

Quote: "There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants and a burning desire to possess it." - **Napoleon Hill**

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From The Desk Of
Aaron Dwyer (owner)

Welcome to the September edition of the Netrospect Inner Circle membership newsletter. In this edition I want to show you a very handy FREE tool to measure where people click on your website. It is so important to know what your site visitors are doing, but more on that in the feature article.

In case you were wondering where your monthly newsletter was last month, you didn't miss the August edition. I'm ashamed to say that it never made it to the press. I've been requested by more than a few members to go digital with my newsletters and send via email only instead of via snail mail.

I'm always ready to test something different and measure the outcome, so this month we go digital. The format is still in an easy to print PDF style, so you can read it without having to be stuck in front of a computer. I really enjoy the several newsletters that I receive each month that are either printed or can easily be printed and read away from the computer and the office.

However I like to keep in touch using the good old snail mail, so make sure to keep your contact details up to date. There are several reasons for this. I will continue to surprise my members with the odd mail-out in the post.

You never know it may just be a special gift.

As some of you might remember my new years gift earlier this year was sending out Instant Scratch It tickets to all my members. The ones with current address details that is. Several members had some minor wins with them, which was good.

Just to catch up from last month, I flew down to Canberra in early August to do a meet and greet with some personal and business coaches, and I must say

it's been years since I've been down there. It's very dry and wasn't as cold as I thought it would be. A fine day helped a lot after it had been sleeting the night before. So what's all this about business coaches.

More on that in future newsletters, but I've found a personal and business coach that I'll be working with over the next 3 months to get me moving forward in personal and business areas faster.

On another note, a couple of members signed up for the internet marketing 30 day challenge I mentioned in July, I applaud you for that. I've been following along and it really is such great internet marketing information that Ed Dale and Dan Raine are making available for free.

The amount of videos / audios / text they are pumping out is astonishing. The bandwidth these guys must be going through to serve up this information would be huge.

Even though the challenge is officially over they are leaving the material available online. So if you want more traffic / leads / sales or better search engine rankings then you should check out this free training at netrospect.com.au/recommends/30dc

Since every single one of my Inner Circle members (that's you) have a website(s), you should be paying attention to and learning about marketing your business online and bringing you more traffic / leads / sales.

It doesn't matter if you own a bricks and mortar business or totally online business, the online marketing is the same.

For those that don't wish to learn or don't have the time and want to fastrack change in your website, I'll be introducing an marketing package soon that will take care of it.

Send me an email and let me know if you're interested in something like this for your business.

Web Site TIP #10

Do you know what your website visitors are doing?

Do you know, or do you guess? There is no need to guess these days, you just need to use some tools. Your built in website statistics will help (you are reading your web statistics aren't you?), but you can actually get even more information with using some extra tools.

One of these tools is a click tracking heat map.

I used a free heat map service at crazyegg.com, this provides a heat map of all the activity on your website where people are clicking and you can then see the results in a few different ways.

I've decided to do a video to explain and show you this highly useful free tool in action. Information like this is gold since optimising your site for your visitors will only bring you more sales / leads / contacts.

See this blog entry for the video...

netrospect.com.au/blog/47

Member of the Month

This month I'd like to showcase Christian Loghem - thechefsolution.com This website started out as a static website that we put together for Christian based on his initial rough designs.

I'm happy to report that he the "saw the light" - and got us to convert the website over to a Wordpress platform, which nows allows him to edit the content of all the pages whenever he likes.

No more waiting for a developer just to change some text. Even better is that he now has the power of a blog to keep the content changing and fresh, which helps greatly to be listed in the search engines for keywords that suit your market.

Competition of the Month

The winner for July was Lorraine Tsilemanis - booklark.com (well done, this is the second time Loraine has won). The answer was we started trading in Mar 2005.

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 - **When was the first newsletter (Issue #1) released?** (hint the answer is somewhere on the netrospect.com.au/blog website)

Go here and submit your entry for September.

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

Netrospect News Bulletin

A new staff member has joined the Netrospect team this month. Welcome to Allan Celedonio. Allan is a web developer and specialises in open source web software, like Joomla, Wordpress, phpBB3.

Allan will be mostly working on clearing out the large backlog of web development jobs that have built up and need completing, before starting on any new work. However if you are sitting on any web work that needs to be done, now is the time to contact me and I'll schedule you in.

On another note, I've been working with a couple of existing online niche forums that were previously using a free forum service. They now have their own domain name and professional hosting sponsored by Netrospect.

Internet based forums are massive, and hark back to the olden days of dialup bulletin boards. Ah the good old days with a 300/300 dialup modem (geek alert!).

If you don't know what I'm talking about, forums



Allan Celedonio
Web Developer

are basically websites that allow you to communicate via messages like emails with other like minded people on a particular topic.

Personally I am a member of many online forums, ranging from hobbies to professional topics. Whenever I have something to say, or need information on a particular topics, I will almost always seek out a forum that suits.

So please let me know if you frequent an online forum that might be interested in being professionally hosted for free and sponsored by Netrospect.

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. Spread the word.

Susan Arcane - arcanepublishing.com

Carmel Baird - 123moreforu.com

New Inner Circle Members

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

Nicky Moore - millaamillaa.com.au

Shelley Baird - lipsandink.com

Noela Hill - redpencil.com.au

Testimonial of the Month

"I found websmart central able to supply me with a web site in a reasonable time frame at a reasonable cost. Having very little to no IT experience They were able to guide me through what was required to enable my site to be up and running and looking professional." Neil Woodford - powertruss.com.au

I'm always looking for great testimonials, so if we have helped you in any way that has impressed you and made you think "I'm glad I have Netrospect looking after my website and emails", I'd really appreciate it if you could send me an email about it.

A couple of sentences is all it takes.

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 may be suspended until we can.

Joke

Provided by my children
Declan (8) and Bianca (6) and Finn (2)

What do you call a boomerang that won't come back?

it's not a boomerang