

IN THIS ISSUE ...

- An opening word
- The change has happened
- Looking back to go forward
- When to send emails
- Affiliate foundations
- What is NTHB Blog all about?

WELCOME to the new look eBiz EYE. The story about the change is described below.

An Opening Word

Hello ... Des here, and before we get going I want to thank you for continuing to be a part of [New Times Home Biz](#).

When I started this digest a year or so ago, my aim was to send a monthly issue. I missed last month (July), so I apologize and I'll do my best to keep to my objective in the future.

Creating an online business can be very satisfying, but to me, I've got to say that it's been trickier and more difficult than when I started my offline consulting business more than 24 years ago. There's so much to learn, so many pitfalls to avoid, so many choices where to go and what to do, and a lot of temptation.

Here's a fact. When starting out online, a decision has to be made quickly about what to focus on in your online business, otherwise you'll be left disillusioned after a short time. The Internet (and internet marketing) is awash with temptations. Buy this, buy that, buy the next "silver bullet"!

Thought for the day ...
"100% of the shots you
don't take don't go in"
- Wayne Gretzky

Why? It's because so many people are out to make money and they see the internet as their salvation.

Maybe they've heard about or seen the results of successful entrepreneurs, and they want a piece of the action. These "entrepreneurs" are no different to the rest of us; many of them have come from nowhere to carve out a niche that they have become wealthy from. And they've learnt about USP - Unique Selling Proposition. And about how to build a customer list. And most of all, how to engage with their customers.

If you want to get some sort of income from the internet, there has to be a plan of action and a process of learning. Remember how you were educated in high school? Real education involves steady, consistent, and relevant learning. Identify early on how you intend to earn an online income.

It was for this reason that I created [Bring On New Times](#). There's a lot of information in that ebook about how to choose an income pathway, and there's also the essential tool that's needed to make those final decisions.



What's the tool? A SWOT analysis.
Strengths-Weaknesses-Opportunities-Threats.

Perhaps affiliate marketing will be your game, perhaps it could be from developing your own products about your offline work or interests or passions. Find what will work for you ... and go for it!

Here's what I identified early on in my foray into an online world.

The main focus of NTHB is to provide a way for anyone to get their creative ideas out into the world by writing about them. THINK. WRITE. SELL.

It's as simple as that. But as we all know, there's a lot more work that has to be done behind the scenes.

Once you discover that you can get your skills and knowledge known, it will become a repeatable system. You'll be able to help others and build a business at the same time. THAT is the greatest reward of all. Do that, and you will prosper.

The Change Has Happened



I've moved away from creating this newsletter at my email subscriber service (AWeber) to a simple PDF format.

Here's what eBiz EYE used to look like.

There were short articles, links to blog posts, and links to items of special interest.

Now, the AWeber format was fine, and there were many templates to choose from, but I wanted and needed more flexibility.

All eBiz EYE newsletters will now be placed in a page at New Times Home Biz so that they can be readily accessed by subscribers. You'll be able to download the file, print it, and read it at your leisure. This page will be available just for subscribers.

Secondly ... and this is a great strategy that you could do in your business ... I will be able to easily grab any of the articles from my own archive, and put a selection into a report that can be sold. I'll discuss this opportunity in greater detail in an upcoming issue.

The next reason is that I'll be able to regularly add content to NTHB that can be picked up by the search engines, thereby helping to increase page rank.

And a final reason for the change is simply it's much better use of my time to create this digest in a word processor (I use Mac iWork Pages) and convert it to a PDF.

To me, simplicity = efficiency. (I wonder if there's a natural law for that).

There's a [post at NTHB Blog about changing a newsletter format](#) for optimum results, so let me know what you think of this change. Have your say.

Looking back to go forward

What's the advantage of making changes? It may not be that changes are WANTED, but more that they are NEEDED. Why?

Everything about your products, website, articles, reports, your writings - they are never perfect. They never will be. But, it's a good business approach to review them and keep them up-to-date ... well, as much as they can be. The Internet is a fast-moving beast and it pays to keep up with it.

Blog posts are not excluded from constant review either, because a post that you may have made a year or two ago can always be revisited with an update, or maybe a new twist. It all adds to fresh content. Maybe the rewritten post can be used as content in another product.

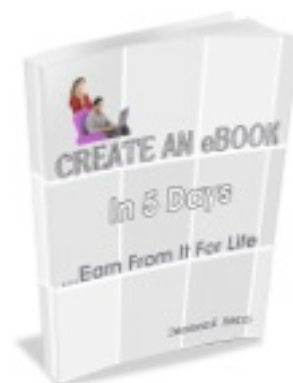
Here are two posts on this subject you might find interesting.

[The advantages of revising your info-products](#)

[Your book cover can make a BIG difference](#)

Here's an example of keeping my giveaway ebook cover fresh. It's all explained in the blog post.

And, by the way, I added more content to it.



When to send emails

It's never happened before for me - sending an email on a Friday to my list friends. I've always thought, why not on a Friday? I checked this out once by searching "best days to send email" and guess what came up? Thursday.

Does it really matter which day we send out emails?

If really important information is needed to be sent out, then maybe it doesn't matter. If you want to find out for yourself just input the search term that I used. See what comes up.

But if your list read what you have to say - and this can be checked out by using

Affiliate foundations

Have you tried your hand at being an affiliate for other people's work? The big advantage of course is extra income for you, particularly if you haven't got your own product to sell.

If you're trying to eke out some sort of earnings online, then being an affiliate for a product (an ebook, a class, anything that has an affiliate program attached to it) is almost a necessity. It's another source of income, and a hedge against declines from other sources (even offline income).

The question that's so often asked is "how do you become an affiliate without having to do a heap of training and research?"

Well, here's your answer. Just [click this link](#).

This is a long blog post that takes you through the actual procedures, step-by-step.

At the end of the post you'll see some buttons. Share your thoughts, click a button. It'll be interesting to see what the results are.

What is NTHB Blog all about?

One day soon I'll reveal how many websites and blogs I have designed, maintain, and operate. It takes a lot of time to keep everything functioning but, after all, it's a business. No ... it's more than that. It's a way of life and it's very fulfilling. Have you got that feeling?

Blogging can be a great use of time, because not only can you be involved in research and learning, there's also the satisfaction of creating something worthwhile.

It's only worthwhile if it's seen by others. And that's where I have to engage with readers a lot more.

Would you be one of those?

Have you been to my [blog at New Times Home Biz](#)?



Click on the NTHB Blog button in the top bar and that will take you to a list of the main topics that I've posted to, along with all the posts to date.

I now try to post at least one article per week. Now, that's not a lot in the scheme of things; search engines are hungry for content and the more there is the greater their spiders will come visiting. And that's what we all want and need.

But what I try to do is create content of value.

Here are some recent posts that you might be interested in.

[Book covers made simple](#)

[When you don't have your own product](#)

[Change your life by writing](#)

[Sell it on your blog](#)




Make your voice known and make a comment at the blog posts. And click on any if the social share buttons. It would be much appreciated.

And now to sign off ...

Thanks for reading this digest and I hope you've been able to take away a snippet or two of valuable information.

I'm not done with you yet!

This new eBiz EYE format needs some input from you.

-  What do you think of it?
-  Do you like its simple layout and the delivery as a PDF?
-  What topics would you like to see covered in an upcoming issue?

I'd sure like to get your feedback, so here's where to send it. Many thanks if you do.

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Until next issue ...

To good decisions and great rewards

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