

MMOTIVATOR

CELEBRATING MILESTONES

This week I celebrated the fact that we've just published the 300th episode of Work at Home Moms Talk Radio. As with most milestones and anniversaries, it makes me swell with gratitude and appreciation for how far I've come since I started my internet based business in 2002.

From being broke, in debt and frustrated to being debt free, financially confident and at peace with my day to day.

That is a lot to be grateful for.

That is definitely a lot to celebrate!

Are you keeping track of the milestones in your business? They're everywhere to see if you have your eyes open to them.

- When you earned your first dollar.
- When you had your first \$100 month.
- When you had your first \$1000 month.
- When you had your first \$5000 month.
- When you had your first \$10,000 month. (I'm still looking forward to that one!)
- When you received your first affiliate check.

There are other, non-monetary milestones...

- The moment when you found the courage to email someone you admire about guest blogging.
- The first day you were called for an interview in your area of expertise.
- The week you realized you hadn't felt insignificant or unknown in a long time.

We're all making progress and need to mark those moments in our hearts and minds. Why? Because in the future you will have periods of doubt and insecurity about yourself or your business (it happens to everyone once in awhile) and you'll be able to go back and treasure these milestones, reminding yourself of how far you've come and how far you're sure to go.

Another milestone that I'm about to celebrate is one year of publishing the MMotivator. (This newsletter you're reading now.)

The MMotivator debuted in April 2009 as a private publication for Mom Masterminds members. After ten great issues, we decided it was time to expand the content and instead of making it a publication 'for MM members' we would make it a publication 'by MM members' for the whole work at home community.

Every month you'll enjoy great articles and resources written for you by our illustrious 'MMers', amazing women who are making it happen every day in a variety of ways. I know you'll enjoy it and come to look forward to every issue!

Of course, by sharing the MMotivator with you, we hope to tempt you to take the big step to join us at Mom Masterminds—so be sure to think about that while you soak up the great content!

For the WAHM and Her Family,
Kelly McCausey



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If you are looking for an extra boost of motivation to get your week started off on the right foot, check out #indiebizchat on Monday evenings.



#indiebizchat is a Twitter Party. A different business topic is discussed each week. A general topic is given and each person offers tips and stories from their own experiences on the subject.

It's free to attend. Many tweets come in during the Twitter Party, so I recommend using TweetGrid to keep track of the conversation. You can learn about logging into TweetGrid and view a short video on how to participate by clicking here:

<http://indiebizchicks.com/wp/upcoming-indiebizchat-sessions/>

Crissy Herron is the founder of <http://www.IndieBizChicks.com> and #indiebizchat. Crissy has been working from home since 2003, and is proud to be a part of the Work At Home Community. She lives in the Flint, MI area and is the self-proclaimed "World's Best Aunt."

JOIN KELLY AT NAMS 4?

In January this year I had the great pleasure of attending the Niche Affiliate Marketing System conference in Atlanta. I got to meet great long time online friends like Nicole Dean and Lynn Terry as well as hang out with lots of Mom Masterminds members who were able to attend.

The NAMS conference is designed to provide something of value to marketers at all levels. Whether you're a newbie or a seasoned veteran, you can glean some powerful nuggets from the presenters and other attendees.

To be honest, while I did get a lot out of the conference, I went for the people more than anything else—and I already bought my ticket for NAMS 4 which is coming up in August. It felt so great to spend time with people just like me and I'm hungry for more of the same.

If you've been thinking about attending an event this year, I encourage you to consider this one!

To learn more, here's my affiliate link: <http://www.kellymccausey.com/nams>

You can also read my NAMS 3 recap here: <http://www.wahmtalkradio.com/why-im-going-back-to-nams/>



Me with Nicole Dean :)

WHY WE NEED A LIFE ROADMAP

What is the purpose of a road map? Why are they so important? Have you ever considered a personal road map for your life?

A road map is a necessary tool when you are traveling from one destination to another. If you are not sure where to go then the map can show you how to get there. Not only can it show you how to get there but it can show you the most efficient way to get to your destination. It is important to find the most efficient way to travel because it can save you from using too much time traveling down a road that may have obstacles, steep hills, too many stop signs and other traveling woes.



Don't you want a smooth ride when you travel?

A great benefit of a roadmap is that it can help you discover new places and things you have never seen before. Imagine looking at a scene, an animal, or a tree that you never knew existed. What thoughts would run through your mind if you saw a baby fawn being tended to by its mother? Or how would you react to a falling star?

Another awesome benefit is that a road map keeps you focused on your target. With a map in hand you are able to mark your target destination and take the roads needed to get there. A focused target tells you which way you need to be going and the road map provides the best way to reach where you need to be.

In life the use of a road map is just as beneficial as one for traveling from one physical point to another. Our entire life from birth to death involves moving from one destination to another. It is called growth! With growth comes the need for guidance and direction. That is what a life road map will do for you. It will give you what you need to get to from one leg of your journey to the next.

There should be a road map for everything you do in life.

Road maps, in essence, help to keep us sane. They are the connection that leads us to the final destination of our journey – whatever that journey may be.

LaTara Ham-Ying is an unorthodox life and business mentor helping the work at home woman find success in their home based business with integrated balance. She also serves others as a lifestyle blogger and host of Integrated Talk on Blog Talk Radio. LaTara is a married homeschooling mother with 2 boys ages 17 and 6. To find out more about LaTara visit her at <http://www.latarahamyng.com>



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THE ORGANIZED WAHM: 3 KEYS TO GETTING THE IMPORTANT THINGS DONE

Are you getting the important things done? If the answer is "no" or "maybe", I offer these three keys to getting organized and feeling better about the control you have over your home office and everyday life as a WAHM.

1. What does "organized" mean for you?

Being a mom is challenging enough, and because we can't leave well enough alone, we decided to add running a business on top of all that. It might be worth it, but it's not always easy. Especially if you feel like your home office is out of control.

Most people I have talked with feel the need for a little (or a lot of) organization. Ok, most of them say, "Oh, you wouldn't want to see MY office!" The reality is, "organized" just means you can find most anything in less than five minutes. That looks different for everyone!

- If you're a visual-type person, it's important to have things where you can see them.
- An auditory-type can benefit from an alarm to remind you of important times or appointments, or music playing when doing a task you're not crazy about.
- A kinesthetic-type person needs a comfortable space to work. This could include the best chair you can afford, helping your body feel it's best.

Whatever "organized" means for you, make sure it works for who you are deep down. Knowing your personality, learning or sensory preference (auditory, visual or kinesthetic) are important for getting and staying organized, but the best thing to do is just get started. Try different things out and see what works for you, not what works for your mom, sister or friend does.

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2. Time Shifting

I'm not talking about time travel, but about creating a workable schedule. As WAHMs, we have a lot of responsibilities: to ourselves, our families and our business. If there are small children around, it's nearly impossible to work a 9-5 day without help. So, if a part or full time nanny is not in the budget right now, get creative. Get up early, use naptime for email or take advantage of "Mom's Third Shift" after everyone is in bed. Choose one or two of these times to get the important things done, making sure you are taking care of yourself too!

3. Balance & Choices: "Balance" is for checkbooks, "choices" are for moms

A wise person once said, "Balance is really about choices". I believe this to be true. In life, it's difficult to have total balance. When you have a new baby, your choice is to take care of that growing person - and your sleep schedule is definitely out of balance! When your business is beginning to thrive, you have other choices to make - like which clients you will take on. If we want to be there to meet our kiddos when they get off the bus, that may mean working late at night. The choices we make affect us long term. So, forget about balance and focus on what you want your life, family and business to look like in the future. Then make choices based on that vision.

Organization is a tool for life and work. It helps us be the best mom, wife, sister, friend and business owner we can be. Getting organized helps you reinforce your priorities, creating your own best life. Do yourself a favor and put some organization systems in place. You'll be a happier and less stressed WAHM in the long run!

Brandie Kajino, is a dynamic speaker, author and consultant. Empowering clients with information, tools, technology and simple organizing solutions is her specialty. For more information on her services, products, podcast & internet radio show, blog and her exclusive VIP membership, visit <http://www.thehomeofficeorganizer.com>

WHAT IS A TECH ASSISTANT AND WHY YOU SHOULD BE ONE

The year was 1998. I just got off a 30 plane ride and still had 4 hours of travel to go. I was anxious to send an email to my family and proceeded to whip out a modem, attached it to the PDA, hooked it up to a pay phone (remember those?). That was such an exciting piece of technology. Not anymore. People think you're practically a cave(woman) if you even dared pull that contraption out in public.

After some time, what is cutting edge becomes common place. I still remember when building a static HTML was considered 'technical' and people thought I was a genius ;-). Not too long after that, I started working with dynamic web sites – content management systems (CMS).

It was around then, a fellow marketer's website caught my eye. She had tons of content, a fairly popular site which was built entirely in static HTML. I approached her to convert the site to one powered by a CMS to make outsourcing and content management easier. She flatly declined. Fast forward a couple of years, her content sites are entirely run on WordPress.

Why do I tell you all this? Because, this forward moving train is not stopping here. It's going to keep on chugging. It may be hard to imagine now, but one day, you'll find your clients requesting more and more 'technical' work from you. In fact, it's already begun. Clients are doing more audios, videos, webinars. They want more interactive and useful sites with fancy features like social components, allowing site visitors to add their own content, vote on content, connect and share with others, allowing shoppers to personalize their experience, they want more and membership components. It's all about the experience. Heard that before?

To make that experience happen, they need technically capable help. As a VA, how are you going to fit into that picture? There's only one answer. Either don't try and watch your business decline or upgrade your skills to be a technical assistant.

Lynette Chandler is a marketer who thoroughly enjoys technology. She has a knack for interpreting and technology so other business owners can understand. Now, Lynette extends her help to service providers by providing valuable technical training that advances their business and income at <http://TechBasedTraining.com>

What is a technical assistant? To answer that, let me tell you what kind of person I really need and have been needing for a long time.

WordPress savvy – Many VA's are there but many aren't either. I'm not talking about someone who can write or post content, install plugins and make some theme changes. I'm talking about someone who knows how to convert a design I acquired into a fully functioning WordPress theme. Someone who can turn a regular WordPress blog into a powerful content management system with different sidebars on different categories, make headers rotate based on the season of the year, use conditional statements and craft their own.

Membership site smarts – This person should be able to visualize and pull together a membership site that make sense for members, from installation to customized login. From creating a functional members' dashboard to protecting content based on multiple levels of access.

Website management – A person who can help monitor the websites to keep an eye out for malicious code that shouldn't be present. Someone who knows how to setup full website (not just WordPress) backups to run automatically and restore them when necessary. A helper who can help trace any compromise when a website is attacked and hopefully prevent it by making sites like WordPress more secure. An assistant who understands how to work cPanel like a pro.

Database management – This is not contact database, but website database. The ideal person would know how to work with MySQL databases through phpMyAdmin because some things just can't be fixed through a pretty web based interface.

These are just a handful of qualities of a Tech Assistant. The thing you should know is, I am far from alone in desiring an assistant who is technically capable. Many business owners do too. It became clear to me just how much this is needed when a long time client of mine asked for technical training for their VA's. For them, the role of their VA's is changing and that is true for many business owners.

That's why you need to be a Tech Assistant. Are you ready? Visit TechBasedTraining.com. We'll get you trained so you will be.

I FIRED MY SHOPPING CART PROVIDER

If you sell products online you've been faced with making a choice about a good shopping cart and *what a big choice that can be!*

There are so many different kinds of shopping carts.

Some shopping carts are simply scripts with a database that install on your own hosting account. Some are free, some are sold by license.

Some are scripts with a database hosted by someone else and usually involve a monthly fee which can range in price from thirty something to a hundred something.

I've been everywhere it seems. I started out with Pay Dot Com (pay fees as you go) with my first information product. I moved from there to QuickPayPro (mid-range price) and from there to QuickSales (premium price).

I honestly thought I'd stay with QuickSales forever—but this past year I've had several issues that caused me lost time and annoyed my affiliates. The straw that broke the camel's back was the removal of telephone support. (Well, not removed—just offered for about \$30 more per month.) I felt like I was paying a premium price—twice what I'd pay in other places—but getting non-premium service.

I decided to leave hosted solutions behind and go with something I could manage on my own hosting, and that is Amember. Amember is a membership site management tool—but can also be used as a simple shopping cart. It has a built in affiliate program and can deliver digital products. Well, the way I have it set up it can ;)

You may wonder about email management. Amember does allow you to email users—but I would never use it to manage a large list. (Mailing large groups from your own hosting account is a sure way to get blacklisted by most email service providers.)

I have always used Aweber for my primary email management and will continue to do so.

This was a huge decision. It involved moving all of my products into a new system and required updates to every sales page. Most importantly it affected my affiliates! They had to change all of their links which is a major hassle.

I didn't make the choice lightly and one major contributing factor in my decision was the changes I'd made in my product line up in 2009.

The Mom's Talk brand included a small library of 'mom/family' oriented ebooks and several freebie reports. These non-biz oriented products had attracted a huge number of affiliates. When I dropped them from my brand, that left those affiliates with nothing to promote.

So making a switch this year, requiring affiliates to re-sign up in a new system, helped me to cull out affiliates who were no longer active and know that the affiliates who followed me to the new system are relevant and motivated.

All in all, I'm loving the new set up. I think I made a good decision and look forward to a great year!

Kelly

Recommended Affiliate Links:

<http://www.kellymccausey.com/amember>

<http://kelly.aweber.com>



“I FELT LIKE I WAS PAYING A PREMIUM PRICE—TWICE WHAT I'D PAY IN OTHER PLACES—BUT GETTING NON-PREMIUM SERVICE.”

GOLDBLOCKS AND THE THREE KEYWORDS



You're probably familiar with the story of Goldilocks and the three bears, but do you know many keywords suffer the same dilemma? No, they're not too soft, too hot, or too big, but they can be too broad or too narrow.

A lot of clients come to me with a keyword list and ask me to write a series of articles, blog posts, or sales copy around those keywords. Perfect! Saves me a lot of time right? Not always. Just like Goldilocks found three kinds of porridge in the bears' house, there are three kinds of keywords.

The first kind of keyword is too broad. These are usually single words and are so frequently used that they are meaningless in a keyword strategy. Words like business, Canada, and blogging are too broad, as Goldie might say.

The second type of keywords clients bring me are too narrow. Phrases such as "beef jerky manufacturing in North Dakota" simply have no search volume. Sure, you can hit the front page of the search results in less time than it takes you to read this article, but if no one is searching on that term, who cares? No searches means no one will find your page.

These keywords are just too narrow.

The keywords you want to find are the ones that are just right. You want keywords with some search volume, but not so much competition that your page gets lost in the crowd. How much search volume is enough? That depends on you and your goal for the page, but if Google is saying there's not enough data to give you a number, that's obviously too low.

So like Goldilocks, don't settle for the keyword that's too broad or too narrow. Keep looking until you find the one that's just right.

Cindy Bidar offers a broad range of services including email marketing management, copywriting, and content development. She is skilled in keyword research and can help you identify the search terms your potential customers are using, gracefully integrate them into your content or sales pages, and turn browsers into buyers. <http://www.cindybidar.com>

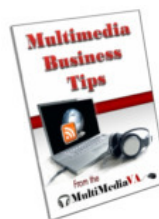


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Mom Masterminds

WHAT IS MOM MASTERMINDS?

Mom Masterminds is a private membership site for internet marketing moms who want to get serious about their online business efforts.

Launched in the Summer of 2004, MM offers a huge IM learning library and a discussion forum where members brainstorm, seek feedback and provide incredible ongoing support to one another.

New resources are added to the library on a regular basis and existing courses are evaluated for current relevance to make sure that all information offered is of use for today's web.

MM is an investment in your business and your life and doesn't come cheap—membership runs \$49.97 per month—but here's some great news: You don't pay this fee forever.

When a Mom Masterminds member pays for 12 consecutive months, they 'graduate' into lifetime paid up status. That means they have permanent access to the forum and library with no further cost.

This completely removes the need to wonder '*should I continue to pay for membership?*' as your experience and knowledge grows. It's a no brainer! We never outgrow our need for support and encouragement—and MMers enjoy special deals and discounts from me, my tech partner Lynette (TechBasedMarketing.com) and other members. (Like exclusive coupons for discounts on PLR, web design, VA services, etc.)

I'm proud of Mom Masterminds and proud of the achievements of our members. I would love to see you added to our group and have the opportunity to celebrate your successes as well!

Kelly McCausey
Mom Masterminds

P.S. Click the link at the bottom of this page to learn more about Mom Masterminds and sign up for our seven day preview—no risk involved.



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OUTGROW OUR
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