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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

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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](#)

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

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](#)

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 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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