netrospist

Inner Circle Members Resource Letter

How-to internet business strategies, thoughts, news & opinions, infact it's just like a workshop in every issue!

Quote: You cannot plough a field by turning it over in your mind. *Author Unknown (ed: too bad it's not from one of those that preach the Secret!)*

Issue #10 - Jan '08



Welcome to the new year of 2008 and another packed edition of the Netrospect newsletter. If you are a current member of Netrospect, and reading your printed and mailed version of this newsletter, you will find attached a \$1 Scratch It ticket giving you the chance to win \$25,000 and really start the year

From The Desk Of t Aaron Dwyer (owner)

Aaron Dwyer (owner) off on a good note. This is my new years gift to you. If you aren't a member then why not. And if you are reading this newsletter online then you had better check your mail cause you may have missed out on \$25,000. Let me know if you win.

I've never been one for making new years resolutions in the past, I've always thought that you should set your goals as you need to and start on your way to achieving them without having to wait for Jan 1st. But it is a great time for reflection on what you have achieved the previous year.

Personally for me, I've achieved quite a bit in the past year, my business has grown, I've landed some very large design based contracts, but didn't achieve my main goal of having a fully sustainable passive internet business. What I mean by this, is that I'm working at having a group of websites automatically selling information and software products that I create and own that give me enough income to live off comfortably without needing to work on a daily basis to maintain them unless I want to. As you know I own and operate Netrospect (web and email hosting) which has grown nicely over the last year. Achievements to note - starting a monthly printed and mailed newsletter, brought on Ray Playle to assist with running the business, managing several third party developers to handle the web design side of the business, changed the business structure and name, now have 4 servers (3 Australia, 1 USA), added a 1300 phone number.

I also created 2 software products targeted at the internet marketing crowd <u>http://script-smart.com</u> and

http://affiliatepagepro.com so I'm well on my way to reaching my main goal.

I'm launching my first solely information based product in the next 2 months, and have recently started a weekly online TV show that I host and compare in a medical niche that I've been in for over 2 years.

So as you can see I live and breath the internet, which is great for you, since you couldn't ask for someone more qualified to take care of your website and emails.

Let's make this your best year for your website to date. I encourage you to follow along with my tips and information in this newsletter which I make bite sized so that you can implement them each month and not get overwhelmed.

Those that implemented some minor changes based on my search engine tips last year have been rewarded with much higher search engine rankings. It's up to you and what level of success you want out of your website(s)...

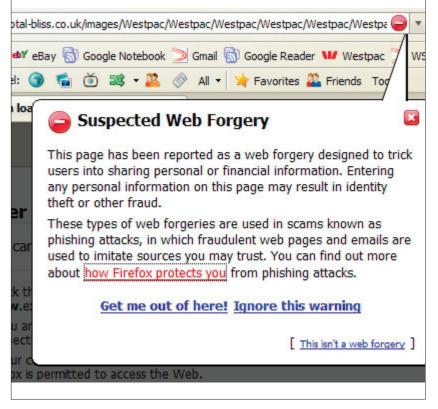
Let's Not Go Phishing!

I'm not taking about grabbing your line and tackle and heading to your favourite water spot to tempt food out of the water aka real fishing, but online phishing for your banking details. It's all over the internet and if you are not aware of it you can be tricked into giving someone your secure banking details.

I get one to four phishing emails a month asking me to go to the bank website via a link in the email and login entering my details.

They are getting so good these days that most people would think they are for real. The tell tale sign it's fake is the link they send you to is not to the bank websites domain but some forgery website that looks just like it

Now what I want to get across to you is that you can't stop these emails from reaching you. The first step is to be aware



of phishing, second step is to get a decent browser installed on your machine like Mozilla Firefox2 or IE7, it will help protect you should you click through the links in the email to a website asking for your details.

Both Firefox2 and IE7 browsers have built in phishing protection. I have read that the Firefox solution gives better results. Since Firefox is free and can be installed just like a normal application I highly recommend it, and would use that as your default browser.

Look at the image I've included from what Firefox did when I followed the link from my phishing email that I received.

You can read more about it here

<u>http://en-us.www.mozilla.com/en-US/firefox/phishing-protection/</u> Bottom line is don't enter your details into a banking site if you followed a link in an email.

Web Site TIP #06 (previously SEO TIPS)

This month I want to share with you a fantastic website <u>http://browsershots.org/</u> that can really help you with whether your website is actually displaying the way you think it should in all the various web browsers. You'd be surprised how different browsers display your website in different ways. Even just the different versions of IE5.5 IE6 IE7 have different rendering engines. I used to have many different browsers installed just to test my site with, but now I don't need to.

You should sure your website is able to display correctly on all versions of at least IE and Firefox then you are covering most of the online community. I now test all of my sites using this tool, and I suggest you do as well.

In a nutshell this tool takes screenshots of your web design in different browsers, then you simply look at the screenshots for whatever is broken, and you know what to fix. What a great idea. Wish I'd thought of it.

Web Smart Central News Bulletin

Not much to report in December as it was a quiet month for us and I've concentrated on finishing up all existing web design contracts and doing small fixups to the Netrospect website with the change over to the Netrospect business name.

The team at Netrospect has grown again, this time with a web developer. Welcome Razvan. With a large

backlog of jobs, I am not taking on any new web design work at this time, however if you are an existing member of Netrospect I will extend Razvan to work on your website.



His specialty is taking your normal website and turning them into mini content management sites using

Wordpress. This allows you to edit the website yourself without needing a developer to help you, and also enjoy the benefits of having a web2.0 style website, allowing 2 way communication with your visitors via a blog. Contact me if you're interested.

Razvan is also working on a revamp of the Net-

rospect website / blog / and forum so expect some changes in Feb.

Member of the Month

This month I'd like to showcase a long time member Julio Gomez. Julio is an inventor and he's invented a way of cooking pastries in the microwave without having the food go soggy, which is what always happens to me. He was even on the New Inventors ABC TV show. Check out his website and tell your friends about it.

http://microfan.net

What a great invention. (hey Julio where can I get one, I can't order off your website)

Julio has been a member since Sep 2005

Competition of the Month

Congratulations to last months competition winner which was Lorraine Tsilemanis - <u>http://booklark.com</u> The answer was '10 times'.

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.

How many web servers does Netrospect currently have? (hint the answer is in this newsletter)

Go here and submit your entry for January. <u>http://netrospect.com.au/comp</u>

Don't Forget About Your Referral Bonuses

Thank you to our loyal members that continue to refer new business each month. Don't forget that every time you refer a new member to us, we will credit your account with 3 months free web hosting.

Testimonial of the Month

"I do feel that I have some kind of obscure but stable relationship with Netrospect. I think this must be the result of the personalised type of service you have provided over the last couple of years. Keep up the good work."

Mike Colles - mariagonzales.com.au

I'm always on the lookout for more testimonials so please send them in to me, and you'll get up on the website and in this newsletter.

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)

What dog keeps the best time?

A watch dog.