Networking Toolchest presents:

Networking With The Net

Using the power of the Internet to build your Shaklee® business!
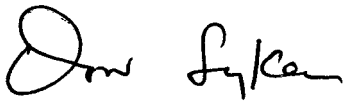
About This Workbook

This workbook is designed to both supplement and enhance some of the subjects covered in our **Networking with the Internet Webinar.** We hope you find it to be a valuable resource as you capitalize on the incredible power of the Internet to build your Shaklee® business!

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Networking With The Net

Using the power of the Internet to build your Shaklee® business!

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Screen sharing on the Internet

Have you ever been talking on the phone with someone and wanted to share something visual with them? Maybe you had a photo, or a document, you wanted them to see. You knew that if they could just look at it, they'd understand what you were trying to explain. Screen sharing is a great way to do just that.

A screen sharing (desktop sharing) site is designed to allow you to show (share) the content of your screen to anyone, anywhere. This is great if you're giving a presentation to someone. These sites are also invaluable if you are working on a document or spreadsheet and want to collaborate with other people. Some allow you to use audio or even VOIP, so you don't even need a conference line.

Join.me

Free version:
- VOIP access so you can talk over the Internet (you'll need other arrangements for phone calls).
- Share your screen with up to 10 people.
- Switch monitors.
- Share control.
- View on computer, iPad/iPhone or Android.

Paid version
- Choose VOIP or audio call in.
- Up to 250 people.
- Share any monitor or any window.
- Dedicated address to send people to.
- Swap presenters.
- Annotations.
- They offer a 14-day free trial.

Join.me is a free screen sharing (desktop sharing) site that we'll be using for our example. Although we'll talk about other sites, we encourage you to try Join.me for your homework. Note: You don't need an account to do it.

How to use Join.me

Step 1. Have something to share - we suggest you use one of Shaklee's presentations, or a PowerPoint you like. This works also works well if you want to show someone your Shaklee Personal Website. You can share anything that you can see on your computer screen.

Step 2. In any browser, go to https://join.me
Note: the address is a little different than your standard web address, it's not a dot "com" - it's actually a dot "me".
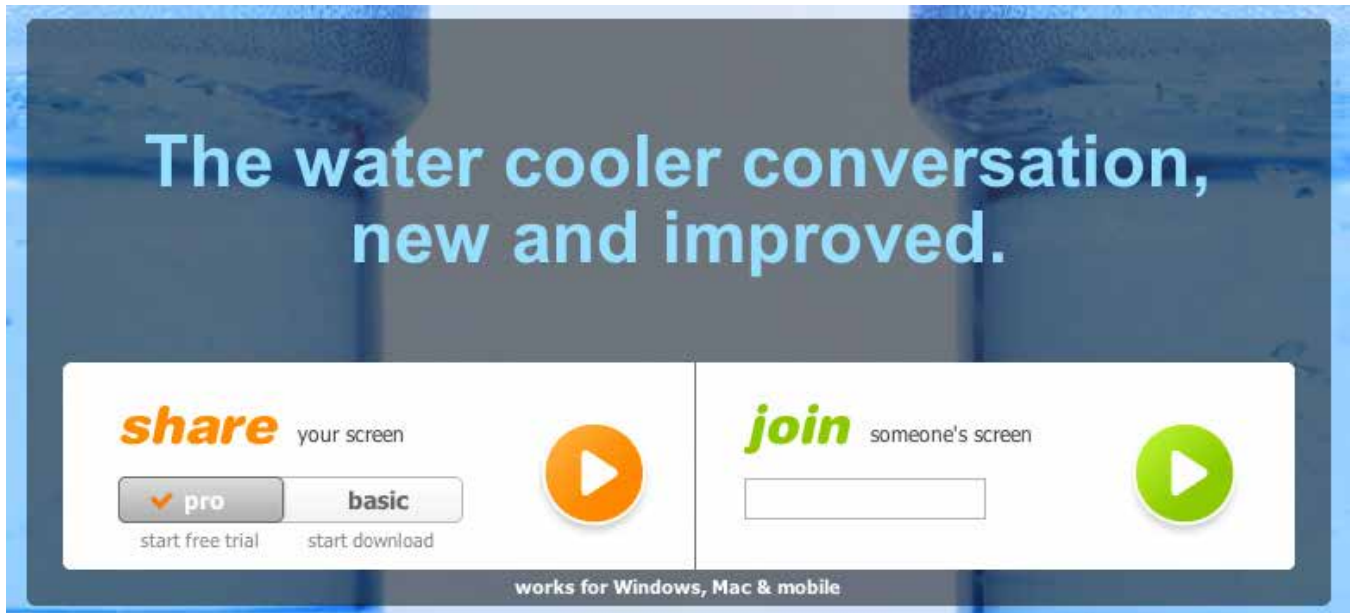
Step 3. On the "share your screen" side, click on "basic" and then click the orange button. This will prompt you to download the software for your computer. You'll need to click "ok." Your computer will now open the Join.me application. If not, you may have to open it yourself (check your downloads folder for the application).

Step 4. Give your 9 digit access code (xxx-xxx-xxx) to anyone you want to share your screen with. They go to the Join.me web site and enter the access code into the righthand column "join someone's screen" and click the green button.

Step 5. Make your presentation.

The buttons (left to right are for):
Phone settings - you can adjust your volume
Chat - send messages back and forth.
Screen settings - select a different monitor if you have one.
Participants - see who's there.
Meeting controls (pro version only).

Conference Call Providers

Conference call providers allow you to schedule group calls and talk to many, many people at the same time. This is great if you want to do a weekly conference call with your downline and can also be used for doing screen sharing without the challenges of VOIP. There are may services on the Internet to choose from, we look at our four favorites.

Rondee is a relative newcomer to the field, but they offer a clean and very simple interface. You don't even have to create an account to get started with Rondee—just provide an email address, and Rondee will issue an on-demand dial-in number and access code.

This service supports calls of up to 50 participants with no time limit. By creating a free account, you gain the ability to record and download the audio from your calls, set up email scheduling with RSVP and automatic reminders, and activate "listen only" access codes for some participants. Rondee's scheduling system is what sets this service apart.

http://www.rondee.com

Free Conference Calling permits up to 1000 participants and 6 hours per call. Like Rondee, the service is available 24 hours every day and provides free audio recording and playback. Free Conference Calling allows VOIP callers to join calls and sets itself apart with its Conference Manager Web interface. Conference Manager provides real-time statistics and control over the call you are hosting. For instance, you can see how many callers are on the call, when they joined, and what their mute statuses are. You can mute attendees individually or en masse, remove participants, turn on/off call recording, and manage announcements (among other options).

http://www.freeconferencecalling.com

FreeConferenceCall.com is another established, catch-free service. Like the services mentioned above, FreeConferenceCall.com provides free call recording and 24/7 access. Calls are limited to 6 hours and 96 participants. Also check out FreeConferenceCall.com's other free services, such as FreeConferencing.com—which provides Web-based controls and support for up to 1000 attendees—and FreeScreenSharing.com, which adds the ability to share a visual presentation with conference call participants.

http://www.freeconferencecall.com
http://www.freescreensharing.com

Free Conference Pro allows you to have up to 200 callers on the line in either presentation mode (audience muted) or conversation mode. Features include a portal to schedule meetings, access recordings and view detailed reports of past meetings. You can also set preferences for entry/exit tones and security. Host keypad controls let you manage callers, security and settings from your phone's keypad. One of their nicer features (besides a very clean interface) is that you can customize the greeting that the caller hears and register a unique passcode that's easy for you to remember.

http://www.freeconferencepro.com

Video telephony (video calls) have been around since the 1960s, but it was too cumbersome and expensive for the general public to use until recently. Improvements in video technology, as well as the wide availability of high-speed Internet, have made video chat and video calls accessible and affordable for just about anybody.

Although it's not the only service available, Skype is one of the most popular video call services. You don't need a lot of equipment, just a mic and video camera. You can also use Skype for just making calls if you prefer.

If the person you want to talk to also has Skype, it's free to use the service. There is a fee if you're calling a regular landline or cell phone, and there's also a cost associated with some of the more advanced services. In addition to video and voice calls, you can also hold teleconferences, instant message, share files of all kinds, text and make low-cost international calls using a special cell phone program called Skype to Go.

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. As of September 2012, Facebook has over one billion active users, more than half of whom use Facebook on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends."
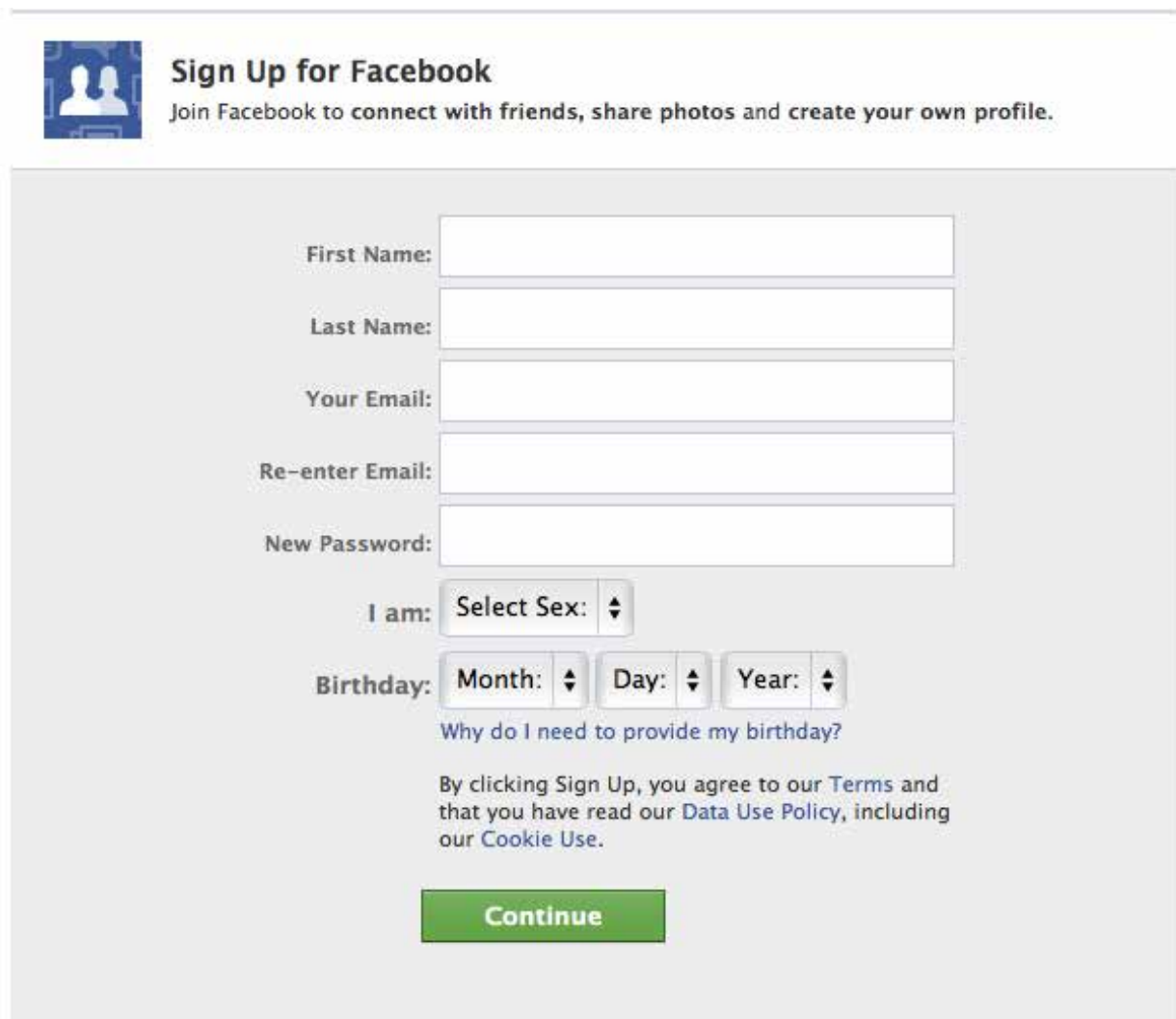
Setting up your facebook "Personal" page

It's a simple process to join the largest web site in the world - if it wasn't, they probably wouldn't have over a billion users (and counting).

Step 1.

Go to http://www.facebook.com

If you already have an account (or you're logged in as someone else) you'll need to click the "gear box" in the upper right hand corner and log out. If you don't already have an account, you'll see this.

You'll need to fill in the requested information (including your date of birth) - but don't worry, you'll be able to specify what your "friends" can see (including how old you are).

Step 2.

Facebook will help you "find" your friends. You'll find facebook suggesting "friends" for you on a pretty regular basis. Whether you allow them to search your e-mail lists for contacts is up to you!

From here, just follow the prompts and fill in the information you care to share (none of it is required). You will always have a chance to go back and add/change information later. Once you've completed this, your page will look something like the next screen.

facebook 👥 💬 🌐 | Search for people, places and things 🔍

![profile] **Edit Profile**

FAVORITES
- 📘 Welcome
- 📰 News Feed
- 💬 Messages
- 📅 Events
- 🖼 Photos
- 👥 Find Friends

FRIENDS
- ⭐ Close Friends
- 🏠 Family

APPS
- 📦 App Center
- 🎮 Games Feed
- 🎵 Music
- 📝 Notes
- 🔗 Links
- 👋 Pokes

PAGES
- 🏷 Like Pages

📘 **Welcome to Facebook,**

1 **Search your email for friends already on Facebook**

People on Facebook find an average of 20 friends and family using the Facebook Friend Finder. Have you found all of your friends? Try it.

| Your Email |
| Email Password |

Find Friends

🔒 Facebook won't store your password.

2 **Get to know your privacy settings**

You control how you share your stuff with people and apps on Facebook.

Take a Privacy Tour

🌐 Public
✓ 👥 Friends
Friends except Acquaintances

🌐 Public
✓ 👥 Friends
👥 Frie
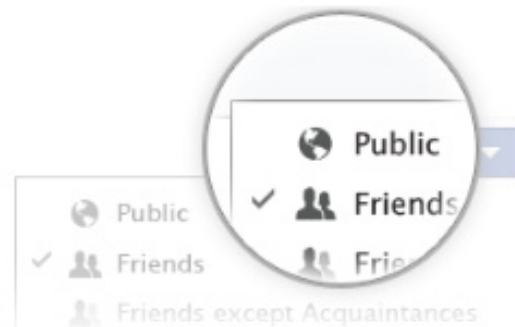
3 **Upload a profile picture**

Upload a Photo
From your computer

—— OR ——

Take a Photo
With your webcam

4 **Find people you know**

Search by name or look for classmates and coworkers.

| Enter a name or email | 🔍 |

Setting up your facebook "Business" page

Before you can set up a facebook "Business" page, you must first have a "Personal" page. You will need to be logged into your personal account in order to proceed. Please see the section on "Setting up a "Personal page" if you haven't set one up yet. Note: Until recently business pages were referred to as "Fan" pages. The terms are pretty much interchangeable, but you'll probably see a steady move toward "Business Page" by facebook.

It's important to note that, although you need to have a personal account first, your personal information is not shared with those who "Like" your business page. This is one reason many Shaklee distributors choose to create a business page, it allows them to keep their personal information, personal.

Once you're logged in, go here:

https://www.facebook.com/pages/create

You'll also find a link at the bottom of your personal page that says "Create a Page."

The screen you'll see looks like this:
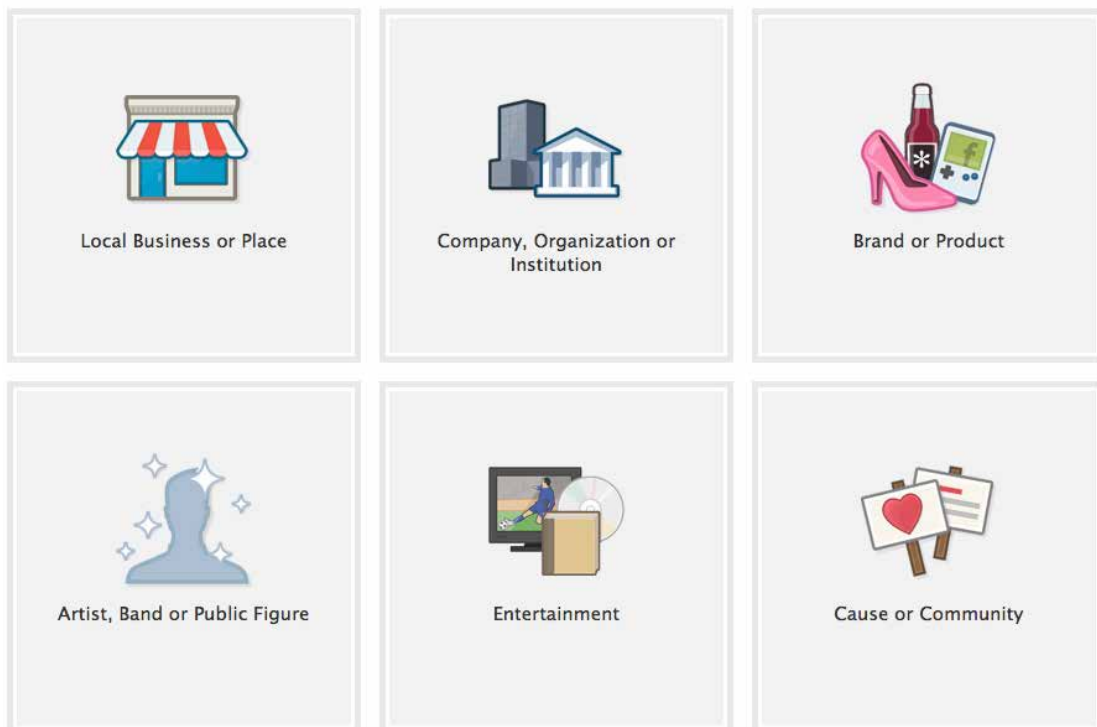
The important thing to know about these categories is that the primary difference is in the type of information you can enter about your organization.

Here is a short explanation of the categories.

Local Business or Place: you can enter your store hours, parking availability, address and price range along with basic info like web address, phone number and "About" info. If you have a store and want to list its details, this is a good choice. This is probably not the place for a Shaklee distributor.

Company, Organization or Institution: you can enter product information, awards, your mission, founded date, address, description and web, contact and "About" info. If you don't have a storefront or you're an online business, this is a good choice. You might want to consider the "Company" or "Health/Beauty" or "Small Business" category here.

Brand or Product: you can enter similar information as the company page but no address. The assumption here is that your products are sold through multiple vendors or retailers. One popular strategy is to select this category and then "Web Site." This gives you the most flexibility and you don't have to enter an address.

Artist, Band or Public Figure: in addition to similar info as mentioned above, you can also include your birthday, bio, political affiliation (for public figures), influences (for bands) and other specific details depending on the subcategory you pick. This is a good choice if you're looking to promote yourself personally rather than as a business.

Entertainment: you can enter a website and description but no contact info. This is a good choice if you're promoting a book, movie or something similar.

Cause or Community: you can enter a lot of personal info here, such as your educational information, employer, interests and contact info including web address and cell phone. Probably a good option if you're doing a fundraiser or have a certain cause you want to focus on.

Select your type, enter a name, agree to the terms and click "Get Started."
Note: when you enter your name, that is the business name that will appear every time you make a post. You want to keep it short & sexy. You can change it, but only once.

Next you'll want to add your Profile Picture.

First upload your thumbnail photo - this should be 180 x 180 pixels. It will display at 160 x 160 pixels. If you don't have a square photo to use, facebook will resize it for you.

Set Up Networking With The Net

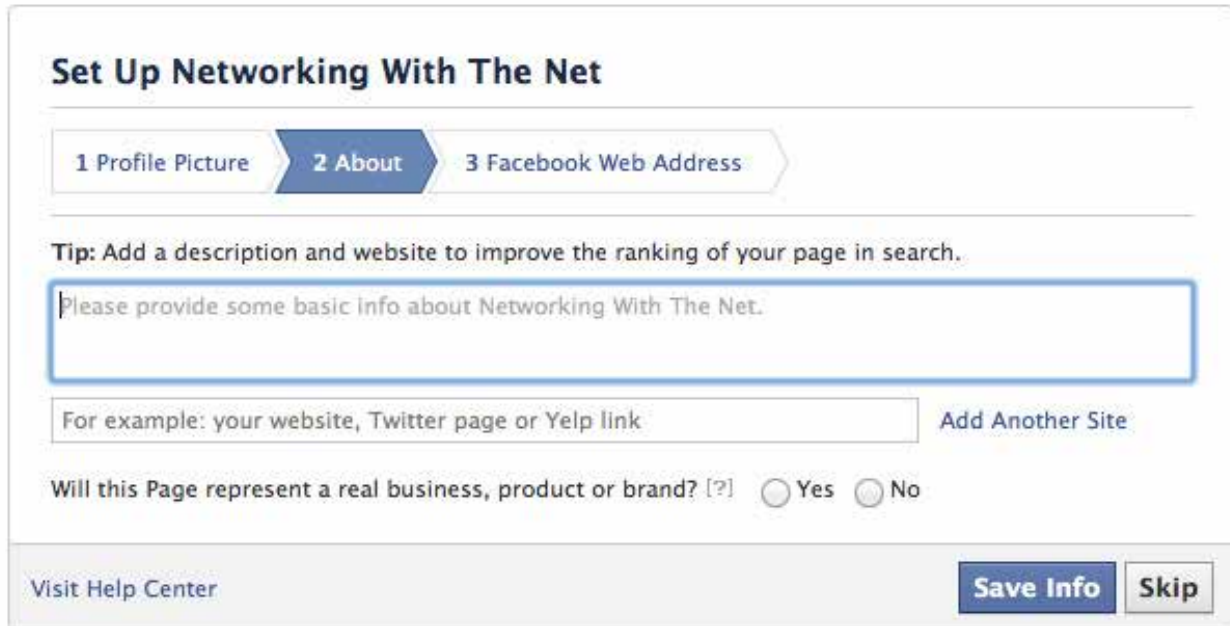1 Profile Picture   2 About   3 Facebook Web Address

Networking with the Net

Upload From Computer   Import From Website

Next

Next you add a short description of your business.

Set Up Networking With The Net

1 Profile Picture   **2 About**   3 Facebook Web Address

Tip: Add a description and website to improve the ranking of your page in search.

Please provide some basic info about Networking With The Net.

For example: your website, Twitter page or Yelp link   Add Another Site

Will this Page represent a real business, product or brand? [?]   ○ Yes   ○ No

Visit Help Center   **Save Info**   **Skip**

Now you're asked to choose "Facebook Web Address."

Set Up Networking With The Net

1 Profile Picture   2 About   **3 Facebook Web Address**

Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.

http://www.facebook.com/   NetworkingWithTheNet

Set Address   **Skip**

Finally, you're asked to follow a series of steps to get more "Likes" for you page and invite your friends.

We suggest you hold off on this until you've got more content on the page and you've added your Cover Photo. This will all be part of Week 2.

How facebook Posting Works

1. Click inside the box where it says "write something."
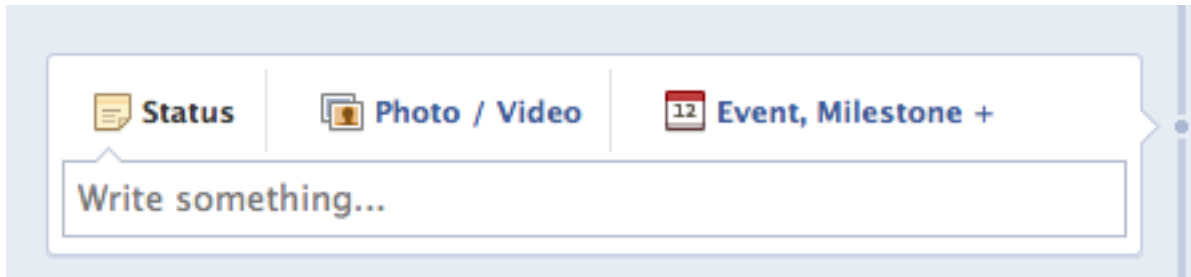
2. You can choose

A Status update - which is writing a message.

Photo/Video - here you add a photo (or album) or a video.

Event/Milestone - Here you can create an "Event" post a "Milestone" or ask a "Question."
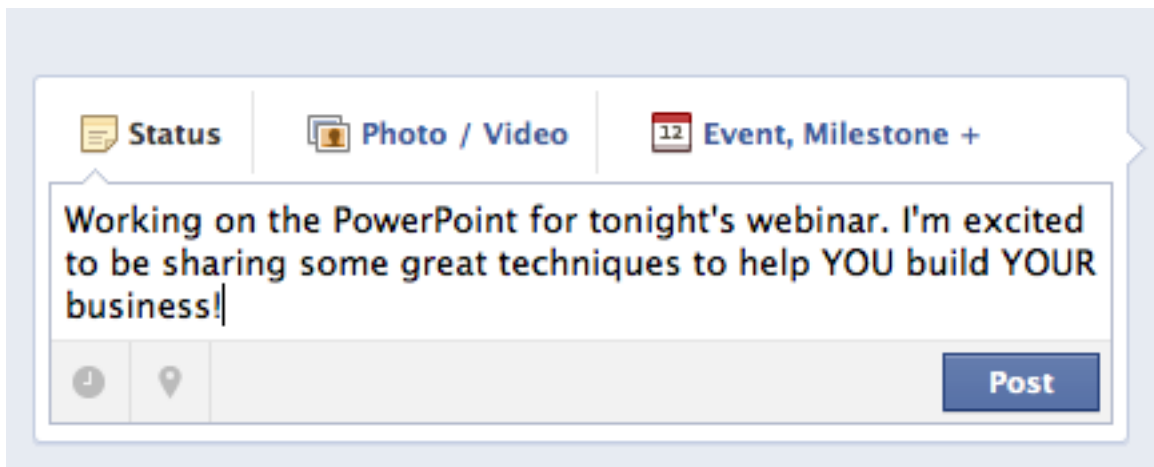
3. When you click on "Post" facebook posts it to your page and sends it out to all your fan's newsfeeds. This means what you send goes to everyone, AND gets posted on your business page.

Tips For Posting On facebook

Keep your posts short.

Less than 250 characters is ideal.

According to facebook, posts of that length generate 60% more likes, comments and shares than longer ones.

Use photos, videos and quotes.

According to facebook, these generate 180%, 120% and 100% more engagement than the average post (respectively).

Post Consistently.

Not once a month. Several times a day is a good place to start. Mix educational and entertaining content with a marketing message.

Ask for your Fans opinions.

Asking questions creates engagement.

Try posting "fill in the blank" posts.

If you want to give fans a simple way to engage with your post, ask them to finish your _____ .

Twitter
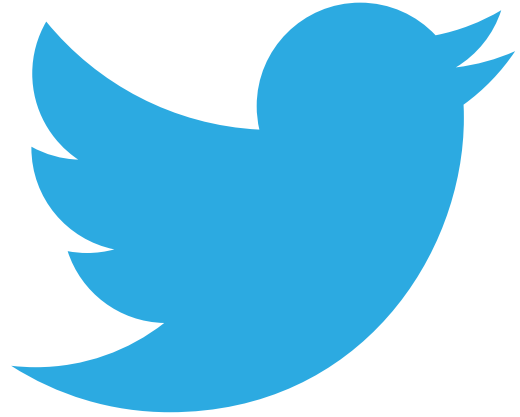
What is it?

Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations.

At the heart of Twitter are small bursts of information called Tweets. Each Tweet is 140 characters long, but don't let the small size fool you—you can discover a lot in a little space. You can see photos, videos and conversations directly in Tweets to get the whole story at a glance, and all in one place.

What can I do with it?

Twitter can be used basically for two things:

To take in information: You do this by "following" someone (a person or a business). When you follow someone, whatever they "tweet" is sent to your twitter feed. This can be photos, links, or abbreviated bursts of text (no more than 140 characters). You can follow anyone you like: celebrities, politicians, friends, people whose opinions you respect.

To disseminate information: Here you are the "tweeter." Whatever you share goes out to your followers.

How do I use it?

Twitter is deceptively easy to use. Once you create your free account (see below) you can start sending tweets immediately. Of course, until your account has developed some "followers" you'll be tweeting pretty much to yourself. You develop your following a couple of ways:

Follow Others: When you follow someone, they will often follow you too. To follow someone you simply search for them in the search box, click on their profile, and then follow them. See the screenshot for following Shaklee Corporation.

Put a link to your twitter account in facebook. Once your account is set up you'll have a link you can use to post it. You can put it on your web site, your business card, or into your e-mail signature.

Say something people might want to "retweet." Retweeting is when someone shares what you wrote in their feed.

Hashtags & Mentions

When you post if you use an "@" that qualifies as a mention. This means you are highlighting someone you are following in your tweet. When you use a hashtag "#" to preface a word or phrase it makes that word searchable. Anyone reading your tweet can simply click on it and see who else is using it.

Why do I care?

Twitter can be a fun way to keep up to date on breaking news. Things pop up very quickly on twitter feeds, usually even before the national news gets them. You can also get "words of wisdom" from people. In reality, a lot of tweets contain more words, than wisdom so your "mileage will vary." You can use this to grow your Shaklee business by promoting both twitter and facebook with your posts. There are many programs that allow you to send both at the same time.

Signing up for Twitter is straightforward and free. Simply enter your full name, e-mail and a password. You'll then be directed to a page to create your screenname and finalize the process (see next page).

Join Twitter today.

Full name

Email address

Create a password

Choose your username

Suggestions:

☑ Keep me signed-in on this computer.

☑ Tailor Twitter based on my recent website visits. Learn more.

By clicking the button, you agree to the terms below:

These Terms of Service ("**Terms**") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

LinkedIn

Networking With The Net

LinkedIn by the numbers . . .

- Over 200,000,000 users worldwide.

- 50 million unique visitors weekly.

- Average user spends 7 minutes on the site.

- 2.8 million businesses have a LinkedIn Company Page.

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What is it?

LinkedIn is considered "the" social marketing web site for people in professional occupations. It is used mainly for professional networking.

One purpose of the site is to allow registered users to maintain a list of contact details of people with whom they have some level of relationship, called Connections. Users can

invite anyone (whether a site user or not) to become a connection. However, if the invitee selects "I don't know" or "Spam", this counts against the inviter. If the inviter gets too many of such responses, the account may be restricted or closed.

What can I do with it?

This list of connections can then be used in a number of ways:

- A contact network is built up consisting of their direct connections, the connections of each of their connections (termed second-degree connections) and also the connections of second-degree connections (termed third-degree connections). This can be used to gain an introduction to someone a person wishes to know through a mutual contact.

- Users can upload their resume or design their own profile in order to showcase work and community experiences.

- It can then be used to find jobs, people and business opportunities recommended by someone in one's contact network.

- Employers can list jobs and search for potential candidates.

- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.

- Users can post their own photos and view photos of others to aid in identification.

- Users can now follow different companies and can get notification about the new joining and offers available.

- Users can save (i.e. bookmark) jobs that they would like to apply for.

How do I use it?

LinkedIn can be a valuable resource for learning more about potential prospects for your Shaklee business. By researching a person on LinkedIn you can get a sense of what his or her focus may be, and who is part of their inner circle. You'll also get an idea of how many possible contacts they have which may help them to build their organization.

Remember, they may very well research you through LinkedIn in the same way, after you approach them. You want to make sure you have a profile that reflects who you are.

		index
Male		133
Female		68
< 18		17
18-24		79
25-34		132
35-44		120
45-54		134
55-64		125
65+		101
No Kids		131
Has Kids		68

internet average

		index
$0-50k		61
$50-100k		121
$100-150k		165
$150k+		171
No College		54
College		113
Grad School		207
Caucasian		105
African American		77
Asian		115
Hispanic		74
Other		102

internet average
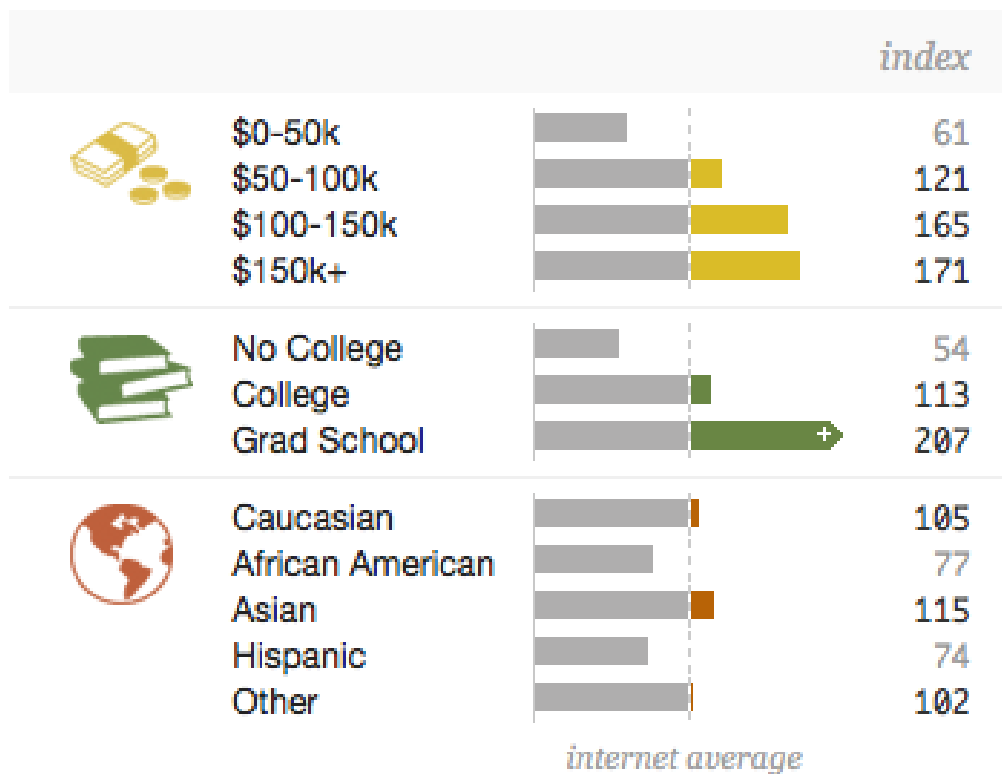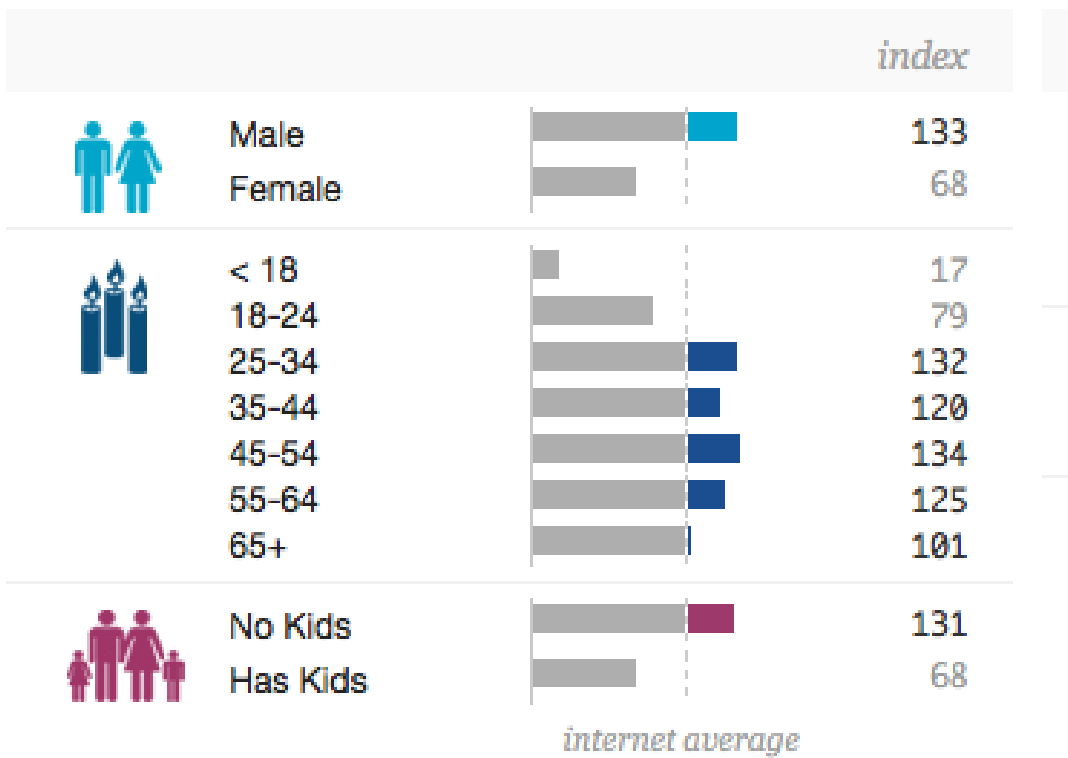
LinkedIn users are highly educated.

What is it?

Google Plus is a social network, like facebook, Twitter and other social media platforms. You can use it to create a profile, find friends, add photos and videos, share links and post comments. You can comment on other people's posts and you can send private messages.

In short, you can do all of the things that you're already doing on facebook and even on Twitter.

So why Use Google Plus?

Google Plus lets you do a few things that you can't do on other social networks.

Hangouts

Hangouts are a form of video conferencing in which up to ten users can turn on their webcams and chat online.

Hangouts can be used for personal or business use - you could put together a hangout for friends or your team members. You will need to download the Google Voice program on your computer.

Hangouts

Let friends know that you're free for a video hangout, any time, anywhere. Then catch up, watch YouTube or... just hang out.
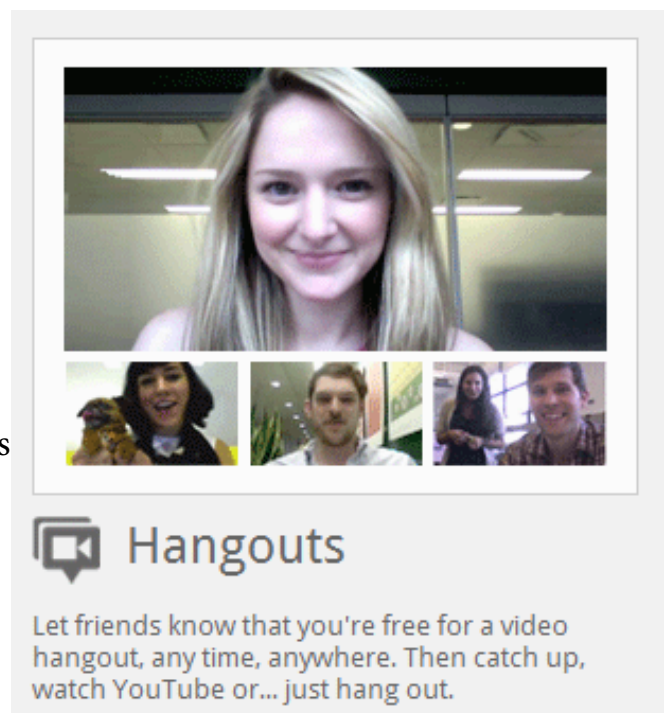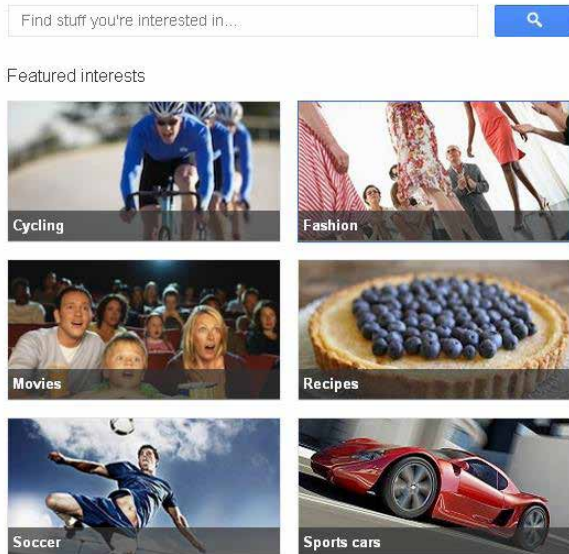
Sparks

Sparks is an integration with Google's search engine that pushes content onto the platform and makes finding articles to share easier.

Similar to Google alert feed, not everything in sparks has necessarily been shared on Google Plus. It's also a good way to keep up with topics of importance to you.

Circles

Represent social circles, and they provide a way to divide up those who you follow into different groups of contacts together. You can share posts only with certain circles if you want. You can create as many circles as you want and add people to as many circles as you want.

The +1 button

+1's are the pages around the web you like, agree with, or want to recommend to others. +1 Buttons will show up in the Google search results, if you are logged in.

This works similar to the facebook Like button, as it is a vote for sites that you like. All you have to do is click the +1 button (it looks like the symbol below) when logged into your Google account.

Also +1 buttons can be installed on your site just like the Like button from facebook. Click here to add +1 button to your site.

Pinterest

What is it?

Pinterest is a virtual pinboard where you can 'pin' photos from any location on the internee. People who like a particular photo can 'repin' it to their own pinboards.

Each user can make as many pinboards as they want, with a different topic for each pinboard and whatever name they choose to call it. You can basically look at it as a social bookmarking service that uses images instead of links and text.

Every photo you pin from the Internet automatically links back to the original website from which it was taken. That backlink stays with the photo every time it is repinned. With the exception of facebook, you can pin images from almost any website although you should remember that many online images are subject to copyright.

Making an image that makes people want to click it (to find out more) is a great way to increase your website traffic.

It's also a fun way to make a digital "Wish List" for yourself!

Pin

A pin starts with an image or video you add to Pinterest. You can add a pin from a website using the Pin It bookmarklet or upload an image right from your computer. Any pin on Pinterest can be repinned, and all pins link back to their source.
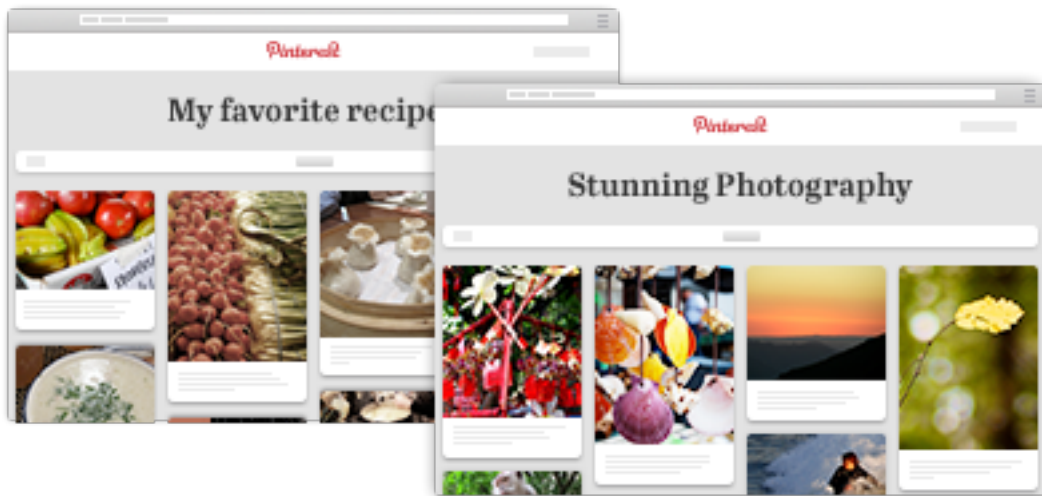
Board

A board is where you organize your pins by topic. You could pin ideas for remodeling your bathroom to your House Projects board, for example. Boards can be secret or public, and you can invite other people to pin with you on any of your boards.

Follow

When you follow someone, their pins show up in your Pinterest home feed. You can follow all of someone's boards or just the ones you like best. To manage who you're following, go to your profile and click Following.

Creating an E-mail Signature

1. Keep it as short as you can while providing all of the information you deem most important (four lines is the accepted standard).

2. Condense information into fewer lines by using pipes (|) or colons (::) to separate the text.

3. Remember that simple plain text is best; skip colors, special fonts and graphics.

4. Use the accepted signature delimiter (--) to help your signature get recognized as such by email clients.

5. Be careful with HTML formatting because it may not appear how you want it to for everyone.

6. Test your signature with as many email clients as you can, especially if you use HTML.

**7.** Consider using an email signature service if you have specific formatting needs or want to include graphics and other design elements.

8. Provide written out URLs instead of using hyperlinks in your email to ensure the link will go through in the sent message.

9. Avoid including multiple phone numbers and email addresses. Pick your contact preference and get rid of the rest.

10. Only include IM details and Skype account information if you want to be contacted that way by anyone who sees your message.

11. Don't attach your vCard to your messages. Not everyone uses them and even those that do don't need to receive them repeatedly.

12. Reconsider including a quote; you never know when you might offend someone or give the wrong impression.

13. Avoid including a legal disclaimer unless required to do so.

14. Same goes for the "save a tree, don't print unless you have to."

15. Check very carefully for typos or mistyped phone numbers.
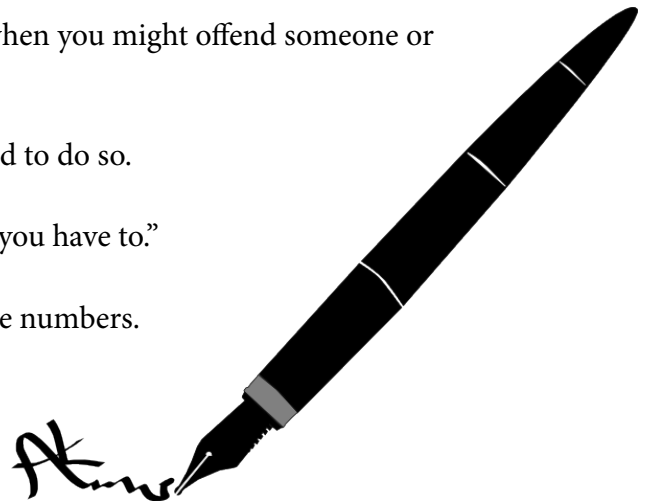
Top 10 Tips For Using E-mail

1. Make sure the recipient is either expecting the email or won't mind receiving it.

2. Make sure your email software is set up to display your return name and email address correctly. Use a meaningful name for yourself, e.g. "Don Sykes" or "Networking Toolchest."

3. Always Include a subject line and make sure it tells the recipient what the email is about, e.g. "Important information about your health" or "Plans for the weekend."

4. Be very clear and specific in your email (without being too waffly). Tell the person who you are and why you are contacting them. Don't just send an attachment and hope they will figure it out for themselves.

5. Only send attachments if they are necessary, e.g. don't use a MS Word document to send text which could have been typed into the email instead.

6. If including attachments, make sure the recipient will have the appropriate software to open it (not all attachments will work on someone else's computer). Check the file size and make sure it's not too big. When sending photos or other images, optimize the file size first. Don't just send photos from the default scanner or digital camera settings.

7. Resist the temptation to use pretty stationery or unnecessary graphics. They annoy a lot of people and some email programs have trouble displaying them.

8. Never reply to spam.

9. Be very careful and restrained about forwarding jokes and other similar material. Most people receive too much of it already. Never forward chain emails.

10. And finally, make sure you use reliable anti-virus software and update it regularly. If you are connected to the Internet, you must be protected. Also, if you receive an e-mail that seems questionable, especially one with a link, DO NOT CLICK on that link!

E-mail Service Providers

An e-mail provider allows you to maintain a list of contacts, create great looking e-mails and track how well they work, all under one large umbrella. These are really great as you develop a larger list of contacts, but can be useful for smaller numbers as well. When you look for a provider, there are certain features you'll want to consider:

Opt In Forms - Do they have a means of posting a form on your web site or facebook page so subscribers can join your list automatically.

Facebook integration - Can you post your e-mail directly on to facebook as part of the process.

Mailing List Management - How simple is it to create different lists (views) of your members.

Auto Responder - Auto responders allow you to set up a pre-arranged series of e-mails and have them sent to certain segments of your mailing list automatically.

Spam reporting - One of the advantages of using an e-mail provider is that they will allow you to comply with anti-spam laws.

Deliverability - Some e-mail companies (like Hotmail) will reject certain e-mails and never actually deliver them, depending on where they originate. You want to be sure you use a reputable e-mail service provider that has a working relationship with everyone.

Cost - Most charge based on the number of e-mail addresses you have in your account.

The big players in email marketing providers are Constant Contact, MailChimp, and Aweber.

Between these three solutions, you have a choice to make: free or paid. MailChimp offers a free account for up to 2,000 subscribers. You may be tempted to go with the free option without further consideration. Hold on. Remember to look at the big picture. Choosing your provider carefully is important because you don't want to be switching down the road. This will create confusion for your recipients and a headache for you.

MailChimp

MailChimp is free up to 2,000 subscribers. If you are ever going to have more than 2,000 subscribers, you will be paying for MailChimp, so make sure you give it a thorough comparison. You may think "I can always switch to a different paid provider if I max out MailChimp's free plan." You can. And it will be a huge headache and you will almost definitely loose subscribers. Pick a provider you can commit to for the long haul. If that's MailChimp, even better since it's free at first.

Support Issues

MailChimp can offer a free account because they do not provide support. If you're a skilled designer and web coder, this will not be a problem. If you're like the average user though, you may end up needing some help. Don't let your pride get the best of you. Poorly executed email campaigns can end up costing you more than if you just paid a monthly subscription fee to include support. If you go for free, make sure you know where you will turn when you need help.

Usability

MailChimp is fun. It's the kind of email service that makes you want to sign up. It's colorful, friendly, and fun. They have a chimp at the top of each page with funny sayings in a quote bubble. The service comes loaded with free templates and it integrates easily with other services such as PayPal, ZenDesk, Salesforce, e-junkie, Facebook, Twitter, and EventBrite. They also have an "auto-responder" feature to time-delay messages to users after they join your list (a welcome email, for instance)

The service is clearly designed for non-technical users (as it should be since there is no support). You can easily create nice looking emails with MailChimp.

Pros:

- Easy to use for beginners
- Integration
- Auto-responders
- Free for up 2,000 subscribers
- Pre-made templates + wizard
- Upload images

Cons:

Usability: While the service is designed for non-technical users, sometimes they get in the way of themselves. The color and graphics intensive pages take longer to load than the average webpage. This might not seem like an issues, but it can be frustrating.

Branding: MailChimp's logo is included at the bottom of every email that you send on free accounts. This may seem small but it can have larger ramifications. Hopefully you have a intentional and coherent brand. Everything you say and do online is working in concert for your mission. MailChimp's logo takes away from your brand and your message. For instance, if you want users to take action–to donate or sign a petition or tell a friend–your call to action will compete with MailChimp's logo. Your subscribers are being pulled in two directions: one where you want them to go and the other to MailChimp's website

Customization: All email templates are created through MailChimp's template system. There is no way to import your own template, you must start with theirs and customize. While at first this might seem like a bonus (easy to customize templates!) it can quickly turn in to a drawback as all MailChimp templates have the same basic layouts and styles. It will be difficult to differentiate and in an increasingly crowded Internet, differentiation is crucial

http://www.mailchimp.com

Aweber

Aweber's interface is minimal and gives you exactly what you need in order to create, schedule, and send campaigns. You can integrate with facebook and Twitter to promote your message over social media. Similarly to MailChimp, they have a number of integration options such as PayPal, e-junkie, 1ShoppingCart, and Google Checkout.

Their auto-responder (followup) tool allow you to set up a series of emails to be sent after a subscriber joins your list. The time delay is relative to the message before so you can easily rearrange the list using their drag-and-drop function; unlike MailChimp whose auto-responder is setup relative to the signup date meaning you need to edit every message in order to change the order. Their interface may not seem less user-friendly but it is very similar to MailChimp (or any email provider), just with less flashy graphics.

Pros:
- Excellent, responsive support
- Integration
- Auto-responders
- Ability to have custom templates
- Fast load time
- 99% or above deliverability of messages
- Pre-made, customizable templates
- Ability to use completely custom templates
-

Cons:
- No wizards: Unlike MailChimp, Aweber does not have any step-by-step wizards for

setting up email campaigns (for some, this is a bonus)
- No file uploads: If you want to embed images, they must be hosted elsewhere (your

website, Flickr, Photobucket, etc)

http://www.aweber.com

Constant Contact

Constant Contact is a mix of Aweber and MailChimp. It provides some of the flashy features which make MailChimp with the business focus of Aweber. Like Aweber & MailChimp, Constant Contact offers many premade email templates and (also like Aweber) gives you the ability to create your own from scratch.

Constant Contact's autoresponder sequence is relative to the subscriber's signup date which makes reorder the sequence (or adding new messages in the middle) cumbersome. Constant Contact's pricing is similar to Aweber's.

Pros:
- Pre-made, customizable templates
- Ability to use completely custom templates
- Upload images
- Auto-responder
-
Cons:
- "User friendly" interface can be clunky

http://www.constantcontact.com

Advertising On The Internet

Pay per click advertising is a great way to get visitors when you need traffic and you need it now. But it's risky: With poor management, you can spend a fortune, generate many visits, and end up with nothing to show for it.

What is Pay Per Click Advertising?

Pay per click marketing, or PPC, is pretty simple: Search engines like Google and Bing allow businesses and individuals to buy listings in their search results. These listings appear along with the natural, non-paid search results.

These ads are sold in an auction. You bid what you want to pay for a click on the ad. Bid the most, and you have a chance of ranking number 1 in the sponsored results.

If someone clicks on your PPC listing, they arrive at your website, and you are charged the amount you bid. So, if you bid $.50 per click on 'widgets', and that's the highest bid, you'll probably show up first in line. If 100 people click on your PPC listing, then the search engine or PPC service will charge you $50.00.

Why PPC Advertising is Bad

PPC advertising can cost a fortune. It's easy to get caught up in a bidding war over a particular keyword and end up spending far more than your potential return. Bid inflation consistently raises the per-click cost for highly-searched phrases.

Junk traffic can suck the life out of your campaign. Most pay per click services distribute a segment of their results to several search engines and other sites via their search partners and content networks. While you certainly want your listing displayed on Google and/or Bing, you may not want your listings showing up and generating clicks from some of the deeper, darker corners of the Internet. The resulting traffic may look good in statistics reports, but you have to separate out partner network campaigns and carefully manage them if you're going to see a return.

Finally, pay per click advertising does not scale. If you get more traffic, you pay more money in nearly direct proportion to that traffic – your cost per click stays constant, and your overall cost increases. Compare that to search engine optimization, where you invest a fixed amount of time and/or money to achieve a better rank, and your cost per click

goes down as you draw more traffic.

Why PPC is Good

Pay per click advertising can generate traffic right away. It's simple: Spend enough, get top placement, and potential customers will see you first. If folks are searching for the key phrases on which you bid and you've placed a well-written ad, you will get clicks the moment the ad is activated.

So PPC advertising is fast: With some systems, such as Google AdWords, you can generate targeted traffic within a few minutes of opening an account.

PPC advertising is also nimble: Where natural search engine marketing or other forms of advertising can lag weeks or months behind changing audience behavior, you can adjust most pay per click campaigns in hours or days. That provides unmatched ability to adjust to market conditions.

PPC can also be a bargain: Sometimes, you can find keyword 'niches' for which the top bid is around $.10 – in that case, PPC is a great option, because you can generate traffic to your site for a fraction of the cost of any other form of paid advertising.

We suggest you test your ads carefully and limit your spending until (and if) you are getting a response that warrants the money you are spending.

Networking with the Internet Webinar

Week 1 Handout

Each week you'll receive a handout outlining the topics that will be covered during the Webinar and giving you links you'll need and specific "how to's" for any assignments you have for the week. At the end of the three week Webinar, you'll receive a complete workbook that contains all course materials.

Covering this week:

Advantages of using the Internet for your business

Equipment needs

Using the Internet to increase your reach
- 3-way Calls
- Google Voice
- Skype
- Conference Calls
- Screen Sharing (Desktop Sharing)

Setting up your facebook page
- Business (Fan) page vs. Personal page.
- The difference between a Group and a Page.
- How to create your own page.
- Choosing a name.
- Information you'll need to start.

Homework:
- Set up your facebook page (if you haven't already)
- Make a screen sharing presentation to someone

Networking with the Internet Webinar

Week 2 Handout

Each week you'll receive a handout outlining the topics that will be covered during the Webinar and giving you links you'll need and specific "how to's" for any assignments you have for the week. At the end of the three week Webinar, you'll receive a complete workbook that contains all course materials.

Covering this week:

More about facebook
- How posting works.
- How to create an interesting post.
- Adding photos and galleries.
- Tagging someone.
- Linking a post to a video or your Shaklee PWS.
- Scheduling a post.
- Page admins.
- Working with facebook's statistics.
- Creating a vanity URL.
- Building your Audience.

Working with e-mail
- Creating a signature for your e-mails.
- Maintaining an e-mail list.
- Working with an e-mail marketing provider.

Shaklee's Internet restrictions (P&R)

Homework:
- Change your cover photo
- Make another screen sharing presentation to someone
- Create your e-mail signature and send an e-mail to networkingtoolchest@gmail.com

Networking with the Internet Webinar

Week 3 Handout

Each week you'll receive a handout outlining the topics that will be covered during the Webinar and giving you links you'll need and specific "how to's" for any assignments you have for the week. At the end of the three week Webinar, you'll receive a complete workbook that contains all course materials.

Covering this week:

Other Social Media Sites
- Twitter
- LinkedIn
- Google+
- Pinterest

Shaklee's Hearsay Social
- How it works

Registering A Domain Name
- How to register a name and link it to your Shaklee PWS.
- Setting up your own blog.

Doing Your Own Conference Call
- Conference call providers.
- Skype.

Customizing your Shaklee PWS

Advertising on the Internet
- Google PPC (Pay Per Click)
- Advertising on facebook