

# BUSINESS BUILDING MADE SIMPLE

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**Issue Five May 2011**

Hi Everyone..

Time for my fifth newsletter already! Hasn't the year gone fast?

Once again I've been working on Push Button Giveaways 2.0 but now I'm just adding bonus features and the launch date is now fixed for 14<sup>th</sup> June.

I'll be getting my June newsletter out early as June is going to be a busy month, then in July I'll be reporting on my results, so that people can see what worked and what didn't and hopefully improve their own businesses.

*Keith Purkiss*

**P.S. Please feel free to distribute this newsletter to anyone who may benefit from it.**

**<http://www.facebook.com/keithpurkiss>**

**<http://twitter.com/keithpurkiss>**

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## JV GIVEAWAY NEWS

Once again I decided not to do any adswaps and the only active list building I did in April was via JV Giveaways.

If you want to start here's a list of the current one's I'm in [Current JV Giveaways](#)

I join them all using my site [Push Button Giveaways](#) which I developed to save me time and effort, then helped others do the same.

**Launching June 14<sup>th</sup> (Pre-Launch June 7th)..**

I'm currently working on the new version of Push Button Giveaways with John Thornhill which is imaginatively titled Push Button Giveaways 2.0, so watch up for updates in future newsletters or on my blog [Keith Purkiss](#)

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## REVIEW – LIKE PAGE BUILDER

I've been meaning to use Facebook more for a while, so when I heard about [Like Page Builder](#), I decided it was time to investigate.

In case anyone doesn't know what a like page (or fan page as it used to be called) is then it gives you the potential to have an unlimited number of people 'liking you'. Their friends then see they have liked you on their walls and the whole thing goes viral.

What like page builder does is build a page giving people an incentive such as a free report to click like. They then go to a second page where they download the item.

It took me about an hour to setup the first one which was mostly watching the videos which come with the pro version, but once you get the hang of it it's just a few minutes work.

I've only just done it and it does need some improvements.

[My First Like Page](#)

If you could click the like button that'd be great ;)

Also if anyone wants to add me as a friend I still have room for over 4,500 more

<http://www.facebook.com/keithpurkiss>

Good luck with your like pages!

P.S. I forgot to mention it's free!

[Like Page Builder](#)

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## PROFITING FROM JV GIVEAWAYS PART 1

It's now easier than ever to create a profitable business on the Internet, but many people still struggle, in fact most people find it very hard to get anywhere at all.

Two of the biggest obstacles that hold people back are traffic and list building, so in this series you'll find out how to simplifying both of these.

JV Giveaways Events can be a great source of traffic which you can use not only for sales but also to build your mailing list.

In this course you'll discover some of the best ways to maximise your results from JV Giveaways whilst making them as easy as possible.

Don't you want to free up more of your time to spend on the golf course, or with your family?

But back to business:

The first tip is fairly obvious - join every Giveaway you hear about as quickly as possible.

It isn't always easy to spot the ones that are going to be big so why not try them all?

Using the tools in [Push Button Giveaways](#) makes it very fast and easy to join as many as you like.

Getting in early is critical especially if you upgrade and put in special offers and text adverts as they will be seen by more people including JV partners.

This helps to brand you as well as getting you more results.

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If they're aimed at contributors they will be especially effective during the early stages of an event when partners are signing up. Joining early also gives you the best chance of getting JV sign ups via your promo link which will in turn rank you higher, and get you more signups from members.

If you join via [Push Button Giveaways](#) your link will be placed in a link rotator and other members will signup via it - again get in early to get the best results.

If you are an upgraded member (Gold or Platinum) your link will get a bigger percentage share of displays in the link rotator. If you don't get in fast some of the people you reach will have already joined up via somebody else's link.

So to summarize:  
Join A Lot Of Giveaways Quick!

## BLOG OF THE MONTH – DAVE NICHOLSON

This months review is of Dave Nicholson's Blog

<http://www.dave-nicholson.com/blog/>

I first heard of Dave on Planet Forum a few years ago, and I have met him at several internet marketing events.

I've got quite a few of Dave's products and their all high quality one of which (co-produced with John Thornhill) I've reviewed this month – [Like Page Builder](#)

One of Dave's best posts is how to add a large graphic popup to your blog or websites:

### [Adding A Custom Popup](#)

So why not pop over to Dave's blog and have a look around?

<http://www.dave-nicholson.com/blog/>

## TOOL OF THE MONTH – DROPBOX

Dropbox is a fantastic tool especially if you work as part of a team or on more than one computer.

It acts as an online backup for up to 2GB of files, and if you connect it to each of your computers it will automatically backup each one whenever you are online.

If you have outsource workers you can use it to send and receive files.

I use it for both my Internet Marketing Business and for my offline printing business.

Get yours here:

<http://www.dropbox.com>

All my tools of the month are free - there is a paid version but I don't think you need it (the link above isn't an affiliate link)

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## MY PROFILE

Hello. I'm Keith Purkiss

I have been an entrepreneur – building and running my own businesses - since 1980.

My first business – designing, manufacturing, and distributing electronic add-ons for computers won an award in 1982.

I have also been a computer programmer, writing machine code games for the Commodore 64, ZX Spectrum etc.



In 1999 I began my online business from my own website. In the same year, I commenced trading on eBay and the following year on Amazon. I have also had the highest ranked store on Freeserve Marketplace and another on Ishop.

I am now managing director Accessories Warehouse Ltd which has a mail order and import division and also a printing and stationery business called Printpoint.

These are run mostly by staff while I concentrate on producing information products to pass on the knowledge I have gathered during the past ten years online.

I am co-owner of the 'Website Wealth Wizards' site where we help each other succeed with our online businesses.

*Keith Purkiss*

Managing Director, Accessories Warehouse Ltd

## FREE RESOURCES

### Forums

[Website Wealth Wizards](#)

### Newletters

[Keith Purkiss Newsletter](#)

### Blogs

[Keith Purkiss](#)

[Randy Smith](#)

[John Thornhill](#)

[Gary Simpson](#)

[David Walker](#)

## OTHER RESOURCES

**Graphic Designers**  
[ecoverpalace](#)

### **Forums**

[Planet Forum](#)

One-off fee for ebook package and membership

**Freelance Sites For Outsourcing**  
[eLance](#)

[GetACoder](#)