

Online Success News

Information & Inspiration Since 2002

November 2009

Volume 8 Issue 3





From The Editor Dr. Jeanette Cates

What Are You Thankful For?

November is the month we celebrate Thanksgiving in the United States. It's a good time to pause and count your blessings.

If you're already a full-time online business owner, you have a lot to be thankful for:

- Doing what you love in the comfort of your own home
- Going to the grocery store in off hours when lines are shorter
- Sleeping till noon or napping when you want
- Associating with like-minded, positive people
- Traveling to destinations others consider vacation spots – but you write off as business

If you're not yet full-time, keep working toward that goal! You're definitely in the right place at the right time to achieve that.

One important item I want to draw your attention to is the Industry Update on the back page. Regardless of your level of online success, there is action you need to take before December 1.

Jeanette

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Online Success Basics For New Marketers

Is Social Media Marketing For You?

One of the biggest concerns new online marketers have is "bothering" their subscribers with too much email. But we know from research that it's important that your list hears from you regularly. It's only through regular contact that they get to know you. And they only buy when they know, like and trust you.

The second biggest concern is both the cost of advertising and the time and technology involved in most of the traditional marketing methods.

That's why a lot of new online business owners enjoy social media marketing! It's easy to start, takes virtually no money and it's comfortable to promote once you understand the basics.

So where do you start?

1. Create an account on Twitter. Just go to twitter.com and sign up. If you can get your name, that's the place to start. And you may want another account for your major keyword, but that's optional.

2. Follow your favorite people on Twitter. While you can follow your friends you will be well-served to follow the thought leaders in your major topic area. And watch for other quality "tweeters" like Lisa Suttora and Connie Green (both columnists for Online Success News!) Both provide excellent content and model good Twitter behavior.

3. Sign up for a personal account at Facebook. Befriend those people who interest you - and look for your offline and online friends on Facebook. Many of them already have accounts.

4. Set up a Facebook group for your major topic area. And look for other groups that interest you.

You want to make friends on Facebook and you do that by finding people who share your interests.

5. Integrate your Twitter account with your Facebook account. When you do that, each of your tweets will show as new content on Facebook.

6. Integrate your blog with Twitter. This lets you show your most recent tweets on your blog. Plus it lets you notify twitter

about new blog posts as they are added, getting more visitors to your blog.

7. Work these sites consistently. Plan to tweet once or twice a day. With just 140 characters allowed per tweet, this doesn't take long! And you'll be amazed at how many people start to

*With these 7 steps you can start using
Social Media Marketing for your
business this week!*

follow you on Twitter when you provide good information.

Add 5-10 friends per day to your Facebook account. Your list of friends will grow steadily.

Then when you are ready to launch your next product or offer a teleseminar or webinar, you have a ready-made list of friends and followers! Once you get involved in social media marketing, you'll find it's a valuable tactic in your overall business marketing plan.

Dr. Jeanette Cates is an Internet strategist who works with online business owners who are ready to create Online Success. Claim your free gift on social media marketing at SocialMarketingBasics.com

Internet Super Stars

Join Jeanette and her fellow Internet Super Stars in Orlando, January 15-17, 2010. This conference offers a unique learning opportunity for the participants.

In addition to the information-packed presentations, you'll also have a daily panel discussion AND an action period during which the speakers will help you take action on what you've just learned.

Register for this event right now, as rates start going up December 1. Preview calls start Monday, November 23 – with Jeanette.

Details at MeetJeanette.com/ISS



Beyond The Basics For Intermediate Marketers

Webinars: What Mother Never Told You

Mother had good intentions. But webinars had not been invented yet. If she had been an experienced webinar host, she would have shared the following lessons with you.

1. You can't see the polls. While they are clearly visible to your audience, all you can see as the presenter are the tiny "audience view" slides. You have to pull out your magnifying glass to read the poll, much less interpret the results.

Even though polls are good for audience involvement and refocusing their attention on the

screen, you may hesitate using them because of this eye-opening fact.

2. The control panel overwrites the screen. You lose the right one-quarter to one-third of your screen, depending on your screen resolution. Sure, you can "close" the control panel so it is just a tiny sliver. But each time an attendee asks a question it pops back open to full size.

Each time you need to run a poll, you have to open the control panel again to both offer the poll and see the results. If you need to change your

screen view, you have to open the control panel. You'll lose your view of the right side of your screen repeatedly.

3. Your voice is faster than your slides. Sure, you learned in high school physics class that light travels faster than sound. But when you add the complicating factor of the light traveling over the Internet - well, the slides take longer to show than it takes for your voice to travel over the phone lines.

So you need to change your speech pattern. As you change the slide on your desktop computer, pause a second. Then start talking. It will become more natural with practice. If you skip this step,

your attendees will feel like they're trying to catch up all the time.

4. New software on your computer may keep you from presenting. Webinar software is complex and runs half on your computer and half

online. It is sometimes difficult to predict what may cause a problem. Before you host a large presentation, connect for a practice session. It can save a lot of stress and last-minute panic

to be certain your new virus firewall won't keep you from making that presentation.

5. You can't do it alone. Sure you can handle the presentation by yourself. After all, how difficult is it to click through your slides and talk at the same

*They had not invented webinars –
or Mother would have shared these
tips with you!*

time? You've done it a hundred times in live face-to-face seminars.

But if you want to leverage the power of a webinar and provide polls, field questions from participants, provide a quality recording and ensure all of your registrants are able to connect, then you need more hands than you have. Whether it's your office assistant or your best friend - or a combination of both - get help, especially for your larger calls. Your participants will be glad you did!



While you won't produce a flawless webinar every time, you'll come a lot closer when you listen to these lessons from your mother.

Dr. Jeanette Cates has just released [First Webinar](#) on the Clickbank affiliate system. It includes a full 90-minute training video – both from the participants' view and the presenter's view. It's like hosting your first webinar before you actually have to do it! Plus you'll find all the tools you need to get started with hosting your First Webinar.

Pick up your copy today!

If you'd like to promote First Webinar you can get your affiliate tools at FirstWebinar.com/toolbox



Product Development Ideas Into Dollars

Shortcut Your Product Development Process

If you're in the business of changing your ideas into profitable products, you know it can be a lot of work! Here are five techniques that can help.

1. Choose wisely. You probably have 15 ideas in your head - any of which could become a profitable revenue stream for you. The trick is to determine which of those ideas has the best potential for becoming a product NOW.

2. Know where it fits. It is always easier to sell a product to a market that already knows you; one that already wants what you are offering.

Knowing where this product fits before you start development ensures your success.

3. Set standards. If you've taken the time to format a document exactly the way you want it, never repeat that effort again. Instead, establish standards that you or someone you hire can use to replicate the look and feel of the document.

4. Create templates. Whether it's a document or an entire website, it's faster and easier to open the template, then "save as" the new project.

Taking the time to create the template - and keep it updated - will pay for itself over and over.

5. Use checklists. In any product development process, there are multiple tasks. Every time you do a similar project, you'll use the same steps. By using a checklist you're sure you've completed all of the steps, in the proper order. This saves retracing your steps - or forgetting a critical step that will cost you time and money.

When properly organized, product development is a fast and pleasant experience. Using a time-tested system to move your idea from concept to profitable product will hasten the process and turn you into a product machine!

Mark Your Calendar

- Nov 5 Big Seminar welcome party – I host an informal dinner for old & new alike. [Contact me](#) if you'd like to join us!
- Nov 6-8 [Big Seminar](#) – Las Vegas! This is THE Internet marketing conference of the year. All of the movers & shakers attend. Will you be there?
- Nov 19 [Incubator](#) Monthly Webinar: Planning for 2010
- Nov 23 Jeanette interviewed for the [Internet Super Stars Conference](#)
- Dec 4-5 Armand Live - Orlando
- Dec 6-14 [The Jim Boat](#) –Ahoy! We'll be working on membership sites as we cruise & learn. Join us!
- Dec 17 [Incubator](#) Monthly Webinar: Open Call – Any and all of your



Trends in eCommerce

Lisa Suttora

Are You Building A Business or A Hobby?

A big part of generating a consistent income online is *taking consistent actions*. Spending time every day working on your business. Yet far too many people let how they *feel* at any given time determine what they *do*.

While starting your online business, you'll likely have other responsibilities – a day job, a family, commitments to your community, a home to run. Time is at a premium and often the consistent actions required to build your successful online business are edged out by “life”.

For example, you have great plans to work on your business on Monday night when you get home from work. But Monday at the office was hectic, you had to take the cat to the vet after work, and your kids had soccer practice. By the time you wrap up the day it's 9:00 pm and all you want to do is sink into your comfy chair and turn on the TV.

It's at this point a moment of decision occurs. Write a blog post? Work on the articles for submission to Ezine Articles? Or take the night “off” and sink into

the easy chair. After all, you've worked hard all day, you deserve it.

Unfortunately many people will choose the latter – and push those business-building tasks off to the next day. Except the next day something else happens that prevents you from working on your business again. Before you know it, it's the weekend and you're in catch up mode – trying to cram in a full weeks' worth of work for your .

And while you may think that working on your business for six hours each Saturday is equivalent to putting in an hour a day in the evenings – it's not.

Because you're not training your mind to think of your business as a business. Instead you are sending the message to your subconscious that it's a hobby. A hobby that gets fit in "when there is time." And that's a powerful determinant of the results you'll get.

*Treat your business like a business –
and it will pay you like a business.
Treat your business like a hobby -
and it will cost you like a hobby.*

When consulting with my entrepreneurial clients, one of the first things I tell them is this:

"Treat your business like a business and it will *pay* you like a business. Treat your business like a hobby and it will *cost* you like a hobby."

Consistent daily actions are the secret to your success. Spending an hour each day focused solely on your business will guarantee greater results than

cramming it all in on the weekend and being a weekend entrepreneur.

In addition to sending a strong message to your brain and your subconscious that this is a business, it also gets you into the habit of thinking about and working on your business on a daily basis – even when you’re not actively working on it.

When you work on your business daily, your mind will be creating new ideas, problem solving, coming up with clever new headlines, and writing your next info product *even* when you’re not at your desk.

Don’t feel like writing that blog post on Monday? Do it anyway. Think today isn’t the day to track your sales? Do it anyway. Cataloging and listing inventory got you down? Do it anyway... Consistent actions produce consistent results.

- The business-minded entrepreneur spends time each day working on their business.
- The hobbyist works if and when they feel like it.
- The business-minded entrepreneur tracks their market, sales, and results and learns from that information.
- The hobbyist takes a shot in the dark and hopes for the best.
- The business-minded entrepreneur knows exactly where their business stands at all times.
- The hobbyist has “a feel” for how things are going.
- The business-minded entrepreneur knows that it takes time, work, tweaking, testing, and learning to build a profitable long-term business.
- The hobbyist wants it to happen “right now” and when they get bored or frustrated, they abandon the

“business” to move on to the next one—
unfortunately, usually with the same results.

Consistent daily actions work like compound interest in your business. Taken on their own, a little bit each day may not seem like a lot. But when compounded over 5 or 6 days a week, 52 weeks a year- you will be amazed at what you’ve accomplished.

So the next time you’re tempted to forgo a business task because you’re tired or feel like doing something else – remind yourself that there’s a lot more at stake here than accomplishing the daily task. Remind yourself that your actions are the difference between building a business or having a hobby.

Lisa Suttora is a Trends expert with more than 20 years experience, both online and offline. She is the Founder & CEO of WhatDoISell™ and publishes tips, ideas, and musings at LisaSuttora.com

This Month at Online Success Interviews

Our featured guest this month is Raven Blair Davis. She is a woman with a dream – and she’s made that dream come true.

From just an idea sitting at her kitchen table, she has built an online interview empire. Her guest list reads like a who’s who of motivational speakers, television and film stars – and just about anyone you can want to listen to.

Join us to listen to Raven talk about the interview UNDER the kitchen table and so much more – and use the enhanced PDF transcript!
OnlineSuccessInterviews.com



Big Profits - Tiny List

Connie Ragen Green

Huge Profits From Your Tiny List – Because Size Really Doesn't Matter

When I was just starting out online, the phrase I kept hearing over and over was 'the gold is in the list'. This, of course, meant that the larger your email list of subscribers, the more money – or gold – you would be able to make. The only problem is that when you are new, your list is very small. So does this mean you will not be able to make very much money? The answer is a resounding No!

I can still remember when I had less than a hundred names on my list, back in 2006, and I was still able to increase my income steadily every month. There are

several reasons for this, but the most important one may be that I was persistent. By deciding to work hard and to learn as much as I could on my topic, as well as about marketing online, I set myself up for success early in the game. I recommend you do the same thing with your online business.

You can be smart about marketing to your list by learning what works well. Here are a few ways to make money online with your small list that you may not have thought of so far.

- **Your autoresponder sequence** – plan out a few email messages to send to your list over a period of time. You want people to take an action of some kind, whether it is to click on a link to read one of your articles or a blog post, to visit a site you are recommending, or to purchase a product you have for sale. As you learn more about marketing, add more messages to your autoresponder. Choose affiliate products to promote, give useful tips about your topic, and direct your prospects to your articles and blog posts.
- **Your free giveaway** – we give prospects some valuable and pertinent information when they sign up for our list initially, but your list will love you when you write anything they can use. This includes articles, short reports, tip sheets, checklists, and

*Market to your tiny list as if it
were a huge one!*

more. Include your name and contact information on each page, and ask them to take action to sign up for something or buy something that is appropriate for their needs. I convert these documents to PDF and then upload them to one of my websites. This makes it easy for someone to download and save or print out, and also adds content to my site that will be indexed by the search engines.

- **Respond to your prospect's email** – this works extremely well, especially when you are just starting out. Most marketers do not reply to email, so if you are willing to answer short questions you will set yourself apart from everyone else. You must not allow people to abuse this by emailing you too often, but this is an excellent way to connect with your prospects when you are new online. Remember that this is not scalable, so always be

planning ahead for when you may want to have an assistant do this for you by answering some common questions for you and forwarding to you the ones that require your personal attention.

You can see that there are things you may not have thought of previously. These are just a few more ways to make money online, even when you are new and have a very small list. Do not allow anything to get in the way of your being successful in your online business. Market to your small list as though it were a huge one. You deserve to be successful as soon as possible, so remember that size really does not *matter!*

Connie Ragen Green teaches new entrepreneurs how to make huge profits from a tiny list. Visit BigMoneyTinyList.com to download your Special Report on '21 Tips For Making Money With Your Small List'.

Congratulations, Connie!



Our own Connie Ragen Green took home a check for \$25,000 for winning the Better Your Best contest at Big Seminar.

The contest is part of MyAM2.com



Advanced Sales Strategies

Jason Fladlien

Using Dramatic Demonstrations To Increase Conversions

Of the 4,000+ marketing messages your prospects are exposed to daily, how does yours cut through the clutter and get their attention? With a dramatic demonstration, that's how!

Here is what a dramatic demonstration is: something, that in a matter of seconds, communicates both the value and the proof of your biggest promise in your marketing message.

For example, one time I was selling a program on how to create information products in under 48 hours. The claim was very hard to believe, and I

knew it. But I also knew it was possible for people to do it. The solution - I concocted a dramatic demonstration that basically said: "I'll give you \$100 out of my pocket if you can't create an info product 48 hours from today using my system!"

See what I did? I communicated the core benefit of my product, and I dramatically demonstrated, with proof, that it was possible. The result: it's become one of my best sellers. Gutsy? Sure. Worth it? You bet!

I believe in the power of dramatic demonstrations so much, I once spent several days analyzing over one thousand advertisements to get ideas for dramatic demonstrations. Then, I categorized what I found, and when I was done I discovered this: there are 7 different ways to use dramatic demonstrations. Out of those 7, the best, by far is to use instant gratification tied to proof.

Example: One of the ads I analyzed had this headline: "Drop me off in any major city in the US, give me money just for food and shelter, and in under 72 hours I'll buy you a piece of prime real estate with no money down!" That's a much more powerful appeal than, "How to buy real estate with no money down" wouldn't you agree? And it has the two core elements -

instant gratification (under 72 hours) and proof (drop me off in any city...).

So how could you use this example in your marketing? Here's what I did. Once, I did a

webinar promoting a new product I had created on membership sites. What I did was show the audience, in real time, a dramatic demonstration. I said,

"Someone pick a completely random niche and I'll set you up a membership site for it in under 6 minutes, using completely free software." So an audience member typed in a niche, and I went and I did it, live, in front of the entire audience.

It's the same concept of the ad above.

How does this famous ad from Robert G. Allen relate to you and your business?

Are you getting any ideas yet? What you need to do is find a quick solution to a very pressing problem that people experience, then find a dramatic way to prove your quick solution is legitimate. Then you will get conversions on your ads that even top dog copywriters would drool over.

Jason Fladlien is a speed freak – having created over 35+ products and written over 72 winning sales letters in the last 18 months. To get some really cool stuff, go to JasonFladlien.com

January in Las Vegas

Connie Ragen Green and Jeanette Cates are teaming up again – this time for a live, 2-day workshop in Las Vegas, January 22 & 23, 2010.

They'll be joined by some of their fellow marketers for this Action Workshop – complete with Internet access in the meeting room.

This is your chance to work – and play – in Las Vegas with the best marketing mentors in the business. So mark your calendars for this inaugural event.

Watch your email inbox for details!



The Coaches Corner

Suzan Schmitt

Change Your Thoughts And Change Your Business

Are you a person who is controlled by cause or effect when it comes to growing your business? You can tell which side of the fence you fall on by listening to what you say.

Do you hear yourself say things like

- “I can’t figure out what my niche is”
- “I was going to do blank but I ran out of time”
- “I need to learn how to blank but I just can’t figure it out”

If that sounds familiar then you are an effect person. You feel your life and business are controlled by outside factors that you can do nothing about. You have given your power away to those controlling situations.

Most people are effect people even when they don’t think they are. Take some time and listen to your words when you talk about your business situation.

On the other hand, a cause person thinks that there are things that can be done to manifest desires and goals. You believe that you have control over your

outcomes because you have control over your thoughts and actions. You have control over your life and you have power.

Pay Attention to Your Thoughts

“You manifest your thoughts good or bad”. “You create more of anything you give your focus and attention to”. “You are what you think”. You have probably heard one of these statements before. Have you ever given thought to what it really means and how it works in your life?

Thought and attention sound pretty straight forward but they can be very tricky because they happen in our minds and our ego is involved. We are using our thinking and our attention all the time yet we are seldom aware of what we are actually saying to ourselves. Most people do not have much control

over their thought or where they place their attention and the result of this is their outcomes seem random or situational.

Be purposeful in your thinking and visualize having achieved your goals. Imagine the great satisfaction, results and feelings that come with working hard to achieve your desired outcomes. Then take the steps necessary to make your desired outcomes a reality.

Suzan Schmitt is known as “Zee” – hence her title of Zee Coach Marketer. Although she comes from a marketing family, she earned her reputation as a tough sales woman in the challenging radio advertising market of Houston. Suzan’s rapid rise to a profitable coaching business brought other coaches to her door, asking for help. She offers it regularly at her ZeeCoachMarketer.com



Take Action Now

Robert Plank

Immunize Yourself Against New Competition with Serial Product Creation

If you have been an information product publisher for more than a few months, then someone has probably released a "rip-off" clone of at least one of your products. And if you don't believe me, then you probably haven't discovered it yet! But believe me: it's not a matter of if your products will get copied, it's when. So how do you defend against it and how do you react to it? It's easy: make your business as difficult to duplicate as possible.

The simple solution to this is to have lots and lots of products. Other than myself and Jeanette, I don't

know of anyone with more products. And our mentor Armand Morin recently said that in order to be a player in any niche, you need to have at least 20 products in that niche! If you haven't reached the 20-product mark yet, then you're still just goofing around.

How hard would it be for someone to clone your business? If you only have one product, someone could tell a ghostwriter to rewrite basically the same information. They could tell a copywriter to duplicate the sales letter. They could get traffic from the same

places you do and give your affiliates a better commission than you give them.

But if you have many products, then those people have only cloned 2% of your business. And probably less than that, because they don't have the same follow-ups as you, the same upsells, and the same personality. Plus, I've noticed that when people copy my products, they miss out on what actually gets people to buy. Instead they focus on copying everything and miss the big selling hook and the big takeaways. They end up with a carbon copy that's much worse than the original.

The other interesting thing is that product copiers are always several steps, and sometimes several years, behind where you are now. They're struggling to catch up, you have already cleaned up in that niche and they are going after your breadcrumbs.

But the best thing about it all is that if you have 20 products in the area of, say, Pay-Per-Click Advertising, and someone comes out with one, there is no comparison. You are by far the expert in that niche, and your new competitor is some newbie who will end up scratching his head wondering why you have all the traffic, all the affiliates and all the subscribers and he's only getting 5% of the results you did by being derivative.

Please follow Armand Morin's advice and have at least 20 products in your niche, to protect against competitors and to give yourself those multiple storefronts... which will give you true authority that none of your competitors can match, ever.

Robert Plank is an information product creation machine! Find out how you can make your own products with lightning speed by going to

<http://learn8.productuniversity.com>



The Stuff At The Back

Look here last

Take Action List

This is your newsletter. So print it out, mark it up.
Then use the space below to list the Actions you
will take:

Let Us Hear From You!

This is our third issue in the “fancy format”
and we’d love to get your reaction. What
did you like? What do you want more of?

Just go to

OnlineSuccessNews.com/feedback - and

let us know what you think!



Industry Updates News You Can Use

FTC Ruling Goes Into Effect December 1

The Federal Trade Commission (FTC) wants to be sure that websites are up front about what consumers can expect from a product they buy. So there are some new regulations going into effect December 1 that will impact every website – whether you are based in the U.S. or sell in the U.S.

There are two parts of the legislation that impacts us as online business owners: testimonials and compensation.

Testimonials

Basically they are reacting to complaints about a number of sites that use dramatic testimonials that do not reflect typical results for the average user. You've seen them – "I lost 150 pounds in 6 months." While that person might have done that, it's not typical. And it is supporting false expectations on the part of consumers. That's what the FTC is trying to get to.

In the past we could say "Results may vary" and that would be sufficient to cover your liability. But

that is no longer sufficient in the eyes of the FTC.

You now need to say what results people get, under what circumstances.

So while you still use the “lost 150 pounds” testimonial it would need to include details such as how many calories she ate, how much exercise she did, other lifestyle and nutritional actions she took.

In addition you would also need to add a statement of what the average buyer does. “The average buyer of this product takes only 7 doses and loses less than 3 pounds which return within 2 weeks.”

Gosh - while it’s more “honest” and truthful as far as the actual expectations it’s not nearly as exciting!

Compensation

Apparently there are some people who have been paid to write favorable reviews of products – especially after receiving a copy of the product. You can understand how this happens.

Someone launches a new product. They send copies of the product to Super Affiliates, hoping to enlist them in the marketing efforts. This is often referred to as a JV (Joint Venture) marketing agreement.

Naturally as the affiliates start to promote the product, they do so in a favorable light. Plus the product owner may also pay for blog advertisements in the form of paid blog posts.

The FTC wants to be sure that everyone knows what's going on. So if you receive an advance copy of a product then promote it, you have to say so.

If you are paid upon the sale of a product (basically you're an affiliate who makes a sale) you have to say so.

So while all of us in the Internet marketing space understand that when someone tells you about a product, they are 99% likely to be an affiliate and will profit if you buy it – now you have to tell everyone up front.

So what does this mean for you?

If you have a website:

1. Review your current testimonials. If any of them make income claims be sure you can

document them. Further, add details on the website to explain under what circumstances those results were achieved. (e.g. He worked 20 hours a day for 15 days to make that \$1,000.)

2. Add what the average user can expect from your product or service. It may require an addition to your sales letter. It may require a survey of your users to see what results they are getting.
3. Add a disclaimer to the footer of each of your websites.
4. Add a disclaimer to the signature file for your email service.
5. Notify your affiliates of your new procedures and guidelines.

If you market anything as an affiliate:

1. You must include a disclaimer on your blog where you publish articles that promote products.
2. You must include a disclaimer in your emails, saying you will make a profit if they click and buy.
3. You'll want to check with the affiliate programs you promote to see if they have new policies in place.

Overall, this takes some effort on your part. But enforcement by the FTC will be based on complaints. You just want to remove any possibility someone will file a complaint about your site or your emails.

And they have said there will be three warnings of increasing severity before you're fined the \$1100 per website violation. So just be sensible about it.

Resources For You

This is an ongoing issue, with daily updates online at various sites. If you let it, it can drive you crazy with the details and speculation. Instead, use common sense.

There are two lawyers who are providing more information. They specialize in Online Business and have good reputations.

[Mike Young](#) has a special report and ready-to-customize policies.

[Denise Gosnell](#) has a short video and ready-to-customize policies.