



ASSOCIATION OF COMPUTER REPAIR BUSINESS OWNERS

» COMPUTERS » NETWORKING » WEBSITES » ADVERTISING » MARKETING » SALES

BUILDING ONLINE BUSINESS CONNECTIONS

P.11

**BY COLETTE
SUMMERS**

JANUARY 2012

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PALMER
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GADGETS
PLUS**



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|---|---|

ACRBO editor's letter



Welcome to the
Association of Computer
Repair Business Owners
Magazine.

This has been in the works for some time now and it's finally arrived. We are pleased to introduce our inaugural magazine to the community.

We have some great contributions from Darren Chow, Cynthia Typaldos and Elijah James and other innovators contributing some great articles that you should get a lot out of.

Check out this month's articles for advice and tools to help you maximize your returns.

I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

Dan
ACRBO

“

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.

*-Stanford
University
commencement
speech, 2005 –
Steve Jobs*

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Fredericksburg Virginia

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Contributors

Various experts in their fields

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www.Facebook.com/acrbo
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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make the **ACRBO** magazine possible.

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Magazine,

What worked for you
Or what you think sucks,
Then we can make it an
even better magazine.

So come on,
Flick us an email
And let us know.



TOP EMAIL

How do I know where to spend my advertising dollars?

I want to make sure I don't just waste money on every single way to advertise each month? - Lindsay.

Although it's hard to pick an exact form of advertising that is successful for each and every business there are things that you can do in order to help you decide. For instance the Yellow Book; are your competitors advertising there? Craigslist; Are your competitors advertising there?

*If possible talk to other small businesses and find out what has helped them the most. -----
-Dan.*

What should I charge hourly?

Not sure how much I should charge just starting out - Dean.

I cannot give you a set price because it really depends on a lot of things such as location, competition, etc. Best bet is to look around what others are charging and then determine your rate.

Remember you need to make a living not undercut to get work. -Dan.

Do I really need a website when I start my business?

I'm going to be starting my computer business but don't have the funds to have a website built. Is it really needed? ---
-- Jezza.

Yes and no. Of course you can start your business with as little or as much as possible. But, in this day and age with the amount of people using the Internet it's rather important to have a presence from day one. You know the saying "first impressions".

With a website it is no different. Get it done, and get it done right the first time. -Dan

>>Email Us: DAN@ACRBO.COM



Did you know: 16.6% of world population surf the internet.

3 EFFECTIVE TACTICS EVERY BUSINESS SHOULD IMPLEMENT



Do you remember your first day as a business owner? You were probably just like the rest of us... pretty darned happy and bit on the proud side. Yeah, back then we thought we could conquer the world. Now we're too busy conquering our own little corner of the world... unless it's to learn a few tips from successful marketers just like us who have made it big. Tips just like these... that will apply to every market - regardless of the product or service - are a great motivators to try something new. Yeah, you never know when the next idea will be worth a million dollars!

1. Create a Special Offer

A special offer is exactly that... an offer that is special. Normally, customers would not be able to purchase this product or combination of products, and once the products are gone... sorry!

You don't have to go out and order a bunch of new products to put together a special offer. It don't take a whole lot... just use what you've got. Grab a few items that are related, group them together, discount the price, and your customers will be excited to be getting a good deal. Think about it from your standpoint... you've sold three or four items rather than one. Yeah, combination offers are winning deals for everyone!

2. Address the Small Customer Groups

Niche markets are everywhere, right under your nose! Within the customer audience that you serve right now are groups of people who share common traits. Think about it... maybe you have a group who speaks Spanish, a group of teens, and a group of middle class family men and women.

Evaluate these classes of people, and discover the unique needs and desires they share. That will set you up to customize your advertising campaign directly to them. It's not hard to take your current ads, and make a few changes to adjust to the niches. They'll be impressed that you understand THEM, and the increase in your profits will be the best thanks you can get.

3. Set Up a Winning Referral Program

Successful marketers develop the ability to turn their customers into advocates. Often, they don't even have to directly ask customers to refer them to others. Their willingness to go the extra wins customer loyalty and support. Naturally, satisfied customers refer their friends and family to the place that will take good care of them.

Quality service and is the first step toward referrals, but you can easily take it one step further. Studies show that every satisfied customer tells three people about you. What would happen with a little incentive added to the picture? Yeah, a lot more. Give customers who refer friends a thank you - whether it's a discount, special gift item, or a simple thank you card - and watch the referrals spiral!

You can get two birds with one stone by implementing customer surveys. A few quick questions about what the customer does and doesn't like about your product, followed by a request for the names and addresses of friends and family who would benefit from the product, and you're all set to go with the contact information of a prospective customer!



Feature Article .

Why Good Quality Content Is Critical For Website Success

By Darren Chow

You want your website to be as successful as possible, right? Everyone does. Nobody can devote the amount of time that it takes to make their site successful without caring about its success. So why do so many neglect content when it comes to getting the word out there and seeing results? Search engine optimization and link exchanges may help move you into prominence, but you will never be able to attain them without first giving an eye to your content. Content is the cornerstone of every successful website, and when you think about why this is so, it's really quite easy to explain. Users look for content first above all else. They do so for the following reasons:

1) Content informs

People mostly use the Internet for information that can help them improve their lives in some way. That's why information is so popular online. But if your site is going to be set apart from the rest, you need a unique spin that no one else has considered. Too often, websites all sound the same. They bring nothing new to the topic of conversation. For your content to stand out, you need a new perspective that no one has ever considered when approaching the topic. This sounds more difficult than it really is. Just think about your own personal experiences, questions, and concerns, and use that to develop content that will keep the audience coming back for more.

2) Content entertains

More often than not, people are starting to look for entertainment online. With the advent of online streaming and other incredibly convenient features, the Internet has started to supplant television and theater. If you have a funny or suspenseful way of presenting material, then you stand a much better chance of connecting with an audience that will want to support you through thick and thin. There are any numbers of ways that you can entertain, but the important thing to remember is that entertainment requires the use of an audience and feedback. Keep experimenting with what you're trying to do, don't be afraid of failure, and forge ahead with the intention of improving with each new piece of content.

3) Content solves a problem

Another reason why good quality content is critical for website success is that users are looking for content that solves a problem. Whether that problem is how to fix a kitchen faucet, how to pass a math test, or how to find funny parody videos on all of today's pop music, there is a better chance of your content connecting when it addresses and fills a need in the audience's life.

Good quality content will always reign supreme online because of the above benefits that it gives to your audience.



Featured Member



Name: Patrick Palmer

Business: The Computer Guy

Location: Hampton, Iowa

Family: Wife Becky – two cats,
Hershey & Pumpkin

Website: TheComputerGuy.bz

Education: Associates of Arts degree at North Iowa Area Community College

What did you want to be when you grew up? A fireman, like my dad -- but, a part of me wished I went in the mortuary sciences.

Worst job: Walking Beans and Detassling corn, I didn't last a week at either.

First job I liked: Program Director at a Cub Scout Adventure Camp.

How did you end up owning your business? Doing dial up hookups for a small dial up company in my town....then it just kept rolling into service work and my employer at the radio station said that I should do it part time...so I did. I started off in 1996, then in 2006 started full time in my basement, then in 2009 moved to a storefront.

What is next for your business? Another employee and another town. Expanding in a few directions within my 45 mile service area, which includes the 1099 jobs.

Who was your hero as a child? The 1977 New York Yankees.

What business book do you recommend the most and why? I HATE to read.... But the book I'm on now is "The No Bullshit Guide To Social Media"

What advice would you give someone thinking about starting a business right now? Do your research, get a business plan written up with guidance from your local community college or small business administration, identify your competition, don't let the competition dictate your direction on price or service and don't compete against me.

What are you most likely to be doing when not working? Singing Karaoke, restoring old gravestones, helping people with genealogy and watching stupid reality TV.

If you would like your business to be featured in the ACRBO Magazine then drop us an email and we will get back to you with what details are needed.

--Dan

Quotable:

“

Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks. ~Author Unknown

Where do you want to be five years from now? In the black! I've had to change gears now and then as the market has shifted a bit, but I just want to be out there helping those who need it. I've had to go back to my business plan and refocus a few times this year. 4 competitors in my area have folded up, so I know it is a tough market right now. I service a 45 mile radius and I have counted 75 competitors in my area -- from big box stores to the shade tree computer repair folks and the pizza techs on Craigslist. The sad part is that when they get ripped off by these fly by night "techs" it gives ALL of us a bad name.

Who would you rather spend time with, Bill Gates, the late Steve Jobs or Warren Buffett? My wife. I don't get to spend as much time with her as I would like. I always said that if your computer got fixed at night or on a weekend, don't thank me, thank my wife.

Editor's Note- have known Pat for many years now and he is a class act. Not only is he a successful business owner but he gives back to the community and is involved in many aspects of the community in which he lives.

Pat is also one of very few owners I've ran across that have ran with social media and utilizes it in his business model back to the day when MySpace was even popular.

Do you listen to Podcast?



If you own a computer business you can't afford not to be kept up to date with the latest news and techniques being used by others. Check out all the Podnutz series and see what you've been missing. Visit www.PodNutz.com

What It Takes

Do you have what it takes to be really successful?

Have you ever thought about what you must be prepared to endure and do in order to be successful in business or your career?

I think I have been asked at least 5,000 times what it really takes to be successful in business, so I jotted down 10 questions you can use to gauge whether you already have what it takes, or if you need to do a little “work” to get there.

Many years ago I heard Jim Rohn say that you either pay the price of discipline or the price of regret. Discipline weighs ounces...regret weighs tons!

With that said, here are 10 questions to ask yourself:

Are you disciplined?

Do you take rejection personally? What about criticism?

Do you bounce back quickly from making errors or failing over and over again?

Are you a planner or do you do things by the seat of your pants?

Are you prepared to take risks? Moderate or Big?

Do you stay focused on one thing and one thing only until the result you want is achieved?

Do you have the stamina to keep going long after everyone else is tired?

Can you delegate well, or are you the only one who can do things right?

Do you wait for things to happen or do you aggressively go after what you want?

Do you do whatever it takes to achieve your goals or just what's convenient?

These questions are critical for you to ask yourself in order to get a true picture of your nature and behavior.

What I have found is that successful people are aware of the consequences of not being efficient in these areas, and find other ways, resources or people to manage for them.

Food for thought?

Remember to create a masterpiece!

“ Did you know: More videos were uploaded in youtube in the last 2 months than if ABC, NBC had been airing new content 24/7/365 since 1948.

How to Set Business Goals for the New Year

By Matthew Rodela

As we begin 2012, it's the perfect time to reevaluate the path of your business and set goals for the coming year. At the beginning of each year I like to brainstorm 3 big goals for my business. One financial goal, one development goal, and one customer goal. This helps me make sure I'm focused on growing my business in these three key areas throughout the year.

A good example of a financial goal might be to double your income. That sounds pretty straight forward, but it's not as easy as it seems. First, you'll need to make sure you have proper accounting in place to track this goal. Secondly, you'll need to come up with a strategy to make it happen. Some combination of cutting costs and increasing customers will need to happen in order to meet this goal. Make sure to start small and track your progress every month.

Development goals are a bit more broad. Some examples include launching a new website, adding a new service, or training yourself and your staff on a new technology. This is very much a personal decision based on your business. However, it's an important goal to make, as it will keep your business fresh and innovative in the minds of your customers. If your business is nimble, you might make a list of three or four developmental goals for the year.

An example of a customer goal might be to increase customer satisfaction by 10% or maybe increasing your referral rates by 30%. Again, like your financial goals, tracking this is important.

You'll want to make sure you have a system in place to keep a record of your customer satisfaction or referral rates. Then, you can take the necessary steps to reach your goal.

Every new year is an opportunity to evaluate your company and take the necessary steps to ensure you continue to grow, make money, and help customers. By setting tough but achievable goals this year, you'll be better prepared to reach the next level in your computer business.

Follow Matthew Rodela on his blog, <http://www.yfncg.com> as he chronicles the ups and downs of running his own computer repair business.



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5 Mobile Marketing Productivity Tips You Need To Know

Making more money does not necessarily mean working more hours. You can increase your output and so your income by being more efficient. You can raise your productivity and income by being focused. In addition, you can form good habits that automatically enhance your productivity. Apart from those factors, here are five specific tips you can use to boost your productivity.



1. Have daily goals.

Every day have a set of goals that bring you closer to your grand goals. May be as a mobile marketer you want to dominate your chosen niche of text message marketing. You will need to do something daily that moves you closer.

A goal that is written down is better than one that is in your mind. The mind thinks in pictures and when you write a goal down it brings conviction as more senses are involved when writing.

Keep your goals simple, realistic and attainable. This will require honest self-analysis that will help you estimate the time it takes to complete a task and the resources you require to do it.

2. Start with the toughest task first.

When you start with the toughest tasks you defeat procrastination and your day becomes a success. Small wins motivate you to conquer others.

Tough is relative and what's tough to someone may be easy to another. In addition, what is tough today may be easy 6 months from today after you are used to doing it. However, I think you know what is tough to you. To some people its writing articles, for others it calling customers, yet for others it is doing workout.

3. Maximize your peak times.

You need to identify your peak productivity cycles and schedule your most important tasks during this period. Minor tasks can be performed during off-peak times.

You may find that writing a newsletter to your clients is the most important task and that your peak time is morning 6:00 am to 9:00 am. What you need to do is write the newsletter during this period when your mind is fresh and alert. From my past experience, I have noticed that, most people's peak times are in the mornings. Therefore it would be unwise to reply emails or update your Facebook pages during your peak time if these are minor activities. It would also be wrong for you to watch an in-depth CNN coverage of an earthquake in Iran. This certainly can be done during off-peak seasons.

4. Learn to work in solitude.

Productivity is highest during long uninterrupted blocks of time working solo. Sometimes it is difficult to work in solitude especially for mobile marketers who work from home surrounded with their family members. However, success is about solving problems. And you can solve this by either working late in the night or early in the morning when everyone is asleep or locking yourself in a room for minimum 60 minutes.

This is especially important when you are doing key tasks that require concentration. Your clients will not understand that when you were writing them your 2-year old son was pulling your trousers and you failed change their names on the emails. Now John is receiving an email meant for Elizabeth.

5. Identify milestones.

You need to have small and big milestones on your work. A small milestone may be to write 1000 words. A big milestone may be to write a 150,000-word eBook. To boost productivity have a milestone that you work towards and you don't stop till you hit it. Once you pass the milestone you can reward yourself with a cup of coffee or a pat on your back.

Importance of Traffic Generation for A New Online Business

By: Allan See

Being able to make money online is by no means a simple undertaking, and requires a considerable amount of planning and effort. With the right tools and know-how, it is easy to make money online, and enable an online business to flourish. There are a number of things that need to be taken into consideration before the online business can be successful, the most important being traffic building.

Traffic building is essentially directing online traffic towards the website or blog for the online business. It is a top concern among online business owners, as it holds the key to make money online. For any business to be successful there is need for customers, as they bring income to the business. It is therefore important for any online business to target and direct traffic towards the online business.

Most of the businesses that have been able to make money online attribute this to the fact that they employ superior traffic building tools. These have for the most part led to the growth of a lot of online businesses, and have enabled many business owners to make fortunes out of their businesses. It is therefore important to look into what tools successful online businesses employ to enable success.

There are a number of ways to direct traffic to one's website, and these vary from the free to the expensive. The business owner looking to make money by starting an Internet business needs to find out what traffic building tools suit his particular kind of business, and how he can begin to take advantage of these tools to see the growth of his business.

It is important to remember that a traffic building tool that works for one website is not automatically guaranteed to work on yours. It is important to pay attention to the tools that will fit your particular business, and to determine this, you may ask for professional assistance, or simply talk to other online business owners.

Traffic building for an Internet business can sometimes turn out to be an expensive option. This is particularly so for an online business that is just starting out, or those that operate on a tight budget. It is therefore also important to figure out the amount of money that is at the disposal of the business for the purpose of traffic building. This is important so as to avoid later problems.

By conducting research and talking to other Internet business owners, it is easy to get an indication of how much it would cost your business to take advantage of traffic building, as well as find the most effective tool for this purpose. Extensive research is required to ensure that the business owner is able to make the correct decisions and be able to make money.

Traffic building is arguably the most important part of web design and Internet business, and so needs to be treated as such. A very small number of Internet businesses are able to survive without the use of traffic building, and so it is necessary to take this factor into serious consideration when starting an Internet business if you want to be successful.

If you are reading this article, my guess is you have some frustration, that you are not making an online business income like the Internet Gurus.

There are 3 possibilities - product is not a best-seller, website traffic is not enough, website is not converting.

Building Online Business Connections

By Colette Summers

To build an online business connection is usually much harder than building a business connection in person but it doesn't have to be that way.

If you think about the first time you meet someone in person there are a lot of things you find out about them.

Here are just a few examples of those:

Do they seem outgoing and enthusiastic?

Obviously if they say only a handful of words and you don't sense the energy in their voice then they probably don't have these qualities.

Do they present themselves well and have nice clothes on?

So if they come to meet you in their sweat pants with holes in them and it looks like they wore a cap to cover up their hair that hasn't been washed or combed in a while you would probably think of them as a slob.

When you ask them questions do you feel like they gave you a straight answer and are willing to help you?

Or when you ask them a question they skate around the answer and never get to the answer if this is the case you may feel like they are in it for themselves and they don't much care about you.

These are just a few examples of how you might view someone after you speak with them face to face so all in all you can get a pretty good feeling of who this person is.

Then comes the building of an online business connection where your reading someone's blog posts, articles, emails, finding them on Facebook, Twitter and YouTube it can be harder to really figure out who this person is.

But wait!

Then you have a chance to meet them in person at a live event and after reading about them and studying from them for some time you meet face to face.

So prior to this meeting you have an idea in your mind how the first meeting will go because you feel like you know them.

But it's not what you expected at all!

After talking with the person for a few minutes you don't feel like this is the person who has been behind the articles, blog post and emails.

Right there a sense of trust is lost and possibly any future online business connections.

The person online was trying to be someone they were not and it was very evident once the face was put with the name.

While it is important to read and study what other are doing if you try to follow their every move it will come back to bite you.

The easiest way to build online business connections are to be genuine by just being yourself people will relate to you and in turn you will build that connection quicker.

The best thing to do when writing is write exactly how you speak and don't try to impress people by using big words if that is not how you speak.

When creating video make it real for your audience takes the video in your office, home or outdoors.

Don't go to a professional studio in your best dressed with makeup on if that's not who you are.

With so many people skeptical of online business it will take work to build the connection but don't ever overlook the easiest way for you build that relationship and that is to BE YOURSELF!

ACRBO Deals



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STAY TUNED

Computer Repair Tech Website Builder

Some of you may of already heard but Steve Cherubino has disclosed that he is going to be coming out with the NEW Computer Repair Tech Website Builder.

Years ago Steve developed an easy to build/edit website for computer businesses and was greeted with great success and praise from business owners.

Realizing the market has changed Steve has done a total revamp to the Tech Website Builder and it should be released very soon...

Below is a picture of the old format that was used with great success. Really looking forward to this new release.



Did you know

Americans have access to:

1,000,000,000,000 web pages

LATEST GOOGLE GADGETS

By: Matt Bacak

All webmasters and bloggers are always on a constant quest to improve the browsing experience for their readers and visitors. One of the best ways to do this is to integrate the latest Google gadgets to the site. This article will show webmasters where to get the latest gadgets and how to implement them into websites.

Types of Google gadgets

The latest Google gadgets can be divided into two major divisions; productivity and entertainment.

1. Productivity Gadgets

Productivity gadgets are those that are used to improve understanding of the content on a webpage. Some of the latest gadgets include:

Calendar viewer - This gadget allows users to see the planned future events. For instance, a technology blog can show users when the next meet up is etc.

Currency converter - This is one of the latest gadgets with the most usefulness. Users are able to easily convert different currencies using this gadget. They will not need to search for the exchange rates because the gadget regularly updates itself to provide the most accurate results.

Stock charts - This is one of the latest Google gadgets that stock market investors find most useful. It allows users to see all the daily changes in any security's stock price without having to visit financial sites. There is a wide variety of the latest Google gadgets that increase productivity in all areas of life.

2. Entertainment Gadgets

Entertainment gadgets are those that give a website's users a way to pass time on your site. They make a user enjoy the time spent on the site. The end result of this is usually lower bounce rates and more conversions. Some of the latest gadgets available include:

Games like bejeweled, super Mario Bros, super fight etc. A simple fun game on a few pages on your site can do a lot in increasing time spent on the site. These latest Google gadgets work best with entertainment sites and personal blogs.

Wallpaper gadgets that allow webmasters to add slideshows to the home pages. These increase a website's aesthetic appeal. These are some of the latest gadgets that most webmasters should add to their sites.

How to add the latest Google gadgets to a webpage

All a person needs to do is select any one of the latest gadgets that he is interested in. After clicking on it, he is taken to a page where he sets it up as he wants it to appear on the page. The parameters that are adjusted include:

- Title - one can add a catchy title to the gadget to lure visitors to use it
- Width in pixels
- Height in pixels
- Language



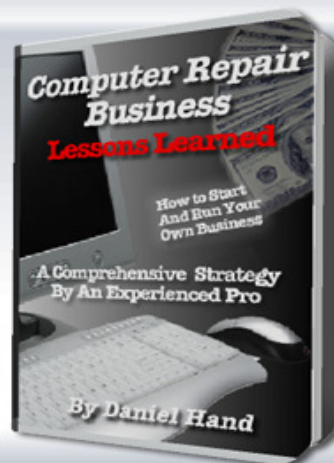
Computer Repair Business

Lessons Learned!

by Daniel Hand

A 100+ Page Comprehensive Strategy By An Experienced Pro

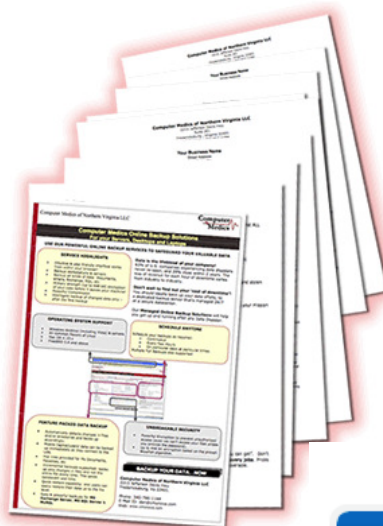
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- Maintenance Sales Letter
- Maintenance Service Contract
- Maintenance Checklist
- Warranty Letter
- Proposal
- And More....



I highly recommend checking this book out. As a computer repair technician, if I would have read Dan's book before starting my business I would have done A LOT of things differently! Learn how to do it right the FIRST TIME, with the information in Dan's book. Thanks guys!



Steve Cherubino
Founder - Podnutz.com

\$39.99

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www.Computerrepairbusiness.net

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Anne

What is roi?

By Daniel Hand Owner Computer Medics of Northern Virginia LLC www.CmoNova.com

You have probably heard this many times in advertising but owners always use the the term ROI. ROI stands for "Return On Investment".

The definition of ROI is: A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

Now if you are like me that seems a bit complicated. I will try to break it down so it makes better sense. It would be like buying an ad campaign in the newspaper. There is your investment in the ad campaign. In order to determine your ROI, you need to figure

out how much money your company will make because of the campaign.

For example, say \$1,000 is invested in thisd campaign and it earns \$1,250. This is a gain of \$250. Divide the \$250 by \$1,000 (the amount invested) gives an ROI of 25%

Where it gets tricky is if you are advertising on Craigslist. You can put ads on Craigslist for free. Let's say you are going to put an ad like this one:



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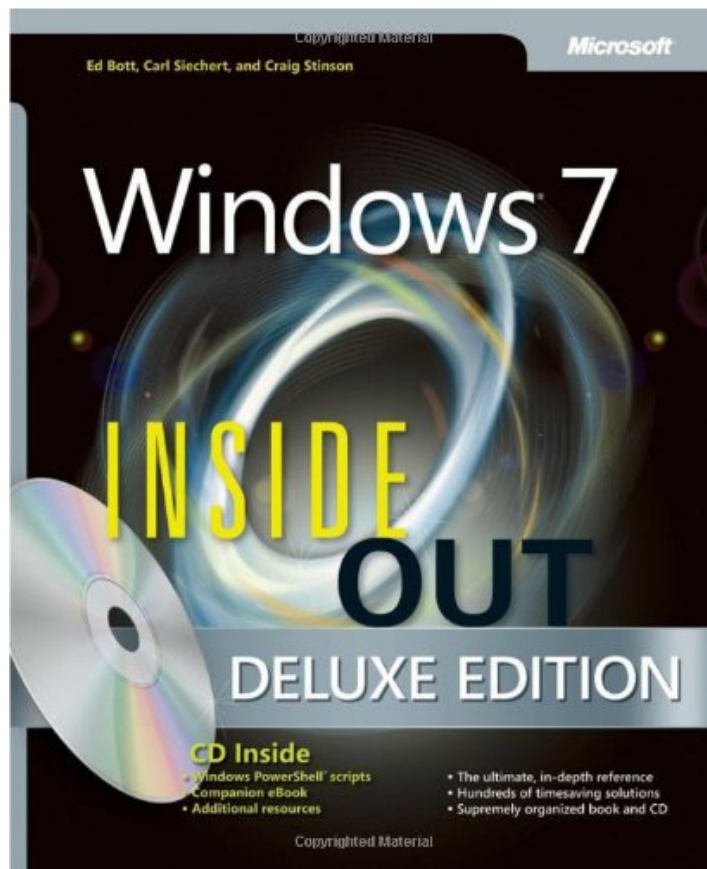


What is roi?

Now you get a customer and you bring in \$100. Would you ROI be 100%? Not really the way I figure it, to me time is money. So the time you put into placing those ads on Craigslist need to be factored in. Not to say the percentage is not good but you do need to at least consider what your time is worth.

Another example would be social media. Are you taking time from your day to advertise on Facebook, LinkedIn or any other social media sites? If so then you are taking away from something else you could be doing to generate revenue. So when you do this type of marketing there is still an ROI involved.

In reality ROI is important otherwise you are just going to spend advertising dollars and have no idea what worked and what did not work. But, don't get too wrapped around the axel on it, just document what you are spending and time you are putting into each effort and that will give you.



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Winner will be listed in the next issue

Web Page Creation and Some Information

By D Mondal

Building a website can be quite easy if you are just looking to set up a blogging site or a small company just getting started. There are many factors to look at when creating your site. How big of an audience do you want? What is it used for?

What types of products do you sell? There are many places on the internet that allow you to create a website for whatever you want. Some will make you pay and some wont. It is just a matter of what it is for and how big you want it to be.

The first thing you have to do is find the site you want to be based off of. Some sites require you to pay a monthly or annual fee to use. These sites are typically for the bigger businesses who want more on their websites. The free ones are the ones that most people use to start off with. A lot of times you will have to pay for the extras, such as a domain name. Some websites will give you a domain name for free. When you have a domain name that means that that particular site that you created is yours. No one else is able to take your domain name. When you find a website you are happy with and suites your needs and budget, you can start to think about what you would like your site to look like.

The site that you are using to create your website from will offer you free templates. You can choose from ones that are already set up with text boxes and pictures or you can choose to build it from scratch, which can sometimes prove to be a lot tougher than it sounds. These templates are usually categorized, which makes it easier to find something that suites what you are using the website for. If you are a florist, you may want a template with flowers on it. Some websites offer the option to pay for their exclusive templates, which are a bit fancier than the

Making a website can be easy if you find the right place to do it. A lot of sites will build one for you with their templates and all you have to do is put in text and pictures. This can be very beneficial to those who are looking to get their business name out there and in the internet world for all to see. After you created the website, it is important to get the website name out there. You can do this in a number of different ways, but it may take some time and effort. If you do not want to pay for your website and take the risk of having fewer viewers, you can opt for the free versions. If you want your website to be the header on a main search engine, you may want to consider paying for the extras.

Getting the Most Out of Your Promotional Articles

By Stephanie Anderson

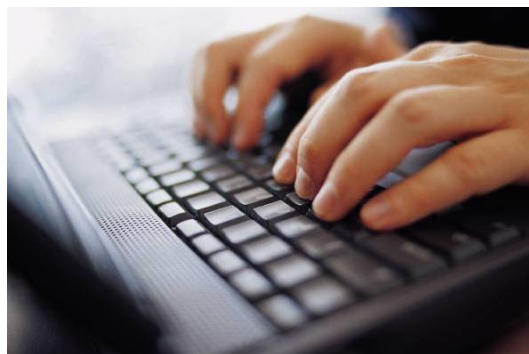
If we don't know something, the Internet is the easiest way to find the info that we are looking for, in the form of an article, found on a reputable site. That is why one of the fastest growing marketing techniques is to create your business many articles in order to grow leads, sell and to continue to advance with the times.

An article is a quick sell. It contains all of the necessary info that a person looks for. They might be searching for a product, service or place of interest. So how to get your articles viewed and your products viewed above the rest? Article directories provide that service that many trust and turn to for advice. That is why it is just as important to submit your articles to reputable websites to create links back to your website or blog or other media outlet.

The 3 key benefits of using articles to promote your business online is to add leads, promotion and branding to your business. These key benefits are all very important if you want to be found and sought out on the web. The main reason to write is to inform the audience seeking out the information that you are providing, otherwise you will have failed at attaining the first three benefits. Getting an audience to read your articles and find your links and business info is the biggest challenge. That is why the articles need, and I must strongly emphasize this, need, to be quality and worthy of reading, attaining information and walking away with a strong grasp of the message that you are conveying.

Mentioning specific keywords that are placed in strategic areas within your article will also get you some attention on the search engines, and that is just the effect that we are looking for. Keep in mind that the goal is to attract others to read your article and take something away from it. Its purpose will serve you better if you get recognition for having a well written and well thought out article, compared to if you just throw together something that is words put together along with some keywords.

Another point to mention is that article directories take articles that are geared towards preferred reading for their audience. Some article directories have guidelines that they adhere to and they look for stellar reading material. The other point to keep in mind is that some article directories do not want you to republish your article anywhere else. If you want exposure on that website, the chances are that you will be required to write specifically for that site. That could mean more exposure depending on that sites popularity and readability or you could choose several alternative article directories to submit to.



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“

Quotable: I have an almost religious zeal - not for technology per se, but for the Internet which is for me, the nervous system of mother Earth, which I see as a living creature, linking up. ~Dan Millman



Define Social Marketing Old Wine in A New Bottle

Generally, social marketing can be defined as a new concept (not so new though) to market or promote an endeavor using the internet and the web2.0 based tools. Started with this small approach, social marketing has now gained a new level as many people across the world are joining the worldwide business chain with several new ideas and strategies. The purpose of social marketing is to provide fast and quality service using the World Wide Web. All the enterprises of online business market are aiming to be part of global economy and take their business to next level with the help of social media marketing. In essence, social marketing is the key word to get a worldwide platform and succeed in business. Apart from this brief definition social marketing has different other wings that needs a proper co-ordination for proper marketing.

Social media sites were basically created an online network of people who wanted to communicate with each other and stay in touch. Business owners and corporate houses used the social media tools for marketing their businesses, services or products. Just from its beginning, social marketing has succeeded to create a difference in the world of business. Businesses houses that made careful and strategic use of social media sites created a revolution in the marketing world but at the same time careless and casual dealing spelled doom for many businesses.

If you are a newcomer to the world of social media marketing then you need not worry a lot about the results of your efforts because there are thousands of online resources from where you would be able to learn some vital tips and tricks to crack the social networking or social marketing nut. Online reviews, e-books available on "social marketing" would provide you with a comprehensive picture of social media marketing world. The pros and cons of this business and survival strategies are also discussed thoroughly in these books, journals or articles. Here, in this blog we will discuss the two most potential social media - Facebook and Twitter and strategies that would get surprising fast results from.

Facebook:

Let's start with Facebook that has been ranked as the second most popular (Google is still number 1) social media site for its popularity. With the introduction of Facebook, social marketing has taken a new turn and the generation now defines social marketing in a single word, which is Facebook.

Business owners are making the most out of Facebook and taking the opportunity to measure their performance from both positive and negative comments on their products and services. Using Facebook, clients can research on the needs and demands of customers, which changes frequently. At the same time one can provide updates on the upcoming services or products fan pages to keep the visitors engaged. Spending a few extra dollars on Facebook and let visitor's know about your company directly from Facebook.

Twitter:

As a social media site, Twitter has been ranked tenth and is being used widely to deliver short messages at incredible speed. A short message of 140 characters reaches the inbox of your consumers in a minute and the tweets will spread to the mass in an explosive manner. There is no other cost-effective and time-saving marketing idea than tweeting about a product.

Twitter has more preference among the busy users who prefer to get product updates just right to the point. The most important fact about twitter is that it always contains

FEATURED COLUMN

By DoorToDoorGeek aka Stephen McLaughlin

Hello All

I wanted to touch on society/social thing about computers and technology in general, first a little background.

My name is DoorToDoorGeek aka Stephen McLaughlin (yeah I said it like that on purpose), I am a 39 married male, two kids, I do five podcast a week, three of them for over a year, I have been with the same employer for 16 years, I have owned a computer from 1994 and from that very first day I have been pounding the keys so hard trying to learn as much as I can.

So you see I am not normal.... but I have found via the inter-tubes many communities of like-minded people, with that said I have tried to maintain a firm grasp with "normal" people and "normal" computer users, I call them "straights" I believe sharing and educating people who want to be educated and supporting people who want support to be a pretty fulfilling experience.

I literally spent years dropping into areas like AOL chat groups and other social places just to say "does anyone need any computer help". My 9-5 has been computer related for 14-ish of those years and 5+ of those years was in a support type role, so I was getting paid to do the very same thing I did on my own. I also did it as a business for 10+ of those years locally (easier to get paid back then locally).

And one thing I think I learned is... how can I put this, we or us people who really enjoy hacking away on computers to learn and find solutions will always be needed, ALWAYS. Most people feel too busy or just plain not interested in learning how these magnificent devices function. I relate it to cars, how many people can even begin to explain how a car works or more accurately I should say how many people really care how a car works, we all know the answer to that, near none.

But just like we as a community and society need auto mechanics we also need computer geeks, the only differences are anyone can learn computers and get a job in a computer field with near zero money spent unlike a auto mechanic and dare I say knowing computers might be becoming "hip".

There is one constant in this universe we call home and that is change, we computer geeks seem to thrive on that very constant, we like to see the changes coming on the horizon, we like to learn how to keep up with those changes. While the "straights" just care about their tv shows, their music artist, their sports teams or a million other things us geeks thrive on technology.

So just remember they need us to fix and help them but we need them just as bad so we have something to fix or somebody to help and yes you can make a living from it, don't corner yourself with the idea you have to be in a physical building with a cube, desk and a phone, remember "change", we now have the power to change how we do business and how people view and find us with the 360,000,000+ connected people on these tubes we travel every day we can keep changing how we do business every single day, just don't forget to look forward to changing again again and again and again, embrace it

What you do with this great power you have is completely up to you, choose wisely.

Contact the Author

<http://www.DoorToDoorGeek.com>

<http://www.LinuxBasix.com>

<http://www.Podnutz.com/lftrou>

<http://www.Podnutz.com/AndroidAppAddicts>

<http://www.LinuxForTheRestOfUs.com>

THE INDUSTRY

If you are in the Information Technology industry then below is a list of must visit locations



Site: www.TechNibble.com

Who Is Technibble For?

Technibble is for Computer Technicians (or soon to be techs) who are looking to get into the IT industry, start their own computer business or improve their existing one. We frequently write about ways for you to get clients, deal with problem clients and introduce you to some great computer repair tools and software.

About Technibble

Technibble itself started in 2006. During this time the founder (Bryce Whitty) was doing a lot of web development work for clients. There were a handful of sites available that talked about the business side of web development such as how to get clients or how to deal with troublesome ones. This helped him a great deal in the web development world but eventually gave away doing web development for clients and focused solely on the computer repairs.

However, he noticed there wasn't anything out there to help Computer Technicians with their business in the same way there was for web developers. From this, Technibble was born.

Over the years, Technibble has grown into a vibrant community of Computer Technicians sharing their knowledge with each other.

Be sure to check out the **Archives**, **Computer Repair Tools** section and the **Computer Technician forum**.



Site: www.TheForceField.net

What is *The Force Field*?

The Force Field is the name of a podcast for IT Service Professionals, IT consultants, VARs, computer shops and anyone else in the technology field, particularly those who offer products and services to end users.

The half hour show is produced by Savoia Media and hosted by Rick Savoia, an IT Service Professional who is also a veteran in the broadcast industry.



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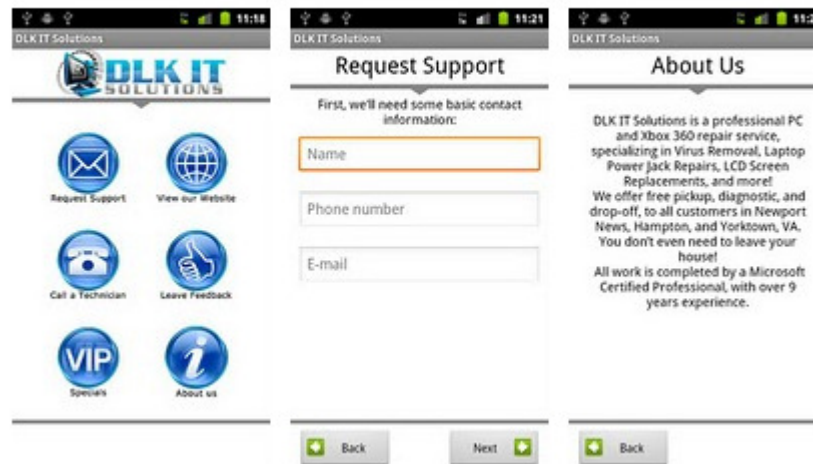
BUSINESS APPS

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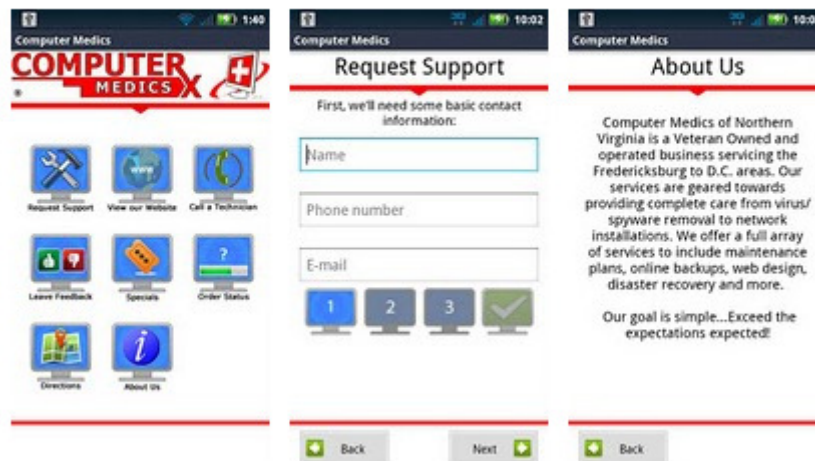
Put simply, an app makes things easier; they make accessing information quicker and more convenient for the user. The app market caters for everyone, apps can help customers find you, find out more about your business and interact with you. Businesses are now putting faith in apps to generate revenue, raise brand awareness and increase user engagement. I compare it to the internet came about and people were wondering "Do I really need a website?". The same can be asked of apps, and to me the answer is yes. If it's affordable and doable why not implement it into your business.

Now available for Android and iPhones

App Screenshots



App Screenshots



Pricing is: \$50 for just the Android app, \$125 for the iPhone version, or \$150 for both
(Prices reflect ACRBO membership discount)

Contact Dennis Drew dennisdrew@gmail.com for more information

MAKING GOOD WEBSITE TEMPLATES WITH WORDPRESS

By Elijah James

Anyone who has worked on making detailed sites knows of the trouble that it can be. Creating HTML and CSS pages that are seamless and work on all browsers with no glitches can be tough. Making sure that you have the right content and working with the right style templates is a huge advantage, but for those who want to step it up even one more notch working with a shortcut and aid like WordPress is a wise investment of time.

The first time you make a WordPress site it may be a bit tricky for you. If you are not very well versed in PHP and MySQL this site can be all but downright confusing to you. Taking it slow and learning to tap into the functionality of WordPress is ideal however and will immensely benefit you in future sites, therefore you should really consider tapping into it for one site at least to see how it benefits you.

What is WordPress? WordPress is a set of PHP files that works with MySQL functions and some knick knacks of JavaScript in order to create a platform that is an easy and user friendly way that you can both create a site and leave it to a client or user who doesn't understand web processes at all. It is a way via which you can create flawless systems and not have to spend hundreds of hours learning PHP and MySQL principles for yourself.

What is the initial process and how do you get your hands on WordPress in order to create your own website templates? You will need to go to WordPress.org and download a version in the language of your choice. You then extract the zip folder into the root of your site, and you will see tons of files pop up. Don't worry about opening those or going into them as what you need to work with will be significantly small. Then go to yoursite.com/wp-admin/ and you will go through the simple installation process which is basically just WordPress hooking itself up to a database which it creates in your server in order to work. That's all there is then you can start rolling.

If you understand the principles behind website templates you will immediately see the huge benefits to WordPress template systems. Basically it is designed to hookup automated template ideas to a system via which a client who knows nothing about anything can access your site (behind password protection obviously) and update and manage the website that you leave him.

WordPress really has gotten so big not just because the people who created it were top of the line, but because the international WordPress community has put so much into it. WordPress has such a large set of plugins with any language you'd ever need (JavaScript, PHP, jQuery, you name it...) that you don't have to understand or grasp but simply can hook up so incredibly simply and access. WordPress is like the best and most friendly with upgradable functions and a completely free community and support group. It really rocks.

