

Quote: Money is not the most important thing in life but it's reasonably close to oxygen, when you need it you really do need it.
The more of the things you have that money won't buy, will allow you to get more of things that money will buy. - Zig Ziglar



From The Desk Of
Aaron Dwyer (owner)

Well it's March already and its St Patrick's day this month on the 17th, so time to get out the green. Our family celebrates any excuse to have a party, however St Patrick's day is yet to find a place on our party calendar. I'm sure it will in time. Australia Day, Mother's Day, Father's Day, Easter, Halloween, Christmas, Birthdays will soon have to share space with Paddy's Day.

March is a monster month, with me heading down to Sydney on the 13-16th this month to attend the biggest internet conference that Australia has to offer. It's called World Internet Summit and it's a who's who of internet marketers from around the world that get together once a year. I attended in 2006 and missed going in 2007 due to illness. They have dedicated speakers offering their respective training programs of course as well as offer ample time and opportunity to meet with other internet entrepreneurs.

I must confess that I have been very tempted yet have not purchased any marketing products being pushed at a seminar. Whether it be for real estate, share trading, or internet marketing alike. I just don't get caught up in the hype that seminars induce in people. It's like a sugar rush for the newbies in any arena, and I always find it interesting to see the excitement of the attendees at these events.

The allure of fast profits touted from most of these events can be very seductive. I'll post an article to the blog with my round up of the event. Thinking on this, I should have let you know about this event earlier as some of you will have found this event to be perfect to attend to advance your internet business.

On another topic, I am bringing to market a new book this month, authored by my wife, Melanie, that has been in the concept stage for nearly 2 years, but has been actively worked on for the last 3 months. It's a pair of childrens books in a medical niche that I

have a website for.

It will be marketed online and offline. There will be a product launch for these books, and I'm currently building anticipation for the book while it's off being printed using my online TV show that I host within this niche.

Did you know that when you publish a book in Australia, it's law to send a free finished copy of the book to the National Library in Canberra and another to your State Library. I'm always surprised by the weird laws that exist in our society.

So it's action action action around here this month. But when is it not.

I've had a comment on the blog regarding practicing what I preach about using online video that I was ranting about last month. On the Netrospect website I have minimal video on there currently, so I can see how Brian might think I don't walk the talk. Brian does have a point though. If video works so well then why don't I include it on all my sites?

I will post a video on my blog this week prior to my trip to Sydney. Which will serve as a good reminder of me while I have hair on my head. I'm actually shaving my head for Shave for a Cure this year. Raising some money and awareness for a great cause at the same time. I'm a bit apprehensive, but it's just hair and I'm very curious to see if my ugly mug could get any uglier.

You will see or have seen that I have a video testimonial on the Netrospect homepage. Every single one of you could do this right now. How did I get this? Simple. I asked. Glenn Dahlenberg was kind enough to record it and I dressed it up for the site. I'm looking for more video testimonials.

If you are interested in giving me a video testimonial, then please contact me, and I'll put you on our homepage as well. If you live in the Brisbane area, I'll come and visit you and we'll have a short chat on camera. You'll get further exposure for your site, and I'll have another great testimonial. Simple as that.

Web Site TIP #08

Don't Butcher Your Fonts.

a. too many font types - people use too many font styles on the same page, just because you can doesn't mean you should. Keep in mind that on the web there are only a few default fonts that work on everyone's

computers. If you use fancy fonts, there is a good chance that it will only work on your computer. Keep it simple.

b. too many font colours - your website shouldn't look like a circus, and you should get as much of the website with black text on white background which

resembles paper, and is the easiest to read.

c. emphasis on words, bold, italics, underlines, highlights - keep the underlines for links, and use bolds and italics and highlights sparingly.

d. font sizes - use a larger font for headings and a less large font for sub heads, with 10pt -> 12pt font for normal easy reading text.

Another thing that you need to do is pay attention to link colors.

I try to keep my link colors blue and blue underlined.

The reason for that is because the vast majority of people who have been on the web for more than about a day understand that a blue underlined word is normally a clickable link.

So why do I want to try and retrain them on my website and make them guess as to what they should click? My advice to you is to always use blue underlined links, (text links) to represent a clickable link.

If you decide you want to do something else, that's up to you.

No matter what you do make sure your links are consistent all the way through your site so that if it looks like a link... it is a link. If they click it, something happens.

You don't want people guessing if something is a link or not.

Netrospect News Bulletin

The upgrade to the Mercury web server in Sydney was completed last month with only a few accounts needing tweaks to behave correctly with the newer PHP5 and MySQL5. There was an issue with the spam filters for a couple of days, but once the technicians got it right the spam blocking is back to working at full steam.

Just so you know, on the Mercury server alone, it blocks up to 25,000 cases of spam every day.

Doing these server upgrades are important and keeps the software running at peak performance and includes increased security that is constantly being updated by cPanel (the hosting control panel software)

A new version of our members area and support email system is being tested at the moment, and hopefully we'll roll it into production next month. This will mean that rather than going to wscsupport.com you will be able to log into the netrospect.com.au members area for support. I'll update you more on that next month.

Member of the Month

This month I'd like to showcase another long time member. Jim Basedow owns malaysiaholidays.com.au which specialise in offering holidays to you guessed it - Malaysia. Jim is getting high rankings in Google, because he has heaps of great content, and he is an authority site on the Malaysian holiday market.

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www.netrospect.com.au

Now this is an excellent example of using a Wordpress blog (free blog script available on your account to install), to create a normal website (not a blog) and use the content management ability of Wordpress to maintain the site. Jim's site of course uses a custom template for Wordpress that a web developer has setup, but it is still a fabulous example.

You should know that I exclusively use Wordpress now when developing any new business websites. It works like a treat and has heaps of plugins that you can download for free to customise it to your needs. The most important point of all is that non-technical business owners can update their websites by themselves without needing to wait for their developers to make the changes for them. Jim has been a Netrospect member since Feb 2006.

Competition of the Month

Thank you for the many entries in last months competition. The random winner was R G (likes his anonymity) of artink.org. The answer was - 'Mercury'.

Each month we give away 1 month free web hosting credit to a lucky member that wins the competition. The winner will be randomly selected from the entrants at the end of the month.

Here's this months question - *How many different plans of shared web hosting do we offer.?* (hint the answer is somewhere on the netrospect.com.au website)

Go here and submit your entry for March.

<http://netrospect.com.au/comp>

Don't Forget About Your Referral Bonuses

Thank you to our loyal members that continue to refer new business each month. Every time you refer a new member to us, we will credit your account with 3 months free web hosting. So simple it just works. This months referrer of the month ...

Maria Pesavento - pesavento.biz

New Inner Circle Members

Welcome to our newest members to enjoy the benefits of becoming a part of our inner circle.

Petrina Adamson - whatadanegreatdanes.com

Ron Southworth - scadaperspective.com

Margaret Stevenson - mgsaccountants.com.au

ARE YOU ON THE MOVE?

Don't forget to contact the office if you are moving to a new address or changing your email address,. This is very important, since if there is an issue with your account and we can't contact you, then your website and emails will be suspended until we can.

Joke

Provided by my children
Declan (7) and Bianca (5) and Finn (1)

How many rotten eggs does it take to make a stink bomb?

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