

**H**O Ho Ho, it's just about Christmas, and Santa has finally hit the shopping centres around the country. It's crazy in the shops at the moment. I must confess that usually all my Christmas presents are secured well before the last 2 weeks ahead of Christmas. But this year I left one present until the 16/17 weekend to go and pickup. What a mistake. The carpark were full and people were out like swarms of ants circling on dropped piece of cake. Fortunately I knew what I was after and we were in and out and the nightware was short. But this gives me even more resolve next year to find and purchase everything online and get it delivered.

Just so you know out of 6 gifts that I had the responsibility of organising, 4 were purchased online and delivered and 2 were local store pickups. Between eBay and Amazon you can find almost anything. And most retailers now have an online arm that you can use.

The switch from purchasing from a real store to shopping online is happening ever so slowly, but it's happening, and if you own a bricks and mortar business, you best be get cracking at making it a bricks and clicks business, selling your product / service online and getting your online presence as strong as it can possibly be. If you don't, one of your competitors will.



From the desk of  
Aaron Dwyer (owner)



This newsletter is now  
distributed digitally to help  
the environment



Each year I share with you a special Christmas message in video. In years past it's been Christmas songs and last year it was Christmas lights. This year we have built onto our Christmas light display with even more lights. [Watch this video of our favourite Christmas song](#), "Carol of the Bells".

As I promised last month, I'm going to give you information on publishing your own book via Amazon.com. It's never been easier

to have a book published. All you need is a MS Word document of your book, and you are good to go. I recommend you have a nice cover designed on <http://fiverr.com> for \$5.

Step 1. <https://kdp.amazon.com>

Step 2. Register and fill out the form, upload your cover artwork, and MS Word file of your book.

Step 3. Once approved, you are published on Kindle, which is viewable not just on Kindle but on iPad, iPhone, iPod, Android, MAC and PC via a kindle app.

Step 4. Update the book as you make changes and those changes are rolled out to all readers.

Step 5. Once on Kindle, the book can then be pushed to CreateSpace to allow physical paper print on demand books.

That's it. It's so simple it doesn't need any more explanation. Until next month, have a safe and merry Christmas and happy New Year.

Aaron

## Technical News

Warning: PHP 4 is being phased out, so if you have any scripts still running PHP 4 only code, you'll need to upgrade them to PHP 5.3 compliant code. If you are unsure contact the office on [support@netrospect.com.au](mailto:support@netrospect.com.au)

And for the longest decommissioning of a server in history (13 months so far since the announcement and counting). We've had to push back the decommissioning of the Mercury server still running PHP 4 in Sydney until the 15<sup>th</sup> Jan 2012. All accounts have been migrated onto newer machines. If your account is was moved from this web server, you may have to change your domain nameservers, however you will be notified if that is the case.

Make sure you [contact support](#) from the website or [support@netrospect.com.au](mailto:support@netrospect.com.au) or phone if you notice anything amiss with your account.

### Domain Name Renewal Letter / Invoice Scams

This is an important standing insert in these newsletters.

If you receive any notices that look like invoices for your domain name in the mail, they are not real and are scams.

Why these companies are still allowed to continue with this misleading advertising is amazing. ACCC?

All domain renewals from your registrar will come via email, not normal postal mail.

**WARNING:** Please make sure that the domain renewal email is coming from the same registrar that you purchased the domain name from. Phishing emails exist for domain name renewals.



### What Is Your Biggest Online Business Problem?

Do you have an online business problem that is keeping you awake at night, tossing and turning in bed, eyes wide open staring at the ceiling? We can help you solve almost any online business problem during a FREE 20 minute strategy session. This \$117 value is yet another benefit of your Netrospect Membership, but these FREE strategy sessions are limited to only two each month and booked on a first-come, first served basis. To reserve your time, email in to [support@netrospect.com.au](mailto:support@netrospect.com.au)



## Offer of the Month

Setup or fix your Google Plus Places local business page. \$50 (normally \$150). If you don't know the value in this or that even need a Google Places page then this offer is not for you.

Limited to only the first member that contacts the office before 15/01/13 via email to [support@netrospect.com.au](mailto:support@netrospect.com.au)



## Testimonials

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", we'd really appreciate it if you could send us an email about it. A couple of sentences is all it takes. **Anyone that sends in a testimonial will get 1 month FREE web hosting credit.**

## Don't Forget About Your Referral Bonuses

Every time you refer a new web hosting member to us, we will credit your account with **THREE (3) months free web hosting**. If you refer a new web marketing member to us, we'll credit your account with **TWELVE (12) months free web hosting**. It's so simple, and it just works. Spread the word. A new member can leave your name in the sign-up form so you get credit for the referral.

Thank you to our loyal members that continue to refer new businesses to us.

## 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.

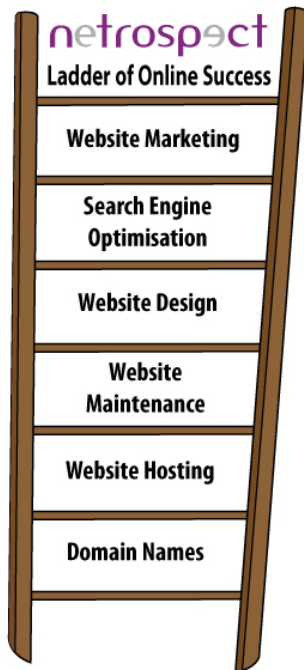


### Lucky Member of the Month

Member Name : Robert Cooper

Website : [bayswaterbbb.com](http://bayswaterbbb.com) (member since June 2005)

If this is you, you've won **THREE months of web hosting**. (value \$30 if you are on the **Bronze plan**). To claim your prize, you must contact us by email before 15/01/2013



**Website Marketing Benefits** | to upgrade [contact us](#)

This is the whole enchilada, which includes analysis of needs, increase your traffic and / or conversions, change content, design, layout, mobile readiness, local business map listings. From consulting or full done for you service and includes all of the below benefits.

**Search Engine Optimisation Benefits** | to upgrade [contact us](#)

Rank your website higher in the search results the right way. Following Googles SEO guidelines, and our methods won't damage your website reputation in the search engines or have negative effects in the future.

From consulting to full done for you service.

**Website Design Benefits** | to upgrade [contact us](#)

Full website design or re-design using the most up-to-date web technology and open source content management systems, such as Wordpress and Joomla. From small websites to online commerce.

**Website Maintenance Benefits** | to upgrade [contact us](#)

There is always something to keep up-to-date on your website, content, web software such as Wordpress / Joomla.

Monthly plans starting at \$20 / month

**Website Hosting Benefits** | <http://netrospect.com.au/shared>

Business web and email hosting plans to suit all small to medium businesses. Redundant email servers to keep your email delivery safe, and backed up servers to keep your website safe. Local Australian support and service. Starting from \$100 / yr

**Domain Name Benefits** | visit <http://domains.netrospect.com.au>

Simple to use management interface, domain privacy available  
.com.au, .net.au \$74.95 / 2yrs  
.com, .net, .org \$17.95 / yr

Chuckle of the Month



Hey, I heard you were short-handed.

Source: [www.dementeddenizens.com](http://www.dementeddenizens.com)