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# Expert Briefs:

**Nicole Dean Asks Successful  
Marketers the Questions  
You Wish you Could**

**“Are Internet Marketers  
Sleazy Slimebags?”**

By Nicole Dean  
Of [www.NicoleontheNet.com](http://www.NicoleontheNet.com)

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### About Nicole:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

### Resources from Nicole:

Learn the secret shortcut that many niche marketers use to stop working so darned hard  
[Quality PLR Content](#)

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Find out how Nicole has gotten a waiting list of people who want her to steal their web traffic: [Guest Blogging on Steroids](#)

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Jimmy D. Brown called her Wonder Woman when she was his Affiliate Manager. Why? She got more done in a day than he thought she'd accomplish in a month.

Check it out here: [Teach Me How to Have a Business AND a Life at the Same Time](#)

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For infoproduct marketers, Clickbank is a hands-free way of selling online. Are you ready to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you? Check it out Nicole's course here: [Show Me How to Sell My Products on Clickbank](#)

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It's another [Expert Briefs](#), where I ask really smart business owners to answer your burning questions.

I thought I'd have a little fun with this week's Expert Briefs. (Don't I always?)

"Marketers" and especially "Internet Marketers" get a bad rap. We're sometimes viewed as sleazy, slimy, snakes with dollar signs in our eyes.



Obviously those of us in the industry know that, while there are marketers like that, the majority of us are just hard-working folks who want to offer value and help people to get results – and get paid for doing so.

But, what people don't always realize is that it goes well beyond that. For many of us, Internet Marketing is a means to an end. It provides us the income and resources and platform to do good for the world. What do I mean? Well, you'll see in just a minute.

The question I asked our experts today is:

***"Has there been an instance where your internet marketing skills have come in handy in your personal life? Perhaps helping with a charitable organization, with your kids, in your marriage, or to help a friend? If so, tell us about it."***

I didn't ask this question to brag, but to get us all thinking about ways we can use what we know, our platforms, and our resources for good.

Here are their replies... (as usual, these are supposed to be "brief" but several of us got a bit wordy. lol!) Enjoy!

**Connie Ragen Green of [ConnieGreen.com](#) says:**

My Internet marketing skills have come in handy several times since I first came online at the end of 2005. I was new to marketing and needed a way to practice the skills I was learning. My first opportunity came very quickly.

I joined my local Rotary Club, an international service organization, during the summer of 2006, and they



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asked me to help them with publicity for our club. I set up a blog and began posting about our club projects and guest speakers. Then I started writing articles about what we were doing.

Soon people from around the country were finding out about our projects, and by 2006 the international division of Rotary had written an article about us for their worldwide magazine. They even used the pictures I had taken of our project for special needs children at our local elementary school.

Now I help our club with fundraising, using my online marketing skills. (By the way, check out <http://www.AdventuresoftheSCVRotaryBell.com> or find a club near you by going to <http://Rotary.org>.)

Around the same time one of my family member's had lost his job and started a handyman business. Again, I set up a blog and wrote articles to let people know what he was doing. Then I interviewed him on Internet radio and created a few short videos to show him doing some repairs. His phone began to ring and his business has remained profitable throughout these recessionary years.

Knowing how to market online has been helpful to the people in my life. I feel fortunate to be able to share these skills with others for such worthwhile reasons.

**Kathleen Gage of [KathleenGage.com](http://KathleenGage.com) says:**

I held a teleseminar for a fundraiser for the [Lymphoma and Leukemia society](http://LymphomaandLeukemiaSociety.com). It raised over \$1,000 with the one hour session.

I've also used the internet to market a local event at my church where we raised about \$600.

I also helped set up a blog for my favorite non-profit organization dedicated to the care, rehabilitation and placement of abused, neglected and unwanted equine. (Check it out here: <http://www.eveahr.net>) Their mission is to rescue, rehabilitate and place these animals in new approved homes.



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Alice Seba of [Contentrix](#) says:



Absolutely, it has come into play in a number of ways.

I have put together some campaigns for our school fundraisers and through the power of the Internet was able to raise much more than if we'd tried to raise money offline only. It was very worthwhile that's for sure.

When roped into a Tupperware party, I got a bunch of online sales for the consultant, instead of hassling all my local family and friends. Not that I hassled people online either...I just have more online connections...so it's relatively easy to get something going.

I have also set my children up with blogs, so they can practice their writing skills, display their art and keep in touch with friends.

Other specific skills like copywriting, communication and just business sense come into play on a daily basis. It's so ingrained in what I do and how I approach things, I don't always notice!

Mark Mason of [MasonWorld.com](#) says:



Wow, this is a really interesting question.

I can think of a couple of fun answers about how internet marketing has impacted my marriage, but I will save those for another expert brief. [LOL]

**The most obvious answer for me is that Internet Marketing can make for interesting conversation.** Almost everyone is a little curious about "how the internet really works," especially when it comes to money. I get pulled into lots of conversations about the How and Why of internet commerce.

A more exciting answer is that I am able to help people that need "internet help". Examples include a fan page for my church choir, a blog for my friend who is an Ohio State football nut, and hosting for my brother. It's really cool to be able to help people with something "very complicated" like the internet and not charge them a dime.

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**Dr. Mani of [DrMani.com](http://DrMani.com) says:**

My situation is probably unique in that I developed and improved my Internet marketing skills specifically to further a charitable purpose – to provide life-saving heart surgery to under-privileged children born with congenital heart defects (see [www.CHDinfo.com](http://www.CHDinfo.com) for more details).



It has been a reciprocally beneficial relationship. The purpose behind all my online activities gave me the necessary persistence and determination to face and overcome the hundreds of obstacles that litter the path of anyone setting out to learn Internet marketing.

And at the same time, my growing skills at marketing on the Web brought in more donations and greater business profits (a portion of which has always been ear-marked to be donated as well). This has allowed me to expand upon a seemingly impossible dream that has come true because of Internet marketing.

But the skills acquired while learning Internet marketing can have far wider applications to real life – often in delightfully amazing ways.

Believe it or not, but I've used my copywriting skills to find spouses for two people – one a family member, another a friend – and both told me (after the weddings) that their spouses mentioned that the powerful copy in the initial approach letter/email is what swayed their decision to proceed! (Is there a copywriting niche in there for me, somewhere?!)

And the financial freedom provided by an information business built on Internet marketing skills has funded my travel to many countries, brought me into contact with amazing people, and even led me to have dinner at the British House of Commons!

So yes, Internet marketing skills have touched and changed my life in incredible ways – just as they can yours, if you're willing to give it the good old college try! Fortunately, today, there are excellent teachers and coaches like Nicole Dean who can help speed up your journey to the top. So what are you waiting for?! 😊

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Nicole Dean of [NicoleontheNet.com](http://NicoleontheNet.com) says:

Well, since I was the one who asked the question, you KNOW I have answers. 😊



### 1. Raising Awareness.

Those of you who follow me regularly know that I sneak in mention of suicide prevention wherever I can. Suicide is such a preventable thing – usually all someone needs is time – but it’s an act that can never be undone. Just last weekend I learned of a woman that I knew with two young kids who killed her-self. The damage can never be reversed. Those kids have to live with that forever and it just breaks my heart.

How does Internet Marketing help?

Because I have a large audience, I can sneak in mention of Suicide Awareness (like I’m doing right now) with a link to <http://www.save.org> (where you can learn more). I’m able to use my platform to make people aware of how they can help those who they love get through difficult times and how to watch for warning signs.

### 2. Raising Money for Charity.

I recently ran some promos for [EasyPLR.com](http://EasyPLR.com) and promised to donate all profits earned from sales during a specific time period that were sent through affiliates. Because of that promo, I was able to donate over \$2000 split between three charities. While it’s not a million dollars, I am VERY proud of how many of my affiliates promoted during this period of time AND how many also donated their own affiliate commissions during this promo.

And, yes, I cried when I typed in the comments when I placed the donation to the [Children’s Gaucher Research Fund](#) in honor of Melissa Ingold’s son, Kyle:

This donation is in celebration of the life of Kyle Ingold who passed away in his sleep on June 19, 2010.

<http://acherishedangel.com>

In his short life, he touched many hearts and we hope this donation will help him touch more.



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Years ago, when I was strapped for cash, I donated as much as I could to charities. But my point is that, because of the business that I've built, I'm able to give more on a regular basis – and that is a very good side benefit of building an online business. 😊

### 3. Copywriting to Do Good.

It honestly amazes me how copywriting can benefit every area of your life.

You may know that I'm fostering dogs as part of the [Emerald Coast Golden Retriever Rescue](#). A big part of the reason I can do so is because of my flexible work schedule.



Well, part of my duties as a “Foster Mom” is to take pictures of the dogs in my charge and write a description of the dogs that I foster so they can be adopted quickly to good homes. Basically, it's selling via copywriting, right?

Well, our first foster dog got 5 applications the first week. ;- ) The rescue said they've never seen anything like it. What can I say? The dog was cute — and I write good copy. lol!

### 4. This report.

Please check out the organizations mentioned in this report. Showcasing worthy organizations was part of my diabolical plan. 😊

I hope you've enjoyed this report.

Warmly,

*Nicole Dean*

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**And, yes, you may certainly share this document with a friend!**