



THE SHOCKING TRUTH ABOUT INTERNET MARKETING

**They say truth is
stranger than fiction,
and boy, have we
got truth!**

**Who's making money
and how?**

Who's not... and why!



You must stir it and stomp it,
and blow your own trumpet,
or trust me, you haven't a chance.
W. S. Gilbert (1836 - 1911)

The Shocking Truth About Internet marketing
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Edition 2.0

Introduction

The Internet has been called the great equalizer. And truly, it is. A small business can succeed or fail just as easily as a big one. Big companies with deep pockets have crashed dismally while small companies on shoestring budgets have succeeded beyond their wildest dreams... and vice versa. On the Internet, success isn't determined by budget.

One of the things you must stay aware of is that preying on the newbie is a cottage industry in every market.

Thirty years ago, you could flip open the classifieds and find "how to make money from home and escape the rat race" programs for sale. They cost \$1 and a self addressed, stamped envelope.

According to US Health & Human Services 96% of adults today, by age 65, will retire dependent on government, family, or charity based on their current financial status.

When the majority of the nation is in bad shape financially, the people who hawk "how to make money" programs come out of the woodwork everywhere you turn.

Today, those "how to make money and escape the rat race" programs aren't \$1 and an SASE. Now they are \$49 and \$97 and \$197 and they are delivered as a pdf. No SASE needed.

The sadder truth is that most of the people marketing those programs know that they're selling dreams. They know they'll rake in money and laugh all the way to the bank while people keep searching for the elusive secret of success.

Even the IMDB (Internet Movie Database) has posted warnings that say *"Be cautious of people selling 'how to succeed in acting' ebooks online. It stands to reason that if the people promoting these products knew how to succeed in acting, they would be too busy acting in movies to bother hawking ebooks online..."*

The secret of success is that success isn't a secret. Success is a gift that other people give you because of what you gave them. Read on. By the end of this book, you'll understand exactly what I mean.

BEFORE YOU START

Scam & Scheme Alert

Have you ever really thought about the different ways there are to make money? When you boil it all down, there are six ways to make money. They are;

1. Marry it
2. Inherit it
3. Win it (ie; lottery)
4. Get a job working for someone
5. Crime and criminal activity
6. Start a business and work for yourself

The first two are self explanatory, and if you're reading this book, they probably don't apply. The odds for getting struck by lightning are better than the odds of winning a lottery... stroke another option off the list.

We all know what a "job" is, right? Just over broke. Or jump off bridge. If your job provided for all your needs, both emotional and material, you probably wouldn't be reading this book, either. And frankly, even if you have a good job, job security doesn't exist anymore. That leaves two...

It's an unfortunate fact that there are many people who run scams that target the folks looking for legitimate ways to make money. If you're not aware of the situation, you risk ending up on the wrong side of the law and saying "I didn't know" often doesn't prevent the repercussions.

I'm not referring to bank robbers.

When I refer to crime, I'm not referring to the people that rob banks, hold up little old ladies or steal passwords online. I'm referring to criminal activity that people get into because they didn't know it was criminal. And it happens more than you'd realize. Especially online.

As the chairman of the FTC said; "If you're not careful, the opportunity of a lifetime might not be what you planned."

"The dream of owning a business is as American as apple pie, but business opportunity scammers spoil the recipe for success," said FTC Chairman Deborah Platt Majoras. "Scam artists have a choice - get out of the fraud business and stay out - or you, too, will have an opportunity of a lifetime— doing time behind bars."

reference: <http://www.ftc.gov/opa/2005/02/bizoppflop.htm>

The people running online scams may be doing it intentionally—but the majority of people participating in and promoting the scams aren't deceiving anyone intentionally. Quite the opposite. They have been deceived into thinking that they're participating in a legitimate money making opportunity.

Getting innocent people to promote scams (believing they're real biz-ops) so the scammers can scoop the money a huge, huge business online.

The majority of scams online are pyramid schemes. The problem is that pyramids are difficult to spot because many of them are set up to look like Network Marketing opportunities. Here's a quotation from the US Government Securities Exchange site:

[quote]

In the classic "pyramid" scheme, participants attempt to make money solely by recruiting new participants into the program. The hallmark of these schemes is the promise of sky-high returns in a short period of time for doing nothing other than handing over your money and getting others to do the same.

The fraudsters behind a pyramid scheme may go to great lengths to make the program look like a legitimate multi-level marketing program. But despite their claims to have legitimate products or services to sell, these fraudsters simply use money coming in from new recruits to pay off early stage investors.

[end quote]

So what if you joined a pyramid and started recruiting - but you didn't know it was a pyramid? Surely you're not responsible if you didn't know. Are you? Here's what the (American) government has to say about it;



“...you are legally responsible for the claims you make about the company, its product and the business opportunities it offers. That applies even if you're repeating claims you read in a company brochure or advertising flyer. The Federal Trade Commission advises you to verify the research behind any claims about a product's performance before repeating those claims...”

<http://www.ftc.gov/bcp/online/pubs/alerts/pyrdalrt.htm>

Many of the “HYIP” (high yield investment plans) that are promoted online are illegal pyramids. Many such programs have been shut down, and when the FTC swooped in on each of them, they confiscated records of participating members.

What you do not want is a scenario in which, a year later, you hear from the tax department regarding unclaimed income from criminal activity.

Please be careful. Don't take a “friend” at their word when they say an opportunity is legitimate. Check it out yourself. And use common sense. If someone tells you that you can make hundreds of dollars a day for week doing absolutely nothing, check to see whether it's a legitimate investment or a pyramid.

The same applies to work at home scams, stuffing envelopes, etc. Do the due diligence to protect yourself and your loved ones from potential repercussion. Be sure. An ounce of prevention is worth a pound of cure.

That brings us to starting a business and working for yourself.

Enter—the Internet. In the last 20 years, there has been a 75% turnover rate on the Forbes list of the richest people. Internet millionaires like Bill Gates, Michael Dell, Steve Ballmer, Sergey Brin, Larry Page, Jerry Yang, David Filo, Pierre Omidyar, and more, are knocking the traditionally wealthy off the charts.

We're not all going to be millionaires... and many don't want to, but there are as many different ways to make good income online as there are people doing it. From selling tangible products to selling downloads to reselling other people's goods. Making a good income online is a definite possibility—if you know how... and that's what this book is about.

Despite the popularity of the concept of "insider's secrets" there are no secrets to doing business. Millions of people around the globe run successful businesses. However, for the millions that do not have experience with business online, there's a maze of myths that can trip you up. First we'll bust the myths. Then we'll look at the steps to success.

SECTION I

MYTH BUSTERS

Staying focused is one issue;
that's the problem of information overload.
The other problem is information underload.
Being flooded with information doesn't mean we have the right
information or that we're in touch with the right people.
[Bill Gates/CNN Money]

- Chapter 1 -

MYTH #1: Affiliate programs are no-brainers. Just post a banner or text link and earn commission for every sale!

FACT: Affiliate programs aren't "no-brainers" at all. The lure of "money for nothing" teases and promises. Website owners sign up in droves, looking for additional revenue streams from affiliate programs, but the fact is that 95% of affiliates earn insignificant income or no income at all.

- ➔ According to AffTrack CEO Scott McNulty, 2% of affiliates make 98% of the commissions paid.
- ➔ Wendy Salomon, Vice President of Account Management for LinkShare said about 20% of affiliates actually do any good business for a given company.
- ➔ The Internet Affiliate Marketing Association estimates that fewer than 5% of Internet affiliates earn over \$100 a month.
- ➔ For the parent companies, when 2% of the affiliates are already making 98% of the sales, it's simply not cost effective to train the 98% that are only earning 2% of the revenue.
- ➔ For the parent company, you're still useful even if you make no sales because you provide linkback, which elevates search engine ranking for the parent company. You provide linkback. The top affiliates make the sales. It's a win, win for the parent company and a lose, lose for you.

FACT: It is possible to make excellent income with affiliate programs. Most people have heard the stories of people like Rosalind Gardner, who made over \$400,000.00 in a year with affiliate programs. It is possible. It is not a no brainer. There are skills you need to learn in order to make a good income with affiliate programs.

If you don't learn the skills needed, you are nothing more than another linkback for the parent company. All your efforts will do little more than brand the name of the parent company, while your income remains at little or nothing.

-Chapter 2-

MYTH #2: With all the free stuff out there, you can get started free. A free webpage and free hosting and you're in business.

FACT: If you're not serious enough about business to pay \$9 for a domain name and \$7-\$10 per month for hosting, why would anyone else take your business seriously either?

You need to decide if you want a hobby or a business. If you want a business, then you need to look professional.

If you don't have a domain name, get one. You can get a domain name for \$8.95/year at GoDaddy.com. If you are using free hosting, get a real host.

There is no such thing as free. Sometimes the payment is in advertising instead of in money. The trade off for free services is usually advertising the provider in return for the free price tag.

Are you in business to advertise someone else? Or are you in business to advertise what YOU sell? Would you buy ads in the newspaper and advertise someone else's business? Of course not. So don't do it with your website, email campaigns or web materials, either.

If you promote affiliate goods, it is especially important to have your own domain name. If you are using a url like someone-else.com/yourid, you are spending your time, money and effort promoting and branding a company name other than your own.

Statistically speaking, less than 1% of the population will buy or join anything the first time they see it. If you are promoting another domain, not your own, you are building name recognition for someone else.

When people establish the comfort level needed to buy, they won't remember your affiliate id. They will, however, remember the parent company. They will buy, but probably not from you.

Again, there is no such thing as free. There are, simply, alternative ways to pay for your services. Always remember that. You can obtain a domain name and hosting—for a full year—for about \$90. Compared to starting a business offline, it's a drop in the bucket and well worth it because you will look like a professional.

-Chapter 3-

MYTH #3: You don't need to know html to make a website. You don't need a designer, either. There's plenty of software, even free ones, that you can use instead.

FACT: Anyone can build a website. Building a website that works is another story.

Being able to carve a thanksgiving turkey doesn't qualify you to be a surgeon, just because you can wield a knife, does it? You wouldn't go into the construction business because you can hit a nail with a hammer, would you? Of course not. You're not qualified to do those jobs.

If you want your website to provide you with a good income, you need to learn how to be your own webmaster, or hire someone that has the knowledge you don't.

Time and money are interchangeable. You can spend one, or the other.

Frankly, I don't know anyone that is actually making any substantial income with a website they don't know how to manage. People that are actually making significant income either know how to create a professional looking site, or they have hired someone to do it for them.

Your website is the virtual counterpart of a brick and mortar store. It will provide your potential customers with their first impression of you.

You are telling people "I'm in business. I'm a professional." Do you look like one? Will anyone other than your mother be impressed with your site? Does it inspire trust? Response?

On the Internet, you never get a second chance to make a good first impression. If your website does not look professional, the back button is right there, right now... and odds are, the visitor won't be back.

The websites that generate good profit look like professional small business websites. There is a difference. The nice thing is that it's not as hard as you think. It's actually quite easy.

-Chapter 4-

MYTH #4: Just sell one thing. If you have too many products, you will confuse people.

FACT: Good thing no one told Amazon.com this one! Truth is, there's nothing wrong with selling multiple products. The problem occurs when people sell products that have nothing in common with each other and look like internet flea markets.

When I buy a pair of shoes from a shoe store, I expect to be able to get shoe polish and insoles, too. I don't expect to get a new pot scrubber, tea towels and an internet marketing program along with my shoes.

The same applies to websites.

I once talked to a fellow that had an awesome auto detailing site. He truly had some fantastic products. Unfortunately, the site wasn't making any sales. The reason his site was not successful was that he had "make money from home" and "internet marketing" ads and banners all over his site.

You know what those banners told his visitors? They told his visitors that he wasn't successful in the auto detailing business. I told him to remove all the unrelated banners. Immediately. I told him that if he wants to run advertising, make sure all ads are auto related.

Once he focused on his own niche, he started seeing results.

You don't need to limit to one item. What you do need to do, however, is make sure they are all relevant. Pick your niche and excel at it. Don't try to be the Wal-Mart of the Internet. It doesn't work. You'll just look like an online flea market and no one will buy.

-Chapter 5-

MYTH #5: Mini sites are the path to profit.

When I hear people talk of riches from niches, my eyes start to cross and I get the twitches. The trick, so you know, with niches and riches, is not in the pitches, but scratching the itches.

A lot of people confuse "mini site" with "niche site." They aren't the same. You know what mini means right? Most people do, which explains those obnoxious Viagra ads. Mini means something that is smaller than others. In a website, mini means 5 pages or less. Sometimes only one page. It's a no frills kind of site. Buy or leave. There's nothing else here for you.

But, do you know what niche means? Niche *means "a situation or activity suited to a person's interests, abilities, or nature."* Go ahead, look it up. I'll wait.

Every mini site is a niche site. I mean, really, how many products can you cover in 1-5 pages? (Unless you have hundreds of blinking banners on one page, but we know that doesn't work.) Not all niche sites are mini sites.

I read an interview with a guy who makes his living with mini sites. He has hundreds of them. He said that if he has hundreds of mini sites making a hundred dollars a week each, it's a pretty good living.

I guess... But it seems that having hundreds of domain names to renew yearly and hundreds of sites to host & promote isn't the ideal solution for everyone. And the glitch is that you won't get rich with just one mini-niche.

Then there's Adam's site at dogproblems.com. It's a niche, but it's no mini. If you click on the articles page, you'll see what I mean. Know what Adam's site does? It's not just a pitch, it scratches an itch. If you have a dog, you'll find something helpful there. It's not just a one page "buy my ebook or flake off" kind of site. He makes his living from that site. And doesn't have to promote hundreds of sites or renew hundreds of domains yearly.

Know why it works so well? Because he actually knows dogs. He doesn't just play a dog trainer on tv or the Internet, he's a real dog trainer in his real life. He actually knows dogs and how to make them behave. It's all a matter of perspective. You have to decide what's right for you, but to do that, you have to know the difference. So here it is.

A mini site is a niche site.

A niche site doesn't have to be a mini site.

Mini sites are like potato chips. You can't just have one. See?

SECTION II

SUCCESS STEPS

What did you do as a child
that made the hours pass like minutes?
Herein lies the key to what you should be doing
in your worldly pursuits.

[Carl Jung]

-Chapter 6- Five Questions

No matter what you sell, whether or not you can answer these five questions will determine your odds of success.

1) Who is your target market and what is your niche?

If you think your target market is, "Well golly gee, pretty much everyone," then you don't know your own target market. If you haven't chosen a target market and a marketing niche, you're going to struggle. A lot. Successful website owners know their niche, and know who their target market is.

2) What is your industry advantage?

Sometimes dubbed USP, your industry advantage is the reason people will buy from you instead of from someone else selling the same thing you sell. If you don't know why people should buy from you, how on earth is anyone else supposed to? Price isn't a USP unless you're Wal-Mart. Competing on price usually means you don't understand USP.

3) How will you present your goods/services and/or offers?

Whether it's a blog or a website, you need a web presence that says you are professional and trustworthy, not a rank amateur. According to a Consumer Web Watch survey, the #1 criteria that consumers use to judge credibility is website design. No credibility equals no sales. On the Internet, you seldom get a second chance to make a good first impression.

4) How will you convert visitors to buyers?

Statistically, less than one in a thousand people will buy on their very first visit. If you don't know what conversion is, or how to measure it, or how to improve it, you need to learn if you're ever going to earn.

5) Where will you find visitors?

If you don't know exactly how and where to reach your target market... you probably aren't, and you probably won't.

-Chapter 7- The Seven Steps of Successful Affiliates

The following seven strategies are used by the majority of super affiliates. How many of them do you use? Check the strategies you use to see where you could improve your affiliate results.

_____ **1. Super Affiliates choose their market first, their products second.**

Whether you choose to sell dog products, kids products, or health products doesn't matter. What matters is that you choose your market first, and your products second, based on your market. Otherwise, you risk ending up looking like an online flea market. When choosing products, make sure they pay a viable commission, too. It's pretty hard to make a substantial income if you only earn pennies per referral.

_____ **2. Super Affiliates know their market**

Many affiliates fail because they don't know anything about their market. For example, if you sell internet marketing products, but you've never sold anything online, can you really compete with people that have and do? Maybe you should sell something else first to learn how it's done?

_____ **3. Super Affiliates have a website and their own domain name.**

The goal is to build a good reputation based on knowing that content drives sales. You may be able to get away with just a blog, or at least start with one, but you need a web presence. An ad or an affiliate link just doesn't say you're serious about building a business and making sales online. Hobby effort equals hobby results. Fun, but no money.

_____ **4. Super Affiliates mask or cloak affiliate links on their website.**

It's estimated that 80% of unmasked links will be stripped of your affiliate id and you'll never get the sale. Unmasked links are great branding for the parent company, but don't do much to make sales..

_____ **5. Super Affiliates have a conversion system.**

Almost no one buys the first time they see a new product or visit a new website. A mailing list is the easiest way to achieve repeat contact. If you don't want a mailing list, you need some other method of achieving repeat contact with your visitors or you'll have nothing but hit and run traffic and little or no sales.

6. Super Affiliates are content creators

Most super affiliates write and distribute articles and/or product reviews.

The number one reason that super affiliates sell as much as they do is that they are credible in their industry. Writing articles and reviews can offer that credibility. Of course, if you offer the thumbs up to lousy products in your reviews because you looked at the commission but not the product quality, you'll lose your credibility just as fast.

7. Super Affiliates are the "go to" guys and gals

Super affiliates promote and strive to become known for their knowledge and efforts in their chosen market. You don't make any money being invisible. Super affiliates spend 75% of their time promoting and marketing their websites... they don't do it by cramming affiliate links down people's throats. They promote their content, their personality and expertise in their chosen market.

-Chapter 8- Success Checklist

Want to know your odds of success? Using the following checklist, give yourself 10 points for every item you can check. Subtract 10 points for every item you can't check.

- _____ I have chosen a marketing niche
- _____ I have knowledge and expertise in the niche I've chosen
- _____ I know who my target market is.
- _____ I know my USP and it's not price.
- _____ I have a domain name
- _____ I have a website that looks professional
- _____ I know how to mask affiliate links on my website.
- _____ I have a conversion plan
- _____ I know where to reach my visitors
- _____ I know how to promote my website and do so consistently

If you're like most people online, your score will be low. That's okay. Success is a journey, not a destination. Now you have information that you can use to help you grow. Instead of blindly looking for "internet success" programs, you can seek the specific knowledge you need and grow, step by step.

-Chapter 9- Who's Making Money, and How? Who's Not... and Why?

Who's making money, and how?



2005 was a landmark year for small business online. During the holiday shopping season, consumers spent over 30 billion dollars on retail purchases online. Small business scooped 45% of that figure.

Considering that small businesses do not have the advertising or marketing budgets that big businesses have, that's nothing short of incredible.

The small businesses that are scooping the sales online are the ones that are run like businesses

They're the entrepreneurs that have chosen a niche that they have expertise in. The entrepreneurs that know their target audience, their USP and have a conversion plan. Success is seldom an accident. You've heard it before; failing to plan is as good as planning to fail.

Who's not... and why?

The people that are not making money online are the people that don't have a plan for achieving success.

They chase 'opportunity' like it's the elusive bird of happiness. They have affiliate links, but no website and no customers. They have websites, but little or no professionalism. They use traffic programs, but lack a following of real live human beings.

Many of them sell "how to make money online" programs but have never made any money online themselves. Often, the only thing they have less of than sales—is credibility.

And really? It's okay. We learn from experience and almost no one succeeds the first time at something new.





The fact is, the Internet truly is the great equalizer. A small or home based “Mom & Pop” business can succeed and a big business with deep pockets can fail.

A small business can pull in \$5,000, \$10,000 and even \$50,000 per month. I’ve seen it, repeatedly, and I’ve coached business owners to help them get that result.

It boils down to planning your work and then working your plan.

Example #1: Rosalind Gardner (affiliate sales)

Rosalind Gardner’s site, at sage-hearts.com, is a great example of creating a site with visitor value. The site earned Rosalind over \$400,000 in just one year through affiliate links alone. You’ll find all the elements we discussed in this book. A themed site. A conversion plan (mailing list) content that brings visitors back again (dating site reviews) and more. This site puts “affiliate links in free ads” to shame. And then some. Frankly, the work behind the site is why the site is successful.

Example #2: Adam Katz (downloads and dog training videos)

Adam’s site, at DogProblems.com, is another example of how to do it right. It’s not a pretty site by any means, but it’s credibility comes from Adam’s career as a professional dog trainer and the army of affiliates that have promoted his product for him, keeping his sales high year after year.

Both of the examples, above, show people that have chosen a niche and created content that keeps visitors coming back for more. Both of them have conversion plans (mailing lists, in both cases) that establish repeat contact with visitors.

Neither of them are trying to succeed in fields that they are not qualified in, and neither of them are depending on affiliate urls in free ads or free webpages.

If I made a list of hundreds of successful sites, you would find that all of them do those same basic things.

-Chapter 10- **The Halo Effect**

Do you know how long it takes for people to decide whether your website is good or not? 50 milliseconds.

Not one minute, not 30 seconds. 50 milliseconds.

In a landmark study, Gitte Lindgaard of Carleton University in Ottawa, Canada proved that the brain can make flash judgements almost as fast as the eye can absorb information. Webpages were flashed in front of viewers' eyes, at the rate of 50 milliseconds each. Viewers rated the pages flipping past them as credible (good) and not credible (bad!).

Later, they were allowed to view the same pages with more time for scrutiny. Amazingly, their judgements after a longer period of viewing matched their 50 millisecond judgements.

Even more interesting, when viewers found typos or errors on sites that they had initially rated as visually appealing and professional looking, they were more forgiving of those errors.

This behaviour is referred to by psychologists as the "halo effect" and occurs because of cognitive bias. Once you have made a favorable impression, people are more forgiving of your mistakes because they have decided they "like" you.

This is no different than "real life." We all tend to be more forgiving of mistakes made by people we like than by people we dislike.

In the crowded and competitive world of Internet business, if you don't pass the blink test, you don't get a halo, and potential visitors may never know what you have to offer. The back button is right there, right now... and the competition is one click away.

There is a reason I am ending this book with this tidbit. On the Internet, your website is all people have to judge you by. There is no smiling sales clerk and there is no brick and mortar location that they can see. All they can see is your website.

On the Internet, you don't get a second chance to make a good first impression. That's the bottom line.

Shhh. For Readers of This Book Only...

Get these packages at 50% off, just for reading this book.



1) Website Business Plan (reg. \$39, yours for \$19.99)

Do you know how to create a success plan? How to plan the steps required to make the amount of profit you want to make? Create a step by step plan to success with this website success planner. Get details here;

<http://www.LindaCaroll.com/website-business-plan.html>

2) Build a Better Website Package (reg. \$97, yours for \$49)

If you can type (even with 2 fingers) and you can “copy and paste” you have all the skills you need to build a better website. Includes everything you need to build one, or several websites. Get details, screenshots & preview here;

<http://www.LindaCaroll.com/build-a-better-website.html>

3) SEO FastTrack (reg. \$79, yours for \$39)

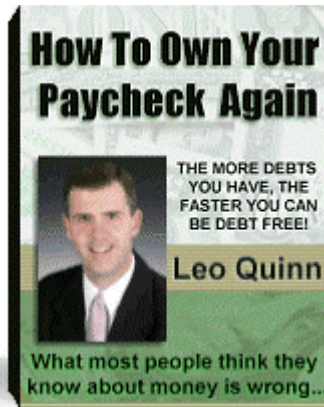
If you're struggling to get good search engine listings and steady website traffic, you need to get on the fast track. Find out how to get to the top and stay there. Get more details here;

<http://www.LindaCaroll.com/seo-fasttrack.html>

Get your secret discount here;

<http://www.LindaCaroll.com/shhh.html>

Additional Perk:



Save \$30 on Leo's Book...

Leo Quinn is a client of mine, and a financial educator. I didn't develop his website, but I've created marketing materials for him.

For the past eight (8) years, Leo has been teaching people how to manage their money, get out of debt and avoid common money mistakes.

Leo says he can show you how to pay off all your debts, including your mortgage, in less than 10 years...even if you just got your mortgage yesterday...and the more debts you have the better. You won't have to 'pinch pennies', get a second job or cut back your spending.

And – he offers a piece of software that will let you punch in the numbers and it will show you how to “own your own paycheck” again.

Leo has generously allowed me to offer you a \$30 discount on his package. It regularly sells for \$97 for the book, video and software, but if you purchase through my link (below) your price is \$67

He offers a 30 day money back guarantee, so you can try it at no risk....

➔ [Click here to save \\$30.00 on Leo's book](#)

1) About the Author



Linda Carroll has over 25 years experience in copywriting, business and image consulting, graphic design, marketing and advertising. Her work has been featured in the New York Times, Mompreneurs, a book featured on Oprah, as well consumer and trade publications in several countries. You'll find her online at www.LindaCaroll.com

“... a contracting company in Highland Park, Ill., contacted Ms. Carroll; "business has doubled"”
excerpt; New York Times

“Linda Carroll says it all: ‘On the Internet, you seldom get a second chance to make a good first impression.’”
excerpt; Mompreneurs, featured on Oprah

“After reviewing sales with our sales force, we found that 75% of upscale buyers reviewed our site before buying. Pat on the back to you!”
Elegant Home Improvement; Featured on HGTV & more

“After two years of barely hanging in there with my website, I finally found the answer.
Her name is Linda Carroll!”
Koa Plantation; Featured in Forbes Top 50 & more