments. It is more important to convey meaning and to relate personally to the audience. For example, in many cases it is okay to use slang, start with "and", etc.

- **Sentence & Paragraph Formatting:** Because much of our content is read online, we like to keep things simple. Eye fatigue can happen easily on long, so we like to keep our paragraphs and sentences short and simple. Paragraphs should be 3-5

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sentences. Sentence should also be relatively simply and convey one idea at a time.

❑ **Excessive Exclamation Points:** Exclamation points should be used sparingly and for necessary emphasis only. Please remove excessive exclamation points that tend to ad hype and an unprofessional feel to written projects.

Part 3: Common Proofreading Fixes

❑ **Spelling Errors** – Look for incorrectly spelled words and words used in the wrong context. For example: hear vs. here; your vs. you're; they're vs. their vs. there and its vs. it's. Here is a good list of commonly misspelled words:

http://www.yourdictionary.com/library/misspelled.html

❑ **Grammatical Errors** – Look for errors in tense, punctuation, hyphenation etc. Also, look for sentences structured so poorly as to make the meaning the unclear. You can find common grammatical errors at http://en.wikipedia.org/wiki/Wikipedia:Common_grammatical_errors

Setting up and using a Qassia Account

Objective: To set up & use a Qassia account in order to get higher ranking and more quality backlinks for your website.

NOTE: Qassia is not open to the public. You must register through a current Qassia user's home page invitation.

- ❑ **STEP 1: Sign Up**
    - o   Visit a current Qassia account holders home page
    - o   Click the invitation Sign Up button

- ❑ **STEP 2: Create Account**
    - o   Fill in the account details
    - o   Check all three of the Confirmation items
    - o   Click *Continue*

Create an Account

Welcome! All you need to do is fill out a few fields. Rest assured that we do **not** sell, rent, or distribute email addresses or any other personal information.

Your Email Address

A confirmation email with your username and password will be sent to this address to validate your application.

Username [Login Name]

The name you enter when logging into our site. No need to agonize, you'll be able to change it at any time.

Password

[Type it again]

Enter something you won't forget. Anything 4 characters or longer is OK.

Verification

Please enter the word describing the type of animal shown below.

Confirmation

☑ I do not have any other Qassia accounts.
☑ I have carefully read and agree with the Terms of Service.
☑ I am 16 years old or older.

Please read our Terms of Service carefully, and make sure you understand, and agree with, the rules and regulations for using this site.

CONTINUE

Once you've signed up, you will be asked to verify your email address. You will be taken to the Qassia Dashboard were you can add your websites, "intel", set up your adsense code and edit other information as shown below.

Regardless of what page you are on, you can locate all this information from the right side navigation arrow as indicated with the arrow below.

For your info

- Your account has been created and you are currently logged in. Please check your email [redacted] and look for the validation email from Qassia.

Dashboard

Welcome. This is your dashboard. Here you'll find everything you need to use Qassia effectively. Be sure to check out what's happening on the Qassia front page.

USER MANUAL

- + how to promote your websites on qassia
- + what exactly is "intel"?

SITES

- + add website
- + manage websites [0]

INTEL

- + add intel
- + view intel list [0]

REFERRALS

- + my referrals

SCREENINGS

- + screen intel

PROFILE

- + edit user profile [view profile]
- + edit photo
- + change email address
- + change password
- + change username

SETTINGS

- + edit google adsense account number
- + change time zone [edit if it's not 4:15 PM (16:15, March 22, 2008) right now]
- + edit newsletter preferences

LOGGED IN

You're logged in as [redacted]:

- + Dashboard
  - + Add Intel
  - + My Intel
  - + My Sites
  - + My Referrals
  - + Screen Intel
  - + Edit Profile
- + View Statement
- + Sign Out

YOUR PORTFOLIO

Referrals:	$0
Intel:	$0
Screenings:	$0
Net worth:	Q$0

❑ **STEP 3: Create Profile**

You'll want to create your profile so that visitors will have a chance to get to know you a bit. To do this:
  o   Click *Edit Profile* either from the dashboard or right side navigation
  o   Fill out the details you wish to show in your profile.
  o   Click *Continue* when you have finished

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■ Display Name

Melody Spier

Your user name "~~melody~~" will be used if you leave this blank.
Here are some display name examples:

- Maria Luisa Hernandez
- Jayanandan Web Services
- South Newtown Baptist Church
- Nite Dawg

■ Photo

View Full Size Image | Remove Image

(Click image to select thumbnail)

Replace with a new photo

[   ] [Browse...]

Your pic will be resized to fit within 500 x 500 pixels.

■ Introduction

Tell us a little about yourself, your company, or whatever. HTML is not allowed
You can also embed links. [SYNTAX RULES]

Melody Spier, wife, mom and owner of Essential
Office Support provides virtual assistance to busy
business owners.

For the past six years Melody has successfully
supported a variety of clients including authors,
publishers, internet marketers, public speakers,
physicians, copywriters, personal coaches and home
based working moms.

■ Email

Your email address is ~~melody.spier@gmail.com~~. Shall we include this i

- ○ Yes, publish my email address
- ◉ No, hide my email address

■ Contact Information

Skype ID

[   ]

Leave blank if you do not usually use Skype.

Yahoo! Messenger ID

[   ]

Leave blank if you do not usually use Yahoo! Messenger.

ICQ ID

[   ]

Leave blank if you do not usually use ICQ.

MSN Messenger ID

[   ]

Leave blank if you do not usually use MSN.

AOL Instant Messenger ID

[   ]

Leave blank if you do not usually use AIM.

[CONTINUE]

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❑ **STEP 4: Add Website**
- o   Click Add Site from the dashboard or right navigation box
- o   Fill in the account details
- o   Click *Continue* when you are finished

Add Site

You may add an unlimited number of your websites to Qassia, and allocate the credit you have amassed to each site, according to how important it is to you.

■ **URL**

    http://

■ **SEO Title**

Title suitable for optimizing anchor text keywords. Optional.

    eg. denver florist

■ **Real Title**

Title which expresses your brand. Required.

    eg. Lillian's Fresh Flowers

■ **Geographical Tags**

Add place names associated with your site, if any. Add all relevant geographical tags in any order, separated by comma.

Examples:

    eg. North America, USA, East Coast, Pennsylvania, Gettysburg
    eg. Europe, United Kingdom, Great Britain, England, Oxford, Willow Street
    eg. Australia, NSW, Sydney, East Circular Quay

■ **Topical Tags**

Add all relevant topical tags in any order, separated by comma.

Examples:

    CONTINUE

Your site will now be listed under "Your Sites" as shown below.

Your Sites

You currently have 1 site(s) in your account.

Backlinks	Title and URL		
0	**Essential Office Support** http://www.essentialofficesupport.com	[Edit]	[Delete]

Follow Step 4 again to add more sites to your account.

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□ **STEP 5: Add Intel**
  o Click Add Intel from the dashboard or right navigation box
  o Fill in the intel details
  o Click *Continue* when you are finished

Add Intel

Add some intel to Qassia! You get credit and revenue for each piece of intel you publish. Your intel will be screened and rated by other users after you submit it. The amount of credit you get varies according to the **length** of your intel and the **rating** it receives. Don't know what to write? Click here.

COPYRIGHT ISSUES

■ Allowed Intel

Intel may consist of any information, provided that copyright is not violated, and the intel is:

  a. in English.
  b. comprised of sentences as opposed to keywords.
  c. non-pornographic.
  d. not about Qassia.

☐ I confirm that this intel does not violate copyright, and that it meets the listed criteria.

■ Source

Please specify the source of the intel you are about to add. It is very important that you correctly classify the source of your intel. False classification (which can be detected very easily and is quickly reported by other members of Qassia) will result in the immediate termination of your account. Note that modifying content from your blog/site to make it suitable as intel does NOT turn it into original intel. The classification "original intel" applies only to intel typed up from scratch.

○ **Original Unpublished Intel**

  Previously unpublished content created specifically for Qassia. Select this option if you'll start typing something fresh in the box below, as opposed to copying and pasting material.

  STANDARD CREDIT You will receive Q$40 ~ Q$100 depending on length + Q$0 ~ Q$300 depending on rating

○ **Existing Authored Content**

  Content taken from your own blog or website. If you are the original author of your content, you are allowed to re-publish it anywhere, including here. Important! Purchased content does not count as authored content.

○ **Legally Redistributed Content**

  Third-party content which you are legally allowed to distribute. Select this option if you bought the rights to material written by someone else, or if the copyright owner has specifically allowed redistribution (via, for example, an article directory). This option also applies to material in the public domain.

  FLAT RATE CREDIT You will receive Q$20 irrespective of length or rating

INTEL FORM

■ Title

Describe what your intel is about in as few words as possible. The shorter the title, the better your intel page will do in search engines. [EXAMPLES]

■ Geographical Tags

Add all relevant geographical tags in any order, if any. Separate by comma. Add place names only here.

  ♦ North America, United States, East Coast, New York, Manhattan, SoHo
  ♦ Africa, South Africa, Western Cape, Cape Town Metro, City Bowl, Foreshore
  ♦ Europe, United Kingdom, Great Britain, England, Cotswolds, Gloucestershire, Cheltenham, Sheffield Road
  ♦ North America, Canada, British Columbia, Vancouver, Toronto

■ Topical Tags

Add all relevant tags in any order, if any. Separate by comma. You may add anything **except** place names.

  ♦ food, cheese, cheddar, fermentation process, ingredients, milk, salt
  ♦ history, Civil War, Gettysburg Address, famous speeches, Abraham Lincoln
  ♦ health, massage, shiatsu, pressure points, tsubo, face, back, calves
  ♦ vehicles, cars, used cars, dealerships

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■ **Credit**

Which of your sites should get credit for this post? A link to the credited site will be displayed whenever this intel is viewed or referenced. The link will NOT be "nofollow"; it will be a QUALITY link.

Choose a site
http://melspier.qassia.com ▾

Alternatively, you can assign credit for this intel to a web page or site not in your list of sites.
http://

■ **Intel Content**

Type or paste your intel in the box below. You can write in any style you want, and you can post anything from trivia to a treatise, but it must be in English (non-English versions of Qassia are coming soon). HTML is not allowed but some code is. [SYNTAX RULES]

■ **External Links**

You may add up to 10 external links per intel, but these will be **no-follow** links. Remember, your own website will automatically get a quality (i.e. not no-follow) link in association with this intel, so there's no need to add links to your own sites here. These links are for reference purposes, not for link building.

URL
http://

Title, If Any

[Add/Edit External Links]

■ **Images**

You may add up to 25 images per intel. Please ensure that you are not violating copyright. You may upload any type of image except sexually explicit material. Allowed image types are .jpg and .png only.

Image File to Upload
[Browse...]

Caption, If Any

☐ Annotate image with "melspier.qassia.com"

[Add/Edit Images]

■ **Copyright**

Select your preferred copyright setting. If you choose "public domain," anyone can legally duplicate your work. When in doubt, select "All Rights Reserved."

All Rights Reserved ▾

■ **Contributor's Note**

You may optionally add a note, which will be attached to your intel. [EXAMPLES]

Note: Each intel must be screened by a minimum of 12 users before being published (or rejected). This is to ensure that total garbage does not get into the index, and so that Qassia knows how to rank intel. You get $5 - $15 Qassia dollars in credit for every intel you help screen.

o   Preview your Intel
o   Click the *Submit* button to publish.

Your Intel should now show on the Your Intel page

❏ **STEP 6: Screen Intel**

You can earn Qassia dollars for reviewing other people's intel. To do this:

o Click Screen Intel from the dashboard or right navigation box

o View the intel details
o At the bottom, enter a grade for the intel
o Click *Submit Screening* when you are finished

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SCREEN THIS INTEL

Please read the intel carefully and, based on your best judgment, select the most appropriate grade below. (You may reject the intel if it is not in English, incomprehensible, pornographic, or about Qassia.) In addition to grading the intel, you may also optionally choose to leave feedback for the user if you think it will help the user improve the intel.

○ 5 - Outstanding
○ 4 - Good job
○ 3 - Decent enough
○ 2 - Below average
○ 1 - Awful

○ 0 - Fail [Reject]

[SUBMIT SCREENING]

❑ **STEP 7: Enter Adsense Code**
You can earn revenue by adding Adsense ads to your profile. To do this, simply click *Edit Google Adsense Account Number* from the dashboard, enter your Adsense number and click continue.

SETTINGS

+ edit google adsense account number
+ change time zone [edit if it's not 6:54 PM (18:54, March 22, 2008) right now]
+ edit newsletter preferences

That's it!

You are now set up. You can continue to add Intel, review other people's intel, invite others to join, earn Qassia dollars as well as revenue from Adsense. All of this will help increase your site rank and backlinks.

How To Register A Domain at Internet Based Moms Hosting

Objective: Learn how to register a domain name through Internet Based Moms Hosting.

- ❑ **STEP 1: Go to Internetbasedmomshosting.com home page**

- ❑ **STEP 2: Check the domain availability**

    - o Add your domain name in the search box and click search.

    - o If your domain name is available, you will be taken to a page that has this message at the top of the page:

        - ❑ If your domain is not available, keep searching until you find an acceptable domain and see the above available message.

    - o Scroll down the page and click on the *Continue* button. You will then be taken to a new page.

    - o **Existing Account** - Log into your existing account and click on the *Continue* button at the bottom of the page. You will be taken to another page.

You get goodies like this in the [MyNAMS Insiders Club](#)

Domain Registration Information
► Select Domain Registration Account

⦿ Login to an existing account *(this will also populate your registration information)*
Enter Customer #
or Login Name: [   ]   Enter
Password: [   ]   **Secure Login**

○ I would like to create a new Internet Based Moms Hosting account.

o **New Account** - If you do NOT have an existing account, you will need to select the second radio button option and fill in the registration form before you can continue.

❑ **STEP 3: Choose domain registration preferences**

Choose the options that best suit your needs.

o *Registration length* column – Would you like to register your domain for months or years? Enter your preference in the drop down box.
o *Auto-Renew* column – Would you like to renew your domain automatically? Check this option.
o You may also choose to obtain a certificate for your domain or add deluxe/premium email accounts.

❑ **STEP 4: Choose registration plans and features**

► 2. Select Type of Registration:

Plan Features	⦿ Standard Included	○ Deluxe $12.94/yr	○ Protected $24.99/yr
Private Registration†† Helps protect against spam, fraud, identity theft and more by shielding your personal information from public view.		✔	✔
Business Registration Provides vital details of your business to millions of daily WHOIS searchers.		✔	✔
Expiration Protection – Internet Based Moms Hosting Exclusive! Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			✔
Deadbolt Transfer Protection Protects your domain against any accidental or malicious transfer.			✔
Personal information listed in Public WHOIS Database	✔		

Choose from these features (optional):

Private Registration shields your personal information from public view. On WHOIS, the registrar shows as "Domains by proxy."

Business Registration provides a variety of details about your business to WHOIS searchers.

Expiration Protection protects your domain against loss due to credit card failure, expiration, outdated information, etc.

Deadbolt Transfer Protection protects your domain from accidental or malicious transfers.

- Select the package which meets your needs (Standard, Deluxe, Protected) or choose the "customize" option, if you wish.

- To go with the standard package and skip the above feature review, tick the "**No Thanks**" option & click *Continue*.

❑ **STEP 5: Check out**

- Make changes/customizations to your purchases, if needed.
- Select your payment method.
- Read agreement and terms of service. Check "read" boxes.
- Click "Checkout Now" button. You'll be taken to a new page.
- Verify your billing information.
- Click "Checkout Now" button. You are taken to the "Thank You" page.
- You will receive a couple of email notices. Check over them carefully. If there are any problems, you may log into your hosting account to fix the problem and/or contact the hosting support listed in your account.

❑ **STEP 6: Log out**

- Make note of all your user names and passwords before you log out.

How To Manually Renew A Domain

Objective: Learn how to manually renew a domain at Internet Based Moms Hosting.

❑ **STEP 1: Log Into Your Account** *or* **click on the link in the renewal email.**

❑ **STEP 2: Navigate Drop Down Box**

  o Click on the *Renewals* tab in the drop down box.
  o Click on the *Domain Renewals* link. You will be taken to a new page.

❑ **STEP 3: Choose Renewal Options**

  o Check the box next to the domain you'd like to renew.
  o Select the renewal length.
  o Select how you would like to renew the domain next time.
  o Click the *Continue* button.

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□   **STEP 4: Review Shopping Cart**

   o   Make sure your cart contains the domains and options you wanted to renew.

□   **STEP 5: Select Payment Method**

   o   Select your payment method.
   o   Read the Terms of Service (TOS) and mark with a check.
   o   Click *Checkout Now*

□   **STEP 6: Enter/Check Billing Info**

   o   Check your billing info.
   o   Click to confirm your order.
   o   You are taken to a thank you page where you can print a receipt.

□   **STEP 7: Log out**

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HOW TO POST A JOB ON RENT A CODER

Objective: to outsource projects so that you will have more time to work on your business and marketing

- ☐ **Step 1: Create an Account at http://www.rentacoder.com**

  - o **Click Software Buyers or How Does It Work for Buyers?**

  - o **Click Request Bids**

  - o **Click link for creating a free account.**

My Account (* Indicates required fields)

* Email Address:

[   ]

* Password:

[   ]

☐ Remember my password on this computer

[Ok]   Forgot your password?

> o **Enter email address.**
> o **Click OK.**

Account Setup

Your login id is your email address. Please type it below:

Login id (email address): [   ]

[Ok]

We publicly display and adhere to our privacy policy. Please see the site privacy policies for Rent a Coder and Planet Source Code for full information.

> o **Enter the temporary password Rent A Coder emailed to you.**
> o **Click OK.**

Email Verification

To protect your account, your address is being verified. An email was just sent to:

youmame@yourdomain.com

with a temporary password. When you receive it, please enter it below.

Note: Your ISP may delay receipt of our email by several seconds or a few minutes if they are experiencing heavy traffic. However, if you do not see the email after a few minutes, please CHECK YOUR SPAM FILTER. If you find it in there, you may wish to allow ALL emails from us through to prevent having to go there each time you receive an email from us.

Temporary password: [   ]

[Ok]

☐ **STEP 2: Project Details**

- o **Create a title for your project.**
- o **Select a project type.**
- o **Select bidding type.**
  - ▪ Choose if you want the project open for everyone to bid on or if you want to invite specific people to bid.
- o **If a non-disclosure agreement is required, check the box.**
  - ▪ Checking the box will reduce the number of bids you receive.
- o **Click Next.**

Request Bids on my Project - 1
Place your project or problem in front of thousands of coders!

Rent A Coder is a marketplace for legitimate projects only. Requesting illegal software (hacking, cracking, virus related, etc.) or offering no monetary compensation (i.e pro-bono and/or 'profit-sharing' compensation only) will result in immediate expulsion from all Exhedra sites. Click here for a complete list of all disallowed bid request types.

*Title:
The short title for your project.

*Project Type:
- ○ Large Business Project: $5,000(USD) and above
- ○ Medium Business Project: $500(USD) and above
- ○ Small Business Project: $100(USD) and above
- ○ Very Small Business Project: under $100(USD)
- ○ Unsure of Project Price or Beginner Assistance
- ○ Personal Project / Homework Help

*Bidding Type:
- ◉ Open Auction:
  To receive bids from all coders on the site.

- ○ Private Auction:
  To receive bids only from coders that I invite.

- ○ One-on-one Project / Enhancement:
  To give new or enhancement work to a coder I've worked with before.
  (*Note: 2.5% discount for coder)

- ○ Bonus / Immediate Payment
  To give a fixed bonus or other immediate payment to a coder I've worked with before. Payment is sent immediately...NO escrowing occurs.
  (*Note: 5% discount for coder)

* While there are **no fees for you as a buyer**, the coder you end up selecting does pay a Rent a Coder Fee. These types of auctions entitle that coder to a discount.

'Non-Disclosure Agreement' (NDA) Protection:
- ☐ I cannot describe my project without disclosing trade secrets, so I require all coders to sign a non-disclosure agreement and be approved by me, before they can see my confidential bid request information.

Do not check this option unless you require it, as it will unnecessarily reduce the # of bids that you will receive on your project. For more information on the NDA protection process, click here.

Next >>

STEP 3: Describe Your Project

- o **Write a general description of your project.**

- o **Describe specific details of your project.**
    - Rent A Coder provides templates you can use.

- Rent A Coder Templates

Buyers

These templates will help you both specify exactly what you want to your coder(s) in a language they can understand. They will also help you verify that you received what you asked for:

- Scope of Work Template

- Business Requirements Template
- Requirements Tracing Matrix

- User Test Plan Template

  o **Upload files relevant to project.**
    - Files must be in .zip format.

Other files: [   ] [Browse...]

Use this to optionally attach additional specs, pictures ,etc.

.zip format only. If you don't have a .zip program, you can download one at WinZip.com

  o **Enter what operating system or environment project will be used on.**
    - An example is Windows XP.
  o **Click Next.**

*Platform:
(1,000 chars. max.)

What operating system or environment does the program need to run on?

Examples: "Windows XP", "in all 3.0+ versions of Internet Explorer and Netscape", "Linux"

(allows HTML)

[Arial] [1 (8 pt)] [headline] **B** *I* U

[Next >>]

☐ **STEP 4: Bid Request Details**

- o **Enter how many days the professional has to complete the project.**
  - ▪ The clock does not start ticking until you accept a bid, deposit funds in escrow, and the funds verified.
- o **Enter the *maximum* bid amount you will accept.**
- o **Enter date and time the bidding for your project closes.**
- o **Two optional choices are available to select.**
- o **Read Customer Software Buyer Agreement.**
  - ▪ Click if you agree to abide by the terms and conditions.
- o **Click Next.**

Delivery Required in:
It is hazardous to your project's health to skip this field (Click the ? to the right for details).
[   ] days. ⓷

Maximum Bid:
This is the highest bid offer you will accept. Coders can bid lower to gain your business, but not higher.

Note: if you are unsure of what to enter here, leave this blank and the coders will suggest a price.

$ [   ] (USD🗎)

*Bidding Close Date:
This is the date (in U.S format-- mm/dd/yyyy hh:mm:ss) you want to close bidding and not accept any more bids. (note: You are free to choose a coder at any time and don't have to wait till the bidding ends).

9/18/2007 4:59:41 PM

Optional Info:

☐ Require the coder to make an Expert Guarantee (EG):
Do you have a critical deadline, or need help separating the experts from the amateur bidders? If so, then this feature will limit bidding exclusively to coders who agree to guarantee completion by pledging a deposit. To learn how this works, click the ? icon to the right.

[   ] % (from 3.5% to 100% -- 10% is typical.)⓷

Graphic:
Use this to attach a graphic (.gif,.jpg or .png format only) (for example, a prototype screen-shot or company logo)

[   ] Browse...
.gif,.jpg or .png format only

☐ I agree to all of the terms and conditions of the Rent A Coder Custom Software Buyer Agreement.

[Next >>]

STEP 5: Location Specifications

- Select if you want the professional to be from a country with an emerging economy or a mature economy.
  - There are pros and cons to each choice.

Economy Type(s): ☑ Emerging economy (includes most countries. Examples: Romania, India, China, etc.)

☑ Mature economy (U.S., Western Europe or Australia)

- Select if you have any English language requirements.
- Select if you want to narrow location further.
- Click Next.

English fluency: ☑ Native English speaker

☑ English as a second language

For most projects, we recommend that you choose *both* types of English speakers, as it will increase the number of bids you receive and give you more options.

However, if your project requires the coder to do extensive writing in fluent English, then we recommend that you limit bidding to native English speakers only. This will keep the quality of the bidders at the level you are expecting.

☐ **Limit Coders Even Further by Geography:**
Check this box to further limit the coders who can bid on your project-by time zone, country, state, zip-code or city. IMPORTANT: This will reduce the number of bids you receive.

Next >>

☐ **STEP 6: Project Categories**

- **Select a maximum of ten categories that best match your project.**
  - General categories can be narrowed further.
- **Click Next.**

If you are unsure what to choose...start with the "Web" category for Internet projects or the "Computer Platforms" category for Windows and Linux projects.

☐ Computer Platforms (more specific)   ☐ Misc (more specific)

☐ Database (more specific)   ☐ Project Management (more specific)

☐ Documentation / Writing (more specific)   ☐ Requirements

☐ Emergency! (more specific)   ☐ Security

☐ Enterprise Resource Planning (ERP) (more specific) ☐ Testing / Quality Assurance

☐ Gaming (more specific)   ☐ Voice Talent / Artist

☐ Hardware (more specific)   ☐ Web (more specific)

☐ Graphics / Art / Music (more specific)   ☐ Training (more specific)

☐ Language Specific (more specific)

Next >>

☐ **STEP 7: Buyer Details**

- o Enter a screen name for yourself.
- o Enter your name, billing address, time zone, and phone number.
- o Click Next.

User Information

Next >>

| * Screen Name: | | (Please no HTML or @ signs) |

Note: The following billing information is NOT made public on the web (with the exception of city, state and country for buyers and sellers). If a bid is accepted, your email address WILL be released to the opposite party to faciliate the transaction. You may then choose to privately disclose as much or as little additional information to the other party as you choose.

* Email Address: Change email
* Password: ●●●●●●
* Billing First Name:
* Billing Last Name:
Billing Company Name:

* Billing Street Address:
* Billing City:
* Billing State/Province: <OTHER--enter below>   ▾ Non-U.S./Canadian
                                                      citizens...please choose '<OTHER--
                                                      enter below>' in 1st box and type
                                                      your state/province in 2nd box.
* Billing Country: United States   ▾
* Time Zone: <select your timezone>   ▾
* Billing Postal Code:
* Billing Phone:
Alternate Phone:
Fax:

Next >>

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- o Select how you want Rent A Coder to notify you of bids on your project.
- o Select if you want to be alerted to changes at Rent A Coder's Web site.
- o Select if you want your credit card number or PayPal name remembered when you accept a final bid.
  - Uncheck the box if you do not want this information seen by anyone you delegate to post a job for you.
- o If you do not want project and bid information shown <u>after</u> you choose a professional, click Auto-privatize.
  - Your public auction will change to private auction.
- o Click Next.

You can be notifed by the site via email whenever a coder responds to one of your bid requests.

☑ Notify me when a coder responds to my bid request or files a status report

☑ Send notifications in HTML (easier to read) (vs. text)

☐ Inform me of changes to my membership or the site

Privacy / Security

☑ Remember my payment information (credit card # and/or paypal account name) when accepting a final bid

Uncheck if you will be delegating use of this account to another person whom you would not want to see this information.

☐ Auto-privatize my open-auction bid requests.

Certain information is made public after you select a coder on an open auction (click here for more details). If you wish to keep your bid request details private, select this feature, and all open-auctions will automatically switch to the more protected private auction, once you select a coder.

(Please note that this DOES NOT affect old auctions that you've **already** selected a coder on. However, you can do this manually.)

Next >>

Internet Research Protocol

Part 1: Expectations

- **Confidentiality**: All assignments must be held in the strictest confidence and you cannot share or otherwise use any information you learn through your research.

- **Turnaround Time:** Each assignment will include a turnaround time. Please ensure that you are able to fulfill that obligation or make alternate arrangements immediately.

- **File Format**: Completed assignments should be returned in Microsoft Word format, unless otherwise specified. Unless otherwise specified, please format text with standard spacing and Size 12 Times New Roman Font.

- **In Your Own Words:** Research should be written in your own words and should not be a simple copy and paste of what you find on the Internet. If you do find the need to directly quote a website or source, ensure that you place that information in quotation marks and provide the precise reference to the web page where you found the quotation. Statistics should also be quoted exactly with a precise reference.

Part 2: Evaluating the Information You Find on the Internet

- **Are Facts Cited or Supported?:** Citation isn't always necessary because a lot of your research will be for written projects that are largely composed of ideas, as opposed to specific facts. However, facts and statistics do add credibility to writing, so if you discover pertinent facts, etc. please include them and cite the source in your research.

- **Evaluate the Facts and Ideas**: If you come across an idea, or what would be known as a common well-known fact, cross-reference to see if other sources mention the same information.

  If you are unsure about the validity of a common fact or idea, but want to include it, add it to your research with a note that you're unsure. Also, include a precise website address where you found the fact or idea.

- **Beware of Articles with Glaring Spelling and Grammatical Errors:** It's okay if a site seems well researched, but has a few errors.

- **Evaluate Ad-Littered Websites:** Websites need to make money and many websites offer great information, but need to display advertising to pay the bills. That's fine.

But if you come to a website that is covered in advertising and you have any question about the quality of information, move on. There are too many websites that simply try to get themselves to the top of the search engines with their search engine optimization skills, but they give little attention to providing good content for those keyword phrases.

❑ **Analyze the Website's Commercial Interests:** You don't need to spend a lot of time on this, but do try to determine any potential bias in the article. It doesn't matter if they are selling or recommending a product in the article or on the website. As long as they remain objective in their article, they can be a credible source.

❑ **What Is The Date of Publication?:** Some article topics will remain timeless, but in many cases, you will want to ensure that you have the most current information. Look for article publication dates, where possible. Also, look at the website copyright notice at the bottom of the page. If it is very out-of-date, the information on the site may not be current.

Part 3: Research Tools

❑ **Major Search Engines:** Try search engines like http://www.google.com/, http://www.yahoo.com and http://live.com. You will likely find that Google tends to return results that are more informational and have more content, whereas Yahoo tends to return a lot of pages with products for sale on many searches. As you learn to use the tools, you'll find which work best for you and for each particular project.

You can also try the advanced search option on Google that will help you refine your search further: http://www.google.ca/advanced_search?hl=en.

❑ You can download the Google Toolbar for quick searches in your browser and other useful features: http://toolbar.google.com

❑ **Directories:** Here are two human-edited directories that claim to accept only quality sites. You can search them by category:

   o http://www.dmoz.org
   o http://dir.yahoo.com

❑ **Blog Search:** If you are doing research for current events or issues, or are asked to look for various opinions on a subject, you might want to search some blogs which are frequently updated.

   o http://www.technorati.com
   o http://blogsearch.google.com/

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- **Large Informational Sites:** You can also search through large authority sites that have information on a variety of topics. You will still have to take care that you determine the credibility of each piece of information according to the guidelines discussed earlier.

    - http://www.wikipedia.com
    - http://www.about.com

- **Answer Sites:** These are places where people can submit a question to be answered by the public. Again, you'll have to verify the credibility of the answers as well. We recommend trying Google Answers prior to checking Yahoo, as the quality of answers seems to be higher at Google at this time.

    - http://answers.google.com
    - http://answers.yahoo.com

- **Government Websites:** Government websites are a great source of information, statistics and facts. Here are the main government sites for the major English-speaking countries. You can dig deeper into their various departments for more information.

    - USA: http://www.usa.gov
    - Canada: http://www.canada.gc.ca
    - UK: http://direct.gov.uk
    - Australia: http://www.australia.gov.au
    - New Zealand: http://www.govt.nz

- **Keyword Research**

    - WordTracker: http://www.wordtracker.com
    - Google Keyword Tools: https://adwords.google.com/select/KeywordToolExternal

- **Additional Tools:**
    - **Google Suggest**: http://www.google.com/webhp?complete=1&hl=en
    - **Amazon.com:** http://www.amazon.com
    - **Ebay Keywords:** http://buy.ebay.com/
    - **Message Boards:** http://www.big-boards.com/
    - **Yahoo Groups:** http://groups.yahoo.com
    - **Google Zeitgeist:** http://www.google.com/intl/en/press/zeitgeist.html
    - **Googspy:** http://www.googspy.com
    - **Overture Maximum Bids Tool:** http://uv.bidtool.overture.com/d/search/tools/bidtool/

How to Use Revver Video Sharing Network

Objective: to earn ad revenue by posting and sharing videos.

❑ **STEP 1: Create an Account at** http://www.revver.com/

❑ **STEP 2: Add a Video**

   o **After creating your account, click Upload.**

   o **Click Browse and select the video you want to upload.**
   o **Click Open.**
   o **Click Upload.**
      ▪ Revver accepts files under 100 MB in the following formats: mov, mpeg, mpg, mp4, wmv, ast, avi (including DIVX)

   o **Complete the online form describing your video.**
      ▪ Make sure to fill out as much information about your video as possible. The more accurate your information is, the easier it is for other creators, sharers, and advertisers to find, share, and advertise on your content.
      ▪ Once the form is completed, Revver will upload your video.
   o **Click Save This Video.**
      ▪ After you upload your video, someone from Revver will watch it to make sure it meets Revver's guidelines. Revver sends you a message once your video is approved.

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Step 2: Tell us about it

Title:

[   ]

Description:

[   ]

Maximum of 1,000 characters. Excess characters will be cut off.

Tags:

[   ]

Separate tags with commas, no quotes needed unless you want them in the tag. **30 tags max**

Webpage:

[   ]

Full URL to your website, like http://www.revver.com/

Credits:

[   ]

Suggested age rating:

[General ▼]

Upload into a playlist (optional):

[Upload into a playlist? ▼]

☐ Set video to offline status upon upload (optional):

[Save This Video]

❑ **STEP 3: How Revver Shows Ads**

   o **When you upload a video, Revver attaches an advertisement and Revver's tracking technology to the video.**
      ▪ There are two ways that your video and the associated ad can generate revenue:
      1) From impressions/views of the ad (CPM ads—cost per thousand impressions). When a viewer sees a CPM ad associated with your video, you get paid, no click required.
      2) From clicks on the ad (CPC ads—cost per click). When a viewer clicks on a CPC ad associated with your video, you get paid.

In both cases, Revver splits the revenue with you 50/50.

Note: Not every impression or click will result in revenue, as some advertisers only buy traffic from the US and Canada, and also multiple repeated impressions or clicks from a single user on a single video are scrubbed as duplicates.

- o Since ads are attached to the video itself, there's no restriction on how your videos are distributed. The more people email your video, post it to other websites or download it from P2P networks, the more money you could earn.

- ❑ **STEP 4: How Affiliates Can Earn Ad Revenue by Posting Your Videos**

  - o Affiliates can earn 20% of ad revenue for sharing your videos. The remaining revenue is split 50/50 between you and Revver.
  - o Affiliates need to create a Revver account.

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- They can share your videos on their blog, social networking profile, via email or instant message, peer to peer networks, etc. As long as the affiliate is logged into Revver, the affiliate should see his or her affiliate ID included in the link or filename of your video that he or she is sharing.
- Whenever anyone clicks the ad on that video, the affiliates earn 20% of the revenue.

❑ **STEP 5: How Payment Is Made**

- The cut-off date for each pay period is the last day of each month. Payments will be made by the 15th of each month to all accounts that had pending payments of $20 or more on the last day of the previous month.
- Payments are made to your PayPal account.

How to Make and Schedule Posts in WordPress

Objective: to make and schedule posts on your WordPress blog

❑ **STEP 1: Log In To Your Account**

　　o　Add your user name and password. Click on the Login button.

❑ **STEP 2: Write a Post**

　　o　Select the Write tab on the blue Dashboard bars then the Write Post tab.

　　o　Write your title and the body of your content

- **Title** – Click inside the box beneath the word Title and add the title of your post.
- **Content** – The visual tab should already be highlighted and open. Click in the area below to write your post content.
- **Content Options** – After your post is written, you may like to use the one or more of the functions listed in the bar above your post. The basic functions are bold, italics, strike through, unordered list, numbered list, indent (block quote), text alignment, link, insert picture, more tag, spell check, and help.

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❑ **STEP 3: Publish Your post**
　　o Click *Publish* to have your post published immediately.

Skip to Step 6 if you are finished.

If you want to schedule posts to be published at a later date, follow steps 4 & 5.

❑ **STEP 4: Schedule a Post**

　　o Open the Post Timestamp tab to the right of your content. Check the Edit timestamp box. Insert the date and time you wish your post to be published.

　　　　▪ This feature allows you to add many posts at one time. By scheduling your posts, you can ensure that your blog is "pinged" every few days. This method of posting is good for the writers, subscribers, and search engines.

❑ **STEP 5: Publish a Scheduled Post**

　　o Click Publish to have your post published at the time you specified in STEP 4.

❑ **STEP 6: Log Off**

　　o Click Sign Out to log out of your blog. This link is found in the top right corner of any WordPress page.

- Remember to log off after you post to help keep your information and blog safe.

How to Create a Screenshot

Objective: to create and edit a screenshot using your PaintShop Pro program.

❑ **STEP 1: Open your PaintShop Pro program**
   - o   Click Start > All Programs > Paintshop Pro
   - o   Once open, minimize this screen temporarily

❑ **STEP 2: Select Your Picture**

   - o   Go to where you want to create a screenshot
   - o   Press the *Print Screen* button on your keyboard (typically located near the delete key)

❑ **STEP 3: Paste into Paintshop**
   - o   Maximize PaintShop so that it's open on your desktop again.
   - o   Right-click and choose *Paste As New Image*

This will give you a full-screen picture of whatever you were doing when you hit the Print Screen button as shown below.

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❑ **STEP 4: Crop Your Photo**
  o Using the crop feature, click the crop icon

▪ Left-click your mouse and drag the crop box around the part you want **saved**.
▪ Once in place, double-click the left mouse button. You'll now be left with only the part you wanted saved.

❑ **STEP 5: Annotate**

  o **Add annotations and symbols**
    ▪ Add text with the Text feature (how we added the "insert text" to the screenshot below)
    ▪ Add freehand drawing with the Draw feature (the red smile)
    ▪ Insert Symbols (such as the star)

- o **Merge Layers**
  - All layers must be merged or it will not paste to a new document.
  - **Click Layers → Merge → Merge All (Flatten)**

❑ **STEP 4: Save the graphic**
  - o Click File → Save

Now it's ready to be attached to an email, added to a website or anything else you want to do with it.

❑ **STEP 5: Paste the graphic**
  - o If you don't want to save it, but instead want to paste it into something like a word document, simply:
    - Right-click and choose *Copy*
    - Go to your word document
    - Right-click again and choose *Paste*

Searching and Editing MySQL Databases

Objective: Look up and locate data inside a MySQL database using phpMyAdmin tool.
Warning: If you are running scripts that utilize a database, there is no need for you to search or edit data using phpMyAdmin. A well written script should be able to do almost all your searching and editing needs. Sometimes, scripts are not well written and leave many features out in those cases you can use this method to lookup information. **It is not a recommended method by any means**. If you need a lookup feature badly, ask the script developers to include it in their next update or ask a programmer to customize it for you.
Please take **extra care** when handling your databases especially editing. Once you execute a command, there is **no undoing**.

> **STEP 1: Log in to Control Panel**
> o Log in to your web hosting control panel. This may be different depending on your web host.
>
> **STEP 2: Look for the MySQL Databases icon**, click to open

MySQL®
Databases

> **STEP 3:** On the next page, you'll see a list of all your existing database and users in use
> o Determine the name of the database in which you want to conduct your search or edit.
> o Scroll to the bottom, there is a tiny link named phpMyAdmin.
> o Click to open. It'll display in a new window.
>   ▪ You should see a screen that looks like this

> o In the drop down list on the left, locate the name of the database. Click to select.

STEP 4: This step requires some guess work. You should now see a list of names with a box icon next to them. These are called tables.

    o   Each database can contain numerous tables. Each table contains an array of information. Your script uses each table to store and retrieve different information.

    o   It is common practice to see one table for users, one table for content. For example, this is an almost typical list of WordPress tables.

    o   The table wp_posts contains all your blog posts. The table wp_users contains all your user data and wp_comments table stores all blog comments.

    o   If unsure which table your information is stored in. Please stop and ask the script developer for support.

STEP 5: To look up users, click on the icon next to wp_users. Or you click on the browse icon on the right panel.

    o   You will now see a list of data contained within the table. In this case, it's a list of all users in your blog.

    o   Sometimes this list can be very long. To perform a search, click the Search tab on the top of the right panel.

- o On this screen, scroll a little ways down and you'll see a bunch of boxes. This form allows you to search this table by user ID, name, nickname, email and many other methods.

- o You don't have to type in all data. You only need one piece of data to lookup the user. If you only have the person's email address, enter their email into the correct row. Then click Go.

PhpMyAdmin will pull the result or results for you if there is more than one

match.

STEP 6: To edit the user name or user login name, click the edit icon.

o On this screen, all user data becomes editable.

- Delete the existing user name and type in a new desired user name.

- Make sure no one else is already using this name. In some scripts, you cannot share user names. It'll cause the system to stop responding or lock out your users.

- If you are not sure a user name is in use, do a search – follow steps 8 – 9 above.

- Click Go to save.

STEP 7: When done, exit the tool by closing the browser or logging out of your control panel.

You get goodies like this in the [MyNAMS Insiders Club](#)

Using the Search Feature in Gmail

Objective: To locate specific emails using the search feature located in Gmail.

- ❑ **STEP 1: Log in to your Gmail account**
- ❑ **STEP 2: Search By Keyword(s)**
  - o   Enter the keyword(s) in the search box

- ❑ **STEP 3: Advanced Search Features**
  - o   For more advanced searches, click *Show Search Options*

  - o   Enter the search details and click *Search Mail*

- ❑ **STEP 4: View Results**

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HOW TO SELL A SITE ON THE DIGITALPOINT.COM

Objective: to sell a website on the marketplace at digitalpoint.com. These instructions assume you have already created an account at http://forums.digitalpoint.com/

Before you can list a site for sale, you must have been a member for 14 days. Your reputation must be in good standing and you must have 25 total posts. It can take up to an hour for your new permissions to be active once you meet all of these requirements.

☐ **STEP 1: Navigate to Buy, Sell or Trade Area**

- o Log into your account
- o Navigate to **Buy, Sell or Trade** forum

☐ **STEP 2: Post Your Site Listing**

- o Click **New Thread**

- o Check the box next to "I believe Buy, Sell or Trade is the best section for this topic."
- o Fill in the subject
- o Fill in the details of what you are selling
- o Preview the post
- o Click **Submit New Thread** when you are satisfied with your post.

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New Thread In **General Marketing**

Description: General category for marketing related topics.

☐ I believe **Buy, Sell & Trade** is the BEST section for this topic

Title:
[Something descriptive here will yield more responses]

Message:

Post Icons
You may choose an icon for your message from the following list:

⦿ No icon

[Submit New Thread] [Preview Post]

o There are additional options if you need to add an attachment or want to receive notification of replies, etc. Simply select these before you hit Submit New Thread.

Once you've submitted the post, you will see it listed at the top of the posting list as shown below.

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HOW TO SELL A SITE ON THE SITEPOINT.COM MARKETPLACE

Objective: to sell a website on the marketplace at sitepoint.com

- ☐ **STEP 1: Navigate to Listing Area**

  - o Log into your account
  - o Navigate to **My Activity**

  - o Click **Create One** to start the listing wizard program.

- ☐ **STEP 2: Enter Listing Details**

  - o Click **Create New Listing** to begin a new Classified Listing.

  - o Select your category. The cost of the listing will depend on the type of listing you choose.
  - o Make your selection and click **Go To The Next Page**

Create New Marketplace Listing

The cost of this listing will depend on the category you choose:

Choose Your Category

Sell

○ **Premium Web Sites for Sale** *Cost: 40 credits*
Buy and sell online businesses or websites worth over $10,000 USD.

○ **Established Web Sites for Sale** *Cost: 20 credits*
Buy and sell established websites with revenue. Sites must be older than 30 days.

○ **Startup Web Sites for Sale** *Cost: 10 credits*
Buy and sell startup web sites that are less than 30 days old and generate little or no revenue.

○ **Templates For Sale** *Cost: 5 credits*
Buy and sell website templates, or forum skins.

○ [NEW] **Premium Domain Name Auctions** *Cost: 20 credits*
Buy and sell single domain names.

○ **Scripts & Software for Sale** *Cost: 10 credits*
Sell original scripts or software.

○ **Content For Sale** *Cost: 10 credits*
Sell eBooks or site content.

Buy/Hire

○ **Want To Buy** *Cost: FREE!*
Wanted ads - Buyers looking for help!

○ **Looking To Hire** *Cost: 10 credits*
Find or list a job.

Advertise

○ **Domain Name Classifieds** *Cost: 10 credits*
Buy and sell domain names.

○ **Advertise Your Services** *Cost: 10 credits*
Buy and sell just about any product or service (except web hosting).

○ **Web Hosting Deals** *Cost: 15 credits*
Promote your web hosting services.

○ **Link Exchanges** *Cost: FREE!*
Exchange links with other website owners.

○ **Advertising Space for Sale** *Cost: 10 credits*
Buy and sell online advertising space.

[Back to Previous Page] [Cancel Listing] [**Go to Next Page**]

---

o Continue on with filling out the details of the listing until you reach the end
o Submit the final details of the listing
o Your ad will now be listed on the main forum such as the one listed below

4 Year Old Parenting Blog A Blog About Parenting With Humor!			Established Web Sites for Sale	Today 11:09	29 days and 23 hrs	0

☐ **STEP 3: Syndicate Your Auction on Other Websites**

You can easily promote your auction on other websites, blogs, forums, etc with a simple "image link" back to your auction on sitepoint.com. The image will update in real time displaying the progress of your auction. No more updating all the different forums on the progress of your auction- your unique "auction image" will tell the full story in real-time.

The image is located at: http://www.sitepoint.com/marketplace/auctionimage/<id>
Simply replace <id> with the ID from your auction address

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☐ **Summary of Guidelines for Sellers (taken from SitePoint)**

1. Adult and/or pornographic websites may not be sold at SitePoint.

2. When selling domain names, the buyer must be given full control and ownership of the domain name, including the ability to transfer the domain name to another registrar.

3. Sites containing pirated or copyright infringing material or sites based around linking to pirated material (eg: pirated software torrents) are not allowed to be sold on the SitePoint Marketplace.

4. The seller must provide full details of the item for sale (including a URL if they are selling a website) in the auction. Sellers may not intentionally hide information from public view.

5. Sellers may not list an item for sale via any other channels whilst conducting an auction on the SitePoint Marketplace (such as ebay). However they may syndicate the auction on other sites.

6. No self-promoting links allowed. Sellers may link to the site for sale if they are selling a site, or to web pages which solely contain information about the item they are selling. They are not allowed to link to other items for sale which are not a part of the auction.

7. Sellers must ensure that they place their auction in the correct category, according to what they are selling.

8. If you accept a bid equal to or higher than the reserve on your auction, you are obliged to sell.

9. Sellers may not create an auction if they have no intention of selling (for example, if they only want a valuation).

10. The seller may sell more than one item in a single auction, but the items must be sold together as a package.

11. SitePoint does not oversee the process of money changing hands and is unable to offer assistance in cases where the sale does not go as planned. All sellers should take due care when selling any item.

Full Guidelines are listed here: http://marketplace.sitepoint.com/help/auction-guidelines

How to Set Up a Mumdinger Account

Objective: to create an account, network, and share articles with other mothers

☐ **STEP 1: Create an Account at http://www.mumdinger.com/**

    o **Click Register**

    o **Fill in the form**
- Username, email, password, verify password
- Click Verify after entering a username
- Click Verify after entering your email address

    o **Click Create User**

- o **Click inside the white box below the numbers**
  - ▪ Type the numbers that you see above the box
- o **Click Continue**

Validation

Please enter the number provided in the image below. If you can not read the number you may refresh your browser.

213124

Continue

- ☐ **STEP 2: Create a Profile**

  - o **Click Modify**

Personal info

Username:

Modify

- Enter the information you want to provide
    - The Private Email will only be seen by administrators of Mumdinger
    - Public Email is visible to others
    - You can change your password here if you want
- **Click Save**

Real name:

AIM:

Private email:

MSN:

Only admins will see this email.

Public email:

Yahoo:

Homepage:

Google Talk:

Location:

Skype:

Occupation:

IRC: (begin with irc://)

If you wish to change your password enter your new password below

Old password:

New password:

Verify new password:

Save

☐ **STEP 3: Add Your Own Avatar**

   o **Click Profile**

   o **Click Modify**

   o **Select** *I want to upload my own avatar*
   o **Click Save**

   o **Click Browse**
      ▪ Select the folder and photo you want to upload
      ▪ Click Open
   o **Click Upload Image**
   o **Click Save**

o **Click Profile**

☐ **STEP 4: Add People You See on Mumdinger as Friends**

o **Click Live**

o **Click the tabs Comments, Upcoming, Published, or All**
  ▪ Clicking the tabs will allow you to see the different views
o **Click on link under *user/problem***
  ▪ You will see the user's personal profile

Live			Comments	Upcoming	Published	all
hour	action	votes	story	user/problem	state	
10:59:56	new	1	View random 1000 hottest trends	adil80	queued	
10:59:25	new	1	All Best links and key. View random 1000 hottest trends	adil80	queued	
> 24 hours	vote	2	Homemade Gifts Are Easy	barbararyan	queued	

o **Click Add to My Friends**
  ▪ The person will be added to your list of friends

o **Click View My Friends**

  ▪ You will see your list of friends

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Your friends

username	message	remove
K		

☐ **STEP 5: Search for Friends on Mumdinger to Add**

    o **Click Profile**

Home   Profile ←

    o **Click Search Users**

View my friends   View people who've added me as a friend   Search Users

    o **Enter an email address or username in the text box**
    o **Click Search Users**

Search Users

[ ] Search Users ←

        ▪ Search results are listed
    o **Find the person you search for from the list**
    o **Click the icon in the Add/Remove column**
        ▪ The person will be added to your list of friends
        ▪ If the person is already on your list of friends, the person will be removed from the list

Search results for k

[ ] Search Users

Username	Email	Joined	Homepage	Add/Remove
K	email address	2007-09-11 20:40:49	URL	

☐ **STEP 6: Check Messages**

   o **Click Inbox**

   o **Click on the link in the Subject column to read the message**

From	Subject	Sent	Delete
	Welcome to mumdinger	2007-12-08 20:48:00	☐

Delete Selected

From: .

Sent: **2007-12-08 20:48:00**

Subject: **Welcome to mumdinger**

message: **Thanks for registering on our site. If you have any questions, be sure to visit our FAQ section. Sincerely, Webmaster**

   o **Click Reply to reply to the message**
   o **Click Close to return to the Inbox or**
   o **Click Delete to delete the message**

reply 📝 | delete ⊖ | close ✖

   ▪ You can also delete a message from the Inbox
   ▪ Check the box in the Delete column
   ▪ Click Delete Selected

From	Subject	Sent	Delete
	NEW Welcome to mumdinger	2007-12-08 20:48:00	☐

Delete Selected

☐ **STEP 7: Send Messages**

o **Click View My Friends**

▪ You will see your list of friends

o **Click the icon in Message column**

o **Type the subject of your message**
o **Type your message**
o **Click Send**

o **Click Home to return to Mumdinger home page**

☐ **STEP 8: Search a Key Word**

o **Click on Tag Cloud**

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- Click on a word you want to search articles
  - Example: Click Children

Tag cloud All | 48 hours | This week | This month | This year

abuse   advertising   baby   bargains   bedtime   birthday   black friday   book review   breast

cancer awareness   breast feeding   **breastfeeding**   business   california fires

california wildfires   cancer   carbon monoxide   childcare   **children**   choice   christian

- The results of your search are listed.
- **Click on the title of an article you want to read**

Search results for children

6 Vote   **Is That 4-Year-Old Really a Sex Offender? - washingtonpost.com**
Posted by CaraM 41 days ago (http://www.washingtonpost.com)
Category: mom shopping | Tags: children politics
Can a hug from a 3 year old be considered sexual harassment? Seriously, enough is enough. Why can't a hug just be a hug from a baby? read more »
💬 Discuss   Add this link to...   Save   ✉ Tell a friend   ⚠ Bury

6 Vote   **Teach Your Children To Forgive**
Posted by mamaarcher 11 days ago (http://www.mamaarcher.com)
Category: mom blogs | Tags: children forgiveness apology example religion
How do you teach your children to be forgiving? read more »
💬 Discuss   Add this link to...   Save   ✉ Tell a friend   ⚠ Bury

☐ **STEP 9: Responding to Articles**

- **Click Home to start from Mumdinger home page**

Home   Profile

- **Click the title of the article to open the article and read it**

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Is That 4-Year-Old Really a Sex Offender? - washingtonpost.com

6
Vote

Posted by CaraM 41 days ago (http://www.washingtonpost.com)
Category: mom shopping | Tags: children politics

Can a hug from a 3 year old be considered sexual harassment? Seriously, enough is enough. Why can't a hug just be a hug from a baby? read more »

💬 Discuss   📇 Add this link to...   📄 Save   ✉ Tell a friend   ⚠ Bury

- o **Click Discuss or Comments**
  - ▪ to comment about the article
  - ▪ Clicking Comments also allows you to read comments posted by others

💬 **Discuss**   💬 2 Comments

- o **Type your comments in the text box**
- o **Click Submit Comment**

--- **Send comment** ---

HTML is disabled

[text box]

| Check spelling | Submit comment |

- o **Click Save**
  - ▪ to save the article

📄 **Save**

- o **Find articles you've saved**
  - ▪ Click Profile

Home   Profile

- Click Saved
  - A list of articles you've saved are displayed

Commented | Voted | Saved ←

o **Click Tell a Friend**
  - to email the article to others

✉ Tell a friend

o **Type email address(es)**
o **Type comment**
  - Mumdinger has a standard comment you can use of add your own
o **Click Submit**

Enter up to 3 addresses: ←

Add a comment?

```
I thought you might like to see this.
```

Submit ←

☐ **STEP 10: Submit an Article**

o **Click Home to start from Mumdinger home page**

→ Home   Profile

o **Click Submit a New Story**

Published News for Moms | Upcoming News | Submit a new story ←

- o **Type the URL where the article is located**
  - ▪ Articles must be relevant to Moms
  - ▪ Link directly to the original news source
  - ▪ Search Mumdinger before submitting an article to be sure someone else has not already submitted it
  - ▪ Comment on why you think it is an interesting article and why Moms will care about it
- o **Click Continue**

Original news URL:

http://   Continue

☐ **STEP 11: Exit Mumdinger**

- o **Click Logout**

Home   Profile   Inbox   Live   Top users   Tag cloud   Logout

How to Set Up a Yahoo 360° Account

Objective: to create an account and profile, upload a photo, invite friends, check messages, and send messages for online networking

- ☐ **STEP 1: Create an Account at http://360.yahoo.com**

  - o **Click Get Started or**
    - ▪ **Click Sign Up**

  - o **Type your name**

  - o **Click on the arrow to the right of the box for Gender**
    - ▪ **Select your gender**

  - o **Click on the arrow to the right of the box for Month**
    - ▪ **Select the month you were born**
  - o **Type the day and year of your birth**

  - o **Click the arrow to the right of the box that completes the phrase "I live in"**
    - ▪ **Select where you live from the choices provided**

  - o **Enter your ZIP code or Postal Code**

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- o **Create a Yahoo! ID and password**
  - By creating a Yahoo! ID, you are also creating a Yahoo! Email address
    - ID@yahoo.com
    - Click Check to see if the ID is already being used by someone else

2. Select an ID and password

Yahoo! ID and Email   @ yahoo.com   Check

Password   Password Strength

Re-type Password

- o **Type an alternate email address**
- o **Click on the arrow to the right of the box for Security Question**
  - Select a security question
- o **Type the answer to the security question in the box next to Your Answer**

3. In case you forget your ID or password...

Alternate Email

Security Question   - Select One -

Your Answer

- o **Type in the box to the right of Type the code shown the letters and numbers that you see in the big box**

Just a couple more details...

Type the code shown
Try a different image

M7773e

- o **Click Yahoo! Terms of Service and read the terms of service**
- o **Click Privacy Policy and read the privacy policy**
- o **Click inside the box if you agree with the Yahoo! Terms of Service and Yahoo! Privacy Policy**

Do you agree?   ☐ I have read and agree to the Yahoo! Terms of Service and Yahoo! Privacy Policy, and to receive important communications from Yahoo! electronically.

For your convenience, these documents will be emailed to your Yahoo! Mail account.

o **Click Create My Account**

o **Type a nickname you want to use on Yahoo! 360º**

o **Click on the arrow to the right of the box labeled Confirm email address**
  ▪ Select the email address you want Yahoo! to use to send messages to you

o **Click Add a new email address if you want to use an email address not shown in the selections of the drop-down menu for Confirm email address**

Add a new email address.

o **Click Continue**

☐ **STEP 2: Create a Yahoo! 360º Page**

o **Click Start My Page**

o **Type in a name you want to be known by on Yahoo! 360º**
  ▪ If you already created a nickname, you can change it here if you want or click Skip this step in the lower left corner of the screen

Create a Nickname

This is the name other people on Yahoo! 360° will see.

- o **Click Continue**

Continue

- o **Click in a circle below an icon to select a background**
  - ▪ There are more options available later and you can always change the background

○ Classic ○ Skiing ○ Fish ○ Dog

○ Manicon ○ Hello Kitty Angel ○ Grid ○ Beach

- o **Click Continue**

Continue

- o **Type in your interests or what you want to recommend**
  - ▪ You can change or add to the list whenever you want
  - ▪ Use a comma to separate each item

My interests:

Separate items with a comma (ex: hiking, poetry, travel).

- o **Type in your favorite music**
  - ▪ You can change or add to the list whenever you want
  - ▪ Use a comma to separate each item

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Music I like:

Separate items with a comma (ex: Madonna, Moby, The Strokes).

- o **Click Finish**

Finish

- ☐ **STEP 3: Create a Profile**

  - o **Click My Page**

Home | My Page | My Blog | My Friends |

  - o **Scroll down to the bottom of the page**
  - o **Click Create Profile**

Create Profile
What is a profile?

  - o **Click the arrow on the right side of the box regarding Privacy Level**
    - ▪ Select who has permission to view your Yahoo! 360° page
    - ▪ If you select Public, then it is available for anyone and everyone to see

Privacy Level
◉ Simple ○ Expert
Can be seen by:

Public ▾
Public
Friends of friends
Just me (private)
Friends

- o **Type a brief description of yourself**
  - ▪ Include whatever information you want to share with the people you connect with
- o **Hit Tab**

About me:

(Describe yourself or your interests to the people you want to connect with.) **250** characters left.

- o **Type the name of a city where you have lived**
  - ▪ If you want to share places you have lived, you can include the following information:
    - • City
    - • State
      - o Click on the arrow to the right of the state box and select the state
    - • Country
      - o Click on the arrow to the right of the country box and select a country
    - • ZIP Code or Postal Code
    - • Year you began living in the place and year you ended living there
- o **Click the box to the left of Current if this is where you currently live**

Places I've lived:

City

(select)
State

US
Country

Zip/Postal Code

to

Current

Start Year   End Year

- o **Click Add a New Place if you want to list more places you have lived**
  - ▪ You can list a maximum of 5 places you have lived

Add a New Place ←

(Maximum 5)

- o **Type the URL for your Web site if you have one (http://www.domainname.com)**

Homepage: [   ] ←
Limit 250 characters.

- o **Add your employment history**
  - ▪ Type information about companies where you worked
    - • You can include a maximum of 5 companies
    - • Follow basically the same procedure you did for adding places you have lived

Companies: [   ]
Company Name

[   ]
Occupation

[   ]
Job Title

[   ]
City

(select) [▼]
State

US [▼]
Country

[   ] to [   ]
Start Year   End Year

Add a New Company

(Maximum 5)

- o **Add your educational background**
  - ▪ Click on the arrow next to the box for Degree/Program to select the degree or program that applies to you
  - ▪ A maximum of 5 schools may be added

- **Click in the box next to the languages that you speak fluently**

- **Type a quote inside the text box**
  - If there is a particular quote you like, you can include it in your profile

o **Click in the box next to Current if you want this to be your current profile**

Current

o **Click Save**

Save   Cancel

□ **STEP 4: Add a Photo**

o **Click My Page**

Home | My Page | My Blog | My Friends |

o **Click Add a Photo**

Add a Photo
What is a profile photo?

o **Click Browse**
▪ Find the folder on your computer containing the photo you want
▪ Select the photo
  • Maximum size is 5MB
  • Format is JPEG (.jpeg or .jpg or .jpe)

Browse...
Or display an avatar. Create your Yahoo! Avatar.

o **Click Save**

Save

□ **STEP 5: Add Friends**

o **Click Invite or**
▪ Click Invite a Friend

| My Friends | Mailbox | Invite |

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o **Type the email addresses of the people you want to invite as friends**
  - Separate each email address with a comma

o **Yahoo! 360° has a standard message that it uses, but you can replace it with your own message if you want**

Add a Personal Message:

I've created my own place on Yahoo! 360 and I'd like you to connect to me so we can stay in touch. You can view my blog, my photos, my lists – and all sorts of things that matter to me. You can create a personal page and blog of your own, which will be linked to mine. That way you'll always know when I post something new.

o **Type the text that you see on the left into the text box on the right**

- **Click Send Invitation**
  - If you want to preview your message before sending it, click Preview Invitation
  - On the preview page, you have an option of editing your message and/or sending it

☐ **STEP 6: Check Messages**

- **Click Mailbox or**
  - Click Messages
  - If you have new messages in your mailbox, the number of new messages is displayed next to Messages

- **Click View Message**
  - Click View Message below each message to read that message

- o **Click the box to the left of a message you want to delete**
- o **Click Delete**
  - To delete all messages Click Check All > Clear All
  - The system automatically deletes messages after 120 days

- ☐ **STEP 7: Send Messages**

  - o **Click Mailbox or**
    - Click Messages

o   **Click Compose Message**

o   **Click Select Recipients**

o   **Click in the box next to the name of the Yahoo! 360º friend you want to send a message to**
o   **Click Insert Selected Friends**

o   **Type the subject of your message in the text box below Subject**
o   **Hit Tab**

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o **Type your message in the text box below Message**

o **Click Send Message**

☐ **STEP 8: Modify Settings**

o **Click Settings**

o **On the right side of the screen you will see the box for "Can be seen by"**
o **Click the arrow to the right of the box**
  ▪ Select who you want to be able to view the information
    • Each of the following items has its own "Can be seen by" box:
      o Name
      o Current Location
      o Age
      o Email Address

- o **Scroll down the page and see what information is always on public display**
  - ▪ **Email Address**
    - The email address you entered when you created your account will be visible
    - You can select that email address as your primary email address, which is what Yahoo! 360º uses to send you messages
    - Click Add a new email address if you want to add an additional email address
    - Click the box next to each email address that you want people to be able to use to search for you on Yahoo! 360º

  - ▪ **Mature Content**
    - You can choose not to see blogs that contain "adult-oriented" content

  - ▪ **Friend Search**
    - Click inside the box if you want people to be able to search for you by the email addresses you selected and by your first/last name

Friend Search

☑ **Yes,** allow people to find me by my first/last name and email addresses selected above.

- o **Click Save**
  - ▪ You could have clicked Save & Continue after you made each change instead of waiting until all changes were made

`Save` `Save & Continue`

- ☐ **STEP 9: Create an Avatar**

  - o **Click My Page**

Home | My Page | My Blog | My Friends |

  - o **Click a Photo**

Add a Photo
What is a profile photo?

  - o **Click Create Your Yahoo! Avatar**

- o **Click in the circle next to the gender or the avatar you want**
- o **Click Create My Avatar**

- o **Click on the tabs to see the choices you have for customizing your avatar**

- ▪ On the left of the screen is the preview of your avatar
- ▪ Experiment with the different choices until you create the avatar you want

- Experiment with the pan and zoom controls to get a head shot or a full figure look, whichever you want
  o **Click Save Changes when you are finished**

  o **Click the circle next to "Set a primary" to use the picture as your avatar**

  o **Click Save**

☐ **STEP 10: Exit Yahoo! 360⁰**

  o **Click Sign Out**

How to Set Up a Digg Account

Objective: to create an account and profile, to upload a photo, modify privacy settings, add friends, and send and receive messages

- ☐ **STEP 1: Create an Account at http://digg.com/**

  - ○ **Click Join Digg**

- o **Fill in the form**
  - Click the arrow to the right of a box to view your options
    - Select the option that applies to you

- Type the text and numbers you see in the shaded box into the text box above the shaded box
- o **Check the box**
  - This indicates you have read and agree to the Terms and Conditions and Privacy Policy for using Digg
- o **Click Continue**

- **Check your email**
  - Go to the email account that you provided in the registration form
  - Follow the instructions in the email message

- ☐ **STEP 2: Create a Profile**

  - **Click My Profile**

  - **Click Add a Bio & Links**

- o **Fill in the form with whatever information you want made available**
  - Click the arrow to the right of a box to view your options
  - Select the option that applies to you
  - You can enter a short bio in About Me
- o **Click Save Changes**

- o **If you have a website or other online profile such as MySpace, you can add links to them**
  - Click Add
- o **You can also add your contact information for instant messaging**
  - Click the arrow to the right of the box at Instant Messaging to view your options
  - Select the option that applies to you
  - Click Add

You get goodies like this in the [MyNAMS Insiders Club](#)

☐ STEP 3: Upload Photo

       ○ **Click My Profile**

       ○ **Click Add a Photo**

You get goodies like this in the MyNAMS Insiders Club

- o **Click Browse**
  - ▪ Select the folder with the photo you want to upload
  - ▪ Only 5mb or smaller JPG/JPEG, PNG, and GIF images allowed
  - ▪ Click Open
- o **If you would like a caption to go with the photo, click inside the text box to the right of Write Caption**
  - ▪ Write your caption
- o **Click Upload Photo**

- o **Click All Photos or Your Gallery**

You get goodies like this in the MyNAMS Insiders Club

- o **Click on a photo to select it**
    - ▪ Click inside the text box below Edit Caption
        - • Type whatever caption you want for the photo
        - • Click Save
- o **Click Make This Your User Icon if you want to use the photo for your icon**

- o **Put your pointer over the box that is on top of your photo**
    - ▪ Your pointer will change from an arrow to a cross
- o **Click on the box and move the box around until what you see within the box is how you want the finished photo to look**
    - ▪ As you move the box around, look to the upper right of your screen
    - ▪ The photo in the upper right will change as you move the box
    - ▪ What you see in the upper right photo is how your cropped photo will look

o **Click Apply Cropping when the photo is how you want it to look**

☐ **STEP 4: Add Friends**

o **Click Add Friends**
  ▪ Click Add Friends below the green tab or
  ▪ Click Add Friends from the menu bar at the top of the page

o **Add friends from you address book**
  ▪ Example: Yahoo
    • Click Yahoo Address Book

- Type your username for your Yahoo account
- Type your password
- Click Continue

Y? Yahoo! Address Book

Your Username [_____]

Your Password [_____] [Continue] ⬅

o **Select the people from your address book you want to invite**

☐ Select everyone
☐ **Name** **email address**
☐ **Name** **email address**

- Digg has a standard message it sends to the people you invite
- Click inside the Email text box if you want to customize the message your friends receive

o **Click Send Invite**

Customize Your Message

Below is summary of the email that your contacts will receive. Please feel free to edit the message as you see fit.

Email (You Can Customize It)

> is a member of Digg and would like to send you an invitation. With Digg you can help promote and share news to the millions of Digg viewers with a single click (Digging a story).

The following text will be added to your email:

> It's free to join and only takes a minute to sign up! Just go to Digg to register:
> http://www.digg.com/invitefrom/chris316

[Send Invite] [Skip this step]

- Click Search for Friends
  - You can do a search to find friends who have a Digg account
    - Type the information needed to search by
      - email,
      - name, or
      - location
- Click Search

- The search results will be displayed
- **Click Friend to select the person you want to add as a friend**
  - The friend icon will be on the right side of the screen at the bottom of a person's details

- **Click Invite People**

- You can type email addresses of your friends and send them an invitation to join Digg
  - Click inside the text box marked email #1
  - Type a friend's email address
  - Hit Tab to move to the next box down
- Digg has a standard invitation that it sends, but you can customize your invitation
- Click inside the Email text box
- Type the message you want sent to your friends
- Click Send Invitation

□ **STEP 5: Choose the Amount of Privacy Your Want**

  o **Click My Profile**

  o **Click Settings**

You get goodies like this in the MyNAMS Insiders Club

- o **Select what information you want available to whom**
  - My Friends = People YOU have added as a friend
  - Items that are always displayed for public view include the following:
    - your Diggs
    - comments you make
    - stuff you submit
    - your friends
    - your user icon
    - your username
- o **Click Save Changes**

Email	Anyone		Nobody
Allow others to search for my Profile by email address...	⊙		○

Personal Info	Anyone	My Friends	Nobody
Display my age to...	⊙	○	○
Display my gender to...	⊙	○	○
Display my location to...	⊙	○	○
Display URLs I add to my profile to...	○	○	⊙
Display instant messaging addresses to...	○	⊙	○
Display profile activity (new photos, friends, etc.) to...	⊙	○	○

Shouts & Photos	Anyone	My Friends	Nobody
Display shouts in my profile to...	⊙	○	○
Allow shouts to me from...	○	⊙	○
Display my profile photos to...	⊙	○	○
Allow comments on my photos from...	○	⊙	○

Save Changes

☐ **STEP 6: Check Messages**

    o **Click on the Shouts link**
        ▪ Digg refers to quick messages between users of Digg as shouts
        ▪ A new shout would be like saying you have a new message in your inbox

    o **Shouts you've received are listed**
        ▪ Click ⊘ if you want to block someone from sending you shouts

☐ **STEP 7: Send Messages**

    o **Click digg or home**

    o **Click Share**
        ▪ Let's say you found a story on Digg you want to share with friends

        ▪ If you have mutual friends in Digg, they will be listed.
        ▪ Select the friend or friends you want to share the story with

- Click Email It
  - Click Email It if you want to share the story with people who are not on Digg.
    - Enter a friend's email address
  - Click Add Another to add additional friends to the email message
  - Click inside the Message text box to write your own email message if you want
  - Enter the letters and numbers you see in the shaded box on the right
  - Click Send Message

☐ **STEP 8: Log Out of Digg**

- **Click Logout**

You get goodies like this in the MyNAMS Insiders Club

How to Set Up a Facebook Page

Objective: to create an account and Facebook page, upload photos, create a profile, send messages, and add friends for online networking.

☐ **STEP 1: Create an Account at http://www.facebook.com/**

   o **Click Signup**

   o **Fill in the registration form**
      ▪ All fields are required:
         • name, status
         • email
         • password
         • date of birth
            o Click the arrow to the right of each box to see your options
            o Select the month, day, and year you were born
         • text for security check
            o In the text box next to *text in the box*, type the two words you see in the larger text box above
      ▪ Check the box after reading the Terms of Use and Privacy Policy

Sign Up and Start Using Facebook

Join Facebook to **connect with your friends**, **share photos**, and **create your own profile**. Fill out the form below to get started (all fields are required to sign up).

Note: This is for personal profiles. You may also create a page for a business or band.

Full Name:	
I am:	in college/graduate school at a company in high school none of the above
Email:	
Create Password:	
Date of Birth:	Month: ▾ Day: ▾ Year: ▾

Security Check: Enter **both** words below, separated by a **space**. What's This?
Can't read this? Try another.

Freud   ject

Text in the box:

☐ I have read and agree to the Terms of Use and Privacy Policy

- o **Click Sign Up Now**

Sign Up Now!

- o **Click the blue bar**
- o **Check your email**
    - ▪ Follow the instructions to complete your Facebook registration

Confirm Your Email Address

Thanks for signing up! We just sent you a confirmation email to

Click on the confirmation link in the email to complete your sign up.

- o **Click Find Friends Using Your Email Address Book**
  - ▪ Your email address will be visible in the box to the right of Your Email
  - ▪ Enter your password
  - ▪ Click Find

Find Friends Already on Facebook | step **1 of 3**

- • Facebook currently only imports webmail address books from Hotmail, AOL, Gmail, MSN, and Yahoo
- • If your email account is with any of the providers mentioned above, people in your address book who are on Facebook will appear.
- o **Select which of your friends on Facebook you want to add to your list of friends**
- o **Click Add to Friends**

- • If friends in your address book are not on Facebook, their names will be listed
  - o Select who from your address book you want to invite to join
  - o Click Invite to Join

You get goodies like this in the [MyNAMS Insiders Club](#)

Find Friends Already on Facebook | step **1** of **3**

None of your Yahoo contacts are on Facebook yet.

Try another email account or contact file?

You can also Search or Browse to find people you know on Facebook.

You have **2 Yahoo contacts** that are not on Facebook.
Select which contacts to invite from the list below.

| ☐ Select All/None |
| ☑ name@whatever.com |
| ☑ name@whatever.com |

[Invite to Join]   [Skip]

- o **Fill in the form**
  - ▪ Click on the arrow to the right of a box to see the options to choose from
  - ▪ Select the option that applies to you
- o **Click Save**

Fill out your Profile Info | step **2** of **3**

City: [   ]

State: [Select Region: ▼] [United States ▼]

Company: [   ]
(if any)

Alumni of: [   ] [Select Year: ▼]
(if any)

[Save]

- o **Click Join**
  - ▪ The city and state you entered on the form will be visible in the box to the right of City/Town

Join a Network | step **3** of **3**

Which of these places do you identify with most?

City/Town: [   ]
US/Canada/UK only - other countries

Networks: ⦿ Olympia, WA

[Join]

Once you join, you will be able to see the profiles of other people in the selected network, and they will be able to see yours. You can change your privacy settings on the Privacy page.

You get goodies like this in the [MyNAMS Insiders Club](#)

☐ **STEP 2: Upload a Picture**

- o **Click Profile**

- o **Click Upload a Profile Picture**

- o **Click Browse**
  - ▪ Find the folder with the photo you want to upload
- o **Click Open**

- o **Click in the box to certify that you have the right to distribute the picture you are uploading**
- o **Click Upload Picture**

☐ **STEP 3: Create Your Profile**

- o **Click edit**
- o **Fill out the form with the information you want to share**
  - ▪ Click the arrow to the right of a text box
  - ▪ Select the option that applies best
- o **Click Save Changes**

You get goodies like this in the MyNAMS Insiders Club

o **Click Contact**
  ▪ Add whatever contact information you want made available

  ▪ Click Only My Friends
  ▪ Click the arrow to the right of the box
  ▪ Select who you want to be able to see your contact information
  ▪ Click Save

You get goodies like this in the [MyNAMS Insiders Club](#)

    o **Click Save Changes**

    o **Click Relationships**
        ▪ Provide whatever information you want made available
    o **Click Save Changes**
        ▪ Click Cancel if you want to skip this section

You get goodies like this in the [MyNAMS Insiders Club](https://www.mynams.com)

- o **Click Personal**
- o **Click inside a text box and enter information about your favorite TV shows, favorite books, interests, etc.**
  - ▪ Hit Tab to move to the next text box down
- o **Click Save Changes**

- o **Click Education**
- o **Enter the information you want to share**
- o **Click Save Changes**
  - ▪ Click Cancel if you want to skip this section

- o **Click Work**
- o **Enter the information you want to share**
  - Click Add Another Job if you to list additional jobs
- o **Click Save Changes**
  - Click Cancel if you want to skip this section

- o **Click Picture**
- o **Click Browse**
  - Select the folder on your computer that contains the photo
  - Select the photo
  - Click OK
- o **Click the box to certify that you have the right to distribute the photo**
  - If you are not sure, click Terms of Use
- o **Click Upload Picture**

☐ **STEP 4: Invite/Find Friends**

- ○ **Click the arrow to the Right of Friends**
- ○ **Click Invite Friends**

- ○ **Click inside the text box next to To:**
- ○ **Type the email addresses of the friends you want to invite**
  - ▪ Separate each email address with a comma
  - ▪ Click inside the Message text box if you want to write your own invitation message
- ○ **Click Invite**

☐ **STEP 5: Check/Send Messages**

    o **Click the arrow to the right of Inbox**
    o **Click Message Inbox to check messages**
    o **Click Compose Message to send a message**

    o **Click the arrow to the right of Search**
    o **Select how you want to search for someone on Facebook or**
        ▪ Type a type a name or email address in Search
        ▪ Hit Enter

        ▪ The results of your search are displayed
    o **From the results listed, find the specific person you searched for**
    o **Click Send Message**

- Click inside the text box to the right of **Subject** and enter the subject of your message
- **Hit Tab**
- **Type your message in the Message text box**
- **Click Send**

☐ **STEP 6: Log Out of Facebook**

- **Click Logout**
  - It's in the upper right corner of the screen

How to Set Up a MySpace Page

Objective: to create a MySpace account, set up a MySpace page, invite friends, upload photos, and send/receive messages.

☐ **STEP 1: Create an Account at http://www.myspace.com**

- **Click Signup**

- **Fill out the form**
  - **Click the arrow to the right of a box to view choices**
  - **Select option you want**
- **Click Sign Up**

You get goodies like this in the MyNAMS Insiders Club

o **Type the text shown inside shaded box**
o **Click Continue to My Account**

Verify Account

MySpace.com takes abuse seriously. Keeping MySpace.com everyone.

Requiring users to correctly enter the text from the image b

Please enter the text from the image in the field below.
The letters are not case-sensitive.
Do not type spaces between the numbers and letters.

Continue to My Account

□ **STEP 2: Upload Photos**

o **Click Browse**

If you don't see the Upload Photo form below, click **here**

Upload Photo

Browse...

Upload

Skip for now

o **Select the folder where your photos are stored**
  ▪ Select a file
    • 5MB maximum in GIF or JPG format
  ▪ Click Open

You get goodies like this in the MyNAMS Insiders Club

o **Click Upload**

☐ **STEP 3: Invite Friends**

    o **Click inside the box to the right of** *To:*
        ▪ Enter the email addresses of your friends
        ▪ Separate each email address with a comma
    o **Click inside the box to the right of** *Optional Body:*
        ▪ MySpace has a standard message it sends to your friends. If you would rather not use the message provided by MySpace, type your own message that you want to use to invite your friends
    o **Click Invite**

☐ **STEP 4: Verify Your Email Address**

    o **Click where it says Click Here**

You get goodies like this in the [MyNAMS Insiders Club](#)

Verify your email address!
Click Here

You can't send messages, post comments, post bulletins or add friends until you verify your email!

- o **Click Request Verification Email**

Request Verification Email

You will receive an email at your current email address that will contain the verification link.

- o **Click Return to Home**

Verification email sent!

You will receive an email with the verification link shortly.

Return to Home.

- o **Check Your Email**
  - ▪ Follow the instructions in the email message

☐ **STEP 5: Create a Profile**

- o **Click Profile**

Control Panel

Compose
Inbox   Sent
Friend Requests
Profile   Settings
Photos   Videos
Calendar   Blog
Address Book

- o **Click inside the box to the right of Headline**
- o **Enter a headline you want for your page**
- o **Click Preview Section to see how headline looks**

- o **Click Return to Edit Interests & Personality**

- o **Click inside the text box to the right of About Me**
- o **Enter a brief bio or something you would like people to know about you**

- ▪ Additional text boxes that you can provide information include the following:
    - • I'd Like to Meet
    - • Interests
    - • Music
    - • Movies
    - • Television
    - • Books

- Heroes
  - At any box, you can Click Preview Section to see how that section looks
  - At any box, you can Click Preview Profile to see how your profile looks
- **Click Save All Changes or**
  - Click Return to Edit Interests & Personality

| Save All Changes | Return to Edit Interests & Personality |

- **Click Save All Changes**
  - Save all changes after you have completed your profile

| Save All Changes | Preview Profile |

☐ **STEP 6: Create a URL Name**

- **Click on Link Asking You to Create a URL Name**
  - When you click on the link, you will be asked to provide a name you want to use.
  - The URL name can **never** be changed so make sure it is a name you like

☐ **STEP 7: Add Contacts to Address Book**

- **Click Address Book**

You get goodies like this in the [MyNAMS Insiders Club](#)

o **Click Add Contact**

o **Click the arrow to the right of the Lookup By box**
o **Select how you want to look someone you know on MySpace**

o **Enter the information in the text box that applies to the person you want to find on MySpace**
  ▪ **Person's display name, username/URL, real name, or email**
o **Click Lookup**

- o **Click Confirm to add the person to your address book**
  - If the person has a MySpace page, that person's photo and information you searched will appear

☐ **STEP 8: Check Messages**

- o **Click Inbox**

---

o **Click the link in the Subject column to read the message**

☐ **STEP 9: Send Messages**

o **Click Address Book**

o **Click the arrow to the right of the person's last name, display name, or username/URL**
o **Select Send Message**

- o **Type the subject and body of your message**
- o **Click Send**

Photo and name will appear here

☐ **STEP 10: Exit MySpace**

- o **Click SignOut**

You get goodies like this in the MyNAMS Insiders Club

How to Set Up a Squidoo Page

Objective: to create an account and a page or, as Squidoo calls pages, a **lens**

☐ **STEP 1: Create an Account at http://www.squidoo.com/**

o **Click Sign Up**

You are not logged in.   Log in | Sign Up | FAQ

Search Squidoo: [   ]   FIND IT!

o **Fill in the Form**

First Name
[   ]

Last Name
[   ]

Your email
[   ]

Retype your email
[   ]

Desired Username
[   ]

Password (6-8 letters or numbers)
[   ]

Retype password
[   ]

▪ Click inside the text box at the bottom
▪ Type the words you see that are written above the text box

father   Torah

reCAPTCHA™
stop spam.
read books.

- Click on Terms of Service and read the terms
- Click inside the box if you accept the Terms of Service

☐ Yep, I accept the Terms of Service! (And will check my email for an account confirmation email from quidoo).

- Click inside the boxes if you want to receive a daily newsletter and/or weekly tip sheet

Sign me up for:
☐ Lens of the Day newsletter
☐ SquidU weekly tools and tips

o **Click Continue**

Continue ››

o **Check Your Email**
- Squidoo sends you an email with instructions to activate your account
- Follow the instructions in the email message

☐ **STEP 2: Create a Squidoo Page**

o **Click inside the text box**
- Squidoo refers to a page as a lens
- When you see "Make a Lens" or "Why Have a Lens," Squidoo is saying "Make a Page" or "Why Have a Page"
o **Type the topic of your page (lens)**
- A topic something that matter to you
- Examples: "Why You Should Hire Me," "Online Marketing," "Starting an Online Business," etc.
o **Click Go to Step 2**

My lens is about:

Go to Step 2

just 3 easy steps to go!

You get goodies like this in the MyNAMS Insiders Club

o **Select the option that best describes what you want to do with your page**
o **Click Go to Step 3**

I want to get the word out about   (easiest option)

I'm gonna sell   stuff and earn $$, for me or for charity (money maker!)

I want to make a list of my favorite things about (most popular)

I just want to do my own thing.

Back   Go to Step 3

just 2 easy steps to go!

o **Click in the text box and type a title for your page**
▪ What you entered as a topic will be in the text box
▪ Squidoo suggests that clever page titles make great first impressions
o **Enter the URL for your page.**
▪ The URL cannot be changed
▪ "If you lens is about dashchunds, try adding the word dashchund to the box. If your lens is about making paper airplanes, add paperairplanes to the box."
▪ Squidoo will inform you if the name is already in use by someone else

Lens Title:

Pick your URL, the link where your lens will live.
(This can't be changed, so choose wisely).

www.squidoo.com/

- o **Click the arrow to the right Choose a Topic box**
  - ▪ Select the category that best describes your topic
- o **Click the arrow to the right of the box that rates the content of your page**
  - ▪ Select the rating that is most appropriate for your page
- o **Click Go to Step 4**

And pick a category for your lens:

Choose a topic ⌄

Please rate your lens:

If you're not sure, read up on our Ratings policy.

My lens contains:

G RATED MATERIAL: Safe for all ages and eyeballs ⌄

Back   → Go to Step 4

- o **Type some key words that will help people to find your page**
  - ▪ If someone were using Google, what words might someone use to find your topic?
  - ▪ Another name for keywords are tags
  - ▪ The keywords are your lens tags (or page tags)

The best keyword for my lens is:

And 3 more good ones are:
(Optional)

- o **Click inside the text box**
  - ▪ Type the word you see that is to the left of the text box
- o **Click Done**

Enter the word to the left:

uberlook

Can't read the word? Click here

Back

Done!

☐ **STEP 3: Add a Bio and Upload a Photo to Your Bio**

- o **Click Add Your Bio and Picture or**
  - ▪ Click Edit to the right of My Bio

More about you...

Add your bio and picture

✔ Basic HTML Allowed

My Bio   Edit

chris316

Hello world. This is my bio. I can edit it later!

- o **Click in text box for Your Bio**
  - ▪ Delete the text Squidoo provides
- o **Write a short bio of yourself**
  - ▪ Squidoo allows you to format text
    - • **B** = **Bold**
    - • *I* = *Italics*
    - • <u>U</u> = <u>Underline</u>
- o **Click the box next to *Make this your default bio***
- o **Click Save**

- o **Click Browse to find a photo to upload**
  - ▪ Select the folder on your computer that contains the photo you want
  - ▪ Select the photo
  - ▪ Click Open
- o **Click Upload Photo**

You get goodies like this in the <u>MyNAMS Insiders Club</u>

☐ **STEP 4: Invite Friends**

   o **Click My Account**

   o **Click Invite a Friend**

   o **Fill in the form**
      ▪ Click Add Another if you want to invite more friends

   o **Type the message you want to send to your friends or**
      ▪ Use the message that Squidoo provides
      ▪ Click Preview Invite Text to see Squidoo's invitation message
   o **Click Send**

You get goodies like this in the MyNAMS Insiders Club

☐ **STEP 5: Edit/Add a Page (Lens)**

○ **Click My Lenses**

○ **Click Edit**
- Click Create a Lens if you want to add a new page
- Click Delete is you want to delete a page

○ **Click** Edit **on a section if you want to make any additions or changes**
- Each section is referred to as a module

○ **Click** ⊗ **to the right of Edit to delete a module**

○ **Click the up or down arrow to change the order of the module**

☐ **STEP 6: Add a Photo to a Page**

   o **Click Edit**

   o **Click Browse**
      ▪ Find the folder and photo on your computer that you want to upload
      ▪ Click Open
   o **Click Upload Photo**

☐ **STEP 7: Adding Text**

   o **Click Edit on the Introduction module**

   o **Click inside the text box for Lens Intro Title**

- Create a title for the introduction
- Hit Tab
- **Type a description**
  - Squidoo allows you to format text
  - **B** = **Bold**
  - *I* = *Italics*
  - <u>U</u> = <u>Underline</u>
- **Click Save**

Lens Intro Title

Lens Description

B *I* <u>U</u>   HTML

Cancel   Save

☐ **STEP 8: Public Your Page (lens)**

  o **Click Publish!**

View This Page »

Publish!

☐ **STEP 9: Exit Squidoo**

  o **Click Log Out**

Log Out | My Dashboard | SquidU | Make A Lens!

You get goodies like this in the MyNAMS Insiders Club

How to Set Up a Twitter Account

Objective: to create an account and profile, upload a photo, find and follow friends, check messages, send updates, and send directed messages for online networking

- ☐ **STEP 1: Create an Account at http://twitter.com/**

    - ○ **Click Get Started—Join!**

    - ○ **Fill out the form**

    - ○ **Click inside the text box**
        - ▪ Type the words you see in the larger box above

- o **Click the box if you want Twitter to email you any updates**
- o **Click Terms of Service**
  - ▪ Read the Terms of Service
- o **Click I Accept Create My Account**

☐ I want the inside scoop—please send me email updates!

By clicking on 'I accept' below, you confirm that you are over 13 years of age and accept the Terms of Service.

I accept. Create my account.

☐ **STEP 2: Find Friends From Your Address Books**

- o **Click Find Some Friends**

What to do now:

1. Tell us what **you're** doing in the box above
2. Find some friends and follow what **they're** doing
3. Turn on your mobile phone to update your friends on the go

- o **Type your email in the text box for email**
  - ▪ Click the down arrow to select your online account
- o **Type your password in the text box for password**
- o **Click Continue**
  - ▪ Twitter will search your address book to see if any of your friends have an account with Twitter

Search Web Email (Hotmail, Yahoo, Gmail, Etc.)

Your Email [   ] @ Yahoo ▼

Email Password [   ]

Yahoo ▼
Select...
Hotmail
Yahoo
AOL
MSN
Gmail

continue »

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- Whether or not your friends have an account with Twitter, you can to your friends list
  - **Select the friends you want to add to your Twitter address book**
    - Deselect the people you do not want to add
  - **Click Done**

- **STEP 3: Invite Friends**

  - **Click Find Some Friends**

  - **Enter the email addresses of your friends**
    - Separate each email address with a comma
    - Click Preview if you want to see what Twitter's invitation says
  - Click Send

- **STEP 4: Find and Follow a Friend on Twitter**

  - **Click Home**

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- **Type an email address or name in the text box**
  - Type the email address of the person you are looking for on Twitter or type the person's name
- **Click Search**

- **Click Follow**
  - *Follow* is on the right side of a person's profile
  - Click Follow when you find a friend you want to follow on Twitter

- **Click Home**

- **Click Following**
  - The people you are following will be listed
  - Click on the link for a person you are following
    - You will be see the person's Twitter page with updates

Stats

Following

☐ **STEP 5: Create a Profile**

- **Click Settings**

Home Find & Follow Public Timeline Settings

- **Enter the URL for your website, blog, or other online profile**

More Info URL: [   ]

Have a MySpace or blog? Put the address here.

- **Type a short bio of yourself**
  - fewer than 160 characters
- **Hit Tab**
- **Type your location (city and state, country, etc.)**
- **Hit Tab**

One Line Bio: [   ]

About yourself in fewer than 160 chars.

Location: [   ]

Where in the world are you?

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- o **Click the box next to Protect My Updates**
  - ▪ Click the box if you do not want your updates available to the public
  - ▪ By checking the box, only the people you approve to follow your updates will see them
- o **Click Save**

☐ Protect my updates

Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the **public timeline**.

Save

☐ **STEP 6: Upload a Photo**

- o **Click Settings**

Home **Find & Follow** Public Timeline Settings

- o **Click Picture**

Account | Password | Phone & IM | Notices | Picture | Design

- o **Click Browse**
  - ▪ Find the folder on your computer containing the photo you want
  - ▪ Select the photo
  - ▪ Click Open
- o **Click Save**
- o **Click Save**

o_O [   ] Browse...

Maximum size of 700k. JPG, GIF, PNG.

Save

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☐ **STEP 7: Post an Update**

  o **Click Home**

Home   Find & Follow   Public Timeline

  o **Enter something about what you are doing in the text box**
    ▪ Example: I'm getting ready to cook dinner.
  o **Click Update**

What are you doing?   140

update

☐ **STEP 8: Check Inbox and Send a Directed Message**

  o **Click Home**

Home   Find & Follow   Public Timeline

  o **Click Directed Messages**

Direct Messages   0
Updates   2

  o **Check Inbox**
    ▪ Any directed messages sent to you will be listed

Sent   Inbox

Messages Sent Directly to You

You haven't received any direct messages just yet.

- o **Send a Directed Message**
  - ▪ Click the arrow to the right of the box next to *Send*
    - • Select the person from your friends' list to whom you want to send the message
  - ▪ Click inside the text box and type your message
  - ▪ Click Send

Send

a message.

140

Send

- ☐ **STEP 9: Exit Twitter**

  - o **Click Sign out**

Public Timeline Settings Help Sign out

How to Sort Email with Mailwasher

Objective: Sort email in mailwasher to eliminate unwanted mail before downloading it to your email program.

NOTE: If you don't have Mailwasher, you can [download it here](#). The free version only works for one email address. If you want to use it for more addresses, you will need to purchase the pro version.

❑ **STEP 1: Retrieve Mail**

o   Open mailwasher and retrieve your mail

❑ **STEP 2: Sort Mail**

o There are several options to sort with:
- ❑   The date it was received
- ❑   The user's status, whether it's from a friend, has been blacklisted, etc
- ❑   From
- ❑   To
- ❑   When Sent
- ❑   …. and more

In the example below we're sorting by the subject.

You can click any of the column headers at the top and sort according to that header. For example, if you sort by "Status" it will put all the blacklisted senders at the bottom.

o You can display more columns by right-clicking the column toolbar and clicking "*select columns to display*".
o Add a checkmark next to each column you want to show

○ Adjust the column order by using the up/down arrow (if you wish).

❑ **STEP 3 Change Status of a User**

To update the status of any user/message, simply…

○ Right-click the email in question. A pop-up will appear allowing you to add the specific email address or the entire domain to either the blacklist or your friends list.

❑ **STEP 4 Process Mail**

There are a couple ways to get your email ready for processing.
1. Go through each email and click the delete box for each one you want to delete (blacklisted emails are automatically set to delete)
2. From the Email option, choose "Mark All Emails for Deletion" as shown below. Then Uncheck any mail you want to keep. (typically used when you have more spam than legit mail).

Once the you've marked all the emails that need to be deleted from your server
- o Click "Process"
  - All the emails for deletion will be removed from your server.

Once the email has been deleted, you can open up your email program and download only the mail you chose not to delete.

Voila!

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How To Add A Statcounter Project And View Stats

Objective: Learn how to add a Statcounter Project and view Statcounter statistics.

- ❑ **STEP 1: Create or log in to your account**

- ❑ **STEP 2: Click on the Add Project graphic or link**

    - o This graphic is seen just after registering. There is also an "Add Project" text link on the summary page.

- ❑ **STEP 3: Fill in project details**

    - o Add your website name and url.

    - o Select a category for your website.

    - o Add your time zone.
    - o Select a setting for visit time.
    - o Click the "next" button.

- ❑ **STEP 3: Click on the button to create your code**

❑ **STEP 4: Select your counter settings**

  ○ Select which type of counter you would like to add to your site by clicking the radio button next to your choice.
  ○ Click the "next" button.

❑ **STEP 5: Choose your install guide**

  ○ Use the drop down box to select the program/editor, which was used to build your website.

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❑ **STEP 6: Copy and save your code**

    ○ Highlight and copy the code. You may want to paste it into a .txt file to save as a backup. Keep in mind that this code is only to be used on this particular website.

Your StatCounter code:

```
<!-- Start of StatCounter Code -->
<script type="text/javascript">
sc_project=
sc_invisible=1;
sc_partition=39;
sc_security="
</script>

<script type="text/javascript"
src="http://www.statcounter.com/counter/counter_xhtml.js"></scr
class="statcounter"><a
href="http://www.statcounter.com/free_hit_counter.html"
target="_blank"><img class="statcounter"
src="http://c40.statcounter.com/
alt="counter easy hit" ></a></div></noscript>
<!-- End of StatCounter Code -->
```

    ○ Log out of Statcounter.

❑ **STEP 7: Install your code**

    ○ Open the html or php page where you would like to add the code. The code is most often added in the footer, header, or sidebar.
    ○ Insert the code just before the end body tag. It looks like this: </body>
    ○ Save your changes.

Test Code And View Stats

❑ **STEP 1: Test code**

    ○ View your website. Click on several page links. This visit should show up in your Statcounter statistics, until you block your own visits. To see if the code installed correctly, check your stats.

❑ **STEP 2: Access your stats**

    ○ Log in to Statcounter. You will be taken to the Project Page.
    ○ Click on the project link. You'll be taken to the Summary Page.

Add New Project | Tran

Project Name

Your Website's Name

❑ **STEP 3: Viewing Summary Page**

  o View basic statistics on the Summary Page. On this page, you can see graphic as well as downloadable text information.

  ▪ **Note:** You should be able to see the page loads and your visit here. If you can see the information, the counter was installed correctly.

❑ **STEP 4: View other statistics**

In the sidebar on the left, choose other statistics to view by clicking on one of the many options offered.

  ▪ **Note:** Below, you will find examples of Recent Visitor Activity and Keyword Analysis information.

Click on the **Recent Visitor Activity** link. You will be taken to a page that contains a list of your visitors and a summary of their information.

Click on the magnifying glass to get detailed information and to find out which pages the visitor viewed.

Click on the **Keyword Analysis** link. You will be taken to a page that lists the keywords people used to find your website.

Click the little drill down arrow next to each result to show more information.

- ▪ **Note:** If your site has not been indexed by search engines yet, there may not be any keyword entries.

STEP 5: Log out of Statcounter

Note: Logging out of your account is very important! If you do not log out and then visit another site, it could be possible for the next site owner to use your cookie information to gain access to your account without even knowing your password!

How to Set Up a Subdomain in cPanel

Objective: to set up a new subdomain in cPanel.

- ❑ **STEP 1: Open cPanel**
  - o In your browser, **type the cpanel address** (http://www.YOURDOMAINNAME/cpanel)
  - o **Enter your login and password** for this account

- ❑ **STEP 2: Set up Subdomain**

  - o **Click the Subdomain Icon**

  - o **Enter Subdomain Information & Click Add**

You can set up & remove redirects as well as delete subdomains in this area as well.

- ❑ **STEP 3: Log Out**
  - o **Log out by going to File → Exit**

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Submit Articles To iSnare

Objective: To submit original articles to iSnare.com for gaining free publicity and traffic to your site.

You must first have created your account and set up your profile!

- ❑ **STEP 1: Prepare Article**

  - o Copy and paste your original article into a text document.
  - o Make any adjustments needed.
  - o Save the document to your computer.

- ❑ **STEP 2: Log In to iSnare**

- ❑ **STEP 3: Submit Articles**

When you log in you should be taken directly to the submit page. If you are not, then you can click *Submit Articles* in the blue bar

- ❑ **STEP 4: Add title**

  - o In the title box, copy and paste or type your article's title

- ❑ **STEP 5: Select author name**

  - o When you complete your profile information, this section should already have your name listed.

  - o iSnare allows you to add a pen name, if you'd like. Click the [Add] link to include a different name.

  - o To select the new name, click the arrow on the dropdown box and click on the name to select it.

- ❑ **STEP 6: Select category**

  - o From the dropdown box, select the category that best fits your article.

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❑ **STEP 7: Add article in body**

    o   Copy and paste your article into the box marked Body. Edit where needed.

    o   Although iSnare does not allow HTML code, you can add the code for italic and bold font. To read more about this, click on the [help] link. You can see this code in action above.

❑ **STEP 8: Add your byline (About the Author Text)**

    o   In the next section, add your byline and background info.

    o   You may want to add your name, a little about yourself telling the reader why you are an "expert," and a link to your site where they can find more information that is helpful.

❑ **STEP 9: Add keywords**

    o   Add a few keywords or keyword phrases to help search engines and readers find your article.

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❑ **STEP 10: Preview and submit**

    o Click the preview button to see how your article will look. You will be taken to a preview screen.

    o From the next screen, you may choose to edit or accept & submit it.

❑ **STEP 11: Log Out or Add Another**

    o You may choose to log out or add another article.

Note: iSnare offers free submissions, which is what we have just done. They also offer a program by which you can buy "distribution credits." According to the site, when distribution credits are purchased and used, the approved article is sent to 50-100+ article distribution lists.

When you purchase credits, you will have an option at the top of the page (at step 3 above) asking if you want to use one of your distribution credits. Tick the box if you do.

How To Submit a Press Release To PRWeb

Objective: To send a press release to multiple media avenues using PRWeb.com

You must first have created an account before following these steps

❑ **STEP 1: Log In**

   o   Log in to your account and select the **Submit Release** tab

❑ **STEP 2: Choose Distribution Package**

   o   Select package & click Next
     ▪ **Standard:** Gets your press release directly to consumers and media through Yahoo! News, Google News as well as popular search engines

     ▪ **Social Media:** Standard list plus PRWeb TrackBacks, social bookmarking and Web 2.0 site links are also added to your press release page providing traction in the blogosphere.

     ▪ **SEO:** everything listed above plus you get the use of PRWeb's SEO Wizard for keyword discovery and analysis, add anchor text links, SEO distribution monitoring, etc.

     ▪ **Media:** All above plus distribution through the AP and enhanced reporting features that allow you to map your readers geographically and tools to easily create and export distribution reports.

     ▪ **Other:** A minimum of $10 is required to submit a press release

     ▪ **Easy Submit**: For an additional $100 PRWeb will format your press release, attach logos, photos, etc to it for you.

Choose Your Online Visibility Package

Standard Visibility

Get your news placed online by distributing your press release directly to consumers and media through Yahoo! News, Google News as well as popular search engines. Your release is also carried in news feeds for five targeted industries and two metropolitan areas.

★★
⊞ more info ⊟ hide info
○ $80 - Select Now

Social Media Visibility

Create additional online buzz by adding distribution to industry-specific news and blog sites to the offerings from the Standard Visibility package. PRWeb TrackBacks, social bookmarking and Web 2.0 site links are also added to your press release page providing traction in the blogosphere.

★★★
⊞ more info ⊟ hide info
○ $120 - Select Now

SEO Visibility

Push your news to the top. Use PRWeb's SEO Wizard for keyword discovery and analysis, add anchor text links, monitor distribution with advanced SEO statistics and select up to ten industry targets. All of this in addition to all the features in the Social Media package.

★★★★★
⊞ more info ⊟ hide info
⊙ $200 - Select Now

Media Visibility

Make front page headlines. This level contains all the features and tools from the other packages plus distribution through the AP and enhanced reporting features that allow you to map your readers geographically and tools to easily create and export distribution reports.

★★★★★★★★★★
⊞ more info ⊟ hide info
○ $360 - Select Now

○ Choose Other Amount

Use this field for unlisted or custom upgrade amounts: $ 40.00 (one ★ per each $40 increment)

Easy Submit

Do you prefer a hands-off approach to the press release submission process? To have PRWeb upload your press release, check the box below. For an additional $100, we will place and format your press release in the PRWeb system, attach logos, photos and other files, tag your release with keywords and select relevant industry categories. You simply send us your text, attachments, contact information and special instructions, and we do the rest. Please note that a PRWeb editor must be able to contact you by phone in order to perform this service.

☐ Yes, I want to submit my press release using Easy Submit (Add $100)

- Select Additional Distribution Enhancements (optional) & click Next
  - You can click the hyperlink for more details on each feature

Choose Your Distribution Enhancements

Please select any distribution enhancements you would like for this press release.

Click here to change or upgrade your base package.

View PRWeb® Podcast Options...
Nothing from this group has been selected.

View PRWeb® Editorial Services
Nothing from this group has been selected.

View SEO Optimization Services
Nothing from this group has been selected.

View Business Wire® Distribution Options
Nothing from this group has been selected.

View Press Release Ranking Options
Nothing from this group has been selected.

When you are satisfied with your selections, please click the "Next" button to proceed to checkout.

[Next >]

❏ **STEP 3: Submit Payment**
    o   Select Method of Payment, Enter Details & Click Continue

❏ **STEP 4: Enter Press Release Details**
    o   Enter Press Release details paying close attention to the notes listed by each box. Entering details wrong will cause a delay in releasing your news
    o   Click Save Press Release when finished.

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Keywords	 <HTML TAGS NOT PERMITTED HERE>
Industry*	-- Please Select -- ▾
MSA ⑦*	-- Please Select -- ▾
Country*	United States ▾
Zip/Postal code *	 A Zip/Postal code may contain alphanumeric characters.

Primary Contact Information

Web Site URL	 Only one URL permitted.
Company	
Contact Name*	
Contact E-mail*	
Contact Phone*	 A valid phone number (containing only digits, dashes, parenthesis and a plus symbol) is required for all press releases before they can be distributed.

Optional Secondary Contact Information

Web Site URL	 Only one URL permitted.
Company	
Contact Name	
Contact E-mail	
Contact Phone	

Optional Billing Code Information

Billing Code	 Enter Billing Code

SAVE PRESS RELEASE >>   Cancel

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❑ **STEP 5: Review Previously Submitted Press Release Details**
  ○ Go to **My Account**
  ○ Here you can and view your release details, upgrade, preview and edit the release, etc

| Edit | Preview | Delete | Features | Upgrade |

Having a Disaster Recovery Plan is Vital for Your Home-Based Business

Upgrade	Word Count / Ed Score	Release Date	Submitted
$0.00	541 [Score: 2]	Jul 9, 2005	Jul 7, 2005

| Edit | Preview | Delete | Features | Upgrade |

Virtual Assistant Caters to Small Businesses and Home-Based Working Moms

Upgrade	Word Count / Ed Score	Release Date	Submitted
$0.00	469 [Score: 3]	Jun 8, 2005	Jun 6, 2005

❑ **STEP 6 View Statistics**
If you paid for a package that includes statistics, you can view those by clicking the Statistics tab.

| ✓ Quick Start | ⌂ My Account | ✚ Submit Release | Statistics |

This will bring up this page where you can get an over of the press release. Clicking the drop down arrows will offer more in-depth reports.

| Select Releases | Compare | Release Visibility | Export | Print |

0 releases selected.

Release Date	Headline
	Approved releases of least an $80 upgrade may be selected from this table.

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Submitting Podcasts to Podcast Directories

Objective: Submitting a podcast to various podcast directories for more exposure.

- **List of Podcast Directories:** Some directories will bring more exposure than others. In addition to these general directories, do a search for "xxxx podcast directory" on Google, replacing the xxxx with your target audience and/or topic.
    - Podcast Alley - http://www.podcastalley.com/index.php
    - Podcast.net - http://www.podcast.net
    - Digital Podcast - http://www.digitalpodcast.com/index.php
    - PodcastDirectory.com - http://www.podcastdirectory.com/
    - Podfeeder - http://www.podfeeder.com/
    - Podfeed.net - http://www.podfeed.net/
    - Podscope - http://www.podscope.com/
    - Open Media Network - http://www.omn.org/
    - podCast411 - http://www.podcast411.com/
    - All Podcasts - http://www.allpodcasts.com/
    - Podcast Bunker - http://www.podcastbunker.com/
    - Podcasting Station - http://www.podcasting-station.com/index.php
    - PodcastPickle - http://www.podcastpickle.com/
    - Plazoo - http://www.plazoo.com/
    - Podcasting News - http://www.podcastingnews.com/

- **Submit to iTunes** (potentially good exposure)

o   Download iTunes and create an account apple.com/itunes/download/

You do not have to provide your email address to download iTunes. If you want to receive updates, you might want to include your email address, but you can uncheck either of the boxes shown above.

❑   Go to the Podcast Directory at
    http://www.apple.com/itunes/store/podcasts.html
❑   Search to see if, by chance, someone has already submitted your podcast. You can do this by scrolling down the page to "iTunes Store this week". Enter the name and click enter in the search box on the right.

❑ If it's not listed, you can submit your podcast by clicking "View All" as shown in the picture above. This will open your iTunes software and part way down the page in the center you'll see a "Submit a Podcast" button:

❑ Click it and you'll get to a page where you can enter the URL of the feed and click "Continue" (as shown on the next page):

❑ After you click "Continue", you will be prompted to enter your account username and password, if you aren't already logged in. If you don't have an account, you can click the "Create Account" button.

You get goodies like this in the MyNAMS Insiders Club

Setting up a Teleseminar using Free Conference

FreeConference.com allows you to have up to 100 people on the line for free…but participants will have to pay any long distance charges.

- ❑ **STEP 1: Book the Call**

  Go to http://www.FreeConference.com
  - o Log in
  - o Choose "**Schedule**" from top menu

  - o Choose "**Web Scheduled Standard**"
    - ❑ Sometimes you'll see a warning that you've overbooked calls. You can review previous calls to see how many people were on the line.
  - o Click "**Next**" and enter the number of participants you'd like to have

---

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- o Choose the time, taking note of the time zone
    - ❑ Set the call to start 15 minutes early so people can get settled and you can start on time.
- o Choose the duration.
    - ❑ It's a good idea to add a little extra time to your call. For example if you want teleseminar to run roughly 60 minutes, schedule it for 85 minutes. This gives an extra 15 minutes before to get settled in and 10 minutes for questions after. If the call goes longer, the service will usually extend it, unless the time is already booked.

        *You will receive warnings when you are about to run out of time
- o Hit "**Next**" & leave the participant access code blank (let them create one)

Please make your selections, then click "Next" to save and continue. (Your selections will not be saved until you click "Next").

How many phone lines should we reserve for the Participants in your conference?

`0` (150 maximum Participants)

💡 Does the number of Participants have to match the number of e-mail invitations I need to send?

💡 What if I don't know how many people will show up?

When would you like your conference call to take place?

Tue, Oct 23, 2007 ▾ 🗓 7:00 p.m. ▾

How much time do you wish to reserve?

25 Minutes ▾

💡 Need more time?

💡 What happens if a conference runs long?

💡 Am I billed for unused conference time?

BACK   NEXT

CANCEL

- o Choose any special settings you want
    - ❑ Entry chimes is a good idea so you know when new people come on. Exit chimes can be distracting.
    - ❑ You may also want to choose to start with conversation mode, so everyone can say hi.

Please make your selections, then click the "Next" button below to save your selections and continue.

Select the conference controls you would like enabled.

☑ Entry Chimes   ☐ Conference Starts When Organizer Arrives

☑ Exit Chimes   ☐ Conference Ends When Organizer Leaves

Select a Conference Mode.

◉ Conversation Mode   ○ Q&A Mode   ○ Presentation Mode

☐ Save these selections as the default setting for my conference controls.

☑ Do not show this page again.

💡 What if I select "Do not show this page again" then change my mind?

BACK   **NEXT**
CANCEL

     o   Choose if you want to send out invitations. If you will be creating your own sales page to acquire attendees, it may not be necessary to send invitations too.

     o   Set Special Options
          ❑ You'll be asked about special options like if you want to use a toll-free line or transcription. You can choose the toll-free option if you'd like, but ***you will pay per minute per participant***…so do your calculations first.
     o   Review details and hit the confirmation button

💡 Warning: You must confirm your conference or it will not be reserved.

CANCEL THIS CONFERENCE   **CONFIRM THIS CONFERENCE**

Conference Details

Type of Conference (edit) :	Web-Scheduled Standard
Conference Start Date (edit) :	Thursday, October 25, 2007
Conference Start Time (edit) :	12:00 PM Central Daylight Time
Conference End Time (edit) :	12:25 PM Central Daylight Time
Number of Participants (edit) :	5
Organizer Access Code:	
Participant Access Code (edit) :	17538
⊛ SharePlus™ (edit) :	Not Selected
Conference Controls (edit) :	Conversation Mode (all participants can be heard) Entry Chimes - Enabled Exit Chimes - Disabled
Subject (edit) :	
Comments/Agenda (edit) :	
Invitation Recipients (edit) :	🖅 don't send

CANCEL THIS CONFERENCE   **CONFIRM THIS CONFERENCE**

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An email confirmation will be sent to you with the conference call details. You can log into your account anytime to review the details or make changes before your scheduled time.

❑ **STEP 2: Organize Recording**

- o You can record your own calls using an mp3 recorder and the JK Inline Audio Patch (http://www.jkaudio.com/inline-patch.htm)
- o You could hire someone to record it for you. Dave at http://www.hifiwebguy.com does a great job of recording and editing.
- o Whichever you choose, make sure to give the recorder and the person you are interviewing ORGANIZER/MODERATOR access to the call.

❑ **MISCELLANEOUS STEPS & TIPS**

- o Email participants the day of the teleseminar to remind them. Encourage them to come live, so they can ask questions.
- o You might want to allow people to submit questions ahead of time either through email or a survey site such as http://www.askdatabaseonline.com
- o Create a welcoming atmosphere before the call starts. Ask everyone to introduce themselves and keep the chitchat going until start time.
- o When you're ready to start recording, you'll want to change the call to "conference" mode so others can't interrupt and you won't have excessive background noise.
- o Send out mp3s of the recorded call as soon as they're ready. People will retain their excitement about the call if you deliver the recordings quickly.
- o Send out transcripts (if you're having them made) as soon as they're ready.

Adding Text Areas in FrontPage

STEP 1: Add a text area (it looks like this):

=> It will look like this:

```
http://www.quicksales.com/app/aftrack.asp?afid=XXXXXX&am
p;u=www.affiliatemanagersweetie.com
```

- o Double click on the text area to see the properties:

TextArea Box Properties

Name: S1

Initial value: http://www.quicksales.com/app/aftrack.asp?
afid=XXXXXX&u=www.affiliatemanagersweetie.c
om

Width in characters: 57   Tab order:

Number of lines: 2

Style...   Validate...   OK   Cancel

- o To add a text area, you can copy an existing one and change the 'initial value' field.

OR

- o Insert -> Form -> Text Area and it will look like this:

Submit   Reset

- o Click on the Submit button and delete; click on the Reset button and delete
- o Double click on the text area box to fill in the information:
  - Name – don't have to change
  - Initial Value – the actual text link or graphic link
  - Width in characters – how wide you want the box
  - Number of lines – how many lines you want showing without having to scroll
- o Click OK

NOTE: The width and number of lines are different for some of the pages so try to stay consistent for that type of page.

Time Stamp

Objective Learn Basics of Time Stamp

Time Stamp

1. **Open Time Stamp**
   a. Click Time Stamp Short Cut

- Once Opened you will see a screen like this

2. **Set Hourly Charge Rate**
   a. Click Tools
   b. Click Set Default Hourly Charge Rate

| File | Edit | Timers | Tools | Help |

Default Projects

Set Default Hourly Charge Rate
Recalculate All Tasks   F8

Set Project Title
Set This Project's Report End Notes
Set Default Report End Notes

Create Default Notes List

Link Time to Above Task
Link Time to BelowTask

Work In Reduced Mode   F5
Hide Toolbar   F6
Hide Projects Bar   F7
Always on Top

    c.   Enter Amount you will be charging
    d.   Click Ok

Hourly Rate

Enter a new Hourly Rate:

10.00

OK   Cancel

1. **Starting Timer**
   a. Click small timer clock to start timer

   b. Once you click on the timer button you will notice that the timer is running. You can see two places where it is running.

You get goodies like this in the MyNAMS Insiders Club

    i.   Right Hand corner red button that says TIMING

   ii.   Also you will see time date and timer running

  iii.   To start and stop the timer all you have to do is click the small clock

          1.   When you have stopped the timer you will see two places were the timer has been stopped

               a.   Right Hand corner green stop button

               b.   Below in the stats column

2. **Adding Notes**
   a. Double Click NOTES column
      i. Insert Text
      ii. Click Ok

1. You will see the text you entered circled in red below

3. =**Slacker button** (used when you have stopped what you are doing for just a few minutes)
   a. Click to start and stop

4. **Edit Tasks**
   a. Click to bring up the Edit Task Record
   b. Make Edits Click Ok

5. **Saving Work**

a. Click Save Button
    i. Find Folder
        1. Give File Name
            a. Click Save

If you are working on the same project or one client that you are keeping track of your hours you can keep opening this time stamp up and continue working down the line

You get goodies like this in the MyNAMS Insiders Club

How to Create a Table of Contents in OpenOffice Writer

Objective: to create a clickable table of contents (TOC) using OpenOffice Writer

OpenOffice is a free program similar to Microsoft Office that has the ability to create text documents, spreadsheets and more. It's available at www.openoffice.org

- ❑ **STEP 1: Open the document that you previously created**
- ❑ **STEP 2: Adjust Content Location**
  - o Using your cursor and hitting the enter key repeatedly, push your content to begin on the second page. This will create a blank page for the Table of Contents.
    - ▪ If you will be adding an ebook cover, cover page or any other pages before the TOC, be sure to push the content down far enough to leave blank pages for these items.

- ❑ **STEP 3: Format Headings**

  - o Decide which headings you want entered into the TOC.
  - o Decide if you want subheadings to show & if so, which ones.
  - o Scroll through your document changing any headings you want to show to Heading 1 and any subheadings as Heading 2 (you can even do subheadings of subheadings using Heading 3) as shown below.
    - ▪ You may change adjust the size and font as you normally would in Word.

- ❑ **STEP 3: Create the Table of Contents Page**

Once you have all your headings and subheadings finished.

You get goodies like this in the [MyNAMS Insiders Club](#)

○ **Scroll to the page where you want your TOC to be.**

○ **Put your cursor where you want your TOC to begin**

❑ **STEP 4: Choose Table of Contents Options**
  ○ Click Insert → Index and Tables → Index and Tables from the toolbar.

○ **Choose the options you would like for your TOC**

  ▪ Using the tabs and drop down options will give you more control over what your TOC will look like.

- o **Once you've made your selections. Click Ok**

Your newly created table of contents should now be inserted where your cursor is on the blank page. Just save your document and you're done!

❑ **STEP 5: Editing Your Table of Contents**
If you make changes to your document and pages get shifted around. It is a good idea update the TOC to ensure everything is accurate. To do this, simply:

- o **Right-click the TOC**
- o **Choose Update Index/Table**

Table of Conte

   Subheading 1..........
   Subheading2..........
   Subheading3..........
Chapter 2............
   Subheading 1..........
   Subheading2..........
   Subheading3..........
Chapter 3............
   Subheading 1..........
   Subheading2..........
   Subheading3..........
Closing Thoughts............

Default Formatting

A Font ▸
A Size ▸
Style ▸
Alignment ▸
Line Spacing ▸

A Character...
¶ Paragraph...
Page...
Numbering/Bullets...
Case/Characters ▸

Update Index/Table
Edit Index/Table
Delete Index/Table

Edit Paragraph Style...

Paste

o   **Click Ok and save your document again.**

550 | You get goodies like this in the MyNAMS Insiders Club

How to Create a Table of Contents in Microsoft Word

Objective: to create a clickable table of contents (TOC) using Microsoft Word.

- ❑ **STEP 1: Open the Word document that you previously created**
- ❑ **STEP 2: Adjust Content Location**
  - o Using your cursor and hitting the enter key repeatedly, push your content to begin on the second page. This will create a blank page for the Table of Contents.
    - ▪ If you will be adding an ebook cover, cover page or any other pages before the TOC, be sure to push the content down far enough to leave blank pages for these items.

- ❑ **STEP 3: Format Headings**

  - o Decide which headings you want entered into the TOC.
  - o Decide if you want subheadings to show & if so, which ones.
  - o Scroll through your document changing any headings you want to show to Heading 1 and any subheadings as Heading 2 (you can even do subheadings of subheadings using Heading 3) as shown below.
    - ▪ You may change adjust the size and font as you normally would in Word.

- ❑ **STEP 3: Create the Table of Contents Page**

Once you have all your headings and subheadings finished.

- Scroll to the page where you want your TOC to be.
- **Type in Table of Content and format it as you wish.**
  - DO NOT make it Header 1, 2 or 3 unless you want it to show in your TOC.

Table of Contents Page

- **Using your enter key, push your cursor down 3-5 lines below your TOC heading… where you want your TOC to begin**

- **STEP 4: Choose Table of Contents Options**
  - Click Insert → Reference → Index and Tables from the toolbar.

Table of Contents Page

- **Click the Table of Contents tab** to choose the options you would like for your TOC.

  - **Show Levels** – lets you decide how many heading levels (1, 2, 3 or possibly all) to show on the TOC.
  - **Page Numbers** – Checking this will show the page number where that heading begins.
  - **Right Align** – Aligns the TOC to the right-hand side of the page.

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- **Tab Leader** – lets you choose which type, if any leaders you want to show between the Heading Text and the page numbers.
- **Use Hyperlinks –** Check this if you want to be able to click on the TOC items and jump to that particular section.

o Other options are available by clicking the "options" button.

o **Once you've made your selections. Click Ok**

Your newly created table of contents should now be inserted where your cursor is on the blank page. Just save your document and you're done!

Table of Contents Page

❑ **STEP 5: Editing Your Table of Contents**

If you make changes to your document and pages get shifted around. It is a good idea update the TOC to ensure everything is accurate. To do this, simply:

- o **Right-click the TOC**
- o **Choose Update Field**
- o **Select Update Page Numbers or Entire Table (if you've changed some of the text)**
- o **Click Ok and save your document again.**

Cut
Copy
Paste
Update Field
Edit Field...
Toggle Field Codes
A   Font...
Paragraph...
Bullets and Numbering...

Update Table of Contents

Word is updating the table of contents. Select one of the following options:

- ⦿ Update page numbers only
- ○ Update entire table

OK   Cancel

1. Set up a MySpace Page + Main Features
2. Set up a Facebook Page + Main Features
3. Set up a Twitter Account + Main Features
4. Set up a Digg account and main features
5. Set up a Mumdinger account and main features
6. Setting up a Squidoo page and main features

ABOVE SENT TO MEL.

Also –

7. GIMP? – DONE
8. Moodle? –
9. PayPal to Quickbooks? – waiting on Raquel

10. What to Look for in a Web Designer (Michelle)
11. What to Look for in a Programmer
12. What to Look for in a Graphic Designer
13. What to Look for in a Content Writer
14. What to Look for in a Copywriter
15. What to Look for in a Virtual Assistant
16. What to Look for in a Bookkeeper

17. Spreadsheet for blog commenting. (name of blog, date, link of comment – put the whole year)
18. Spreadsheet for potential affiliate research (check if there is a checklist to go with this already loaded)
19. Finding potential affiliates protocol
20. Tracking changes in Word.
21. Adding graphics to Amember affiliate center.

HOW TO TRACK CHANGES MADE IN MICROSOFT WORD

Objective: to turn tracking feature on and off, see what the document looks like when changes are made, and learn to approve changes made by someone else.

☐ **STEP 1: Open Microsoft Word**

- **Click on Microsoft Word shortcut or**
  - Click Start > All Programs > Microsoft Word

☐ **STEP 2: Open a New File**

- **Click File**
- **Select Open**
- **Click on the file you want to review**

☐ **STEP 3: Turn Track Changes On**

- o **Click Tools**
- o **Select Track Changes**
  - ▪ After selecting Track Changes, the Reviewing Toolbar will be visible.

- o **Turn Track Changes On Using the Reviewing Toolbar**
  - ▪ Click Track Changes icon

- ▪ The Track Changes icon is highlighted when ON

☐ **STEP 4: Make Changes**

- o **Added text has red font color**
- o **A black bar appears in left margin at each line a change is made**

This·is·to·acknowledge·recent·of·your·complaint·

- o **Deleted text appears in white box in right margin**

·and·let·you·know·our·findings.¶   Deleted: r

☐ **STEP 5: Add a Comment**

- o **Place cursor were you want to make a comment**

- next to text you want to comment about or
- at the position on the document you want to make a suggestion or observation

- **Click New Comment icon on Reviewing Toolbar**

- A shaded box appears in right margin
- **Type your comments in the shaded box**

☐ **STEP 6: Approve Changes Made by Someone Else**

- **Approve Added Text**
  - **Select the text that was changed**

- **Click the arrow next to Accept Change**
  - Notice the Accept Change icon has a check mark
- **Select Accept Change**
  - The red font color will change to black

- **Approve Deleted Text**
  - **Click inside the Deleted box**
  - **Click the arrow next to Accept Change**
  - **Select Accept Change**
    - The Deleted box and the red line will disappear

You get goodies like this in the MyNAMS Insiders Club

- Comment
  - **Click inside the Comment**
  - **Right Click your mouse**
  - **Select Delete Comment**

Comment: If we have a name for the person who sent the letter, address the letter specifically to that person

- Cut
- Copy
- Paste
- Delete Comment
- Font...

☐ **STEP 7: Reject Changes Made by Someone Else**

- Added Text
  - **Select the text that was added**

office·will·notify·your·neighbor·of·a·complaint·regarding·the·constant·barking. ·We·will· send·you·a·copy·of·the·letter·we·send.¶

- **Click the arrow next to Reject Change**
  - Notice the Reject Change icon has a red X
- **Select Reject Change**
  - The text will be deleted

Reject Change/Delete Comment
Reject All Changes Shown
Reject All Changes in Document
Delete All Comments Shown
Delete All Comments in Document

You get goodies like this in the MyNAMS Insiders Club

- o **Deleted Text**
  - ▪ **Click inside the Deleted box**
    - • Click the arrow next to Reject Change
    - • Select Reject Change
      - o The original text will be restored
  - ▪ **If you replaced the text when you originally deleted it, follow the procedure above to reject the change of added text.**

Deleted: We·received·your·letter·of·

- ☐ **STEP 8: Turn Off Track Changes**

  - o **Click Tools**
  - o **Select Track Changes**

Format	Tools	Table	Window	Help

Spelling and Grammar...   F7

Language

Word Count...

AutoSummarize...

Speech

Track Changes   Ctrl+Shift+E

Compare and Merge Documents...

Protect Document...

Online Collaboration

- o **Turn Track Changes Off Using the Reviewing Toolbar**
  - ▪ Click Track Changes icon
    - • It is not necessary to turn Track Changes off before saving file after you've made changes.

Track Changes

  - ▪ The icon is plain when OFF.

☐ **STEP 9: Save Changes**

  o **Click File**
  o **Select Save or**
    ▪ Save As if you want to save file using a different name

☐ **STEP 10: Exit Microsoft Word**

  o **Click File**
  o **Select Exit**

Additional Information

☐ **Cannot See Changes After Opening File**
  o **Click View**
  o **Select Markup**

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- ☐ **Finding Changes in Document**
  - ○ **Click Next on the Reviewing Toolbar to find the next change**
    - ▪ Click the icon to the left to find the previous change

- ☐ **Turn On/Off Review Pane**
  - ○ **Click Review Pane on Reviewing Toolbar**
    - ▪ Highlighted when on

    - ▪ Plain when off

- ☐ **Review Pane**
  - ○ A window will open at the bottom of your screen. Inside the window are the following:
    - ▪ Change made
      - • Comment
      - • Inserted text
      - • Deleted text
    - ▪ Date and time of change

Main document changes and comments	
Comment	11/28/2007 9:51 AM
If we have a name for the person who sent the letter, address the letter specifically to that person.	
Inserted	11/28/2007 9:49 AM
¶	
Deleted	11/28/2007 9:49 AM
¶	

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Transcription Protocol

Part 1: Expectations

❑ **Confidentiality:** All assignments must be held in the strictest confidence and you cannot share or otherwise use any information you learn through your proofreading.

❑ **Turnaround Time:** Each assignment will include a turnaround time. Please ensure that you are able to fulfill that obligation or make alternate arrangements immediately.

❑ **File Format:** Assignments will often be delivered in mp3 format Transcriptions should be returned in Microsoft Word format. Unless otherwise specified, please format text with standard spacing and Size 12 Times New Roman Font.

❑ **U.S. English:** Our written projects are written in U.S. English and should be written and proofread accordingly. All assignments should be proofread. Please see the proofreading checklist for more details.

Part 2: Transcription Process

❑ **Sentence & Paragraph Formatting:** Because much of our content is read online, we like to keep things simple. Eye fatigue can happen easily on long, so we like to keep our paragraphs and sentences short and simple. Paragraphs should be 3-5 sentences. Sentence should also be relatively simply and convey one idea at a time.

❑ **Clean Up the Transcriptions:** The spoken word is often comprised of sentence fragments, grammatical errors, plenty of "uhms" and uhs" and various stutters. This doesn't always translate to a completely comprehensible written document. Unless otherwise specified, you should always attempt to fix errors so that the writing will flow and make sense. However, please take care not to lose the original meaning of the conversation.

For example:

Speaker*:* *Today, uhm well when you… I mean when you started your business how did it uhm how did it feel, did it like feel good to be your own boss or did you think it was difficult tell us how it was at the beginning I mean at the very beginning when you started your business was it hard?*

As you can see, that sentence doesn't read or flow very well. However, many speakers actually do speak like this and you can often get run-on and repetitive sentences. Please "clean up" these sentences unless told otherwise. The sentence above should be rephrased to look similar to this:

Speaker (edited): *When you started your business how did it feel? Did it feel good to be your own boss or was it difficult at the beginning? Tell us how things were when you started your own business.*

❑ **Inaudible Words & Sentences:** If you can't hear a word because of background noise or dictation volume, please highlight the section on the transcript (using the yellow highlighter pen on your computer) and write down the time of the recording.

This is an important step so that we can go back and find that specific time and try to decipher the word or let the client know where they can find this on the dictation. Place the words [Inaudible] in brackets where you can't hear the word and type the time next to and highlight both, like this: ==[Inaudible 2:14].==

❑ **Unclear Words & Sentences:** If the dictation volume is fine, but you can't figure out what the speaker is saying or just can't grasp a certain word, please leave a blank in brackets and highlight it along with the time of the dictation, like this: ==[_____ 3:45]==. A blank should be 5 underscores.

NOTE: You should listen to a word several times before leaving a blank. If you just can't figure out a word, leave it and go back to it during the proofreading phase. A lot of words will "make sense" the second time around. If you still can't make out the word, then leave the blank as instructed above.

❑ **Use Common Sense:** When transcribing, good common sense is extremely important. There will be times when a speaker refers to wrong dates or a wrong name, etc. When it's very obvious he or she has made a mistake but hasn't caught it. In this case, apply your common sense to change the word/mistake for the speaker.

Of course, if it's not obvious or you're not sure, then make a note on the dictation with your notes along with the time of the recording, like this: ==[Note: Not sure of date stated here may be referring to 2007 instead of 2005 5:34]==. The more information you can give us when you're not sure of something, the easier it is for us to correct it. Always make notes when you're not sure of something.

❑ **Speakers & Unannounced Speakers:** When there is more than one speaker in a dictation, the speaker's name should be written in bold before the words they speak. For example:

John Doe: Today, Jane Doe will be our special guest. Welcome Jane.

Jane Doe: Thank you very much John. It's good to be here.

If there is a Q&A session during the recording or another time when someone speaks without being identified, please the words "Unidentified Speaker" in the front of the text like:

Unidentified Speaker: I was wondering if you could tell me a bit more about the software you spoke about earlier.

Setting up and using TwitterFeed

Objective: To get your blog posts "twittering" to gain more exposure for your site.

- ❑ **STEP 1: Log In**
  - o Log in to twitterfeed (http://www.twitterfeed.com) with your OpenID.
  - o If you don't have an OpenID, you can get one here, http://openid.net/

Please login to twitterfeed

OpenID Login:

[ ] [Login »]   Forgot your OpenID URL?

What is OpenID?

Don't have OpenID? Get one here.
myvidoop More secure than passwords.

Popular 3rd party OpenID providers you can use to log into twitterfeed:

[Y! Sign In with a Yahoo! ID]

(once you have enabled your Yahoo! account for OpenID here)

Note to Yahoo! users who have previously logged in using idproxy.net: Please continue to use your [username].idproxy.net OpenID URL - logging in through Yahoo! will log you into twitterfeed as a new user.

Livejournal users: you can login as [yourname].livejournal.com [more info]
Vox users: you can login as [yourname].vox.com (your Vox blog URL)
Wordpress.com users: you can login as [yourname].wordpress.com [more info]
Blogger users: you can login using your Blogger blog URL if you edit your profile at draft.blogger.com to enable OpenID [more info]
AOL users: you can login as openid.aol.com/[screenname] [more info]

OpenID is a standard for providing single sign on between web sites [OpenID providers]

- ❑ **STEP 2: Navigate To Feed Page**
  - o Click *Go To My Twitter Feeds*

twitter feed   feed your blog to twitter

Logged in as http://openid.aol.com/samnpici

Welcome, glad you could make it!

You are now logged into twitterfeed.com

Please take a note of your exact OpenID URL as shown above - you'll need it if you want to come back later to add or remove twitter feeds

go to my twitter feeds (or create a new one)

- ❑ **STEP 3: Create Twitter Feed**
  - o Click *Create New Twitter Feed*

You get goodies like this in the MyNAMS Insiders Club

My Twitter Feeds

Twitter	RSS Feed URL	Frequency	Actions

⊕ Create new twitter feed

- o   Fill in Feed Details
    - ❑   Twitter Name & Password
    - ❑   Rss Feed URL
    - ❑   Update Frequency
    - ❑   How many updates to post each time
    - ❑   Prefix you'd like used with each tweet (if any)
- o   Click ***Create*** when you are finished filling in details

Create new twitter feed

Twitter Name [*]: [   ]   **Password:** [   ]   test twitter authentication

RSS Feed URL: http://[   ]   test rss feed

Update frequency: [Every hour ▾]   **Post up to** [5 ▾] **new updates each time**
[Update Frequency describes how often we check your feed for new posts. The very first time we check, we post the most recent entry only, and after that, any new entries since the last time we checked.]

Include ... [title & description ▾]   ☑ Include item link (if unchecked, sends tweet without the tinyurl link)

Prefix each tweet with: [   ] (max. 20 characters)

Filter by keywords: [no filter]

☑ Active (if unchecked, this twitterfeed will be inactive, and will not post to twitter)

[Create] Cancel

That's it! The server will check your blog's feed at the specified interval you chose and post any new items to your twitter account.

Submit Articles through UniqueArticleWizard.com

Using the one-step wizard option

UniqueArticleWizard.com is a monthly subscription service that submits articles to multiple article directories, announcement lists, ezine publishers and niche websites at one time. Unlike other sites that do this, you submit three versions of a single article and UAW will turn those three articles into even more variations before submitting. By doing this, it helps to eliminate duplicate content being added to multiple sites.

Objective: To submit unique versions of a single article to hundreds of websites while only having to actually submit to one site.

Note: You should have three versions of your article prewritten before you try to submit

- ☐ **STEP 1: Create & log into your account** at www.uniquearticlewizard.com

- ☐ **STEP 2: Navigate to the Article Submission Area**

You can use the step-by-step wizard if you prefer but the quickest method of submitting articles is through the *one-stop add an article* option.

- o **Click the arrow next to One-Stop Add An Article**

- ☐ **STEP 3: Submit Article Details**

- Create New Project/Domain: Name your submission campaign. If you submit for multiple domains, it could be the domain name or if you have monthly projects or custom pen names, you could list it by one of those.
  - Once you have created a project name, it will be listed in the existing project drop down area for the next time you submit.
- **Author**: Enter the author/pen name for the article
- **Additional pen names**: If you want the article submitted under multiple pen names, add them here… separate each by a blank line
- **Version 1**: Upload or paste the first version of the article into the box.

  <u>Include the title here</u> … again, separate each paragraph by a blank line.
- **Version 2**: Upload or paste the second version of the article into the box. <u>Include a different version of the title here</u>
- **Version 3**: Upload or paste the third version of the article into the box.

  <u>Include a third version of the title</u>

Add Article

Project/Domain	Use Existing	[▼]
	Or Create New	Project 1
Author	Author's name:	[ ]
	Add Additional Pseudonyms: (optional) Separate by blank lines.	[ ]

NOTE: All Uploaded files must all be TEXT files (not Word or any other word processor)

Article

Permitted HTML:

<u></u>
<i></i>

Rotating tags: ❓
{a|b|c|etc}
{a|b|{keyword}|etc}
{keyword}
{upperkey}
{lowerkey}
{ucfkey}
{titlekey}
{keywordns}

You MAY include **links** in your body text - but a maximum of two links to any one domain in your entire article, including your resource box.

Version 1 ◯Upload [   ] Browse…
⦿Paste [   ]

Version 2 ◯Upload [   ] Browse…
⦿Paste [   ]

Version 3 ◯Upload [   ] Browse…
⦿Paste [   ]

Note: If you choose to upload your articles from a text file, you will select the **Generate** button to upload. Once it has uploaded, you will return to this page. The generate button is shown on the next page indicated by the red oval.

o **Extra Titles (optional):** You've already added three versions of the title, however, if you want to add more, you can do so here.

o **Resource File:** Enter one or more resource boxes (bio/about the author) separated by a blank line.

o **Substitution Keywords (optional):** Until you understand how this feature works, it is not recommended that you use it as it will substitute certain keywords within your articles with those you enter here. Once you understand this feature, if you want to use them, you can add those keywords here.

o **Categories:** Enter the categories in which you'd like your articles to be submitted under. **Include some broad categories for best submission results**. For instance, health, fitness, wellness in addition to yoga, tae bo, etc. – Put them in the order in which you'd like them listed… more specific categories first, broad categories second.

o **Select Categories:** Choose one category from each of the three drop down options where you'd like your articles submitted. These can duplicate what you entered above. **Then**… select of those three, which is your first choice, second choice and third choice.

Check: If you uploaded your articles, you can choose "Check" now to see approximately how many places your article will be submitted to, based on the categories you selected. You can then make adjustments to those categories if needed.

You get goodies like this in the [MyNAMS Insiders Club](#)

If you pasted your articles into the boxes, you must first hit *preview & upload* before you can check this information.

- o **Submit to Your Site:** During your account setup, if you set up your personal web site(s) to accept submissions you can choose which site and category you wish to add this article to. UAW will submit it to your site when it submits to the rest.
- o **UAW Back Link:** Do you want to include a link back to UAW in your resource box?
- o **When to Send:** You can pre-schedule articles to start submitting on a certain day or have them start as early as the following day.
- o **Submissions per day:** How many submissions would you like per day? 50 are recommended so your articles slowly trickle out, however you can select more if you'd like**.**
- o **Upload & Preview:** You can preview your article by selecting upload & preview.

Note: If you choose to preview, you will need to return to this page in order to send. ** You will have to reset where you choose to submit to your website and also the submission date when you return.
- o **Send:** Once you're satisfied with your article, click send.

You will receive weekly stat reports via email.

☐ **STEP 4: Check Article Status & Edit Articles**

    ○ To check the status of the articles, **click Manage Articles** from the top navigation or on your account dashboard when first logging in.

A quick overview shows that for ABC project, 4 articles have been sent and one is pending.

    ○ To get more detailed information about project ABC, **click List Articles**

SUBMIT ARTICLE   MANAGE ARTICLES   RECEIVE ARTICLES   BONUSES/TOOLS   AFFILIATE INFO   MY ACCOUNT   HELP   LOGOUT

You are logged in as:

Win a Year's Free Membership to the Wizard! Click for details

☐	Project/Domain ▲▼	Number Sent ▲▼	Number Not Sent ▲▼	Click Below to List Articles for the Project/Domain	Change Name ⍰
☐	ABC Project	4	1	List Articles	Rename
☐	DEF Project	9	1	List Articles	Rename
☐	GHI Porject	4	0	List Articles	Rename

Now you can see that we have one article in progress for project ABC. This article is being submitted at the rate of 50 per day. If we click on Google or Yahoo, we can see where the article is showing up in those search engines.

This also shows us that one article is unfinished. This is because we only uploaded one article and everything is still in draft format. Therefore we need to finish this article.

From this area, you can edit articles, resubmit any that need to be, delete an article, abort the submission process, add a new article to the project, etc.

| | Delete Selected | Archive Selected | Add Article | Cancel |

☐	Title - click to preview ⍰	Date Submitted ⍰	Scheduled For ⍰	Statistics ⍰	Submit / Edit Article	Find Them ⍰
☐	Article Title # 1	Unfinished Step 2	2009-01-12	n/a	Edit	
☐	Article Title # 2	2009-01-29 ⍰	2009-01-20	in progress 50 /day ⍰ Adjust Rate	Abort & Edit ⍰	Google Yahoo

This is the quick way to submit articles through Unique Article Wizard. There are more things you can do with the service. We encourage you to go through all of the tutorials offered at UAW, so that you can get the most benefit out of the service.

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Create and Upload a YouTube Video

Objective: To upload a previously recorded video to YouTube

Note: All videos must be less than 10 minutes long, smaller than 100MB, and in either .AVI, .MOV, .WMV, or .MPG file format.

- ❑ **STEP 1** Make a video with your digital camcorder, a digital camera, or a cell phone & save it to your computer.

- ❑ **STEP 2 Log in to YouTube**

- ❑ **STEP 3a Upload videos from your cell phone**
    - o Go to the "Account"

    - o Click the "Mobile Profile" link

    - o Click the "Create Mobile Profile" button and enter the information required

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o Enter phone details & click **Save**

o When your profile is set up, you will be given an email address to upload videos taken with your phone. Email your video to that address. After it's uploaded, you can go to YouTube and edit the information about the video if you want.

❑ **STEP 3b Upload a video from your camcorder or digital camera**
   o Click "**Upload**" in the upper-right-hand corner of the YouTube page

o Enter Title, Description, Tags, and Category
o Select the broadcast option: Public (everyone can see it) or Private (for sharing with friends and family only)
o Select date and map of when video was recorded (optional)
o Select whether to allow comments, ratings, etc (optional)
o Click the "Upload A Video" to select a pre-recorded video
o Click the "Use Quick Capture" to live record video with PC Camera

o   Click the "Browse" button to browse for the video file on your computer.

o   Click the "Upload Video" button.
   ▪   Note that it can take up to an hour for your video to upload.

That's it. You now have a YouTube video!

Uploading / Downloading Files with FireFTP

Objective: To upload files to a website and download files to a computer using FireFTP.

FireFTP is a plugin you can install to work with your Firefox internet browser. It can be found here, http://fireftp.mozdev.org/. You must first download and install the plugin for these instructions to work.

❑ **STEP 1: Open FireFTP**
1. Open your Firefox browser
2. Navigate to *Tools → FireFTP*

This will open a new browser tab with something that looks like the following.

3. Click *Manage Accounts* as circled below then click *New*

❑ **STEP 2: Enter the New Site Information**
1. **Account Name:** Generally the domain name or something you will recognize
2. **Host:** Typically the domain name with "ftp." in front of it. Ex ftp.mysite.com (Do NOT include the http:// or www)
3. **Login:** Enter the username provided by the web host.
4. **Password:** Enter the FTP password provided by the web host.
5. Click *OK*

Note: Typically, you do not need to enter anything under the "connection" or "advanced" tabs but if your web host requires it, you and do so there.

❑ **STEP 3: Access the Website on the Server**
o From the dropdown menu, select the site you wish to connect to then click *Connect*

- After you click connect; you'll see a bunch of folders on the right side of your screen. These are the files on the web site. **Don't upload folders here!**
- Navigate to the **public_html folder** (shown below with red circle)
  - The folders on the right (where the blue highlighted,"private" one shows) are the folders and files within the public_html folder.
- If you want to store the new file in a particular folder, select it. Otherwise, just make sure you have highlighted the public_html folder.

❑ **STEP 4A: To Upload a File**

    o   The left side of the screen are folders and files on your own computer
    o   Find the folder where your files are located
    o   Click the file you want to load
    o   Click the *Green Arrow* pointing to the right

Once it loads, you will see the file in the list on the far right of your screen.

If you happen to load a file that is already on the server, you will receive a warning

asking if you want to overwrite or replace the existing file. Select yes, if you are sure

you want to replace it or if you have a backup copy saved elsewhere.

This folder already contains a file named 'googlebox.htm'

Would you like to replace the existing file

788 bytes
modified: Thursday, December 16, 2004, 20:40:18

with this one?

816 bytes
modified: Thursday, December 16, 2004, 16:40:00

Yes   No

❑ **Step 4B: Downloading Files**

o If you want to make a copy of a file on the website to put on your computer, it's easy.
o On the right side of the screen, select the file you want to download
o Hit the *Green Arrow* pointing to the left.

Once it loads, you will see the file listed in the list on the left side of your screen.

❑ **Step 4C: Loading Multiple Files at Once**

o If you want to upload (or download) more than one file or folder (and its entire contents) at the same time, it's easy to do.
o Hold the "CTRL" key and left click on each file that you want to load.
o When you've chosen them all, click the right or left pointing button depending on whether you want to upload or download the files.

5

ub

❑ **Step 5: Close the Connection**
   o Once you've finished working with your files. Select *Disconnect* to close the connection.

Uploading / Downloading Files with CuteFTP

Objective: To upload files to a website and download files to a computer using CuteFTP.

❑ **STEP 1: Open Your CuteFTP program**

    4. Left click your mouse over "New" and click "FTP Site"

❑ **STEP 2: Enter the New Site Information** (picture shown on next page)

    6. Name the site something you'll recognize. Generally, using the domain name will suffice.

    7. Enter the host address which is generally the domain name. Ex. mysite.com (No http:// or www required).

    8. Enter the username provided by the web host.

    9. Enter the FTP password provided by the web host.

    10. Click "Connect" to connect with the server.

    Note: You can enter any comments or any additional instructions you want to keep handy in the comments area, but it is not necessary.

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❑ **STEP 3: Access the Website on the Server**
  ○ In most cases, after you click connect, you'll see a bunch of folders and
    files on the right side that look like below. Don't load files to here. Left
    click "public_html to access the area where you will be loading files.

❑ **STEP 4A: Choose a File to Upload**

    o The left side of the screen are folders and files on your own computer.
    o Find the folder where your files are located.
    o Right click the file you want to load.
    o A screen will pop-up and you should left click "Upload" to load the files.

If you happen to load a file that is already on the server, you will receive the warning

on the following page. You will see this message when uploading or downloading

existing files.

Confirm File Replace (Closing in 30 seconds)

This folder already contains a file named 'googlebox.htm'

Would you like to replace the existing file

788 bytes
modified: Thursday, December 16, 2004, 20:40:18

with this one?

816 bytes
modified: Thursday, December 16, 2004, 16:40:00

Yes   No

❑ **Step 4B: Downloading Files**

o If you want to make a copy of a file on the website and put it on your computer, you can use the "Download Feature". On the right side of the screen (where the files on the website are showing), right click the file you want to download and choose "Download" on the pop-up screen.

❑ **Step 4C: Loading Multiple Files at Once**

- o If you want to upload (or even download) more than one file or folder (and its entire contents) at the same time, it's easy to do.
- o Hold the "CTRL" key and left click on each file that you want to load.
- o When you've chosen them all, right click your mouse and choose "Upload" (or "Download" if you are downloading).

		File Folder	8/17/20
home		File Folder	8/17/20
images		File Folder	8/17/20
l		File Folder	8/17/20
news-media		File Folder	8/17/20
shopping		File Folder	8/17/20
sitebuilder		File Folder	8/17/20

Upload   Ctrl+PgUp

Upload Advanced   ▶

✂ Cut	Ctrl+X	1.76 KB	Firefox Document	8/7/200
📋 Copy	Ctrl+C	1.44 KB	Firefox Document	1/2/200
📋 Paste	Ctrl+V	114 bytes	Configuration S...	2/25/20
		816 bytes	Firefox Document	12/16/2
Copy to...		8.92 KB	Firefox Document	9/20/20
Move to...		2.45 KB	Firefox Document	8/7/200
		9.57 KB	Firefox Document	9/20/20
Select All	Ctrl+A	3.71 KB	Firefox Document	3/10/20
		2.59 KB	Firefox Document	9/20/20

Edit   Ctrl+Enter

View   Ctrl+W

Execute   Ctrl+E

Rename   F2

Delete   Del

Properties Alt+Enter

#	Item	<->	Size	Progress	Local
E	⚠	→	3.42 KB	0%	C:\Documents and S
E	⚠	→	3.35 KB	0%	C:\Documents and S
S		→	816 bytes	100%	C:\Documents and S

Upload the sele

Right column files:

- desktop.ini
- main.css
- _vti_inf.html
- bottom.htm
- googlebox.h
- index.html
- postinfo.htm
- reesereport.
- top.htm
- .htaccess
- frontpage.ht
- add_reciproc
- captcha.php
- cl.php
- index-origina
- index.php
- init.php
- ipn.php

How To Use Styles and Outlines in Word 2003

Objective: To save time when formatting long documents by using Word's built-in styles and outline view.

Definitions:

- **Styles** are paragraph and character formatting commands that are assigned a specific name. Word has many default styles that you can use to make word processing a little easier. Using styles will save you time, allow you to make global changes quickly, ensure you have consistent formatting in your documents.

- **Outline View** is used to get an overview of your documents style. It is one of several views you can use in Word.

Using Styles

□ **STEP 1 Locating Styles**

Word contains several default styles which are available each time you begin a new document. As you add new elements (Headers, Footers, Font Changes, Footnotes) to the document their style names will also appear in the Style Menu.

○ You'll first need to add the *Formatting* toolbar to your top toolbars. To do this, right-click your toolbar at the top and put a check next to ***Formatting***

This should add these or similar options to your toolbar.

Alternately, you can locate the Styles by navigating to Format → Styles and Formatting which will bring up a task pane on the right showing the styles options.

❑ **STEP 2 Apply Styles**

For this example, we are using the **Formatting Toolbar.**

- o Select the Word/Paragraph(s) you wish to format by highlighting the desired text.
- o Click on the arrow next to the **Style** menu to expand it (see below)
- o Select the style you want to apply to the highlighted text

❑ **STEP 3 Apply Changes to Multiple Text Areas**

If you want to apply the same style to multiple items, you can do this at one time. For instance, say you wrote an ebook and all the chapter titles were bold but you now want them to be italicized as well.

- o Select the first chapter title
- o Right-click the newly changed title & click *Select Text with Similar Formatting*

This will select all text with the same type of formatting. Simply choose your new formatting options from the dropdown menu as shown in step two.

❑ **STEP 4 Create a New Style**

If you want to create a new style of your own, you will need to use the right Task Pane explained in Step 1.

o Select ***Style & Formatting*** from the Format menu.
o Click on the ***New Style*** button
o Name your style something you will remember
o Select the ***type of style*** you want to create (paragraph, character, table or list)
o Select the ***Based-on style*** (select "No Style" unless you have a good understanding of what this option will do)
o Set the '***next paragraph' style.*** (the style of the paragraph you create when you press return key at the end of a paragraph). This is typically used for single paragraphs like quotations, headings, sub headings, etc. Leave as default if you aren't sure.
o To ensure any changes to this style later on are added to all text written in this style, tick the ***Automatically update*** box.

For example, if you create a style and later decide you'd like it to be bold or left aligned, when you modify one paragraph in the document it will automatically apply it to all paragraphs in that style.

o If you think you will reuse this style for other documents, tick the ***Add to Template*** box.
o When you've finished, click ***OK***.

□ **STEP 5 Modifying an Existing Style**

If you want to modify the formatting of an existing style:

- o   Navigate to Format → Styles and Formatting.
- o   Right-click the style you want to modify
- o   Select Modify Style. Repeat steps 3-8 in Step 4.
  Follow these same steps to delete a style

□ **STEP 6 Copying Styles from Another Document**
        To copy styles from another document, simply

- o   Open a blank Word document
- o   Navigate to **Tools → Templates and Add-Ins**
- o   Click **Organizer**

- o Click **Styles** tab
- o Click **Close File** to close the active blank document
- o Click **Open File** to open a previously created template or the file you want to copy
- o Select the items you want to copy and then click **Copy**

Note: Once you are finished creating a style, you can create a template by simply going to **File → Save As** and changing the type of document to a .dot (document template) file.

Using the Outline View

The Outline view gives your document an organized look. It allows you to quickly see the levels of heading and subtext within your document. You can format the heading style and position using the symbols provided by Word.

❑ **STEP 1 View Document in Outline View:**
   o Open the existing document
   o From the View menu, select Outline

❑ **STEP 2 Formatting Text**

A) Outline Edits: When viewing in Outline, the plus and minus signs indicate whether the text has subtext or not. You can drag these symbols around to reposition your text or subtext.

B) Outline Toolbar: Using the Outline Toobar, you can make additional adjustments. To turn on the Format Toolbar, right-click the top toolbar and put a checkmark next to Outlining

That should bring up a toolbar that looks similar to the one below.

Heading 1

This is a test sentence

Heading 2

Heading 3

Paragraph Text

Button Options

The ← and → buttons moves selected headings and text up and down a "level"

The ←← changes the selected headings to Heading 1

The →→ changes the selected headings to paragraph text

The **Up Arrow** and **Down Arrow** moves the text up / down a sequential level

The + and − signs expands or collapses the text

Using the drop down arrow, you can select the "level" you want a particular heading to be

Using the dropdown arrow ⌁Show Level 1⌁ allows you to select how many 'levels' you want to view. The ⌁ icon sets it to only show the first line of a level.

This ⌁ icon is the show/hide formatting

Using the Outline Toolbar with the standard formatting toolbar will allow you to create a variety of styles.

Remember: If you plan to use the same style on different documents, once you have the style set, save it as a template by going to **File → Save As** and saving it as a .dot (document template).

How to Send Premium Postcards with USPS

Objective: to use the website of the United States Postal Service to create and send custom postcards. Single postcards can be created and sent or a bulk mailing can be prepared..

❑ **STEP 1: Go to the United States Postal Service** http://www.usps.com/

❑ **STEP 2: Find the Tool for Creating Postcards**

   o **Click on Create Your Own Cards**

   o **Below Premium Postcard, click Get Started**

   o **Click NOW**

- **Select a custom format to use or select a design from one of the galleries.**
  - ❑ Example: Let's create a 5.5" x 8.5" postcard. Click **Make It Now** below the postcard.

o **Choose where you want the address printed: on the side, at the bottom, or in the lower right-hand corner. Note: If you choose the corner address, a return address is not automatically printed.**
  ❑ Continuing with our example, click the arrow to the right of Side Address.

Side Address ➡

This Standard postcard features a 5.5" x 8.5" image on the front side and a 5.5" x 4.8" image on the address side. Both sides allow text to be written over the images.

Bottom Address ➡

This Standard postcard features a 5.5" x 8.5" image on the front side and a 3.5" x 8.5" image on the address side. Both sides allow text to be written over the images.

Corner Address ➡

This Standard postcard features a 5.5" x 8.5" image on the front side and a 3.75" x 3.25" address block located in the bottom right-hand corner of the postcard. This layout DOES NOT automatically print a return address. Please facilitate your return address in the accent area or include it in the image design. Neither side of this postcard allow for text to be written over the images via the web.

❑ **STEP 3: Create a Postcard**

o **USPS provides step-by-step instructions for creating a postcard.**
  ❑ The only steps that are required are those marked *: Select Recipients, Select Return Address, Select Mail Date, and Choose Your Delivery Method.
  ❑ When you click on a box for each step, the red shading in the layout guide at the top will change to show your location on the postcard.
    • Side Address and Bottom Address layouts both allow you to write text over images. If you click on Enter Front Text or Enter Back Text, you will notice the solid red shading changes to red horizontal lines. The patterned shading represents text and the solid shading represents an image.

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5.5 x 8.5 - Side Address

1 Choose Front Image
Image is blank.

2 Enter Front Text
Message is blank.

3 Choose Back Image
Image is blank.

4 Enter Back Text
Message is blank.

5 * Select Recipients

6 * Select Return Address
Tracy Musgrove
PO BOX 208
Satsop WA 98583-0208

7 Choose Accent

8 * Select Mail Date
Monday, March 17th, 2008

9 * Choose Your Delivery Method
First Class Mail

❑ **STEP 4: Upload Your Own Photos**

    o **Click on Choose Front Image or Choose Back Image.**
        ❑ An image is not required. If you want an image, you do not have to include both a front and back. You can choose one or the other.
    o **Click Browse to Upload an Image of Your Own**
    o **Select a JPEG file of 10 Mb or less.**
    o **Click Open**
    o **Click Go**
        ❑ USPS alerts you to potential problems that may occur printing the photo you selected with the image size of the postcard.

Upload an Image..

[_____] [Browse...]

then Continue **GO**

Click the 'Browse' button and select an image from your own computer files. Click the arrow button to upload your image for your mailing. **Your file must be a JPEG of 10 Mb or less.**

❑ **STEP 5: Choose Image from Gallery**

- o **Click on Choose Front Image or Choose Back Image.**
- o **Click Go next to Search the Gallery or enter the type of image you want to find.**
  - ❑ For example, let's say you want something sports related. Enter sports in the search text box and click Go.
- o **Click on an image category. Subcategories are listed below the main category.**
- o **Click on an image you want to use.**
  - ❑ USPS alerts you to potential problems that may occur printing the image you selected with the image size of the postcard.

Search for Images..

Choose the gallery you want to search.

Search the Gallery

[ ] GO

INDEX STOCK IMAGERY.

[ ] GO

Your Personal Gallery

Go to your Image Gallery | GO

33

Image Categories

Anytime Notes
At the Office
Appreciation
Birthday at Work
Bosses Day
Christmas at Work
Computers
Human Resources
▶ Motivational
Office Humor
Retirement
Secretary's Day
Thank You
Birthday
Business
CRM
Capitol Records
Cards by Subject
For Kids
Holidays & Invitations
Industries
Love
Occasions & Invitations
Quotes
Sales & Marketing

Images

Man Reaching for Star
Prints at 136 dpi.

good luck

Good Luck
Prints at 128 dpi.

❑ **STEP 6: Enter Text**

- Click on **Enter Front Text or Enter Back Text.**
- **Enter text in the text box. You can preview how your message will look on the postcard in the preview window.**
  - Text is entered in text blocks; therefore, when you format text, all text within the text block will be formatted.
  - To apply formatting to specific text, you must add text blocks.
    - Click the down arrow next to **Choose a Text Block**.
    - Click **Add New Text Block** and begin typing.
    - Click the down arrow next to **Choose a Text Block** and select the block of text you want to format. Only text that is within the text block you selected is formatted.
      - Each block of text must be aligned differently.
      - Click the down arrow next to **Choose a Text Block** to select the block of text.
      - Click the down arrow next to **Alignment** and select an alignment to use for the block of text.

- **STEP 7: Addressing Postcard**

  - **Click Select Recipients.**

❑ If you do not have an account with the USPS, follow the instructions for creating an account.

o **Click Go under Add a New Address.**
  ❑ You could click Go under Import Addresses and import addresses from an Excel spreadsheet or an address book.
    • Click Browse to find the XLS or CSV (comma separated values) file you want to import.

o **Enter the name and address of the person you want to add as a recipient.**
  ❑ ***** Denotes a required field.

Contact Name

Enter your contact name below. Each of the fields are available for use with message merge.

Prefix: [   ] ᵐₘ
** First Name: [   ] ᵐₘ
Middle Name: [   ] ᵐₘ
** Last Name: [   ] ᵐₘ
Suffix: [   ] ᵐₘ
Nickname: [   ] ᵐₘ

Company

Enter your contact company name below.

Job Title: [   ] ᵐₘ
Department: [   ] ᵐₘ
** Company: [   ] ᵐₘ

Address Group

Select and address group to add this contact to.

[Personal ▾]

Street Address

Enter the street address for this contact. Your postcards will be mailed to this address.

* Address 1: [   ]
Address 2: [   ]
* City: [   ] ᵐₘ
* State / Province: ◉ [▾]
                    ○ [Enter Province Name]
* Zip Code: [   ]
* Country: [United States ▾]

- o **Click Select Return Address.**
    - ❑ When you created your USPS account, your mailing address was automatically chosen as the default return address.
    - ❑ You can add additional addresses to use as a return address.
        - • When you select an address to use as a return address, the address you select then becomes the new default return address for future mailings.
    - ❑ Whatever you do to the current mailing (i.e., delete, modify, or add a return address) will not be affect mailings that you already sent.

Add a New Return Address **GO**

- ❑ **STEP 8: Select Mail Date**

    - o **Click Select Mail Date**
        - ❑ By default, the USPS sends cards on the next business day.
    - o **Click Change Date**
    - o **Click the date you want the postcard sent.**

March, 2008						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April, 2008						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May, 2008						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

❑ **STEP 9: Choose Delivery Method**

- o **First Class is the default method of delivery.**
  - ❑ Standard mail is only for bulk mailing--at least 200 domestic addresses.
- o **Click Continue.**

❑ **STEP 10: Send Postcard**

- o **Click Download Your PDF Proof.**
  - ❑ Review the proof of your postcard. If you need change something, click on the box for the feature you want to change.
    - Example: If you want to change the text on the back of the postcard, click Enter Back Text box on the left column of the web page.
  - ❑ After proofing the postcard, select the box next to *I have reviewed the PDF file and would like to send my mailing*.
- o **Click Continue**

Review your Postcard
Press Continue to complete your mailing after reviewing your card below.

Back | Continue

This is a representation of how your mailing will appear.

Download your PDF proof to review your mailing. If satisfied with the mailing appearance, check the box indicating you have reviewed the proof and are ready to send the mailing. Otherwise, you may change any of your images, text or recipient now by clicking on the appropriate step to the left.

I have reviewed the PDF file and would like to send my mailing. ☐

I would like to save this card to my Postcard Gallery. ☐

* Caption: [   ]

* Group: ⦿ Announcements ▾
         ○ Enter Group Name

Download Your PDF Proof

- o   **Select the quantity of postcards you want to purchase.**
- o   **Click Continue**

Purchase Cards

Purchase cards to complete your mailing. Prices include first-class postage, address verification, and pre-sort as applicable.

[Back] [Continue]

You currently have 0 First Class Mail 5.5 x 8.5 in your account, and must purchase at least 1 in order to send out this mailing.

Note: You are purchasing only First Class Mail 5.5 x 8.5. Any additional cards you purchase will be available for you to use anytime over the next 2 years.

Product: **5.5 x 8.5**

Postage: **First Class Mail**

First-Class Mail postage includes forwarding and return services.

Quantity: 1

x $1.52

$1.52

Quantity	Price Each	Purchase Total
1	$1.52	$1.52
10	$1.46	$14.60
25	$1.40	$35.00
50	$1.34	$67.00
100	$1.29	$129.00
250	$1.24	$310.00
500	$1.19	$595.00
1,000	$1.15	$1,150.00
2,500	$1.11	$2,775.00
5,000	$1.07	$5,350.00
10,000	$1.03	$10,300.00
20,000	$1.00	$20,000.00
30,000	$0.97	$29,100.00
40,000	$0.95	$38,000.00
50,000	$0.93	$46,500.00

Coupon Code

If you have been given a coupon code, enter it here.

Coupon: [   ]

- o **Enter your credit card information.**
- o **Click Continue**

Purchase Postcards

Enter your credit card and billing information.

| Back | Continue |

Product	Postage	Quantity	Price	Total
5.5 x 8.5	First Class Mail	1	$1.52	$1.52
				$1.52

Payment Information

Enter your credit card and billing information.

PLEASE NOTE: American Express and Discover Card have a minimum charge of $1.00.

* Card Number: [   ]

* Expiration Date: [▼] [▼]

* CVV2 Code: [   ] **What is this?**

Billing Information

Please enter your billing address for the credit card listed above. Your billing address will be validated against the credit card number.

* First Name: [   ]

* Last Name: [   ]

Company: [   ]

* Street Address: [   ]

Apt/Bldg: [   ]

* City: [   ]

* State: [▼]

* Zip Code: [   ]

- o **Click Send.**

Confirm Mailing

You have enough credits available to send this mailing without purchasing more.

| Back | Send |

How to Order a Free Business Card from Vista Print

Objective: to create and order a free business card fro VistaPrint.com

❑ **STEP 1: Navigate to Business Card Section**
   o On the home page, select *Free Business Cards* from under the Free Products header

❑ **STEP 2: Enter Your Details & Select your design**
   o Enter your business details for the front of the card. You may include:
     ▪ Company name
     ▪ Tag line or personal message
     ▪ Your full name
     ▪ Job title
     ▪ Phone #
     ▪ Fax
     ▪ Email
     ▪ Website URL or other detail

Tip: click inside any box you don't want to enter data for and it will remove it.

   o Select your preferred design from the pictures at the top of the page. You can choose several to see how your card will look when completed.
   o You may change the color scheme by clicking the link below the business data

Customize Your Free Business Card

Select from 42 designs!

1 Enter text for front side

Company Name
Seba Info Systems Inc

Message
Internet Marketing... The Sweetie Way

Full Name
Alice Seba

Job Title
President

Address Line 1
123 Alphabet Lane

Address Line 2
My Town, USA 98765

Address Line 3

Phone / Other
123-456-7890

Fax / Other

E-mail / Other
myaddy@myurl.com

Web / Other
http://www.entermyurl.com

Change Color Scheme

Check My Spelling
Have the spell checker scan your document to check for typos

Exclusive Offers
Become a VistaPrint Insider to receive exclusive offers and tips.

Enter e-mail address

Sign Up ▶

2 Select your design

< 1 2 3 4 5 >

▶ See hundreds of other designs – only $19.99!

Seba Info Systems Inc
Internet Marketing... The Sweetie Way
Alice Seba
President

123 Alphabet Lane
My Town, USA 98765

123-456-7890

myaddy@myurl.com
http://www.entermyurl.com

Remove Sample Text

Advanced Editing - only $9.99!
Add more text, change fonts and colors, move things around, customize the back side, and more.

3 Online Proof Approval
By initialing below, I agree that the spelling, content and layout are correct. I understand that my document will print exactly as it appears above and that I cannot make any changes once my order has been placed.
Please read the statement above and initial to approve:

◀ Back

Next ▶

❑ **STEP 3: Approve the layout and content**

    o Enter your initials in box #3 stating the spelling, content and layout are correct.
    o *Click Next*

❑ **STEP 4: Select Payment Options**
    o Select your payment options
    o Click *Next* to enter payment details

How to Order a Custom Business Card from Vista Print

Objective: to create and order a custom business card from VistaPrint.com

❑ **STEP 1: Navigate to Business Card Section**
  o On the home page, select *Premium Business Cards* from under the Free Products header

❑ **STEP 2: Choose How You Want To Design It**
  o Select from the options how you want to design your new business card
    ▪ For this example, we're going to use *Build a Design*

❑ **STEP 3: Select the type of Image**
  o Your options are:
    ▪ Use your own image
    ▪ Search for images
    ▪ Don't use an image
    ▪ Use Vista Print's logo designer
  o We're choosing to use our own image
  o Click the *Get Started* button for the option you want

What kind of image do you want to use in your design?

□ **STEP 4: Upload your image**
- o Browse your computer and locate the image you want to use.
- o Click *Upload*

□ **STEP 5: Preview & Edit Image**
- o You may crop, rotate or upload a different image from this preview page
- o Click *Next* when you're finished

□ **STEP 6: Enter Your Details & Select your design**
- o Enter your business details for the front of the card. You may include:
  - ▪ Company name
  - ▪ Tag line or personal message
  - ▪ Your full name
  - ▪ Job title
  - ▪ Phone #

- Fax
- Email
- Website URL or other detail

Tip: click inside any box you don't want to enter data for and it will remove it.
- Click *Next* when you're finished

Please enter your information below.

Company Name
Seba Info Systems Inc

Message
Internet Marketing.... The Sweetie Way

Full Name
Alice Seba

Job Title
President

Address Line 1
123 Alphabet Lane

Address Line 2
My Town, USA 98765

Address Line 3

Phone / Other
123-456-7890

Fax / Other

E-mail / Other
myaddy@myurl.com

Web / Other
http://www.entermyurl.com

❑ **STEP 7: Select Your Font**

- Select the font style you would like to use. There are several options within different categories listed across the top
- Click *Select Font* to choose the font
- Click *Next* when you're finished

What fonts would you like on your design?

Please choose a font category and then select a font scheme from the options shown.

Font Category:

Classic   Modern / Bold   Elegant   Fun/Whimsical   Wild/Bold

Primary Font: Arial
Secondary Font: Times New Roman

Seba Info S
Internet Marketing...
Al;ice Seba
President

Select Font ▶
View Full Text

Primary Font: Times New Roman
Secondary Font: Arial

Seba Info Sy
Internet Marketing
Al;ice Seba
President

Select Font ▶
View Full Text

Primary Font: Tahoma
Secondary Font: Aetna JY Newstyle

Seba Info
Internet Marketing.
Al;ice Seba

Select Font ▶
View Full Text

Primary Font: Georgia
Secondary Font: Humanist

Seba Info
Internet Marketing.
Al;ice Seba
President

Select Font ▶
View Full Text

❑ **STEP 8: Select Your Layout**
   o View the layout options
   o Click *Select Layout* to choose the layout
   o Click *Next* when you're finished

What layout would you like?

Please choose a layout from the selections below. You will be able to choose the colors later.

Layout Style   ◉   Horizontal

1 , 2 >
1-6 of 12 items

Select Layout ▶
View Larger

Select Layout ▶
View Larger

Select Layout ▶
View Larger

Select Layout ▶
View Larger

❑ **STEP 9: Select Your Color Scheme**
   o View the various color scheme options
   o Click *Select Color* to choose your color scheme
   o Click *Next* when you're finished

You get goodies like this in the MyNAMS Insiders Club

What color scheme would you like?

Please choose a color scheme from the selections below.

1, 2, 3 >
1-6 of 13 items

□ **STEP 10: Choose a Backside**
   o If you want to have text on the backside of your card, there are several options to choose from but they have an additional fee attached to them.
   o Click *Select Backside* to choose the type you want
   o Click *Next* when you're finished

Which Backside Would You Like?

1, 2 >
1-6 of 8 items

□ **STEP 11: Approve Your Design**
   o Preview your design to ensure everything is correct
   o If it is, insert your initials that you approve it
   o Click *Next*

You get goodies like this in the MyNAMS Insiders Club

□ **STEP 12: Select Payment Options**
  ○ Select your payment options
  ○ Click *Next* to enter payment details

Setting up Ad Trackers for Your Affiliate Links

For use with affiliate programs managed by Wahmcart

Ad trackers allow you to set up individual advertising campaigns so that you can get at-a-glance stats on how well that specific campaign or link is doing. You can track how many times each of your tracker links have been clicked, how many orders each one has generated and more.

☐ **STEP 1: Log into your affiliate account**

☐ **STEP 2: Navigate to Ad Tracking Center**
  o **Click Track Ads**

View Stats	View Sales	View Links	Track Ads	My Account

Totals to date	Visitors	Orders	Conversion	Commission	Advertising	Profit
Totals	253	0	0.00%	0.00		0.00

Monthly Stats	View totals for January ▾ 2009 ▾ Display
Daily Stats	View totals for January ▾ 23 ▾ 2009 ▾ Display
Annual Stats	View totals for 2009 ▾ Display

  o **Click Add Tracker**

View Stats	View Sales	Sub-Affiliates	View Links	Track Ads	My Account
Add Tracker	View Trackers		Add Expense		View Expenses

☐ **STEP 3: Submit Tracker Details**
  o **Campaign Name:** Name the campaign – for your reference only

  o **Comments:** Enter details about your campaign – are you using it in a holiday promo, a special bonus or on a special page

  o **Select Product:** Choose the product you want to promote in this campaign

  o **Click the Add Tracker button**

You get goodies like this in the MyNAMS Insiders Club

STEP 4: Get Your New Link

Once the tracker is created, the page will redirect back to your dashboard and look like this:

Copyright (c) WAHMCart.com

- o **Click Link** to get your new tracking link as shown above. This will generate the custom tracking link for your new campaign.
- o **Copy Tracking Link** as shown below and paste it into your website html or other project that you are creating.

STEP 5: View Stats

Once your new tracking link has been in place for a while, you can view your stats to see how many visitors, orders, etc have been made through this new campaign.

You get goodies like this in the MyNAMS Insiders Club

To do this, simply log back into your account and click **Track Ads**, then click **View Trackers** and you'll see your list of trackers and the stats for each.

View Stats	ew Sales	View Links	Track Ads	My Account
Add Tracker	View Trackers	Add Expense	View Expenses	

Total Statistcs		View stats for January ⌄ 2009 ⌄ Display					

Campaign	Visitors	Orders	Conv	Amount	Expense	Profit	Options
Sample Tracker	0	0	0%	0.00	0.00	0.00	Link Edit Delete

You get goodies like this in the MyNAMS Insiders Club

Things you should do before you hire a designer:
-Figure out what kind of website you need: informational, digital
ecommerce, physical product ecommerce, community, etc.
-Find sites that have a style that is close to what you are looking for
-Interview several designers; request quotes
-Ask owners of other online businesses similar to yours for
recommendations. You can find other business owners at forums
dedicated to your industry or target market

Your Designer Should Have The Following Attributes:
-Knowledge of hosting and software that will fit the needs for your website
-Experience working with the host and software that you will be using
-Ability to communicate effectively and settle disagreements professionally
-A well-thought out design process that clearly states what happens when
-Ability to manage projects
-Understanding of legal issues related to web design, such as
trademark, copyright, accessibility and contracts
-The designer is an active member of a professional web design
organization like Women Designer's Group

The Skills You Are Looking For Include:
-Sense of style that you like and that fits your target market
-An eye for layout and color
-Knowledge of how visitors browse web pages and navigate through websites
-Mastery of HTML, XHMTL and CSS
-Fluency in a programming language such as PHP or ASP is a plus,
though this can be outsourced
-Basic understanding of search engine optimization as it relates to
building the website framework

How much you should pay depends on:
-How complex the project is
-How much custom design and/or programming is required
-How much experience the designer has
-The designer's skill level
-How extensive/well-known her portfolio is
-How high the demand is for the designer's work
-How much time your project will require
-The scope of your project (5 pages verses 500)
-How much of the project has to be done by the designer and how much
you can do (using a content management system, for example)

The Warning Signs Are:
-You don't like the designer's style
-The designer does not require you to sign a contract
-The designer doesn't spell out exactly what work she will perform

-The designer can't provide good references
-The designer has a website that is not well designed
-The designer doesn't have a website at all
-The designer doesn't communicate well, or takes more than one or two
business days to get back to you (this could just be a sign that the
designer is very busy)
-You discover several complaints with few good testimonials. Or no
comments at all.
-The designer has less than two years experience
-You can't find the designer's policies or procedures on her website

So, what designer do you recommend?
Michelle at Watersweb Solutions LLC is an example of a great web
designer. Michelle has more than five years experience in the design
industry and is a longtime member of Women Designers Group. You can
view portions of her portfolio at http://www.waterswebsolutions.com
and http://www.vbmojo.com. She has experience as a web host and as a
ecommerce software provider. You can see many of her testimonials at
http://www.shopkitplus.com and vbMojo. You can also contact the owners
of the sites in her portfolio for references.

Michelle's expertise is in HTML, XHTML and CSS website design for
physical product sellers. She has extensive experience in designing
for her shopping cart and the vBulletin forum software.

How To Add Author/Contributor To WordPress

Objective: To add multiple authors to a WordPress blog

WordPress Settings

❑ **STEP 1: Log In**

❑ **STEP 2: Check/Modify Settings**

    o Go to Options >> General tab
    o Scroll down to "Membership"
    o Check the "Anyone can register" option

Membership: ☑ Anyone can register
      ☐ Users must be registered and logged in to comment

    o Set default member role to "Subscriber." It is not recommended to use any other role setting here.

New User Default Role: Subscriber

Members Self-Register

❑ **STEP 3: Have People Register**

    o You can do this by sending people to this page http://www.yoursite.com/wp-register. If your blog is installed in a sub-folder e.g. blog, then send them to http://www.yoursite.com/blog/wp-register.php

❑ **STEP 4: Change Member's Role**

    o Go to Users >> Authors & Users tab

Dashboard Write Manage Comments Plugins **Users**

Authors & Users Your Profile

    o Check the box next to the member who is to become a contributor or author.

Subscriber

ID	Username	Name	E-mail
☑ 5	Red Eraser		rederaser@rederaser.com

You get goodies like this in the MyNAMS Insiders Club

o   Click the radio button and select the new role from the drop down box.

Admin Registers Members

❑   **STEP 1: Log In**

❑   **STEP 2: Add A User**

   o   Go to Users >> Authors & Users tab
   o   Scroll to Add New User section
   o   Fill in information, choose role from drop down box, and click add user.

❑   **STEP 3: Log Out**

Note: WordPress comes with five pre-defined Roles: Administrator, Editor, Author, Contributor, and Subscriber. Each Role allows users to perform a specific set of tasks. You will only need to know about three of these now. Here are the tasks each role may perform.

   o   Subscriber Role – able to read posts and reply (depending on settings.)
   o   Contributor Role – able to make and edit own posts, cannot publish posts.
   o   Author Role – able to upload files and make/edit/publish own posts.

You get goodies like this in the [MyNAMS Insiders Club](#)

Adding Widgets to your Wordpress Site

Introduction -

Today we will be learning how to use widgets on our Wordpress site.
A widget is like a Plugin for your sidebar, only easier to use. Widgets enable you to log into your Wordpress dashboard, head for the presentation tab and add/remove many different elements from your sidebar. You can even add plain text, RSS feeds or custom html/php code to your sidebar using widgets, meaning no need to mess about with template files!

!Important Notes!
A - As of version 2.2 of Wordpress, widgets are supported as standard, if you have a previous version of Wordpress installed, it is recommended that you update your Wordpress installation to the most recent version. -
http://codex.wordpress.org/Upgrading_WordPress

B – Not all themes support Wordpress widgets.
If your favourite Wordpress template is not widget enabled, don't worry, skip down to the end of this check list and you'll find some simple steps to add widget support to your favourite theme.
(you will find out if it is widget ready or not after step 1, in which case skip to the end, see if you can manage enabling widgets on your theme, then come back and start again)

Let's get started,

Step 1 – Check if our Template supports Sidebar Widgets
Before we add any new widgets we may have downloaded, let's make sure our theme supports widgets.

Browse to the Presentation Tab in your admin dashboard

Make sure that the theme you want to use is the "current theme".

Once you're certain the right theme is being used, proceed to the Widgets tab -

If it looks kinda like this then you have a widget ready theme -

However if it looks a little more like this -

Best Coffee Blends (View site »)

Dashboard　Write　Manage　Comments　Blogroll　**Presentation**　Plugins　Users　Options

Themes　**Widgets**　Theme Editor

No Sidebars Defined

You are seeing this message because the theme you are currently using isn't widget-aware, meaning that it has no sidebars that you are able to change. For information on making your theme widget-aware, please follow these instructions.

Then I'm afraid you don't have a widget ready theme,   See if there is an updated "widget ready" version available from the authors website, or else if you feel like getting your hands dirty then skip down to the end of this check list and follow the instructions on widgetizing your theme.

Step 2 – Activate your Dynamic Sidebar

If you're not already there, Navigate to the "Presentation - > Widgets" tab -

Best Coffee Blends (View site »)　　　　　　　　Howdy, **admin**. [Sign Out, My Profile]

Dashboard　Write　Manage　Comments　Blogroll　**Presentation**　Plugins　Users　Options

Themes　**Widgets**　Theme Editor　Header Image and Color

A new version of WordPress is available! Please update now.

Sidebar Arrangement

You can drag and drop widgets onto your sidebar below.

Save Changes »

Sidebar 1

The section along the bottom contains all the current pre-installed widgets, and all you have to do to activate your dynamic sidebar is drag one of those widgets into the empty Sidebar block above it and hit the "save changes" button -

You may have 2 or more sidebars, and aren't sure which one of the sidebars in the Widgets tab corresponds to which sidebar in your actual live site(i.e. left or right). Simply add different widgets to each sidebar, they will both become active, and you can view your site now to determine which sidebar in the widgets tab corresponds to which sidebar on your live site. (remember to click the "save changes" button once you've dragged your widgets into the sidebars!)

          Admin View   Live Site View

Step 3 – Adding more Widgets

Once you've activated your dynamic sidebars, no doubt there will be a bunch of widgets you want to install.   Installing widgets is just like installing plugins, most are really simple but each new widget can have it's own specific requirements. Most of them will need to be uploaded into a directory called "Widgets", and some will need to have a specific plugin installed before the widget will work. Most Widgets will need to be activated through the "plugins" tab before being visible under the "Widgets" tab.   To make things clearer, lets install 2 popular widgets.

A – Download, unpack and read the installation notes of our chosen widgets,
I've chosen the MyBlogLog widget available to download from here -
http://gozenn.com/widgets/mybloglog-widget/
and the Simple Tagging widget available from here - http://www.jovelstefan.de/simple-tagging-widget/

B – Upload files according to instructions found in the download, being sure to add any extra plugins or files instructed to do so,

Instructions on where to find any extras if needed are usually found with the readme file of the widget you are installing.

So,
Upload MyBlogLog widget file "mblvisit.php" to the /wp-content/plugins/widgets directory of your Wordpress installation. (If there is no directory within your plugins folder called widgets, simply create a new directory and call it widgets.)

Upload the Simple Tagging widget file "simpletagging-widget.php"
Upload the entire folder for the plugin Simple Tagging (you should have downloaded this
after reading that it is needed for the simple tagging widget)

C – Activate your new widgets and any new plugins that have been uploaded.
Browse to the "Plugins" tab of your dashboard, then locate and activate any widgets and
plugins you have just uploaded -

D – Check to make sure that our new widgets are available to use,

Navigate to the Presentation - > Widgets tab, and check to see if your new widgets are available

Step 4 – Arrange our new sidebar widgets and adjust new widgets settings if required

It's so easy to arrange your widgets, you literally just need to drag and drop them into place. You can change the order they are arranged in the side bar by simply dragging the widget where it needs to go once you've placed it from the "Available widgets" box into your "Sidebar" box.

To tell if your widget needs to have any settings, text or fields input to work, this is how you tell -
Some widgets once placed in the sidebar have a little box icon in the corner, and some do not

Sidebar 1

Search

MyBlogLog Visitors

Widgets that do NOT need any settings input (Notice No little box in the corner)

Sidebar 2

Tag Cloud

Calendar

Widgets that need settings input (See the little box in the corner)

Available Widgets

To adjust settings or add any text or anything else that is required in your new widget, simply click the little box icon in the corner (regular left click) and a small pop-up should appear where you will need to fill in whatever needs filling in.

Dashboard Write Manage Comments

Themes **Widgets** Theme Editor

MyBlogLog Visitors   ✕

Widget Title:
MyBlogLog ID:
Width:
Heading Text:
Rows: 1   ⌄

Show Screen Names: ○Yes ○No
Image Size: ○Full–Size ○Half–Size

The color in the box is the current color!

☐ Sidebar updated. View site »

Sidebar Arrangeme

You can drag and drop widgets onto your

Sidebar 1

Search

MyBlogLog Visitors

Header BG Color:

Header Text Color:
Link BG Color:

Link Text Color:

Bottom BG Color:

If this is a fresh install, copy and past the MyBlogLog Recent Readers widget code into this box, then hit enter. All the boxes above will then be filled!

The MyBlogLog widget has quite a lot of information required to set up.   As with the widgets readme file in the download, if there is anything extra required just follow the instructions, for example here I need to copy and paste some code that will be found if I log into MyBlogLog account on their site.

Other widgets don't need much input at all -

When you've filled in everything you need to on the widget settings pop-up, just close the pop-up window, and hit the Save Changes button inside your widgets tab.

Step 5 – Save, and Enjoy!

I'll say it one more time, before navigating away from your Widgets dashboard **hit the Save Changes Button!!**

That's it Now you can enjoy the functionality of your new widgets!

EXTRA
How to Enable Widgets on a Non Widgetized theme

Not all the beautiful Wordpress themes available are Widgetized, meaning they don't have the function written into the template files to allow the use of widgets. If you are using Wordpress 2.2 or over, then there is no need to do anything to get widgets working other than uploading and installing the widgets, EXCEPT if you have a non widget ready theme.

If you've checked the presentation tab in your dashboard, and there is no "Widgets" tab next to the "Themes" tab, then you will need to follow these simple instructions.

First, check with the theme authors site to see if there is an updated version.

None? Ok then,
If you haven't ever done any template file editing before, don't worry it's very easy, follow these instructions and you'll have your theme widget ready in no time.

Step 1 – Select our themes sidebar file

While logged into our Wordpress dashboard, navigate to the Presentation tab. Making sure the theme we want to edit is currently selected, further navigate to the Presentation Subtab "Presentation - > Theme Editor"

Now down the right hand side you should see a list of files, these are our template files, and we should only need to adjust 1 file, the sidebar.php file.
 (If you have more than one sidebar that needs widgetizing, please refer to the Wordpress codex - http://codex.wordpress.org/Plugins/WordPress_Widgets)

Select the sidebar by clicking on the link in the files list towards the right side of your dashboard -

Step 2 – Edit our sidebar file

Using the built in Wordpress theme editor, we simply need to take this piece of code -

```php
<?php if ( !function_exists('dynamic_sidebar')
        || !dynamic_sidebar() ) : ?>
```

and add it to the top of our sidebar file, right underneath the bit that looks like this
<div id="sidebar">

Editing `sidebar.php`

Add the code under here

```
<div id="sidebar">
<?php if ( !function_exists('dynamic_sidebar')
      || !dynamic_sidebar() ) : ?>

                      <?php /* If this is the frontpage */ if ( is_home() ||
is_page() ) { ?>
                              <h2><?php _e('Author'); ?></h2>
                              <p><?php the_author_description(); ?></p>
                              <?php wp_list_pages('title_li=<h2>' . __('Pages')
. '</h2>' ); ?>
                              <h2><?php _e('Archives'); ?></h2>
```

and then take this piece of code -
`<?php endif; ?>`
and it it to the bottom of our sidebar file, right before the sidebars closing tag -

```
                          <h2><?php _e('Categories'); ?></h2>
                          <ul>
                          <?php list_cats(0, '', 'name', 'asc', '', 1, 0,
1, 1, 1, 1, 0,'','','','','') ?>
                          </ul>
                  <?php } ?>

                  <?php /* If this is am archive */ if ( is_archive() ) {
?>
                          <h2><?php _e('Archives'); ?></h2>
                          <ul><?php
wp_get_archives('type=monthly&limit=12'); ?></ul>
                          <h2><?php _e('Categories'); ?></h2>
                          <ul>
                          <?php list_cats(0, '', 'name', 'asc', '', 1, 0,
1, 1, 1, 1, 0,'','','','','') ?>
                          </ul>
                          <?php if (function_exists('wp_theme_switcher')) {
?>
                          <h2>choose theme</h2>
                          <?php wp_theme_switcher(); ?>
                          <?php } ?>
                  <?php } ?>
<?php endif; ?>
          </div>
          <div style="clear:both;"></div>
```

Add the code right before
the sidebars ending tag

After you've added this new line of code, make sure you hit the "update file" button near the bottom of the page -

Update File »

Step 3 – Create and Upload a functions.php file

Now that the code is in our themes sidebar, it still won't work until we create a file called "functions.php" and add it to our themes folder.

Open up your favourite text editor, Windows standard Notepad is more than sufficient, then copy this code below and paste it into your new notepad file -

```php
<?php
if ( function_exists('register_sidebar') )
register_sidebar();
?>
```

Once you've pasted the above code into your text editor, simply save the files as functions.php and upload it to your theme directory at /wp-content/themes/your-theme/

That's it!

That's it, now your theme is widget ready, you can go back to step 2 and learn how to add all your lovely Wordpress widgets!

If you do get stuck, recommended extra reading is
http://codex.wordpress.org/Plugins/WordPress_Widgets
and
http://automattic.com/code/widgets/

Adding Image Verification (Captcha) To WordPress Comments

Objective: This checklist show you how to install a simple captcha into your WordPress blogs. After installation, people will have to solve the captcha before their comments will appear.

1. Download and unzip Peter's Anti Spam on to your computer
2. Upload the folder into your /wp-content/plugins/ folder.
3. Login to your blog
4. Navigate to Plugins

5. Find Peter's Custom Anti Spam. Click Activate

6. Click on Manage Tab, then Custom Anti-Spam

Anti-spam word: (Required)*

To prove you're a person (not a spam script), type the security word shown in the picture. Click on the picture to hear an audio file of the word.

[Submit Comment]

« How Does Your Online Persona Differ from You "Real" One?

7. Check your blog posts. You should see the image appear at the bottom of the comment
 submission form.
8. Done, but for advanced customization, continue the following steps

Advance customization

● To change the text that appears in your image verifications, on your computer, open custom_anti_spam.php with a text editor.
● Locate the line that looks like this: $cas_text[] = 'lunch';

```
$cas_text = array(); //
// List as many words a
// If you want some wor
// It is best to use wo
$cas_text[] = 'lunch';
$cas_text[] = 'salad';
$cas_text[] = 'dine';
$cas_text[] = 'out';
$cas_text[] = 'feast';
$cas_text[] = 'dinner';
$cas_text[] = 'laugh';
$cas_text[] = 'cheers';
$cas_text[] = 'wine';
$cas_text[] = 'soup';
```

● For each of those options, replace the text with your desired words, numbers or random text. Keep the length to 8 letters or less. Take care not to delete any quotes.

● To force registered and logged in users to solve the captcha, locate this line $cas_forcereg = false; and change false to true

```
// Set this to equal TRUE
$cas_forcereg = false;
```

● To automatically moderate all trackbacks, locate this line $cas_modtrack = false;

Change false to true

```
3  // Set this to equal TRU
4  setting is TRUE)
4  $cas_modtrack = false;
5
```

- To automatically moderate all pingbacks, locate this line $cas_modping = false; Change false to true

```
// Set this to equal TRUE
$cas_allowping = true;

// Set this to equal TRUE
```

- Save the file
- Open your FTP software, upload this custom_anti_spam.php file into the /wp-content/plugins/custom-anti-spam/ folder. You may have to overwrite the file if the plugin already exists.
- Log out
- Check your blog

Using the Redirection Plugin for WordPress

Objective: To redirect a URL to a different URL using the Redirection plugin for WordPress. This can take the place of 301 redirects in your .htaccess file and your affiliate redirect links. It also help you monitor your 404 errors so you can quickly fix any broken pages.

Note: You must already have the plugin installed and activated prior to using these instructions. You can find the plugin at: http://wordpress.org/extend/plugins/redirection/

☐ **STEP 1: Log in to your WP account and navigate to Manage → Redirection**

☐ **STEP 2: Enter Redirect Links**

- o **Source URL:** The original URL that you want to redirect somewhere else
- o **Match:** How you want to match the source URL – typically "URL only"
- o **Action:** What happens if the URL is matched – typically "Redirect to url"
- o **Regular expression:** Checked means the source URL is a regular expression (i.e. a pattern that may match many URLs) -- typically this is left unchecked
- o **Target URL:** The new URL that the visitor will be redirected to if they happen to click the old one.
- o Click **Add Redirection** once you fill in the details

In this example, we're taking an old page titled eos and redirecting it to http://www.essentialofficesupport.com

Note: For the SOURCE URL, you <u>do not</u> enter the main site url; only the part that comes after. com, .net, etc… so start with the slash and enter everything after that. For instance, if the main site was XYZ.com and the full OLD url was http://www.XYZ.com/eos then we only enter /eos in the source url box.

You should now see the redirect listed in green as shown here.

| 301 | ☐ /eos | | 0 |

🔄 re-order   Select All | Toggle | Reset Hits | Delete | Move To: [Redirections ▾] [Go]

Your redirection has been added.

☐ **STEP 3: Manage Groups**

If you have several projects or groups of urls that you will be redirecting, you can create groups for each one. For instance, maybe you're redirecting all web pages from an old site or maybe all of your affiliate links, you can create a group for the site and another group for the affiliate links. This helps with organization.

To create a group:
   o **Click Groups** in the Redirection navigation

   o **Name** your group

   o **Click Add**

As you can see here, we already have two groups, one for standard redirections and one for modified   posts. We have 289 redirects within the redirection group and they have received 56,225 hits so far.

Groups for module: WordPress

Redirects   **Groups** | Modules | Log | Options

               Module: [WordPress ▾] Search: [_____] Per page: [250 ▾] [go]

Name		Hits	
☐ Redirections (289)		56225	📝 edit group
☐ Modified posts (264)		4800	📝 edit group

🔄 re-order   Select All | Toggle | Reset Hits | Delete | Move To: [WordPress ▾] [Go]

Add Group

Name: [_____]

        [Add]

To add redirects to a certain group:

If you want to add the redirects as you enter them. You would create the group first. Then
   o **Go to Groups**

   o **Click the group name**

   o **Once it opens, add your redirects as indicated above**

To organize previously added redirects:

If you've already added redirects but now want to go back and group them, simply….
   o **Toggle** each redirect you wish to add to a particular group

   o **At the bottom of your list**, using the drop down arrow, select which group you want to move the redirects to.

---

o   **Hit Go**

☐ **STEP 4: Manage 404 Errors**

As previously mentioned, you can quickly spot pages that are having issues by allowing the redirection plugin to log your 404 page hits. To do this, from the redirection navigation bar:

o   **Select Modules**

o   **Locate the 404 Errors module from the list**
o   **Click the number under the HITS column**

A new page will open and look something like this:

Don't panic at the large number! When you look at the log, you will notice that some pages will have been hit many times each day therefore the list or number of hit will be high. This is

especially true if you only check this log once a month or less. Example: Our /favicon.ico page has been hit twice today.

From looking at the list, we can see that we have a page that needs attention. For some reason, our /blog/free-mini-site-goodies.html page is not redirecting.

This could be because we do not have a redirect for that page, possibly there is an extra space or character added or missing in the links we added to the redirect or maybe there is another problem.

To edit the redirect link, **click the green Plus** next to the redirect. It will open up the redirect where you can check for errors.

That's it!

How to Convert a Microsoft Word Document to PDF

Using either Adobe Acrobat or EasyPDF

Objective: to turn a Word document into a PDF document using Adobe Acrobat or EasyPDF

Note: These instructions were made using Adobe Acrobat. All steps are the same.

☐ **STEP 1: Create a new Word document or open a saved Word document.**
  o **Revisions are made in Word.**
  o **Adobe Acrobat/EasyPDF is used on the final version of your Word document.**

☐ **STEP 2: Click the first icon on the toolbar.**
  ▪ The second icon converts a file to PDF and then allows you to email it to someone.

NOTE: If the icons do not appear on your toolbar, see the alternative instructions at the end of this tutorial.

☐ **STEP 3: Click *Yes* if you get a message saying you need to save your Word document before converting as shown here.**

  o **Select a folder and name the Word document**
  o **Click Save**

☐ **STEP 4: Save the PDF File**
- If you want to give the PDF document a different name than the Word document, type the name you want to use before clicking Save.

Alternative Instructions if Icons Do Not Appear on Toolbar

- Click File →Print
- Select from the drop-down menu:
  - Acrobat Distiller (if using Acrobat)
  - EasyPDF if using EasyPDF
- Click OK.
  - The file will open in your Adobe Reader

Notes:
1) You can make further adjustments in the *Properties* section.
2) If you have Adobe Professional, you can skip all these steps simply by saving your word document to your desktop or folder, then right-click it and choose *Convert to PDF*.

You get goodies like this in the MyNAMS Insiders Club

HOW TO WRITE A PRESS RELEASE

Objective: to correctly write a press release about your business to send to various media outlets

A press release is a newsworthy story about your business that you submit to various media outlets. This is a great way to get free promotion for your website. Having the media do a story about you is like a personal endorsement of your website and business.

☐ **STEP 1: Before You Write**

- o Decide what to write about. Here are some suggestions to get you started:
  - The Launch of your Website
  - Adding New Services & Products
  - Events
  - Fundraisers & Donations
  - Major Awards & Accomplishments
  - Expert Opinions on Current News Stories
  - Contests, Sweepstakes and Giveaways

Basically, anything new in your business can be turned into a press release. Just put yourself in the position of a reporter/editor who is trying to deliver a good story.

☐ **STEP 2: Formatting Your Press Release**

Your press release should have six components. They are:

- o **Release Instructions**: Tells the editor when to release your story
  - For Immediate Release
  - For Release Before [date]
  - For Release After [date]

Use one of the latter two if your press release is of a time sensitive nature. If you are using the "For Release Before [date]" ensure you are sensitive to media deadlines. Send your release out well in advance.

- o **Headline:** Write an attention-grabbing headline. Make it benefit-oriented (why would it be of interest to people?) and descriptive. Avoid hype and promotional language ~ remember, this is a news story.

- o **Contact Information:** Include as much information as possible here. Include your phone number, address, company name, fax number, email and URL. Include the hours you are available at the listed phone number and add an after hours phone number, if applicable.

- o **Summary:** Before you get into the body of the release, write a sentence or two to summarize your press release. Make it interesting, you want the recipient to keep reading.

- **Content:** This is the meat of your press release. Think of the target audience as you are writing. You need to write a story that will be of interest to them.

  Remember:
    - The first paragraph should answer all the important questions - Who, What, Where, When, Why & How?
    - Add some quotations to add credibility and to break up the story. Quotations can be from you about the topic. Testimonials or commentary from your customers are very effective as well.

- **Signify the End of Your Release:** The end of your press release is shown by a few simple characters. Place ### at the end of your release.

Other General Formatting Tips
- Always remember that your press release is not an ad. It is a newsworthy story.

- Address your release directly to the appropriate reporter or editor. The media receives many press releases each day. A release addressed to a specific person is more likely to get attention than a general submission.

- Keep your release to about 1 page (or 2 pages maximum).

- Number your pages 1 of 2, 2 of 2, etc.

- Use active verbs.

- Do not use excessive adjectives ~ they sound like hype.

- Tweak your release when sending to different media outlets. If you are sending to the local paper your content may be slightly different than if you are sending it to a trade magazine.

- If you are sending your release by mail, use 8 1/2" x 11" paper.

- If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email.

Writing Assignment Protocol

Part 1: Expectations

- **Confidentiality:** All assignments must be held in the strictest confidence and you cannot share or otherwise use any information you learn through your proofreading. Unless otherwise specified, your writing assignments will be conducted as a ghostwriter and your name will not appear in the published works. You are also not permitted to use the writing for your own personal or business use.

- **Turnaround Time:** Each assignment will include a turnaround time. Please ensure that you are able to fulfill that obligation or make alternate arrangements immediately.

- **File Format:** Assignments should be submitted using Microsoft Word unless otherwise specified, please format text with standard spacing and Size 12 Times New Roman.

- **U.S. English:** Our written projects are written in U.S. English and should be written and proofread accordingly. All assignments should be proofread. Please see the proofreading checklist for more details.

- **Research**: If your assignment includes conducting research, please see the Research checklist for more details.

Part 2: Writing Process

- **Writing Voice & Style:** Where applicable, we will show you samples of writing related to your project, so that you can get a good idea of the voice and style. Please try to duplicate this in your writing. In most cases, the tone of our writing is casual and friendly. Unless requested, please ensure you do no inject your own personal views on the subjects required.

- **Sentence & Paragraph Formatting:** Because much of our content is read online, we like to keep things simple. Eye fatigue can happen easily on long, so we like to keep our paragraphs and sentences short and simple. Paragraphs should be 3-5 sentences. Sentence should also be relatively simply and convey one idea at a time.

  Unless otherwise specified, please format text with standard spacing and Size 12 Times New Roman Font.

❑ **Plagiarism & Rewriting Content:** Never copy someone else's work. Cutting and pasting other articles or sentences and making a few slight changes (or a lot) is not acceptable. All writing needs to come from you directly. Yes, you can research and read other articles to learn, but the final piece and voice must be 100% your work. Using article rewriting software is also strictly unacceptable.

❑ **Use of Hyperlinks:** Unless otherwise requested or necessary, do not link to other websites for more information. Our goal is to keep our readers engaged in our content and promotions without a lot of distractions.

❑ **Time Sensitive & Seasonal Information:** In most cases, the writing assignments you will be given are meant to be evergreen content. Unless otherwise instructed, please avoid referring to specific dates, holidays or times of the year.

For example, if you are asked to write an article about "Winter Activities for Kids," do not write something like, "With Christmas around the corner…". If the article is read in January or February, this does not make sense and dates the content.