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Welcome ...

A new year, maybe a new start, but definitely new hope for the future. Do you start your year with great plans? Have you set your goals? If you haven't, it's not too late to get these down on paper. Write them ... and believe you can do them all!

I hope you truly have a great year filled with good decisions and great rewards ... and of course, filled with good health.

I have something of paramount importance for you. Let's get cracking.

A vital task for your writing and publishing success

As you know, the primary focus of New Times Home Biz is all about writing for a living. It doesn't matter what sort of writing - it can be blogs, articles, white papers, ebooks, reports.

THIS IS NOW WHAT YOU NEED TO DO

If you write and publish words on the Internet - which you do if you Blog, write articles, eBooks or other info-products - guess what now happens?

Google will rank you as an "author". It's called Google Authorship and you can [read all about it at Google's website](#).

Whether we like it or not, Google has immense power, and it's game is to get more of it. Sure, there are Yahoo (Bing), Microsoft sites, Ask, and other search engines, but Google has about 66% share of search volume.

If you write - as you would if you're online - then there's no escaping the power of Google to drive your writings to greater heights. But here's what's been happening of late.

There's been a lot of weeding in the Google garden. All the garbage, weeds, and unwanted stuff have been pulled out and only the good stuff remains.

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[Stand Up To Work The forgotten places where to market your business](#)

A Special Note

Recall the last issue where I mentioned about [Clarity Maps](#).

These very attractive graphical maps can be printed out and given away as gifts. Use them yourself.

But if you go to my Store, you'll see these priced very low ... for a reason. I'm raising funds for my [Kiva Team](#) and I want to get these maps into as many hands as possible. Kiva is all about micro-lending to people in developing countries. A fabulous cause, and if you can lend just \$25 it will help these people advance their lives. Remember, it's a loan, you can still get your money back.

So if you're the author of all that great material that Google wants to see grow strong and remain healthy, then keep focusing your efforts on letting Google know about your plants - your links back to your content.

The rewards will be higher rankings in search results and you'll stand out from the rest of the burgeoning crowd.

Google Authorship is a feature of Google Plus, the social network, and what you can now do is link your published work with your Google+ profile, thereby establishing authenticity and your authorship. Your content will then attain higher value.

How does Google Authorship work?

All your content will be linked to your Google+ profile. If you haven't set up your profile then this is what needs to be done before anything else. An important part of the process is uploading a face shot of yourself. This becomes a bit like a digital signature. Other components of your profile should also be completed.

Google Authorship uses your profile (your digital identity) to establish your links to your websites as the content author. If you actually have a digital signature, then anything you publish with it will be associated with your identity.

So, if you have a blog, or write articles and newsletters, or write white papers with your Google Plus profile, then this will extend your online reputation, build your Google Plus network, and increase your rank in search results.

How to verify authorship

Verifying authorship of your content can be done in either of the following ways.

Link your content to your Google+ profile using a verified email address. Ideally, the email address should be on the same domain as your content, but if not, then there's an alternative procedure.

Create a link from your webpage to your Google+ profile, then add a reciprocal link from the profile to the website.

Precise details about this are shown at [Google Webmaster Tools](#).

Boost your writing business

Google Plus has been built for business, not like Facebook which has its origins on a college campus. Even though it's used by business it wasn't designed for business.

And that, dear reader, is the BIG difference.

There are a whole new suite of tools that will become available. Put these in your memory - Sparks, Circles, Hangouts, Streamified.

You might be using a few of the Google social media tools already, but there are more on the way ... and they'll be free to use.

So, if you want to get a head-start, then you can't afford to miss [Google Fastlane Plus - the ultimate guide to building and marketing your business with GooglePlus](#).

"The Action Generator"

Plan your day in less than 30 seconds.

Discover where your time is going.

See your day with more clarity than ever before.

Feel a stronger sense of accomplishment.

Let it be your full-time coach.

Spend more time using it and less time learning HOW to use it.

Your time is valuable, you already know this!

But just think about what THE ACTION GENERATOR could do for your life.

If you do nothing else, then just [see what The Action Generator could do for you](#).

And if you decide to buy the software, and you already have the Clarity Maps bonus, then drop me a line and I'll send something else that will be great for your writing business.

To good decisions and great rewards ... stay connected with me. There's more great stuff on the way!

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