

How To Work Less & Earn More from Your Internet Business This Fall

Further Thoughts on the WAHM Talk Radio Hot Seminar Series
Session with Lynette Chandler & Kelly McCausey

By Alice Seba

<http://www.InternetMarketingSweetie.com>

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I hope you enjoyed the call with Kelly and Lynette and got some great ideas to stop working so damed hard in your business.. and making some extra cash! I'm sorry I missed the call, but I've listened to the recording and I'd like to share my experiences with you and hopefully give you a plan of action to implement in to your business too.

If you don't mind, I'd like to start by telling you a bit about me. I want to share my story with you because I think it can help you find some direction in your quest to working less and making more money.

So, here it is:

A lice's Typical Work Day

Okay, I don't really have a "typical" work day, but I can give you a basic idea of what kinds of things I actually do in my business. As far as daily tasks go, they are very limited. I usually start the day out by communicating with my assistants and business partners on our current projects and things that need to be done. Then, I go browse a couple of key message boards that I participate in. I also catch up with the moms at <http://www.MomMastersMinds.com>. Then I attend to the tasks that have fallen in my lap as a result of our discussions (but I do delegate as much as I can). I also go through my current projects, analyze their progress and make improvement plans where necessary.

Basically... I'm a project manager.. and I hope you'll strive to be one too. If you are attending to all the details of your business without the help from humans and technology... you are standing in the way of you and success. Or if you do become financially successful, you might find yourself totally burned out and the "real you" (remember the you OUTSIDE of owning an Internet business) might get lost in the process. Your Internet business should enrich your life... not take over your life.

If that sounds mysterious to you (i.e. What the heck is a project manager?!), let me tell you what I don't do in my business.

In summary – I avoid working on things that don't make money in my business. My assistants answer email, add content to my website, distribute my articles, do research, help publish my newsletter, moderate my message boards and so much more (I love my assistants!).

A lice's Crazy Math – You NEED To Do This

I'm not a mathematician, but I discovered that the calculation I'm going to share with you is CRUCIAL to my success. My time has a value and I currently value it at least \$100 per hour. If I can hire someone else to do the work for me for less than that.. I hire them where possible. That way, I can spend time working on the things that make me \$100 per hour or more. There are a few exceptions where I do some of the work when it's not as profitable... but only when I really enjoy it.

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If that doesn't quite make sense... let me break it down for you.

Let's say you make \$2000 per month and you are currently working 40 hours per week. That means your time is valued at approximately \$12.50 per hour right now (\$2000 divided by 160 hours per month).

Let's say you want to increase your value. Obviously, some of the hours you work earn you LESS than \$12.50 per hour and some earn you MORE. Find out what earns you less and start outsourcing it. That gives you more time to concentrate on the things that make you more money. In addition, it will also let you cut out some of the extra hours you're working. After all, do you REALLY want to work 40 hours per week? Perhaps you do... and to each their own... but the potential for increasing your value and decreasing your hours is available to you, if you embrace it.

But What If You Can't Afford It? You Can't Afford NOT To Start!

Okay... you don't have to start hiring 10 full-time employees immediately... go slow. Start by hiring someone to help you with administrative tasks a few hours per month and see what you can do with that extra time for your business. If you reassign your time wisely (moving from something that makes you \$1.50 per hour to something that makes you \$17 per hour.. you can certainly afford to pay an assistant). You'll find outsourcing a great way to accelerate your profit potential. Once you recoup the costs of hiring out, you can do it more and more.

As far as what to outsource, here's some ideas:

- Answering emails and phone calls
- Bookkeeping
- Packing & shipping your products
- Technical programming
- Adding content to your website
- Content writing
- Building incoming links to your website.
- Managing and recruiting your affiliates.
- Moderating and managing your chat rooms, message boards, etc.
- Distributing articles and press releases
- Data entry
- Newsletter publishing

But you'll want to make a list of your own daily tasks and evaluate whether it's worthwhile for you to continue working on them or if you should consider hiring someone.

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So, What About Technology? I'm Not a Techy, But I Get By Okay.

Most people are surprised to learn that I'm not a technical person and that I am, in fact, a bit of a technophobe. Technology freaks me out, but I am well aware that it can help me automate my business.. so I do embrace it in my business. However, I don't really do any techy work in my business. I have a programmer that I pay to help me with technical things and I hire other people as certain projects come up.

There is no sense in reading huge textbooks on coding when that won't help you make any money in your business. You don't need to know how to make a database from scratch (at one point, I thought I did.. and that book is still on my shelf pretty much completely unread.. and I don't regret it one bit). You need how to market and sell your products for greater productivity.

I don't use every techy-gadget in the world, but I'll share a few of things I use and you can see how it might fit in to your business. These are my frequently used pieces of software.

- Microsoft FrontPage – How I edit and create all my web pages.. but my assistants do the bulk of the updates on most of my websites.
- MailWasher – A great program for managing spam.
- Microsoft Outlook – How I read and answer my email.
- Microsoft Word – How I write documents like this.
- InstantPDF Generator – How I create PDF documents like this.
- Adobe Photoshop Elements – I use this for simple graphic editing and making screenshots. I have never learned to do graphic design and never will.. because there is no business-benefit to me.
- Microsoft Excel – Well, I don't usually create my spreadsheets, but have my assistants create reports I can look at in Excel!
- TextPad – For formatting text emails.
- Article Announcer – For streamlining the article submission process.
- Windows Media Player – For listening to marketing information while I work.
- All Recorder – To record mp3s.
- ScreenCam Generator – For creating screen capture videos. These are great for creating info products, instructing your customer how to use your website and giving detailed instructions to your assistants.
- Dynatracker – For split-testing sales letters.

Some Web-Based Services I Use:

- QuickSales – For my shopping cart, ad tracking, affiliate programs and mailing lists.

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- Email Aces – Form ailing lists too.
- Ask Database – For organizing questions that my visitors and subscribers would like answered. It's great for content creation ideas.
- WordTracker – keyword research for pay-per-click campaigns and creating optimized content for my website.
- Overture – same as above
- Google Keyword Tool – same as above
- Audio Generator – For creating streaming audio on my websites... instead of doing it the techy way. ;-)
- AdWords – For generating highly-targeted leads with less effort.

If you'd like to find links to all these resources.. please visit:

<http://www.aliceseba.com/tech.html>

Whatever you do, start making some steps toward making more from your online efforts. If you start following the suggestions in this guide, you'll likely:

- Become more profitable
- Work fewer hours
- Have more time to enjoy life a whole lot more.

Best of luck!

To your profit acceleration journey,



Alice Seba

Your Partner in Online Success