



James Schramko here with an internet marketing news update.

I'm going to talk about PR's like press releases, staff equipment and different marketing channels plus an announcement about two new courses.

PRWeb Tightens Up Its Publication Rules

So, at the end of 2012, press releases went under the microscope again. Also, PRWeb put out a press release that it probably regretted putting out and have since tightened up their stance on what they will allow to publish. They're really looking for genuine news, so what can you do as a marketer? Well firstly, only have news-worthy press releases, that's a good tip, and get a professional writer to make your press release. There's plenty of those out there. We do them from SEO Partner Content.

Consider Other Suppliers

Another thing is to consider different suppliers. PRWeb are very powerful and strong however, I suspect they'd probably had a change in the way that they syndicate their articles and there are other providers out there. Some of them more expensive and more picky. Some of them less expensive yet people still report great results. There's a few threads on this in SuperFastBusiness right now so go and have a look through those and see what you want to do regarding press releases.

I still think press releases are a good thing to do for your business and they will help you bring new traffic to a new website. It's one of the best ways to get a foundation going from some established websites.

Looking For The Right Alternative Marketing Channels

If you have an online business, then remember that the internet is just a marketing channel. You can actually promote your online business from offline marketing channels. I'm not saying that you should go out and get a billboard or rent the side of a bus, but perhaps there's a spot for you on radio, perhaps there's a spot for you with direct response marketing or some local directories that are in print papers or print publications.

Maybe not the LA pages but industry trade journals are good and you can sometimes take the same piece of content you've made for a press release or a feature post or article on your site and submit that to a real publication for publishing as an expert author.

You might then also take some advertising right near that feature publication and in some cases it's not expensive. I remember when I was taking out advertising for Mercedes-Benz, I was able to take out advertising in the local school paper which had around 700 parents reading it and it costs something like 75 dollars a quarter, so it was very inexpensive but ultra-targeted in a local area for that specific business. Think about who your perfect customer is and what offline publications or mediums are you likely to find them.

Improving Team Equipment Helps Boost Your Operations

What do you do if you have a team and their gear is not up to scratch? Well, I'm in favor of helping them get the right gear and not making them pay for the whole thing themselves, certainly not having to pay it back straight away if you have to lend them something, because that puts a strain on their household budget. It might actually tempt them to need to take extra work and of course, they don't have the control, in some cases, to be able to regulate that so usually I will give them the equipment because I know that it helps them but it also helps my business.

When I have a happy worker and my team member is focused on the job and not sweating on how to put food on the table, then it's going to make them happy and I'm happy because our customers are getting looked after. And that faster equipment, things like faster internet speeds, bigger computer screens or a more effective powerful computer can actually really increase the output of some of your team members. So if you have full-timers and you have an office and your business is something worth caring about, consider upgrading some of your key team members who have been loyal and have really helped your business.

Two Exciting New Courses In SuperFastBusiness Are Available Now

There are two new courses inside SuperFastBusiness. One is [SuperfastPPC](#) that was a high-level master class where over weeks, we actually recorded webinars and then we put out some really top-level information. This costs thousands of dollars but it's now inside [SuperFastBusiness](#) for members. Also, I've put in there [Super Affiliate Master Class](#) that was another webinar master class series with a SuperAffiliate and that training is also inside SuperFastBusiness. It's available from day 1.

We don't do drip-fed content around here; we put it all in there from the beginning. It's up to you to find the bits that you like and if you want help finding the right bits, then just ask me, I know where everything is. Also, we continually add content each month so I'm not worried about holding back or just giving you little bits and pieces. You can have everything from day 1 and go for it.

SuperFastBusiness is effective not just because of the training. That's certainly one element but the most important thing is the community. The people in there make the community and we have live meet-ups all around the world. We're having a live event this year and we also have the ability for coaching. If you ask for help, you will get answers.

So if you want a place to go with a community that's concerned about their success and your success and you want great access to training material and me and coaching from others, then get into SuperFastBusiness for one low monthly fee, it is a bargain. That's why we have over 500 members now.

Understand The Other Aspects Of Your Business

You know, there are other things you should learn other than just building a website and I think that things like communication, business negotiation, sales, learning your numbers in the business are far more important for you to learn at that critical stage where you're trying to jump from having a full-time job to making a real business of this. So stop learning about html and stop consuming so much stuff and start exploring how you can build your business skills.

[Copyright 2013 SuperFastBusiness](#)

Read those Kindles. You'll get more value in a 20 dollar Kindle than you will from a 2,000 dollar guru course. Do that, come along to [SuperFastBusiness](#) and you have a recipe for success. I'll be there waiting for you, I'll see you there.

Well, I'm James Schramko; I hope you've enjoyed this internet marketing update. I'll catch up with you soon.

Sponsored by:



www.SilverCircle.com