

# BUSINESS BUILDING MADE SIMPLE

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## Issue Six - June 2011

Hi Everyone,

Nearly half way through the year now and Push Button Giveaways 2.0 is about to launch (14<sup>th</sup> June).

My next newsletter in July will show my results and I'll be explaining what went well, and what didn't.

*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

For the fifth month running I decided not to do any adswaps and only use JV Giveaways to build my list (apart from affiliate and search engine traffic that is coming in by itself).

I also have a giveaway setup ready to launch in the latter part of June, so keep watch for that in my Giveaway List

### [Current JV Giveaways](#)

I join all events using [Push Button Giveaways 2.0](#)

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

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## REVIEW – FAST FAN PAGES

As I mentioned last month I've just started building up my presence on Facebook.

I now have a like page:

**[My First Like Page](#)**

and over 500 friends:

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

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.

If you build a like page that gives people an incentive (such as a free report) to click like and they then go to a second page where they download the item. You can also build a list by having an optin form on the second page.

**Fast Fan Pages** allows you to create a fan page (in fact an entire mini website) on facebook just by clicking and copying and pasting. Anyone can do this!

It connects directly to facebook so you don't have to do any coding at all! No FTP or creating apps needed!

Even if you've never created a fan page before, don't worry as Paul has created a whole series of videos taking you through the system step by step.

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I was able to setup a page in a couple of minutes after watching the first video, but I would recommend watching them all, so you don't miss out on any tips. I'll be going back and adding much more to my page – this was just to see how easy it really is.

## **My Second Fan Page**

If you want to grab access to this simple to use system and start building your pages fast then here's the link:

## **Fast Fan Pages**

Good luck with your fan pages!

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## PROFITING FROM JV GIVEAWAYS PART 2

This month's tip is - **Don't try to do everything at once.**

If you try to do too much you'll get overloaded and probably not get anywhere at all. This doesn't just apply to JV Giveaways, it's true in general for everything to do with building an online business.

So keep it simple and plug in extra bits gradually. This is the key to succeeding online. Get things up and running fast and go back later and improve.

If you're using Push Button Giveaways there are 'done for you gifts' already in the members area which you can add to a giveaways in a couple of clicks of the mouse. This isn't a 'push the magic button' solution that pours money into your bank accounts, but it is as simple method that will get you started fast.

If you want to see how easy it really is then check out this free training video I've created for you:

<http://youtu.be/nSliYvwjVmY>

After you're up and running using the 'done for you' items you can then begin to add your own, but remember do it gradually at your own pace.

If you think creating your own gifts is hard don't worry - it isn't and you'll be receiving tips on creating products fast as well as many other tips for building your business in future newsletters.

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So in summary:

Keep it simple, and build it gradually.

Next month, Part 3 of the course

Until then good luck with your list building...

Keith Purkiss

<http://www.pushbuttongiveaways.com>

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## BLOG OF THE MONTH – PAUL TEAGUE

This month's review is of Paul Teague's Blog

<http://paulteague.com>

Paul lives in the same county as me, only about 35 miles away but I didn't know him until I joined some of his JV Giveaway Events.

I later met him online in a coaching forum, and also at a networking meeting.

I referred to the advice on Paul's blog when setting up my own Giveaway event (which he checked out for me before launch).

Paul's now left Giveaways and moved onto other areas including running Webinars which as a broadcasting professional are one of his areas of expertise.

For those of us who struggle to know what to email our lists, here's an informative post

<http://paulteague.com/how-to-write-the-perfect-email/>

Paul's blog has a lot of great advice on a variety of different topics which will help you in your business, so it's well worth clicking the link below and having a look

<http://paulteague.com>

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## TOOL OF THE MONTH – FREE GRAPHICS CREATOR

The IMA Graphics Creator is a fantastic tool that I've just used to create the headline and guarantee boxes for Push Button Giveaways 2.0

### **Free Graphics Tool**

It has four different sections – you can create a heading graphic, a buy button, a belcher box buy button (that's the one with the dashed line around) and a guarantee button.

It all helps to add the professional touch to your sales pages, or squeeze pages and it quick, easy and free!

You can see examples here of what you can do:

<http://www.pushbuttongiveaways.com/pushaway/salespreview.php>

Here's the link again so you can start creating your own graphics:

### **Free Graphics Tool**

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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

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## FREE RESOURCES

### Forums

[Website Wealth Wizards](#)

### Newletters

[Keith Purkiss Newsletter](#)

### Blogs

[Keith Purkiss](#)

[Randy Smith](#)

[John Thornhill](#)

[Gary Simpson](#)

[David Walker](#)

[Dave Nicholson](#)

[Paul Teague](#)

## OTHER RESOURCES

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

### **Forums**

[Planet Forum](#)

One-off fee for ebook package and membership

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

[GetACoder](#)