



How To Market Your Business Using The Internet

Lynn & Dick Slackman
tenby technologies
www.tenbytech.com
618-799-9757

Tenby Technologies

- Lynn Slackman
 - 30+ years of IT experience
 - AT&T, Union Pacific Railroad
 - BBA Accounting, MBA
- Dick Slackman
 - 30+ years of IT experience
 - SIUE, AT&T, Union Pacific Railroad
 - BS Math, MS Comp Sci.

Bell's Dilemma

It is easy to see mistakes in retrospect, but not so easy to see them in the present.

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. This device is inherently of no value to us.” – Western Union

The internet is as important to your business as your phone.

Internet Growth Rate

- North America population 340M
 - Internet penetration: 73.9%
 - Internet users 251M
- World population 6.8B
- Internet users world wide: 1.7B
 - Internet penetration: 24.7%
 - Internet growth rate 2000-2009: 362%



People Are Using The Internet To Shop

- They Locate:
 - People use the internet to find products, services & businesses
- They Qualify:
 - People comparison shop for price, features, value
 - They get recommendations for products, services & businesses
- They Transact:
 - People buy goods & services
- Customers must be able to find your business on the Internet
- You must be able to convey a compelling message
- You must be able to transact business



Three Steps to Marketing Your Business on the Internet

1. Create your presence on the internet
2. Get viewers to come to your sites
3. Convert viewers into buyers

None of these steps will happen without your active participation.

Step 1: Creating Your Presence On The Internet

1. PIB Web Site
2. Google Local Business
3. Online Directories
4. Your Web Sites
5. Social Media: LinkedIn, Twitter, FaceBook, YouTube
6. Blogging, Articles, Press Releases, etc.

PIB Web Site

- Good visibility & it's free
- 2009 PIB Web Site Statistics
 - 5,348 visits / 2,126 unique visitors
 - 36,926 page views
 - 5:00 mins average time on site
 - 56 countries
 - 44 states

PIB Web Site: peopleinbusiness.ning.com

Getting Started

Ning Create a Ning Network! Sign Up Sign In Search People In Business

People In Business

Growing Business Together

MAIN MY PAGE MEMBERS EVENTS FORUM NOTES PHOTOS

Meeting Locations

O'Fallon, IL:
1st Tuesday 8:30-9:30 a.m.
Holiday Inn Express, Dierberg Plaza,
Greenmount Rd., O'Fallon, IL [MAP](#)
Coordinator: [Cyndi Brown](#) - A Living
Angel Travel
alivingangeltravel@yahoo.com
\$5.00

Highland, IL:
1st Wednesday 8:30-9:30 a.m.
Alpine Suppe, 1011 Broadway,
Highland, IL [MAP](#)
Coordinator: [Marcy Weller](#) - NuSkin
Enterprises
marcyweller@yahoo.com
\$5.00

Wood River / East Alton, IL
2nd Tuesday 8:30-9:30 a.m.
Vaughn Hill Church- Fellowship Hall
662 S. Bellwood Dr., East Alton, IL
[MAP](#)
Coordinator: [Anna Schmidt](#) - Staging
Impressions
staging.impressions@yahoo.com
Asst. Coordinator: [Michelle Johnson](#) -
Premier Designs Jewelry
michjoh@unionplus.net
\$6.50

Litchfield, IL

WELCOME

Hello,
Welcome to People in Business (meeting since 2003). You can view a list of
our FREE MEMBERSHIP meetings in the left-hand column.

Use of this web site is now FREE to all members who have attended at least one
meeting in the last three months.

Please note the following meeting changes:
> The Valley Park, MO group has a new date and time: 1st Wednesday of each
month at 7:30 a.m. The location remains the same.
> The Wood River, IL group has a new meeting location. Vaughn Hill Church (meeting
in Fellowship Hall) 662 S. Bellwood Dr., East Alton, IL 62024

Members

 Becky Bodenstab	 Susan Rosso	 Kevin & Vicki Eader	 Michael L. Thiel	 Matthew Leitch
 Lydia Seibert	 Dick Slackman	 Michelle	 Cyndi Brown	 Lynn Slackman

Welcome to
People In Business

[Sign Up](#)
or [Sign In](#)

**START
FOR
\$8.95**

\$ 8.95

Sign up

Create a Ning Account

Sign Up for People In Business

Apply for membership now. If you're already a member, [sign in](#).


Email Address

Password

Retype Password

Birthdate Month Day Year
We won't display your age without asking



Type the 2 Words on the Right


[Refresh](#)


[Problems signing up?](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#).

About People In Business




People In Business is a no membership fee business community. We are a network of business people who work together to build our companies.

 We use Ning ID for authentication. What is a Ning ID?

Create Your PIB Profile

Create Your Profile

One more step: tell the people on People In Business more about yourself. Questions marked with a  are private and only visible to administrators.

* indicates a required question

Full Name *

Company Name 1 *

Company Name 2

Description of your products and services

Location Address(s)

Phone Numbers

Email Address


Web Site 1

http://

Web Site 2

http://

The People in Business online network is currently restricted to people who have attended at least one meeting each quarter. Have you attended a meeting yet? *

☐ 

Business Categories

<input type="checkbox"/> Accounting	<input type="checkbox"/> Advertising/Marketing	<input type="checkbox"/> Art and Framing	<input type="checkbox"/> Attorney
<input type="checkbox"/> Auto	<input type="checkbox"/> Banking	<input type="checkbox"/> Beauty	<input type="checkbox"/> Business Consulting
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Children's Retail	<input type="checkbox"/> Clothing	<input type="checkbox"/> Coaching
<input type="checkbox"/> Computers	<input type="checkbox"/> Construction	<input type="checkbox"/> Decorating and Design	
<input type="checkbox"/> Employment Placement	<input type="checkbox"/> Engineering	<input type="checkbox"/> Entertainment	<input type="checkbox"/> Event Planning
<input type="checkbox"/> Food	<input type="checkbox"/> Gifts	<input type="checkbox"/> Health	<input type="checkbox"/> Insurance
<input type="checkbox"/> Investments & Financial Advisory			
<input type="checkbox"/> Jewelry	<input type="checkbox"/> Loans	<input type="checkbox"/> Medical	<input type="checkbox"/> Men's Retail
<input type="checkbox"/> Mortgages			
<input type="checkbox"/> Motivation and Marketing	<input type="checkbox"/> Music	<input type="checkbox"/> Nutrition	<input type="checkbox"/> Payroll Services
<input type="checkbox"/> Personal Trainer	<input type="checkbox"/> Personnel	<input type="checkbox"/> Pest Control	<input type="checkbox"/> Pet Sitting
<input type="checkbox"/> Photography	<input type="checkbox"/> Promotional Items	<input type="checkbox"/> Real Estate	<input type="checkbox"/> Retirement Planning
<input type="checkbox"/> Senior Care	<input type="checkbox"/> Sports	<input type="checkbox"/> Travel	<input type="checkbox"/> Website Design
<input type="checkbox"/> Weddings			
<input type="checkbox"/> Women's Retail			

Tour of the Web Site The Main Page

Events



Meeting info Tabs

People In Business

Growing Business Together

[MAP](#)
[INVITE](#)
[MY PAGE](#)
[MEMBERS](#)
[EVENTS](#)
[FORUM](#)
[NOTES](#)
[PHOTOS](#)

Meeting Locations

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Angel Travel
alivingangeltravel@yahoo.com
\$5.00

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1st Wednesday 8:30-9:30 a.m.
Alpine Suppe, 1011 Broadway,
Highland, IL [MAP](#)
Coordinator: **Marcy Weller** - NuSkin
Enterprises
marcyweller@yahoo.com
\$5.00

Wood River / East Alton, IL
2nd Tuesday 8:30-9:30 a.m.
Vaughn Hill Church- Fellowship Hall
662 S. Bellwood Dr., East Alton, IL
[MAP](#)
Coordinator: **Anna Schmidt** - Staging
Impressions
staging.impressions@yahoo.com
Asst. Coordinator: **Michelle Johnson**
- Premier Designs Jewelry
michjoh@Unionplus.net
\$6.50

Litchfield, IL
2nd Wednesday at 8:30 - 9:30 a.m.
Coffee Xpresso
514 W Union Avenue, Litchfield, IL
[MAP](#)
Coordinator: **Adrian Baker**
abaker@diamondimprints.com
Cost: \$1 plus price of coffee ordered

WELCOME

Hello,
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month at 7:30 a.m. The location remains the same.
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(meeting in Fellowship Hall) 662 S. Bellwood Dr., East Alton, IL 62024

Members

Dick Slackman test id

Dick Slackman test id

Sign Out:
Inbox
Alerts
Friends - Invite
Settings

Quick Add...

Ads by Google

Cold Calling Is Dead
Read the free e-book
that explains why
cold calling doesn't
work!
www.nevercoldcall.com

Networking Events
MyCity's Networking
Events promote new
business. Learn More
Today!
www.MyCity.com

BlackBerry® Solutions
The Complete
Wireless Solution For
Your Global Business.
Learn More.
BlackBerry.com/GetTheFac

Small Business Community
Network Online with
other Small Business
Owners. It's Free!
www.PartnerUp.com

Every 4th Tuesday
Come to EcoTuesday
and network with

\$7.00

Chesterfield, MO

8rd Wednesday at 7:30 - 9:00 a.m.
Doubletree Hotel and Conference
Center
16625 Swingley Ridge Road
Chesterfield, MO [MAP](#)
636-532-5000
Coordinator: **M. Barry Russell**
m.barry.russell@gmail.com
Co-Coordinator is **Randy Allen**
randy@sendcardstoo.com
Cost: \$11 Includes breakfast

Edwardsville, IL:

4th Tuesday 8:30-9:30 a.m.
Cafe Aroma, 188 N. Main Street,
Edwardsville, IL
Coordinator: **Sarah Hill** - State Farm
Insurance
\$6.50

Valley Park, MO

1st Wednesday 7:30 a.m.
Bob Evans Restaurant, 1 Lambert
Drury Drive at Hwy I-44 & 141, Valley
Park, MO 63088 [MAP](#)
636-825-2181.
Coordinator: **Susan Rosso** - Eagle
Lighthouse Resources
srosso@maximumsuccess.com
Cost is: \$9 for food, drinks and
gratuities.

Reservations are not required unless
noted.

OVERVIEW MAP

Volunteers

A special THANKS to our volunteers
who help run the organization.

Founder

Susan Young, People In Business, Inc.
developers of CareerMinder
cpa@peopleinbusiness.biz

Coordinators:

Chesterfield, MO Coordinator: **M. Barry
Russell** Enagic - Kangan Water and
Strategic Property Advisers, LLC
Randy Allen Send Out Cards

Collinsville, IL Coordinator: **Diann
Robins** Nu Skin Enterprises

Edwardsville, IL Coordinator: **Sarah Hill**
Beverly Farm Foundation

High Ridge, MO Coordinator: **Susan
Rosso** Eagle Lighthouse Resources,

Events

January 12 **Wood River PIB Meeting**
Tuesday January 12, 2010 from 8:30am to 9:30am - Vaughn Hill
Church

January 13 **Litchfield PIB Meeting**
Wednesday January 13, 2010 from 8:30am to 9:30am - Coffee Xpresso

January 15 **Breakfast Open House**
Friday January 15, 2010 from 8am to 10am - Susan Young's home
and new office location

January 22 **Green Expo**
Friday January 22, 2010 to January 24, 2010 - Belle Clair
Fairgrounds

February 3 **How To Market Your Business on the Internet**
Wednesday February 3, 2010 from 8:30am to 9:30am - Alpine Suppe

February 14 **Sweetheart Dinners**
Sunday February 14, 2010 from 8:30pm to 9pm - His Rest Bed &
Breakfast

February 16 **How To Use the PIB Web Site To Market Your
Business**
Tuesday February 16, 2010 from 8:30am to 9:30am - Oatman House

+ Add an Event

View All

Latest Activity

Dick Slackman: tenby tech and Carl Jordan 6 hours ago
are now friends

Kevin & Vici Eader updated their profile 12 hours ago

Matthew Leitch updated their profile yesterday

Michelle and Cyndi Brown joined People in Business on Saturday

Dick Slackman: tenby tech updated their profile on Friday

Lynn Slackman - Tenby Tech is attending Dick on Friday
Slackman: tenby tech's event

How To Use the PIB Web Site To Market Your Business at
Oatman House
February 16, 2010 from 8:30am to 9:30am
Tenby Technologies will be presenting "How To Use the PIB
Web Site To Market Your Business" at the Collinsville PIB
meeting on February 16. The presentation will cover basic,

Susan M. Young, CPA
created this Ning
network.

Create a Ning Network >

Forum

Tax Tips
This is the time (before
12/31/09) to make
purchases which can
be deducted in 2009. If
your business made a
profit in 2009, making
purchases such as
supplies, software
updates and other
items you may...
Started by Susan M.
Young, CPA Dec. 28,
2009.

Shop Locally For the Holidays

100 sales can make
the difference between
happiness and
disappointment for all
local businesses. PLUS
it is so much more fun
and rewarding to give a
gift from your friend's
store or line of
business....

Tagged: Christmas,
stores, local, shop
Started by Susan M.
Young, CPA Nov. 4,
2009.

Watch Great Day St. Louis this

Thursday 1 Reply
Yes, the Collinsville
group did it! I asked to
be on TV and I'm
scheduled for Thursday
the 15th. I am so
excited to be
interviewed about
helping women over 50
lose weight! Thanks to
all of you who ho...
Started by Laurie
Beabe. Last reply by
Michelle Johnson Oct.
14, 2009.

+ Start Discussion View All

Badge



Members

Volunteers

Latest Activity

Updating Your Page

Change your title

Reorder the sections

Edit the info

Add a comment to your wall

People In Business

Growing Business Together

Main Invite My Page Members Events Forum Notes Photos



Dick Slackman test id
United States
Manage My Page or Photo
Share
Twitter
Blog Posts
Discussions
Events
Photos
Photo Albums
My Apps
+ Add Apps

Welcome, Dick Slackman test id!

What brings you here?

Update

140

Gifts Received



You have not received any gifts yet
Add a Gift to My Page

Profile Information

+ Add Profile Information

Edit

Comment Wall

► Comment

No comments yet!

Edit

Latest Activity

Edit

Dick Slackman test id

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

Ads by Google

Obama & Bernanke's War
Secret War On The Dollar Exposed!
Washington Doesn't Want You To Know
www.UncommonWisdomDaily

1 Tip of a tiny belly :
Cut down a bit of your belly every day by using this 1 tiny weird tip.
Fatburningfurnace.com

Startling 2010 Forecasts
Read 11 opportunities

Theme

Updating Your Page's Appearance

People In Business
Growing Business Together

MAIN INVITE **MY PAGE** MEMBERS EVENTS FORUM NOTES PHOTOS

My Settings

[Profile](#)
[Privacy](#)
[Email](#)
[My Page](#)

My Page Settings

Photo
Change your photo on the [Profile](#) settings page.

Twitter
Allow updates on People In Business to be posted on Twitter.
[Connect to Twitter »](#)

Appearance
Change your theme on the [Appearance](#) page.
[Reset](#) the location of the features on your My Page.

Address
<http://peopleinbusiness.ning.com/profile/DickSlackmantes>

My Apps
You haven't added any Apps to your profile yet. Add Apps from the [My Apps Directory](#).

Dick Slackman test id
[Sign Out](#)
[Inbox](#)
[Alerts](#)
[Friends - Invite](#)
[Settings](#)
Quick Add...
Ads by Google
[Obama & Bernanke's War](#)
Secret War On The Dollar Exposed!
Washington Doesn't Want You To Know
www.UncommonWisdomDaily
[Startling 2010 Forecasts](#)
Read 11 opportunities for investors to make big profits in the new year
www.MoneyandMarkets.com

Change
Appearance

Themes

Edit the Appearance of Your Page

First, choose a theme



Apply People In Business's theme

Now, make it unique

Basic Theme All Options Advanced

Colors

Header

Body

Module

Sides

Text

Network Name

Body

Headers AaBbCc

Body AaBbCc

Media Players

Text

Player

Playlist

Reset these colors

Dick Slackman test id

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

Ads by Google

[Obama & Bernanke's War](#)

Secret War On The Dollar Exposed! Washington Doesn't Want You To Know
[www.UncommonWisdomDaily](#)

[Profit As Dollar Falls](#)

Turn the tables on Washington with 3 simple investments! Free Report
[www.MoneyAndMarkets.com](#)

[1 Trick of a tiny belly](#)

Cut down a bit of your belly every day by using this 1 weird old tip.
[Fatburningfurnace.com](#)

[Classmates.com@](#)

Find Old Friends at Classmates.com@ Look Discreetly or Plan a Reunion!
[www.Classmates.com](#)

[Find a Chinese Wife](#)

Chinese women seek men for love and marriage. Join today for free.
[www.ChnLove.cn](#)

About



Susan M. Young, CPA created this Ning Network.

Create a Ning Network! »

Forum



Tax Tips
This is the time

Save

Cancel

Adding an Event

1. Click the Events Tab

2. Click Add an Event

The screenshot shows the 'People In Business' website with the 'EVENTS' tab selected. The page displays a list of upcoming events for January 2010. Two arrows from the instructions point to the 'EVENTS' tab and the '+ Add an Event' button.

People In Business
Growing Business Together

MAIN | INVITE | MY PAGE | MEMBERS | **EVENTS** | FORUM | NOTES | PHOTOS

All Events | My Events

All Events (7)

+ Add an Event

January 12 Tuesday
Wood River PIB Meeting
January 12, 2010 from 8:30am to 9:30am - Vaughn Hill Church
Hello and Happy New Year! I wanted to remind you of our meeting next Tuesday, Jan. 12 and most importantly, our NEW meeting place. The address and directions are below. The best news is that Jane M...
Organized by Anna Schmidt | Type: monthly, networking, meeting
You have not responded.

January 13 Wednesday
Litchfield PIB Meeting
January 13, 2010 from 8:30am to 9:30am - Coffee Xpresso
Litchfields first meeting of the year will be on Wednesday January 13th. Adrian Baker will be the speaker, his subject will be "what are you going to do differently this year to achieve your goals"
Organized by Adrian Baker | Type: monthly, pib, meeting
You have not responded.

January 15 Friday
Breakfast Open House
January 15, 2010 from 8am to 10am - Susan Young's home and new office location
Welcome the New Year with a great Friday morning

Popular Event Types
mary (21)
kay (21)
cooking (20)
business (15)
and (14)

January 2010
S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

February 2010
S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28

Dick Slackman test id
Sign Out
Inbox
Alerts
Friends - Invite
Settings
Quick Add...

Ads by Google
Talaynas Italian Catering
Saint Louis Tradition - Pizza Pasta Dine-In, Carry-Out & Delivery
www.talaynas.net
Jimmy John's
Subs So Fast You'll Freak. Order Online Now!
www.JimmyJohns.com
Top Wedding Vendors
Top Metro St. Louis Wedding Vendors Save over \$1000 on Your Special Day
www.BrideElite.com
Dinner Party
Use Crescents For Recipes From

Adding an Event

MAIN INVITE MY PAGE MEMBERS **EVENTS** FORUM NOTES PHOTOS


All Events My Events

Add an Event




Step 1: Create an Event Step 2: Invite members

Event Information

Name

Event Image 

Description

B I U   

Event Type
Example: Fundraiser, "Birthday Party"

Starts : PM ☐ All Day

Ends : PM

Location
Add a general location such as "The Fillmore" so your event will show up in area results

Street

City/Town

Website or Map
Add the web address for the venue or link to a [Google Map](#)

Phone

Organized By
If you want the host to be someone other than you

Privacy

☒ Public: Anyone can RSVP and see event details

☐ Private: Only invited people can RSVP and see event details

☐ Disable RSVP

☐ Hide Guest List

Add Event Cancel

Dick Slackman test id

Sign Out

 Inbox

 Alerts

 Friends - Invite

 Settings

Quick Add...

Ads by Google 

Networking Events

MyCity's Networking Events promote new business. Learn More Today!
www.MyCity.com

Business Networking

Read the free e-book that explains why cold calling doesn't work!
www.nevercoldcall.com


Business Referral Network

Network and Share Sales Leads Local Business Referral Networks
www.LeadGroups.com

Exclusive Ladies Group

Inspiration in Action! Try the Only Social Network for Empowered Women.
BraveHeartWomen.com

About

 Susan M. Young, CPA created this Ning Network.

Adding Photos

1. Click the **Photos Tab**

2. Click **Add Photos**

The screenshot shows a web application interface with a navigation bar at the top containing tabs: MAIN, INVITE, My PAGE, MEMBERS, EVENTS, FORUM, NOTES, and PHOTOS. The PHOTOS tab is highlighted. Below the navigation bar, there are links for All Photos, All Albums, My Photos, My Albums, and My Favorites. The main content area is titled 'All Photos (141)' and includes a 'View Slideshow' link. A search bar and a 'Sort by: Latest' dropdown menu are also present. The photos are displayed in a grid format, each with a thumbnail image, a title, and a byline. The photos shown include: 'Upper Room Honeymoon Suite' by Kevin & Vici Eader, 'Private Cabin' by Kevin & Vici Eader, 'Christmas Mantle' by Kevin & Vici Eader, 'Vivian Cream' by Joyce Cannon, 'Deanna' by Joyce Cannon, 'Annie' by Joyce Cannon, 'Girl's closet before' by Wendi Maertz, 'Girl's closet after' by Wendi Maertz, 'Closet After' by Wendi Maertz, and 'Closet Before' by Wendi Maertz. On the right side of the interface, there is a sidebar with a 'Dick Slackman test id' button, a 'Sign Out' link, and a list of links: Inbox, Alerts, Friends - Invite, and Settings. There is also a 'Quick Add...' dropdown menu and a section for 'Ads by Google' featuring advertisements for 'Entrepreneurship Ideas', 'Embarg is now CenturyLink', and 'Start Your Own Business'.

MAIN INVITE My PAGE MEMBERS EVENTS FORUM NOTES **PHOTOS**

All Photos All Albums My Photos My Albums My Favorites

All Photos (141)

View Slideshow

Search

Sort by: Latest

Upper Room Honeymoon Suite by Kevin & Vici Eader

Private Cabin by Kevin & Vici Eader

Christmas Mantle by Kevin & Vici Eader

Vivian Cream by Joyce Cannon

Deanna by Joyce Cannon

Annie by Joyce Cannon

Girl's closet before by Wendi Maertz

Girl's closet after by Wendi Maertz

Closet After by Wendi Maertz

Closet Before by Wendi Maertz

Dick Slackman test id

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

Ads by Google

Entrepreneurship Ideas

Join Our Small Business Community. Get Advice from Experts & Peers Now www.BankofAmerica.com/You

Embarg is now CenturyLink

Save \$240 a year w/CenturyLink's Phone & Internet Business Bundle. centurylink.com/Business

Start Your Own Business

Exclusive Territories, Low Start Up Cost, Become a CTI Dealer Today! www.FlyCti.com

Adding Photos

MAININVITEMY PAGEMEMBERSEVENTSFORUMNOTESPHOTOS

All PhotosAll AlbumsMy PhotosMy AlbumsMy Favorites

Add Photos

Add Photos From Your Computer



I am uploading these photos under the [Terms of Service](#).
You can add up to 100 photos at a time, and each photo may be up to 10MB in size. We support photos in the .jpg, .gif, and .png file formats. You can also try the [simple uploader](#).

Add Photos by Phone or Email

 Send photos to:
DS1000226@peopleinbusiness.ning.com

Dick Slackman test id
Sign Out
Inbox
Alerts
Friends - Invite
Settings
Quick Add...
Ads by Google
Obama & Bernanke's War
Secret War On The Dollar Exposed!
Washington Doesn't Want You To Know
www.UncommonWisdomDaily
"Breaking Dawn" Casting
Casting ID# 52152,
Grab a Twilight Role Before The Deadline Ends!
ExploreTalent.com/TwilightCa
Is Your Bank In Trouble?
Free list Of Banks Doomed To Fail. The Banks and Brokers X List. Free!
www.MoneyAndMarkets.com
1 Trick of a tiny belly

Adding Photos

[MAIN](#) [INVITE](#) [MY PAGE](#) [MEMBERS](#) [EVENTS](#) [FORUM](#) [NOTES](#) [PHOTOS](#)

[All Photos](#) [All Albums](#) [My Photos](#) [My Albums](#) [My Favorites](#)

Add Photos


Add Photos From Your Computer

File	Size
Christmas 2004 017x.jpg	123KB ×

[+ Add More](#) Total: 1 [Upload](#)

I am uploading these photos under the [Terms of Service](#).
You can add up to 100 photos at a time, and each photo may be up to 10MB in size. We support photos in the .jpg, .gif, and .png file formats. You can also try the [simple uploader](#).

Add Photos by Phone or Email

 Send photos to:
DS1000226@peopleinbusiness.ning.com

Dick Slackman test id

[Sign Out](#)
[Inbox](#)
[Alerts](#)
[Friends - Invite](#)
[Settings](#)

Quick Add...

Ads by Google

[Obama & Bernanke's War](#)
Secret War On The Dollar Exposed!
Washington Doesn't Want You To Know
[www.UncommonWisdomDaily](#)

["Breaking Dawn" Casting](#)
Casting ID# 52152,
Grab a Twilight Role Before The Deadline Ends!
[ExploreTalent.com/TwilightCa](#)

[Is Your Bank In Trouble?](#)
Free list Of Banks Doomed To Fail. The Banks and Brokers X List. Free!
[www.MoneyAndMarkets.com](#)

[1 Trick of a tiny belly](#)
Cut down a bit of your belly every day by using this 1 weird old tin

Click **Upload**

Adding Photos

1. Write a title & description & tags


MAIN INVITE MY PAGE MEMBERS EVENTS FORUM NOTES PHOTOS

Your photo was uploaded successfully. You can create an album for this photo below or go back to My Photos.

All Photos All Albums My Photos My Albums My Favorites

Edit Uploaded Photos

Edit Photo Details



Rotate Photo

Title

Description

Tags:

Optional

Create an album for this photo

Title

Description

Location

Tags

Dick Slackman test id

Sign Out

- Inbox
- Alerts
- Friends - Invite
- Settings

Quick Add...

Ads by Google

[Obama & Bernanke's War](#)
Secret War On The Dollar Exposed! Washington Doesn't Want You To Know
[www.UncommonWisdomDaily](#)

[Startling 2010 Forecasts](#)
Read 11 opportunities for investors to make big profits in the new year
[www.MoneyandMarkets.com](#)

[Low Cost Domain Names](#)
Domain Transfers, Web Hosting Email Accounts, and so much more
[www.securepaynet.net/gdshc](#)

[Professional Photographer](#)
Trusted by the Best Photographers. Unlimited Image & Event Uploads!
[www.Pictage.com](#)

[Classmates.com®](#)
Find Old Friends at Classmates.com®

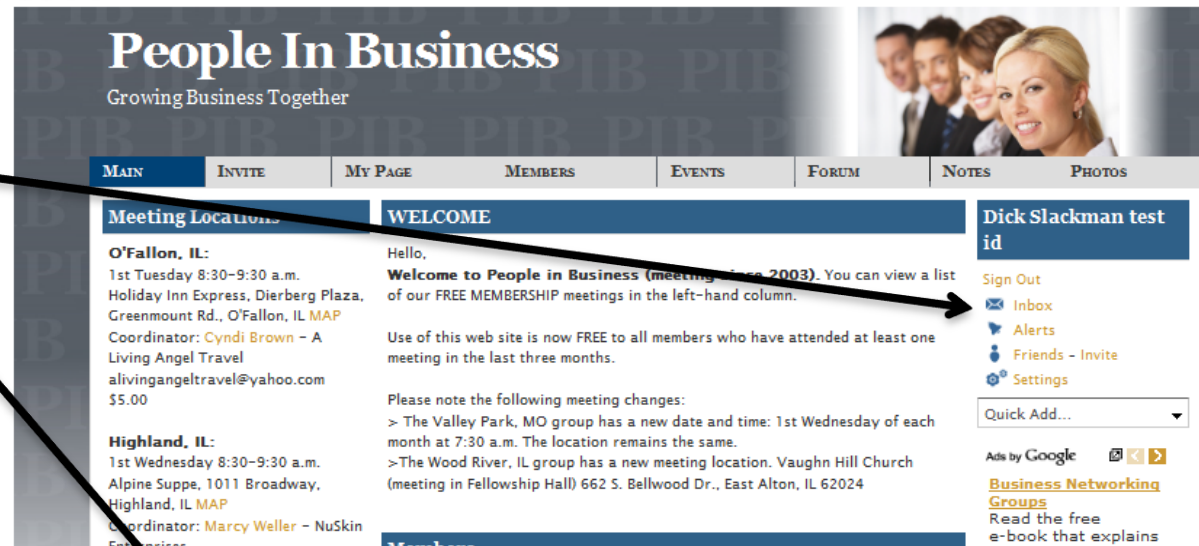
2. Optionally, create an album

3. Click **Save**

Send an Email

1. Click **Inbox**

2. Click **Compose**



Send an Email

1. Add a destination email address

2. Type a subject

3. Type your message

4. Click **Send**

The screenshot shows a web-based email composition interface. At the top, there is a navigation bar with tabs: MAIN, INVITE, MY PAGE, MEMBERS, EVENTS, FORUM, NOTES, and PHOTOS. Below this is a 'Messages' section with sub-tabs: Inbox, Alerts, Sent, and Archive. A '+ Compose' link is visible. The main composition area includes a 'Send To' field with a dropdown menu showing 'Dick Slackman: tenby tech'. Below this is a 'Subject' field and a large 'Message' text area. At the bottom right is a 'Send' button. Four numbered instructions with arrows point to these elements: 1. 'Add a destination email address' points to the 'Send To' field. 2. 'Type a subject' points to the 'Subject' field. 3. 'Type your message' points to the 'Message' text area. 4. 'Click Send' points to the 'Send' button. On the right side of the interface, there is a sidebar with a user profile 'Dick Slackman test id', a 'Sign Out' link, and a list of links: 'Inbox', 'Alerts', 'Friends - Invite', and 'Settings'. Below these are 'Quick Add...' and 'Ads by Google' with several advertisement snippets.

Use the Discussion Forum

1. Click the Forum
2. Click the discussion topic or click **Add a Discussion**

The screenshot shows a web forum interface. At the top, there is a navigation bar with tabs: MAIN, INVITE, MY PAGE, MEMBERS, EVENTS, **FORUM**, NOTES, and PHOTOS. Below this, there are links for 'All Discussions' and 'My Discussions'. The main heading is 'Discussion Forum (15)'. To the right of the heading is a search bar and a 'Sort by: Latest Activity' dropdown. Below the heading, there is a 'Featured Discussions' section with a link to '+ Add a Discussion'. The main content area displays a list of discussions with columns for 'Discussions', 'Replies', and 'Latest Activity'. The right sidebar contains a user profile for 'Dick Slackman test id' with links for 'Sign Out', 'Inbox', 'Alerts', 'Friends - Invite', and 'Settings'. Below the profile are several promotional links: 'St. Louis Coupons', 'Single and Over 40?', 'Forensic Accountants', and 'DeVry Official Site'.

Discussions	Replies	Latest Activity
Frequently Asked Questions Here are some FAQs about People in Business and the People in Business Social Network. Started by Dick Slackman: tenby ten		
Tax Tips This is the time (before 12/31/09) to make purchases which can be deducted in 2009. If your business made a profit in 2009, making purchase... Started by Susan M. Young, CPA	0	Dec. 28, 2009
Shop Locally For the Holidays 100 sales can make the difference between happiness and disappointment for all local businesses. PLUS it is so much more fun and rewarding... Started by Susan M. Young, CPA	0	Nov. 4, 2009
Watch Great Day St.Louis this Thursday Yes, the Collinsville group did it! I asked to be on TV and I'm scheduled for Thursday the 15th. I am so excited to be interviewed about he... Started by Laurie Beebe	1	Oct. 14, 2009 Reply by Michelle Johnson
Your 30 Second Commercial Here is an excellent tool I found that helped me create my 30...	2	Sep. 12, 2009

Use the Discussion Forum

1. Type a Discussion Title

2. Type your question or comment

3. Attach files

4. Click **Add Discussion**

The screenshot shows a web forum interface with a navigation bar at the top containing links: MAIN, INVITE, MY PAGE, MEMBERS, EVENTS, FORUM (highlighted), NOTES, and PHOTOS. Below the navigation bar, there are tabs for 'All Discussions' and 'My Discussions', followed by the heading 'Add a Discussion'.

Four numbered instructions with arrows point to specific parts of the form:

- 1. Type a Discussion Title: Points to the 'Discussion Title:' text input field.
- 2. Type your question or comment: Points to the 'Post:' text area, which includes a rich text editor toolbar with buttons for Bold (B), Italic (I), Underline (U), Strikethrough (S), and a link icon.
- 3. Attach files: Points to the 'Attach File(s):' section, which includes a 'Tags:' input field and three file upload fields, each with a 'Browse...' button.
- 4. Click **Add Discussion**: Points to the 'Add Discussion' button at the bottom right of the form.

On the right side of the forum, there is a sidebar with a user profile for 'Dick Slackman test id', a 'Sign Out' link, and a list of links: 'Inbox', 'Alerts', 'Friends - Invite', and 'Settings'. Below these is a 'Quick Add...' dropdown menu. Further down, there are 'Ads by Google' sections with two advertisements: one titled 'Obama & Bernanke's War' and another titled 'Profit As Dollar Falls'.

PIB Web Site

- We will cover advanced techniques at the Collinsville PIB meeting on Feb 16

Google Local Business

- Excellent visibility if you do business locally & it's free
- Yahoo & Bing also have local business directories

Google Local Business: Getting Started

www.google.com/local/add



Change Language: English

New! Now offering a reporting dashboard. Learn how people find your business.



0:00 / 1:38

Help customers find you on Google, it's free.



Free listing
Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.



Free updates
Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.



New! Free insights
Use the power of Google's data to learn where your customers come from and what they search for to find you.

©2010 Google - [Google Home](#) - [Google Maps Home](#) - [Google Maps Help](#) - [Privacy Policy](#)

[Sign up now »](#)

Sign up now

Sign in to Local Business Center with your

Google Account

Email:

Password:

☒ Stay signed in

[Can't access your account?](#)

Required information for Google account

Your current email address:

dslackman@aol.com

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

[Password strength:](#)

Minimum of 8 characters in length.

Re-enter password:

☒ Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☐ Enable Web History.

Get started with Local Business Center

Location:

United States

Word Verification:

Type the characters you see in the picture below.

enigues



Letters are not case-sensitive

Terms of Service:

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

I accept. Create my account.

Web History?
No Thanks



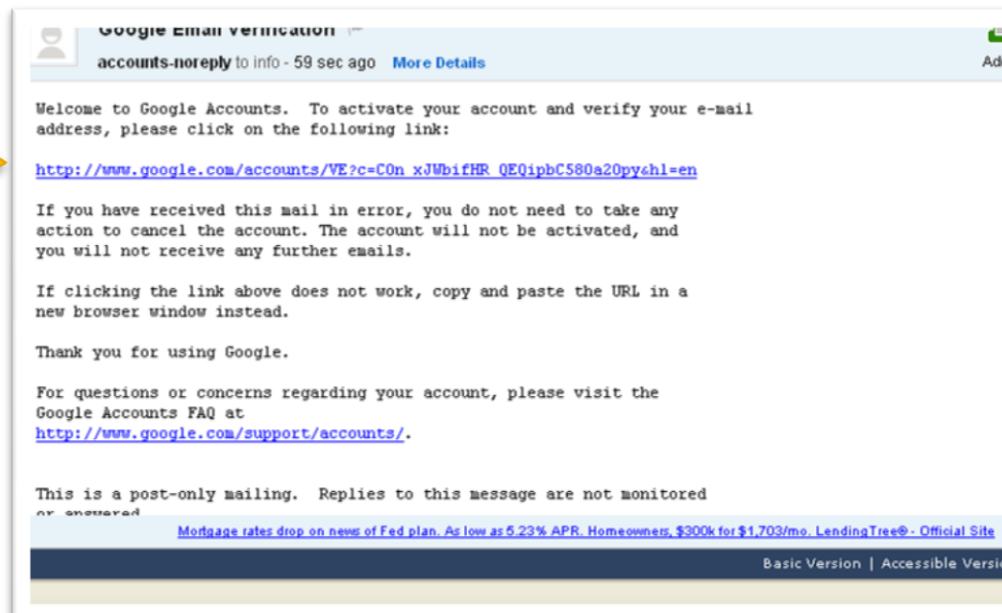
info's Google Account

Email Verification

In order to verify that the email address associated with your account is correct, we have sent an email message to info@tenbytech.com. To activate your Google account, please access your email and click on the link provided.

[Click here to continue.](#)

Retrieve the email & click the link...



Add New Business



English (United States) ▼

Help customers find you on Google Maps

Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use the Local Business Center to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even coupons to print out and bring to your shop. It's easy, free, and you don't need a website of your own.

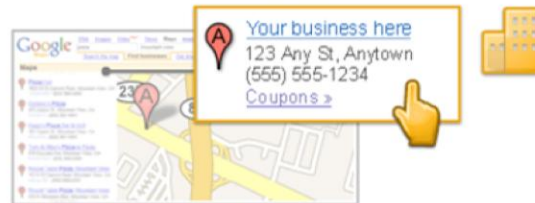
Add new business

Upload a data file

People search for products in your area...

Find your local listing...

...And connect to your business



Learn more about the Local Business Center

Reach new customers on Google Maps and Google.com

Local customers are already searching for the products and services you offer. Why not make it easy for them to find you on Google search and on Google Maps? The Local Business Center is the place to start.

Works great for businesses of any size

Whether you run a single dentist's office or dozens of coffee shops, manage all your listings from a single account.

Update your listing at any time

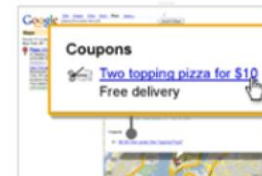
Use the Local Business Center to edit your listing whenever and however you like. Your Google Maps results will be updated in a few weeks, not next year.

Catch their eye with printable coupons

Google printable coupons are a free and easy way to bring in more business. You decide what your coupons should say, then customers print them out and bring them to your store.



People search Google Maps for a business just like yours.



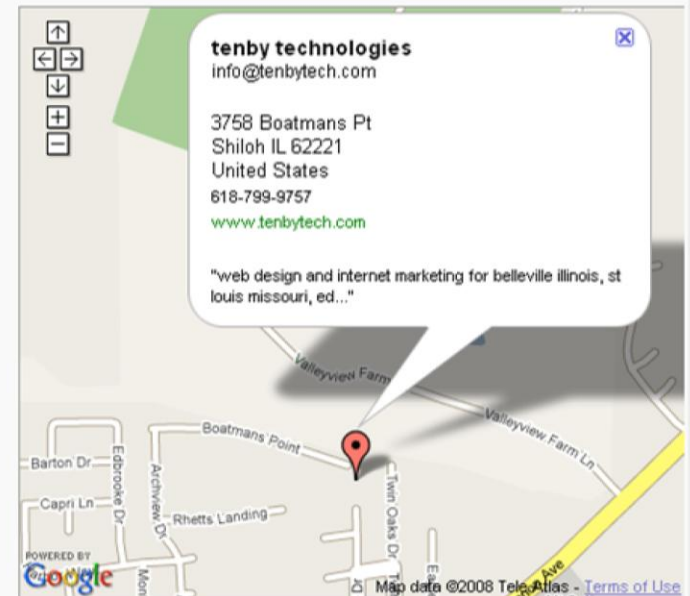
Describe Your Business



info@tenbytech.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country:	United States
Company/Organization:	tenby technologies
Street Address:	3758 Boatmans Pt
City/Town:	Shiloh
State:	Illinois
ZIP:	62221
Main phone:	618-799-9757 <small>Example: (650) 555-4000 Add more phone numbers</small>
Email address:	info@tenbytech.com <small>Example: myname@example.com</small>
Website:	www.tenbytech.com <small>Example: http://www.example.com</small>
Description:	web design and internet marketing for belleveille illinois, st louis missouri, edwardsville il, o'fallon il, collinsville il, & metro east areas. <small>200 characters max, 55 characters left.</small>

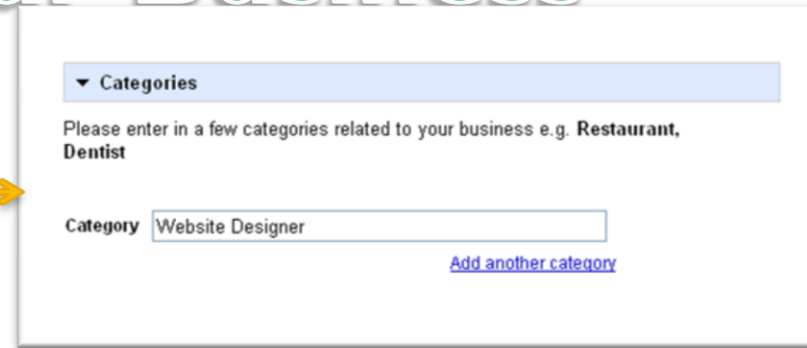


[Fix incorrect marker location](#)

Next

More About Your Business

- **Categories** →
- Hours of Operations
- Payment Methods
- Photos
- Videos
- Additional Details
- SUBMIT button
- Search for your listing every quarter



A screenshot of a web form titled "Categories" with a dropdown arrow. Below the title, it says "Please enter in a few categories related to your business e.g. Restaurant, Dentist". There is a text input field labeled "Category" containing the text "Website Designer". To the right of the input field is a blue link that says "Add another category".



Online Directories

Merchants Circle, Best of the Web (BOTW), DirectoryM, and many more...

1. Access the web site (see cheat sheet)
2. Create an account for free
3. Enter information about your business
 - Be sure to select the correct business categories
 - Be sure to describe your business using the terms customers will use to search for your business

Step 2: Getting Viewers to Come to Your Sites

There are about 200,000,000 web sites on the internet.

Customers must be able to find your business using a search engine

When you get home try this simple test:

- Google “realtor highland il”
- Google “restaurant highland il”

Local business results for **realtor** near **Highland, IL**



A [Kris Dempsey, Realtor®](#) - Equity Fifty-Five LLC, Highland, 1B Woodcrest Professional Park, Highland - (618) 567-7531
[www.highlandhomefinder.com](#) - 1 review and more »

B [Prudential One Realty Centre](#) - 5 Central Boulevard, Highland - (618) 654-1717
[www.pruone.com](#) - More

C [Coldwell Banker Commercial Brown, Realtors](#) - 2621 Plaza Drive, Highland - (618) 973-8645
[www.brownrealtors.com](#) - More

D [Holzinger & Holzinger](#) - 2621 Plaza Drive, Highland - (618) 651-1400
[www.wholzinger.com](#) - More

E [Frey Properties-Highland Llc](#) - 192 Woodcrest Drive, Highland - (618) 654-3467
[www.frey-properties.com](#) - More

[More results near Highland, IL »](#)

[Illinois Real Estate For Sale, Coldwell Banker Brown Realtors - Real](#)

Coldwell Banker Brown **Realtors** will not distribute your information to other five offices located in Belleville, Edwardsville, **Highland**, O'Fallon and Troy. ... Featured Property 66 LAKE SHORE Drive TROY, IL 62294. More Information ...

[www.brownrealtors.com/](#) - Cached - Similar

[Prudential One Realty Centre - Find Real Estate, Properties For ...](#)

Prudential One **Realty** Centre, An independently owned and operated member of Prudential Real Estate Affiliates, Inc. ,Find properties for sale,open houses ...

[www.pruone.com/](#) - Cached

[Browse Highland, IL Homes for Sale](#)

Homes for sale in Highland offer unique features. **Realtor.com** helps you to choose the right home or property in **Highland, Illinois**.

[www.realtor.com/homes-for-sale/highland_il/](#) - Cached

[HIGHLAND Real Estate, EDWARDSVILLE Real Estate, MADISON, BOND ...](#)

Coldwell Banker Brown **Realtors** 2621 Plaza Dr **Highland** , IL 62249. Business: (618) 651-1400.

Fax: (618) 654-4360. E-Mail: wilholzinger@gmail.com ...

[www.wholzinger.com/](#) - Cached

Sponsored links

[Highland Realtors](#)

Selling or Buying? Find & Compare **Top Realtors** in Your Area Now!

[www.TopAgentQuest.com](#)

[Century 21 Realtor](#)

Meet with a Century 21 professional to assist with your home search.

[Century21.com/Realtor](#)

[Highland Realtor](#)

Selling or Buying? Compare **Realtors** Who Are Experts in Your Area Now!

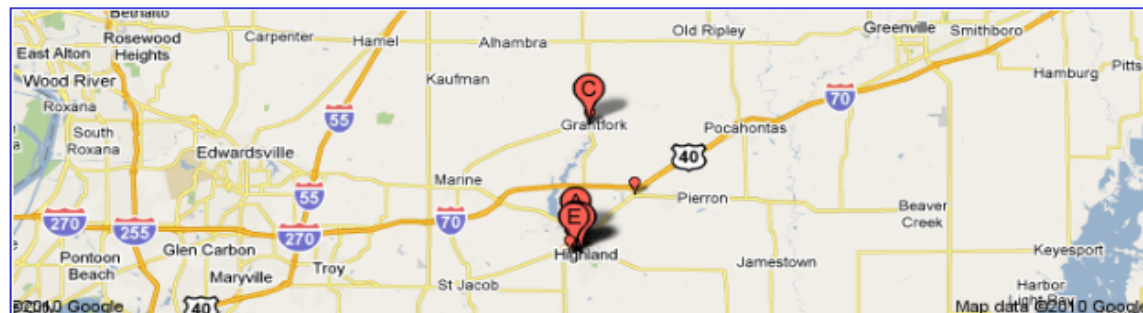
[www.AgentMachine.com](#)

[Highland Realtor](#)

View Indiana Home Photos & Get a Quick Response from Coldwell Agents

[www.ColdwellBankerOnline.com](#)

1st Position:	49%
2nd Position:	13%
3rd Position:	10%
4th Position:	5%
5th Position:	5%
6th Position:	4%
7th Position:	2%
8th Position:	3%
9th Position:	2%
10th Position:	3%

Local business results for restaurant near Highland, IL

- A Farmers Restaurant & Bakery** - 15 Central Boulevard, Highland - (618) 651-0007
www.dinefarmers.com - ★★★★★ 7 reviews and more »
 - B Cypress Restaurant & Lounge** - 1222 Broadway, Highland - (618) 654-9053
maps.google.com - More
 - C Diamond Mineral Springs** - 1 West Pocahontas Road, Highland - (618) 675-2655
www.foothipies.com - ★★★★★ 6 reviews and more »
 - D China Restaurant** - 1020 Laurel Street, Highland - (618) 651-8646
maps.google.com - 4 reviews and more »
 - E Dimaggio's Italian Restaurant** - 808 Broadway, Highland - (618) 654-1977
maps.google.com - 2 reviews and more »
- More results near Highland, IL »

www.foothipies.com/

Farmer's Restaurant & Bakery

Farmers **Restaurant & Bakery** in **Highland, IL** providing Dine-in, Carry-Out, ... Farmers **Restaurant** has been a 3rd generation family owned business since 2003. ...
www.dinefarmers.com/ - Cached

Highland Restaurants in Highland IL Yellow Pages by SuperPages

Directory of **Highland Restaurants** in **IL** yellow pages. Find **Restaurants** in **Highland** maps with reviews, websites, phone numbers, addresses, and business ...
www.superpages.com/yellowpages/C-Restaurants/S-IL/T-Highland/ - Cached

Visitors Guide to Restaurants in Highland, Illinois

Highland, IL 618-654-5788, The Blue Springs Cafe **restaurant** is the perfect place ... China **Restaurant Highland, IL**, 1020 Laurel Street 618-651-8646. Cypress ...
www.greatriverroad.com/somadco/foodhighland.htm - Cached

Michael's Restaurant, Highland - Restaurant Reviews - TripAdvisor

Michael's **Restaurant** Address. 415 Broadway, **Highland, IL**. Tel: 618-654-8646. * **Restaurant** price information is based on meal cost per person, ...
www.tripadvisor.com/Restaurant_Review-g36128-d545973-Reviews-Michael_s_Restaurant-Highland_Illinois.html - Cached

Sponsored links

Illinois Buy A Restaurant

Search **Restaurants** for Sale in Your Area and Across the US.
www.BizBuySell.com

Horseshoe Casino

Check Out Chicago's Newest Dining Experience. Something for Everyone!
HorseshoeHammond.com
Illinois

[See your ad here »](#)

Being Search Engine Friendly Will Help Customers Find Your Business

- Register your sites with the search engines
- Backlinks (aka In-Links)
 - The more sites that link to your site, the better
 - Backlinks from pertinent & important sites are gold
- Content is king
 - The more pertinent content you have, the better
 - Pertinent unique content is gold
- Links from your site to other sites don't help

Step 3: Converting Viewers Into Buyers

1. Know your customers
2. Know your message
3. Know your competition
4. Make it easy for viewers to do what you want them to do



How It Works

Women's Plans

Men's Plans

Success Stories

Our Menu

Tools & Community

Easy weight loss that works!

We've helped millions of people lose weight. Now it's your turn!

[View Women's Plans](#)

[View Men's Plans](#)



Marie & Dan lost
50 lbs* & 22 lbs*

Our Plans

Nutrisystem D

How it Works

GET 3 WEEKS OF FOOD FREE



Choose **Auto-Delivery** when you order and get an extra 3 weeks free!

Start Now

Marie's Success



Dan's Success

From pro quarterback to weight loss pro!



Marie's Success

Find out what - and who - motivated Marie Osmond!

We Have the Plan for You!

Women

- > Basic
- > Silver
- > Diabetic
- > Vegetarian

Men

- > Basic
- > Silver
- > Diabetic
- > Vegetarian



Nutrisystem® **D**

Lose weight & help manage the ABCs of diabetes - A1C/Blood Sugar levels, Blood Pressure, and Cholesterol††

[Men's Plan](#) | [Women's Plan](#)



Nutrisystem® *Select*™

Our most indulgent program ever!

Choose from over 170 restaurant-style menu items delivered right to your door.



Start Now

Get your **FREE** Body Assessment

Height ft in

Weight lbs

Birthday mm dd yyyy

Know Your Customers

- Age: 30+
- Gender: Female
- Marital Status: Married
- Ethnic Background: All
- Health: Overweight 40 to 50 pounds
- Occupations: Helping professions: teachers, nurses, etc
- Social Class: Middle & Upper Middle

Know Your Message

- Nutrisystem will work for you
- Nutrisystem is easy & fun
- Nutrisystem is the right plan for you

Know Your Competition

- Learn from your successful competition
 - Especially the ones with more resources & experience than you.
- How is their message different from yours?
- How are they reaching their customers?
- How are they converting their viewers into customers?

Make It Easy For Viewers To Do The Actions You Want

- Buy
- Call for an appointment
- Sign up for your mailing list
- Send you an email

Converting Viewers Into Customers

When viewer access your site you have 3-8 seconds to:

1. Convince them they are in the right place
2. Convey the essence of your message
3. Convey the essence of your value proposition

Normal: 40-50% of viewers will leave immediately



How It Works

Women's Plans

Men's Plans

Stories

Our Menu

Tools & Community

Easy weight loss that works!

We've helped millions of people lose weight. Now it's your turn!

[View Women's Plans](#)

[View Men's Plans](#)

Our Plans

Nutrisystem D

How it Works



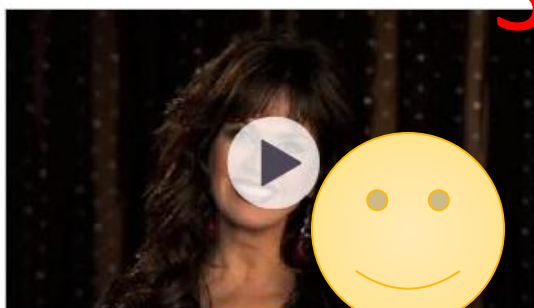
GET 3 WEEKS OF FOOD FREE



Choose **Auto-Delivery** when you order and get an extra 3 weeks free!

[Start Now](#)

Marie's Success



Dan's
From
we



Find
motivated
diamond!

We Have the Plan for You!

Women

- > Basic
- > Silver
- > Diabetic
- > Vegetarian



Men

- > Basic
- > Silver
- > Diabetic
- > Vegetarian



Nutrisystem® | **D**

Lose weight & help manage the ABCs of diabetes - A1C/Blood Sugar levels, Blood Pressure, and Cholesterol††

[Men's Plan](#) | [Women's Plan](#)



Nutrisystem® | *Select*™

Our most indulgent program ever!

Choose from over 170 restaurant-style menu items delivered right to your door.



[Start Now](#)

Get your **FREE** Body Assessment

Height

Weight

Birthday

Summary

- Think about how people shop on the internet
- Build your internet presence
- Be search engine friendly
- Design your web site to help viewers buy

Lynn & Dick Slackman
tenby technologies
www.tenbytech.com
618-799-9757



Lead Capture

Who is a good prospect for you?
Age, gender,
situation, etc.

Attract viewers
to your
information.



Prospect /
Lead

email

Attract
Viewers

Lead Capture
Web Page

1. Sell the prospect on the value of your products or services.
2. Qualify them to be sure they are good prospects
3. Capture the lead's contact information via a signup

1. Send a confirmation email back to the lead
2. Send an email to you with the lead's contact info
3. Email service can include an autoresponder for automated follow-up

Email Service

email



You

Cheat Sheet

- People in Business
 - <http://peopleinbusiness.ning.com>
- Search Engine Local Business Ads
 - <http://www.google.com/local/add>
 - <http://listings.local.yahoo.com/csubmit/index.php>
 - <https://ssl.bing.com/listings/ListingCenter.aspx>
- Directories
 - <http://www.merchantcircle.com>
 - <http://botw.org/>
 - <http://www.directorym.com/>
- Add URL to Search Engines
 - <http://www.google.com/addurl/>
 - <http://search.yahoo.com/info/submit.html>
 - <http://www.bing.com/docs/submit.aspx>



Thank You For Listening To Our Presentation

- All slides will be available on our web site
 - www.tenbytech.com
- We will stick around after the meeting if you have more questions

Lynn & Dick Slackman
tenby technologies
www.tenbytech.com
618-799-9757

