

# BUSINESS BUILDING MADE SIMPLE

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## Issue Two February 2011

Hi everyone and welcome to my second monthly newsletter...

It's been a hectic year so far.

I moved house 2 weeks ago. My girlfriend is away at the moment so the first night I just brought a folding bed and the computer here. Since I've been using mobile broadband, I've done all the moving by car and had to do a few jobs to the house I've had limited time online.

I've stuck with my plan of doing something every day, even if it's only half an hour. It can be slow progress at times, but things get done.

I'm going to increase the level of documentation on my blog to show my progress through the year with a post in the middle and at the end of each month and hopefully help other people to build their businesses too..

*Keith Purkiss*

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

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## TOOL OF THE MONTH – OPEN OFFICE

I know a lot of people already use this, but it's worth mentioning for those who don't, or haven't used it to it's full potential.

It has many different parts and allows you to open word, excel and various other documents as well as creating your own.

I use the 'writer' part of it to create this newsletter and all my reports and ebooks. It has an export to PDF function that's very easy to use and far better than word which often produces links that can't be clicked etc. (I'm not a Microsoft fan and avoid using their software if possible).

My tip is to always use a template whatever you are doing because it's so much easier than facing a blank screen.

I have one setup for this newsletter which automatically creates the content page, and with it having a regular format eg tool of the month, blog of the month etc it's much easier to write.

Another part of Open Office is the equivalent of powerpoint. I've just been using this to create slides ready for my next webinar. It's fairly straight forward, so I recommend using it for your own webinars.

There's also a spreadsheet option so it pretty much covers everything your likely to need, and it's free.

<http://www.openoffice.org/>

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## TRAFFIC AND LIST BUILDING

In January 2011 I decided not to do any adswaps, which for the past year were my biggest sources of traffic and subscribers.

The reason? Too many people are doing them and it's hard to find a quality offer to send to my list.

So I decided to try a month without them at all, and it seemed to make very little difference. My list grew by over 1000.

How did I do this – I used Giveaways, which I have been doing for about a year and a half are one of the easiest and simplest ways to build a list. I did no other active list building but I do have some traffic from affiliates and search engines as well.

Giveaways are a viable way to add 100s of subscribers a month to your list.

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.

Here's one of the top ones this month

### **Bargain Basement Giveaway 2**

**<http://starrsgiveaways.com/bargain-giveaway/go/51/jv>**

So I'm offering a bonus just for signing up for a free account  
If you signup via my link email me at keithpurkiss@gmail.com  
with the title 'bonus' and I'll send you a bonus video about JV Giveaways.

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## REVIEWS

### REVIEW OF WEBSITE FLIPPING SCAMS REVEALED

I was going to write my own review of Website Flipping Scams Revealed by Anton Lomax , but Randy Smith had just done an article on his blog so I asked permission to re-print an edited version of it:

Anton is Randy Smith's partner on [www.GuruBypass.com](http://www.GuruBypass.com) which was a unique method of getting sales & traffic. And he continues to explore alternative methods of making extra cash and then tweaking and bettering them!

Around a year ago he told me he was getting into website flipping, and he did very well with it!

So if that's something you've ever considered or looked into then I think you'll like his **free report available here:**

**<http://siteflippingscams.com>**

It's about some of the scams he's seen on both buyer and sellers side of the fence.. So it's something of a must read if you are thinking of doing EITHER with a site!

Over the year or so Anton learned a great deal about flipping and even had a membership site more than half built that he was going launch together with Randy Smith

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## **BUT....**

The more he learned – the more he found people who knew more than he did... So much so that he ended up scrapping the site he had put so much into!

**WHY** – Because someone had done a much better site!... More detailed, more step by step and with far more than Anton's year of experience!

One option for Anton was to use his **free report** as a lead in to an affiliate offer for that course...

However it was a pricey monthly fee, and although the commissions would be great, Anton *is* always conscious of the fact that everyone seems to charge as much as they can with total disregard to the fact that times are hard for many right now!

## **OK – Long Story Short!**

The membership site with 6 months of amazing step by step teaching in it was eventually offered (for a large sum) with rights to sell it.

So Anton did a 'Victor Kiam' and bought the thing 😊 If you don't know who Victor Kiam is – it's proof I'm getting older...lol...

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What I'm getting to is that you can grab the **free report from:**

<http://siteflippingscams.com>

**without obligation...** But they will be offering you a Very Special (*And never been this cheap*) deal on the site flipping academy course

Hope you don't mind, but it is a fantastic course for those who've ever wanted a good look at website flipping. SO do grab the freebie and check out their offer:

<http://siteflippingscams.com>

## BLOG OF THE MONTH

This month I've chosen a blog that I've read ever since it officially launched on 1<sup>st</sup> October 2007 and is the only blog with guest post by me on it!

John Thornhill's: <http://planetsmsblog.com/>

John is one of the first marketers I came across and he helped me with my first IM Product **[Free Listings Report](#)** back in 2007 (just before his blog opened) and he mentioned it in this post **<http://planetsmsblog.com/day-4-october-4th/>**

It's well worth reading all the posts from October 2007 where John documents everything he did for the whole month.

As I've already mentioned my guest post which was in June 2009 I might as well post a link to it ;)

**<http://planetsmsblog.com/you-can-make-a-profit-on-ebay/>**

Guest posts are a great way of getting your name known, so why not give it a go? (Must do some more myself)

I've kept in touch with John over the years and met him at a networking event in 2009. I can vouch for John being one of the genuine online marketers and if you limit yourself to following just handful of marketers I would recommend he is one of them.

Here's the type of advice John will give you

**<http://planetsmsblog.com/786/>**

That's it for this month, so pop of to John's blog and have a look around.

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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

## THE DIFFERENCE BETWEEN BUSINESS AND BUSYNESS

Have a think about which one of these categories you fit into the most and plan how to fit more in the business one.

### **Busyness**

Wondering aimlessly between your email accounts, spending hours on skype, browsing the net, posting in forums etc.

Buying all the latest products looking at them and never taking action, then wondering why you haven't built a mailing list or earned any money online.

Can you think of any more activities that keep you busy but don't build you business?

### **Business**

Plan exactly what you are going to do and focusing.

Check your email only one or twice a day.

Plan what you will do each day the night before so that when you sit down at the computer you don't start drifting – follow your plan and get things done.

My personal target is to do something every day from my main plan even if it is a very small item that takes ten minutes.

This keeps the momentum going until the are days where there is more time available. Even planning a list of what to do the rest of the weeks counts.

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## FREE RESOURCES

### Forums

[Website Wealth Wizards](#)

Free membership.

### Newletters

[Keith Purkiss Newsletter Issue One](#)

### Blogs

[Keith Purkiss](#)

[Randy Smith](#)

## OTHER RESOURCES

### Graphic Designers

[ecoverpalace](#)

### Forums

[Planet Forum](#)

One-off fee for ebook package and membership

### Freelance Sites For Outsourcing

[eLance](#)

[GetACoder](#)