

MAKING SENSE OF MAKING MONEY ONLINE

sista SENSE

IN PRINT

BBWO

BLACK BUSINESS WOMEN ONLINE

MOTIVATE · INFORM · INSPIRE · CONNECT

5th Anniversary



INSIDE: BBWO 50 FABULOUS WOMEN ENTREPRENEURS + TECH TOOLS + MORE

SISTASENSE.COM | MYBBWO | SUMMER 2012



SHE ROCKS THE WEB

THREE DAY WORKSHOP
HOSTED BY LASHANDA HENRY
RECAP + MAKETING TIPS

DISCOVER 7 WAYS TO ROCK THE
WEB & YOUR BUSINESS pg. 21

In Photo: LaShanda & Rhonda Nails

INSIDE ISSUE

Letter from the Editor

BREAKING, BUT NOT BROKEN

BY LASHANDA HENRY

Do you remember the previous issue of SistaSense Magazine? Creating the first six issues was truly a personal accomplishment for me, but when the New Year hit production unfortunately stopped. Publishing a complete magazine with a team of one is challenging. But when the task became overwhelming rather than break under the pressure, I decided to simply take a break. I find the word “break” to be one of the most interesting words in the English language. As you and I strive to fulfill our purpose in life, how we each choose to interpret this word can literally make or break us.



In photo: LaShanda & Rhonda Nails

On one hand the act of breaking can lead to sadness and destruction. No one wants to be broke or feel broken. No one wants to have to break apart their business or feel weighed down by broken dreams. For obvious reasons, no one wants to break the things they love. However, sometimes the act of breaking is essential. Sometimes we need to break ties with people who hold us back. Sometimes we need a break; an opportunity to arise from somewhere or somebody willing to help us get to the next level. And sometimes we just need a break to relax and plan our next move.

As a mompreneur sometimes I need all of the above and I'm sure you can probably relate. When big ideas turn into projects too big for me to chew I break them down into bite size pieces. And when I can feel the signs of burnout creeping through my veins, I take a break and rejuvenate so that I can stay the course. The paths you choose on your journey to success can literally make or break you. Just remember that you can always choose to break as needed without feeling as though you've been broken.

BBWO SPECIAL EDITION OF SISTASENSE IN PRINT MAGAZINE

Happy Birthday Black Business Women Online; 5 years young and aged to perfection! It has been both an honor and a privilege to be the founder of the best online networking community for women entrepreneurs of color. A special thank you to all the members and supporters of BBWO. Motivate.Inform.Inspire.Connect. More to come! -LH

TO VISIT AND/OR JOIN THE BBWO NETWORK GO TO [HTTP://WWW.MYBBWO.COM](http://www.mybbwo.com)

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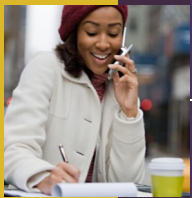
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PHOTOGRAPHER
JEAN PAUL OTTLEY



BBW

Black Business Women Online

www.mybbwo.com





1 **THING YOU WANT** **MID YEAR RESOLUTIONS**

Half way into the year and the clock is ticking fast! Take a minute and write down one thing you want for your business come December? Seriously, don't take this question lightly.

There is power in the words that we speak. What you claim today will be your destiny for tomorrow, so take a minute from the busy to-dos of today and declare your vision.

No matter what time of year you read this message, now is a great time to join us on BBWO and share your mid-year resolutions. Think it, write it, share it!

Go to <http://onething.mybbwo.net>.



BBW50

50 Fabulous Women Entrepreneurs on
Black Business Women Online



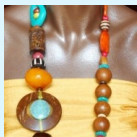
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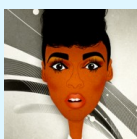
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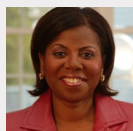
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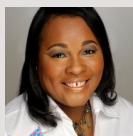
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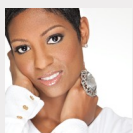
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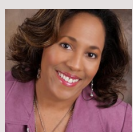
1 Deborah Owens
The Wealth Coach
www.deborahowens.com



2 Cheryl A. Pullins
iMentor Women
www.womanentrepreneursmentor.com



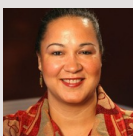
3 Vicki Irvin
Superwoman Lifestyle
www.vickiirvin.com



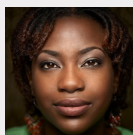
4 Pam Perry
PR and Branding Solutions
www.pamperrypr.com



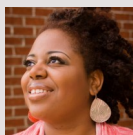
5 Lucinda Cross
Activate! Dynamic Transitions & Powerful Transformations
www.lucindacross.com



6 Donna Maria Coles Johnson
Indie Business Media
www.indiebusinessblog.com



7 Akilah S. Richards
Execumama LIFE
www.execumama.com



8 Katrina M. Harrell
Business Liberation Strategist
www.katrinamharrell.com

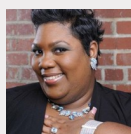


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www.inspiredsistah.com

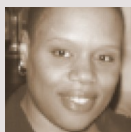


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www.themilliondollarequation.com

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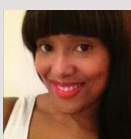
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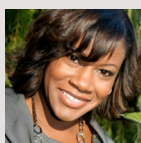
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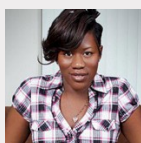
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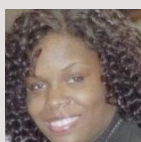
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20 **Tee C. Royal**
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www.rawsistaz.com

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www.pookapureandsimple.com



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Cocoa Babies Clothing Company

www.CocoaBabies.com

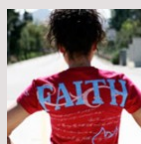


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CARA B Natural Products

www.mycarab.com

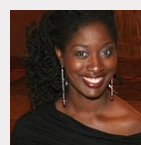


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Heaven Simone Christian Sportswear

www.heavensimone.com

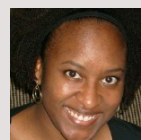


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Itiel McVay

Smell Goods '98™ Bath and Body Products

www.smellgoodspa.com

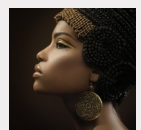


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Astrida Naturals Bath and Body Products

www.astridanaturals.com



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www.soulseedtees.com

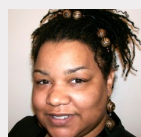


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www.dixiebits.com

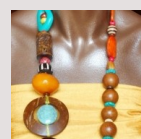


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www.tomokastwists.com



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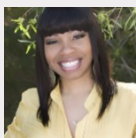
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www.anandaleeke.com



34 Sylvia Browder
National Association of Women on the Rise
www.nawomenrise.com



35 Teri Ford
Encouraged Girl Social Network
www.encouragedgirl.com



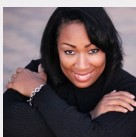
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OWN: Onyx Woman Network
www.ownonyxwomannetwork.tv



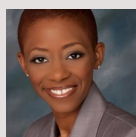
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What About Our Daughters
www.whataboutourdaughters.com



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Motivated Sista
www.motivatedsista.com



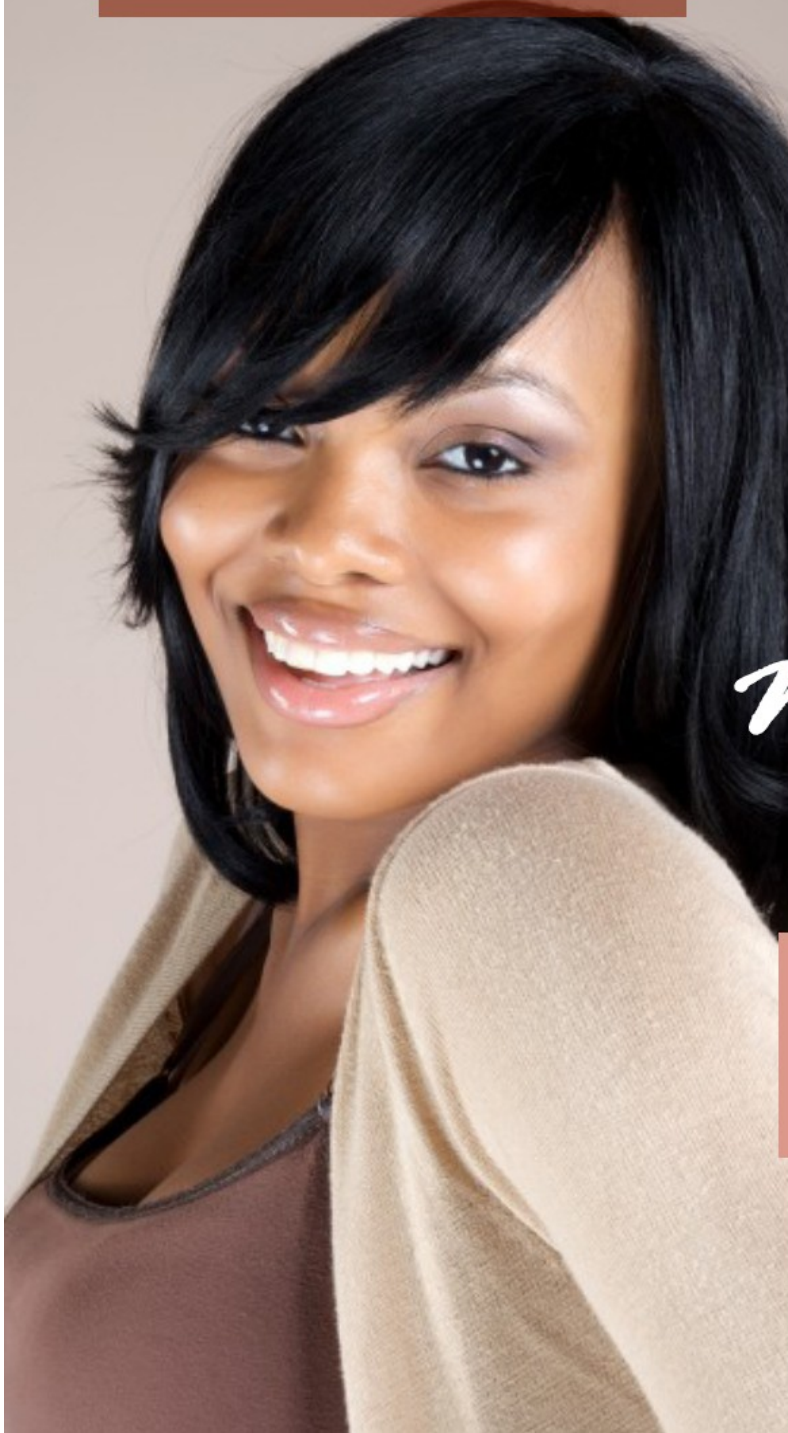
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Courageous Woman Magazine
www.courageouswomanmag.com



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The Professional Black Women Social Network
www.theprofessionalblackwoman.ning.com

Black WOMEN ONLINE

EGUIDE AND DIGITAL DIRECTORY



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NEWS & CULTURE

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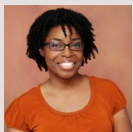
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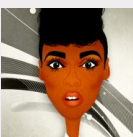
ArtDeal Designs Web Design Studio
www.artiatesiadeal.com



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Tyora Moody

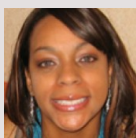
Tywebbin Creations Marketing and Design Company
www.tywebbincreations.com



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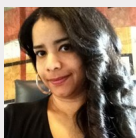
JouJou Art Photography Graphics Design and Illustration
www.joujouart.com



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Bianca B. King

Seven5 Seven3 Marketing Group
www.seven5seven3marketing.com



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Tracy Wright

Executees Custom Rhinestone Crystal T-Shirts
www.executees.net



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Diane Griffin

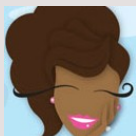
Security First and Associates
www.securityfirstassociates.com



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Jamie Fleming

Mocha Writer Freelance Writing Service
www.mochawriter.com



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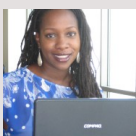
DNT Dynamite Graphics Design and Illustration
www.dntdynamite.com



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Evelyn Bourne

Freelance Web Content SEO Writer
www.productivepen.com/seowriter



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Vonetta Booker-Brown

Virtual Assistant and Marketing Writer
www.righthandconcepts.com



In photo (left to right) : LaShanda Henry, James Wong, Katrina Harrell, Deborah Holt Noel

Is Social Media Working For You?

A few months back I had the pleasure of speaking about Social Media Use for Entrepreneurs on Black Issues Forum, which is hosted by Deborah Holt Noel on PBS (UNC-TV). This episode aired on 5/27/12, which is actually the day after my birthday. As you can imagine, being on a television in front of millions of viewers was truly the best birthday gift!

But enough about me, is Social Media Working for you or making you do more work? With Facebook drawing over 800 million active users, twitter conducting more than 140 million tweets a day and the world wide count on blogs nearing one billion according to compete.com and the social times, there is no question anyone who is serious about their business success or simply wants to communicate with the current generation realizes that social media has got to be a part of the picture.

In this episode we scratched the social media surface and discussed the most popular and significant social networking sites out there and how to determine which ones are a good fit for you. The panel of speakers included myself, LaShanda Henry founder of Black Business Women Online and Sista-Sense.com, James Wong co-founder of Empowered Ideas and Katrina Harrell founder of Business Liberation.

To watch this episode go to <http://pbs.sistasense.com>

Keeping Your Facebook Fan Page Active

In 10 Minutes or Less

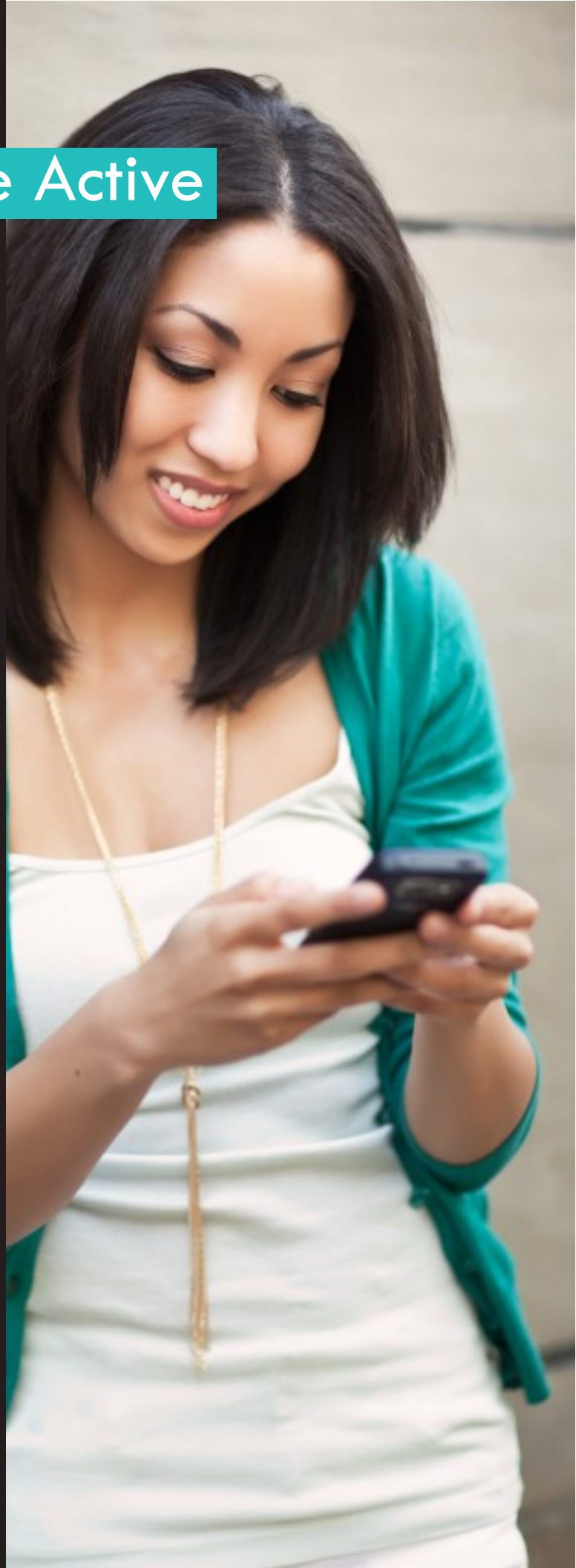
Every now and again one of my coaching clients will say, “LaShanda, I need your help. We’ve got the Facebook Fan Page, but I don’t know what to do with it. How do I keep my page active with lots of comments and content when I don’t have time to sit on Facebook all day?”

Every great question deserves a great answer. Short of hiring a social media manager to handle this kind of stuff for you, there are a few simple things you can do to foster activity on your Facebook Fan Page in roughly ten minutes or less.

FIND IT, SHARE IT, AND ADD A TWIST

First browse your Facebook News Feed, which is the main page you see on Facebook when you log in. There you will find a stream of the latest posts from your friends and personal fan pages including trending topics, real-time news updates, current events, engaging photos and entertaining videos. Find something that you can not only share on your Facebook Fan page, but add a twist to. Can you find some way to relate that post to your business and/or topics of interest within your fan page community?

FOR EXAMPLE: I personally like to share motivational photos and videos that I find with the Black Business Women Online Facebook fans. BBWO members enjoy real-time words of encouragement as well as useful information and resources they can apply to their business. While sharing I often include links back to BBWO as a way to drive traffic and boost sales in addition to creating conversations. [Continue on page 16.](#)



Facebook Marketing in Minutes

Continued from page 15

If you can't find some way to create a connection between that post and your business, at the very least include your thoughts on the post. Go a step further and ask your Facebook fans what they think? In a matter of minutes you can turn a simple Facebook Share into a thoughtful, engaging conversation.

WHAT'S HAPPENING NOW?

One of the wonderful things about Facebook is the fact that you can real-time share activities with your circle. Have you just completed a project? Did you just have a great conversation with a client? Are you getting ready to attend an event or launch a new product?



Think about what's happening in your business right now and turn those events into a point of discussion on your Facebook page. Once you get into the habit of regularly sharing your daily activities with your fans, be sure to return the favor. Ask them what is happening in their lives and thoughtfully respond back. You are responsible for getting the conversations started, but you aren't the only one who should be talking.

TRY GETTING A SECOND OPINION

On the topic of questions, how often do you ask your fans questions in general? Do you want feedback on your new product? Do you want to know what people thought about your latest blog post or new video? Think about areas in your business that you would like to receive a second opinion on and go to your Facebook Fans for insight. Take this opportunity to not only participate in social media marketing, but get market research done at the same time.

For more social media marketing recommendations listen to my complete audio series on Social Media Money for Entrepreneurs. Download at <http://getsocial.sistasense.com>.

visit SISTASENSE.com

KeepHer Quotes

WORDS TO LIVE BY

“THE SHOW MUST GO ON!”



GIVING BIRTH TO YOUR VISION IS

A BEAUTIFUL THING. After months of planning and praying, you can imagine how excited I was to finally host She Rocks the Web, my first three day weekend workshop for women entrepreneurs. In spite of late nights and long hours, the minute I saw all the beautiful women begin to arrive; I felt energized and ready to rock! Everyone was engaged and the sessions were going well, but as the first day progressed I could hear a slight crackle in my voice. At first I paid it little attention, but by the day's end it was clear that I had completely strained my voice. Imagine my surprise. In all the planning and prep, it never occurred to me that I was not vocally prepared to speak for three days straight!

Even with cough drops, tea and a hopeful heart, by day two I officially lost my voice. As I sat in my hotel room that morning thinking about all the women eagerly waiting to hear me speak, I told myself that crying was not an option. “The show must go on,” I thought. Within a matter of minutes and by the grace of God, I figured out an ingenious way to engage my attendees and still hold morning sessions without skipping a beat. With the help of everyone assisting in reading through my presentations, I was able to keep our sessions interactive, rest my voice for a few hours and watch as it gradually returned to me throughout the progression of day. We laughed, learned and I personally loved every minute of it; raspy voice and all.

On day three this teacher became a student of life. As we shared stories and the ladies expressed their appreciation for our time together I realized something special. Even when we go off script, God's story for us has already been well written. Life will forever throw us a few rotten apples, but to hear that standing ovation we have to make it to the final curtain call. The show must always go on; even when you don't know how it will all end. Just pray on it. Make a personal commitment to yourself to see it through and it will work out as it should.

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TECH TOOL PICKS



Otterbox Defender Case for iPhone

When my hubby is right, he is right! I couldn't resist being fashion forward with my first i-Phone case, but unfortunately it was no match for concrete. One drop turned into a big crack, so I took my hubby's advice and got an Otterbox. This rugged case provides heavy duty protection from rough treatment in the worst environments. And it comes in a wide variety of colors to appeal to my fellow Tech Fashionistas!

Available for \$29.00 - \$79.00
Amazon and Various Online Retailers

Native Union - Moshi Moshi Retro Pop Handset

Some mobile accessories are essential and some are just plain cute! While I don't have it yet, I plan on snagging one of these Retro Pop Handsets for my iPhone. It will come in handy when I feel like turning a few heads or indulging in a spiral phone cord blast from the past. This handset works with most mobile devices and can turn your tablet computer into a telephone via Skype!

Available for \$19.99
Amazon and Various Online Retailers



Glif+

Using my iPhone for my video recording needs got 10 times easier when I purchased the Glif, which allows me to easily attach my iPhone to a tripod. Studio Neat has done it again with the new Glif+. This package now includes the Glif plus the Serif and the Ligature. The Serif is an additional piece that is designed to keep your iPhone incredibly secure on the tripod. It comes in handy if you are filming in extreme situations like in the air or during a marathon! The Ligature is a simple key ring loop that attaches to the tripod thread on the Glif. Being so small, sometimes I forget where I put my Glif, but with the Ligature I can attach it to a keychain, backpack, purse, or anything, really.

Available for \$30.00
StudioNeat.com

visit SISTASENSE.com



Belkin LiveAction Camera Remote

One of my hubby's many talents is being my personal photographer / videographer, but sometimes it would be easier if I could press the record button without needing an extra hand. In my search for a mobile remote I discovered this one. Beyond being in control of my video recording sessions, it's also perfect for taking self-portraits and group shots that don't leave the out the photographer! The Belkin remote connects to an iPhone via Bluetooth and can switch between still shots and video with the press of a button using the free LiveAction app. The other half of the device acts as a stand, keeping the your iPhone camera upright and aimed right where you want it.

*Available for \$28
Amazon.com*

AV TV USB Video Cable for iPhone

I do practically everything on my iPhone, but sometimes it falls short for my video watching needs. Fortunately for all of us we can connect our iPhones to any television with the Composite AV Cable and watch videos or slideshows on the big screen

Available for \$22 | Amazon.com



Mikey Digital for iPhone

The video recording quality on my iPhone is pretty good, but sometimes I would love for the audio to be better. A few years back I purchased the Blue Snowball USB microphone for my home computer recording needs and it's a been perfect addition to my tech tools collection. The audio quality is just what I need for recording podcasts and now I can use Blue technology wherever I go! They also offer the Mikey mic, which works with iPhones, iPads and iPod touch. This mic features a 230 degree rotating head to capture audio from almost any direction. With the ability to plug in other audio sources and charge via USB while in use, this versatile mic will give the audio in your videos a serious boost.

*Available for \$99
Amazon.com*



X-Mini II Capsule Speakers

Most of the micro-speakers I have purchased in the past went straight from the shopping bag to the garbage can, but the X-Mini Capsule Speakers are no joke. They offer powerful big sound inside a small travel sized package. They are great for use with my Kindle Fire, iPhone, Portable DVD Player and pretty much any mobile device that could use a serious sound boost. Where ever I go, my X-mini speakers go too!

Available for \$17 | At Amazon.com





Kingston Wi-Drive



If you own a Kindle Fire, iPhone or iPad you know they are just about perfect when it comes to your mobile entertainment needs. You can spend hours filling them with photos, videos and music until you realize the fun maybe endless, but space is not. Of all the different external storage solutions that I have found, I am currently fond of the Kingston Wi-Drive. It's integrated with Wi-Fi, offers four hours of battery life and up to 64GB of storage space for your music, photos, videos, PDFs and more. Light weight and comparable to the size of an iPhone, this flash-based storage device also lets you wirelessly share all the digital goodies on your drive with two other users.

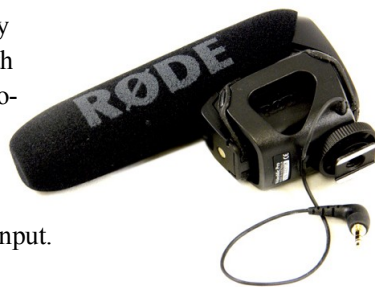


Micro USB Data Cable for Amazon Kindle Fire

These days gadgets are way cheaper than they used to be. Unfortunately with lower prices we lost all the necessary manuals, cds and cables our newly purchased electronics used to include. For example, I can't connect my Kindle Fire to my laptop to transfer files or even for a quick charge without a Micro USB Data Cable, but it didn't come with one. I have an android smart phone, so I can use the cable included with that, but if you don't have a micro usb cable, purchase one on Amazon.

Rode VideoMic Pro Compact Shotgun Microphone

One of the few times my iPhone fails to meet my video recording needs is in crowded spaces. With the Rode VideoMic Pro Compact Shotgun Microphone you can pick up the person speaking directly in front of you clearly while minimizing the external noise, even when it gets pretty loud. It attaches to the iPhone's 3.5mm jack for easy input.



Available for \$229.99 | Amazon.com

MoKo Clear-View Leather Cover Case with Stand for Amazon Kindle Fire

The MoKo Leather Cover case for my Kindle Fire was a great find. It serves the dual purpose of screen protection and a handy stand. It was one of the most affordable cases on the market and my inner Tech Fashionista loves the black leather!

Available for \$10.99 | Amazon.com



Available for \$3.79 | Amazon.com

WEB WOMEN ENTREPRENEURS

SHE ROCKS THE WEB
THREE DAY WEEKEND WORKSHOP
BUSINESS · BLOGGING · BRANDING
MONEY · MARKETING · SOCIAL MEDIA

THE ALOFT HOTEL
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HOSTED BY
LASHANDA HENRY
ONLINE MARKETING EXPERT
SISTASENSE.COM

www.sherockstheweb.com

7 WAYS TO ROCK THE WEB

IMPROVE YOUR ONLINE VISIBILITY & SALES



The key to a great online marketing strategy is focusing on what you should be doing rather than what everybody else is doing. But in order to focus, you need to know where to start.

As a mompreneur who primarily works online its important for me to be able to measure my online activities, so that I stay profitable and productive. Practically all the women entrepreneurs I coach want the same thing. We watch our Google analytics to monitor our web traffic. We use Klout to better understand our social presence. But how do we measure the overall effectiveness of our time online? To answer this question I developed RTW, the Rock the Web Self Assessment Quiz included in my She Rocks the Web Workshops and Home Study Guide.

The RTW quiz is basically a 7 point checklist to help you review what you are currently doing or should be doing to better develop your online visibility and improve your web sales. Of all the different web activities entrepreneurs can participate in everyday, I feel most of your time online would be better spent sticking to seven key areas. To rock the web you need to be:

1. Visible: Have a community of customers and associates
2. Credible: Be a trusted business owner and/or expert in your field
3. Searchable: Easy to find on search engines like Google
4. Likeable / Loveable: Be charismatic and engaging online
5. Shareable: Offer valuable content that people want to share
6. Sellable: Offer valuable items that people want to buy
7. Profitable: Able to generate sales on a consistent basis

If you are struggling in any of these areas and/or would like to learn more about the RTW Quiz visit www.sherockstheweb.com





HOW DO I MAKE A DECENT \$50,000+ LIVING ONLINE?

We all have to start some where. On my quest to make money online I tried everything from selling products on eBay and Amazon to taking surveys and spending countless hours looking for ‘work from home on your computer’ opportunities. Eventually I decided to do what I did when I was a kid; take a few of my hand-made creations public and start selling.

Searching for “make money online” opportunities almost never ends well. In my experience, making a “real” and “decent” income online begins with steering clear of all the hype. Focus on creating an offer people (including you) can’t refuse. Don’t try to sell something you honestly wouldn’t buy yourself. Find a product, service, or combination of the two that is of interest to you and of value to a specific audience. You can sell just about anything online so long as there are people who want to buy it, so the first step is to define your offer.

My first online income streams were service based; web design projects, graphic gigs, and consultation opportunities. Money was made, but of course every freelance entrepreneur knows there is a big difference between making some money from a “side hustle” and making steady income from a “lucrative business”. When I decided to work at home and make at least \$50,000 annually I knew a serious mind shift was required. Beyond simply making sales, every month I focus on reaching a specific sales quota.

The next step to improved profits is defining your annual income goals. Setting bigger financial goals is an integral part of generating more money. With that one change I was able to better assess the kinds of products I should push, the prices I needed to charge and the people that I needed to focus on. Just about anybody can turn tens into thousands with a clearer understanding of how much money they want to make and what they plan on offering to the public to reach that financial goal.

Making a decent living online starts with defining your offer and setting clear financial goals. You can find more on this topic within my She Rocks the Web Workshop Series and Home Study Guide available at www.sherockstheweb.com.

7 LADIES WHO ROCK THE WEB

WOMEN ENTREPRENEURS TO KNOW



Life + Business Strategist Katrina M. Harrell helps entrepreneurs liberate their visions by connecting consciousness and entrepreneurship with successful, innovative business strategies. A celebrated entrepreneur with national print features and a strong digital presence, Katrina uses her gifts to lead women via signature programs and live workshops that lead to measurable, transformative success. Her latest book, *Embrace.Your.Journey. 180-Day Journey of Spiritual Transformation for the Woman Entrepreneur* is available at URL www.katrinamharrell.com.



Larie's candid approach to life and spirituality continues to draw audiences to this author, speaker, and culinary artist's energy. As a devoted wife, mother, entrepreneur and Christian, Larie's bold words feed captive audiences of girls and women, and give voice to those who formerly struggled in silence and shadows. When she's not feeding souls, Larie can be found satiating bellies with her culinary artistry at 5 Loaves and 2 Fish. URL www.lariewrites.com



For more than a decade, Jai Stone has made a living based on her professional expertise and ability to create viable personal connections. As one of the Premier Brand Experts in the Southeast, Stone has delivered programs to clients such as The Coca Cola Company, Turner Broadcasting System, and NASCAR driver Chase Austin.

Ms. Stone's branding prowess also prompted her to become a pioneer in social media and social entrepreneurship. In addition to being known for her professional expertise, Stone has quickly developed a reputation for being a CONNECTOR. She has been able to create and maintain professional relationships that span the globe. Jai contributes her ability to create all the right connections to an approach she refers to as 'Emotional Nudity', her unique and authentic way of living, connecting and communicating with others. URL www.blackloveforum.com



"A special thank you to all the ladies who attended She Rocks the web and to the best support team a girl could ever have, my hubby, Jean Paul Ottley. You all rock!" -lh



Beverly Mahone, owner of the media consulting firm BAMedia, is a veteran journalist, author, media trainer and motivational speaker. After spending more than 25 years as a radio and television journalist, she is now using her expertise to teach others how to self-promote and market themselves using radio, television and various forms of social media. She currently hosts a radio and TV show called The Boomer Beat. She is also the author of the best-selling books, Whatever! A Baby Boomer's Journey Into Middle Age, Don't Ask and I Won't Have to Lie and How to Get on the News Without Committing Murder. URL www.beverlymahone.com



Rhonda Nails: Wife, Mother, Business Owner and Instigator of Entrepreneurs! Project PUSH is Rhonda's heart, her excitement and the reason she chooses to PUSH. These 4 words that describe Rhonda's life in a nutshell....Pursue Until Success Happens! Rhonda loves a good success story and her job and purpose is to tell not only her story...but also those who have PUSHed as well. URL www.Project-Push.org



Transformation Tax was birthed out of the need to help the individual better understand tax. In her many years of working for other companies, **Anissa Barbee** noticed a gap between tax preparation and the client's comprehension of their return. Her mission is to educate her clients with not only an explanation but to also give them information concerning tax law changes and how it would possibly affect their tax return. Transformation Tax: "Turning your tax worries into relief." URL www.transformationtax.com



Joanna Crews has worked in real estate in general brokerage and also as a new agent trainer since 2001 after a long career as an international flight attendant. She is the mother of two college students, the author of two recent books and owner of The Quick Notary at URL www.TheQuickNotary.com.

Watch these lovely ladies in action via the official She Rocks the Web Playlist on Youtube (featuring 37 videos) playlist.sherockstheweb.com

1

BIG THING KILLING YOUR SALES WHAT THEY DON'T TELL YOU ABOUT THE WEB

Entrepreneurs who expect their customers to do all the work tend to have serious sales issues. You might be thinking this statement does not apply to you because you've been working really hard to get your business off the ground. However there is one thing most women entrepreneurs should be doing, but they secretly hope their clients will do for them. And that one big thing is killing a whole lot of sales online.

When profit is low and sales are far from what they should be, the first thing you probably do is try to figure out what the problem is. Is it the website? Maybe it's a traffic issue? Maybe you need to start blogging or Facebook marketing? But what happens when you build it better and they still don't come? What happens when you realize the re-design, the new traffic, even the blog and extra Facebook hours still don't convert into the kind of revenue you're looking for? At that point, short of tearing your hair out from frustration it's time to uncover the real issue. Your C.A.M. is more than likely your silent sales killer.



C.A.M. is a term I created to describe your Client Attraction Mindset. In other words, how you think about potential customers online. Similar to many of the women I coach, when I started building my online business I thought "If I build it, they will come." I was 100% certain that all I needed to make money online was a great product and steady traffic. If more people saw my offer they would buy it and nothing else needed to be done on my part. Unfortunately more traffic doesn't always translate into better sales, which means we need a lot more than more eyes on your business to build successful businesses online.

On my quest to find a more effective solution, I learned something really important about myself and women entrepreneurs in general. Most of us are passive aggressive when it comes to sales, because we secretly don't want to sell. In fact we hate to sell. It feels wrong on some level, so we secretly hope the 'website' and/or the 'products' can sell themselves, which really means to avoid being aggressive sellers we end up hoping for aggressive shoppers; people who just get it. Be honest, at the end of the day, don't you just want to attract customers who know what they want, can easily find your website and quickly purchase the items you have to offer. Think about how easy it is to close the deal when the client is itching to buy.

The catch 22 here is that most people are not aggressive shoppers. So what happens to you is your sales are sporadic because when you make a few easy sales it's great, but you don't know how to consistently make the sales that are not so easy. The reality is that most people

(ourselves included) need a lot more motivation to buy than shopping cart link. One of the most profound lessons learned at my She Rocks the Web Workshop, was that “as online business owners we need to do a lot more than build a website to build a successful online business”.

What does this all mean? For starters it means becoming a savvy seller by effectively using “sales triggers” on your website and in your marketing. Sales triggers are conditions used to get buyers in the right mindset and motivate an action; specifically a sale purchase. In other words it’s all about converting more uninterested and/or apprehensive buyers into loyal customers. If you really want to improve your online sales you are going to have to stop hoping for “aggressive shoppers” and start becoming a more confident, assertive, savvy seller.

WHAT SHOULD I DO IF MY ONLINE SALES ARE SLOW?

1. Don’t panic. When we panic and become desperate for sales our judgment becomes very cloudy. There is a big difference between being an assertive seller and aggressively overselling. If your marketing strategies are getting you minimal results, doing them more often won’t fix the problem. Step one is to stop doing the same old thing if its not working.

2. Stop and think. Take this time as an opportunity to figure out why your sales are slow. Finding the cause of your problem can often times lead to discovering a solution? Are your current customers ready for something new? Is your offering seasonal? Are there specific times in the year that your business experiences peak sales and then a noticeable decline? Is there some aspect of your website that is either not working or could stand to be improved? Is your business as visible as it should be? Step two is to take a closer look and find the issues.

3. Get a second opinion. As the chief operator of your business there are times when you can clearly look at it and see the problem. On the other hand, there are also instances when you are so deeply involved in your business that you can’t figure what’s wrong by yourself. At the point you need outside feedback. Ask your current customer base what they need and/or would like to see from you. Ideally you should also find an experienced professional in ecommerce, websites, and/or online marketing to better evaluate your business and assess what needs to be changed. Step three is to look outside of yourself for the answers.

4. Consider the possibilities. If you find yourself regularly marketing online, but nothing is sticking it’s possible that your marketing is missing something. You might be having trouble getting the attention of your ideal customers or making a connection with the people who visit your website. Step four is to focus on your approach to building authentic relationships with people online.

5. Build a list and/or get a good one. Every entrepreneur should have a solid list of strategies they can try to boost sales, income streams they can tap into to supplement their income, and innovative marketing strategies to keep their online presence fresh. Step five is to build your own “Keep It Steady” marketing and sales list. Refer to the SRTW Home Study Guide for help.





WAYS TO BOOST SALES

HOW TO GET MORE CUSTOMERS ONLINE



People are often in awe of the fact that I've been able to work for myself, at home, online for so many years. I think this is because after the launch parties have ended and the new business buzz has faded away, many entrepreneurs struggle with maintaining consistent online sales. If you want to rise above the pack, know the big secret is really no secret at all. The Key to more sales online is convincing more people to buy your offers. This process simply requires you to use more sales triggers, which are essentially conditions that get buyers in the right mindset and motivate the action to purchase.

At my She Rocks the Web Weekend Workshop I did this neat activity. I presented two brand logos to the group and asked one simple question. If both brands were offering a \$500 gift certificate, which one would they choose? It just so happened that one brand was "Apple" and the other was not as easily recognizable. Hands down "Apple" was the brand of choice, but the question is why? As I pointed out to the group, every time we make a purchase there are all these little subconscious triggers that motivate us to buy. In this case it was a combination of "brand recognition", "brand loyalty", and "brand affiliations." Everyone wanted products from the brand they recognized, trusted and valued. When you present your business online, think about the triggers you are using to motivate others to buy? Are you using triggers at all?

I only share my complete list of Sales Triggers with "She Rocks the Web" attendees and home study participants, but here are a few of them to keep in mind. Bold text, arrows, key phrases like "Free Shipping" and "50% Off" are popular examples of visual cues. These kinds of triggers are often used by sellers to motivate an initial response: grab your attention and direct your focus to their offer. But of course getting people to notice you is just the first step.

As mentioned above, brand affiliations are also very effective. If you can attach your business to a business that is more established and has a positive brand association, customer's



perception of “their brand” in many cases will transfer over to their initial perception of “your brand.” Think about any brand affiliations that have helped to boost your sales in the past and what possible connections you should be making for the future.

Have you ever wondered why brands pay celebrities to endorse their products? We all have our fan favorites, people we want to be like. Think about how many times you’ve purchased something because it was associated with or came from somebody you admire. I remember going to a book fair with a friend who purchased a book from an unfamiliar author just because the title alluded to making millions like Oprah. Fan associations and even celebrity endorsements are consistently used by sellers to motivate people to buy because they work pretty well.

Have you ever noticed that sometimes you might do a discount and/or offer something for free, but nothing happens? While the intention of discounts and freebies is to build interest, sometimes they can back fire and devalue your offer. In those cases it’s probably because there is not enough brand recognition to grab people’s attention and/or you need additional sales triggers to close the deal. These days discounts are a dime a dozen, so it generally takes a combination of sales triggers to close the deal. There is more to be shared than I can fit in one article, but I will say this, “During my time online, I’ve yet to find one magic way to get thousand customers. However with enough ways to get one customer, you’ll never be out of business.”

Refer to the She Rocks the Web Home Study guide for more on Sales Triggers.

1

THING EVERY WOMEN NEEDS

THE POWER BEHIND A POWER CIRCLE



In the spirit of prosperity and new growth every year I try to do something new. Last year I launched SistaSense Socials; local meetups for women entrepreneurs. And this year my time offline has been well spent building a strong community of business professionals and friends. Every business woman should have a power circle; a group of ambitious entrepreneurs she can both work with and exchange ideas with on a regular basis.

Over the years I have watched other women entrepreneurs and learned one thing to be true, "The business women who go further faster know how to work in teams, make connections, and leverage the people around them." Getting ladies to come out and network sometimes feels like talking to a brick wall because 90% of the webpreneurs I meet are maxed out. Overwhelmed trying to figure out how to promote online, they sometimes forget the value of stepping away from the computer, walking out the door, and making new connections.

During one of my socials, Anissa Barbee (The Tax Chick) told us she decided to attend because she knew it was time to grow her business and felt that couldn't happen without meeting new people. I loved when she said, "If I am the smartest person in the room, I know it's time for me to find a different room." Think about her point. Are you the "Smart One" telling everyone what to do and where to go? Keep in mind that you need to have other "Smart Women" around you to go places too and take your vision to the next level.



My computer and I used to be attached at the hip, but now I spend more time offline hosting monthly SistaSense Power Circle meetups and going to events with my new friends. Creating a Power Circle gives you the opportunity to share your business services, get advice, discover resources that can help you better develop your ventures and build relationships with other women who might opt to become your customers and clients or refer you to people in need of what you have to offer. The SistaSense Power Circle agenda includes:

1. Co-Hosting Local Business and Community-Based Events
2. Sharing Technology Tips and Marketing Solutions
3. Discussing Individual Projects and Initiatives
4. Exchanging Resources and Vendor Lists
5. Building an Accountability Group for Additional Support



5 STEPS TO STARTING A LOCAL MEETUP GROUP

1. Create a list of local women you would like to meet with on a regular basis
2. Find a free or local cost venue to host your first MeetUp
3. Start small and let your group grow organically
4. Use Facebook.com to explore your current local connections
5. Use Meetup.com to find local business and/or women's groups in your area

If you would like to create a SistaSense Power Circle in your area let me know. Email LaShanda Henry at lhenny@sistasense.com for details.



5 WAYS TO MONETIZE YOUR BLOG

SISTASENSE MONEY MAKERS

When it comes to making money from your blog the profit possibilities are endless. As an entrepreneur who blogs, I've divided my laundry list of 'money making activities' into 5 categories that you can use as point of reference. Starting with this list and the right amount of creativity, you can sell just about anything from your blog.

MONETIZE YOUR BLOG VIA ADVERTISING

My first recommendation is by far the most commonly used. Creating opportunities for other people to advertise on your blog is one route you can take if you are a serious blogger with a solid community of readers. You can start off with Google AdSense to get used to integrating ads into your space and generating a profit. You can also directly sell ad space to individuals. Keep in mind that generating revenue from ads on your blog is not limited to text links and banners. For example, if you blog about books think about how many authors in need of exposure would pay you to write a sponsored book review. As I mentioned above, if you are creative, the profit possibilities are endless.

visit SISTASENSE.com

MONETIZE YOUR BLOG BY SELLING PRODUCTS

A few months back I developed a website / blog for Couture Queen (www.couturequeen.net), a plus size boutique in Maryland. Using a blog in combination with an online store, we were able to expand her sales reach to customers interested in shopping online and potential customers searching for plus size clothing online. What's great about blogs is you don't need to have a brick and mortar location to sell products and you are not limited to only selling items you produce. Outside of creating your own products, consider other options like drop shipping, direct sales, and affiliate marketing. Every day bloggers make a living online selling other people's stuff too!



MONETIZE YOUR BLOG VIA TEACHING

As you can probably tell from my SistaSense blog, "Teaching Sells"! If you enjoy sharing your know how with the world, consider all the different ways you can teach online and all the different topics you can choose from. Blogging alone is an 'in demand' topic with a wide range of areas people want to know about. Blog Marketing, Using Social Media, and Writing Content are just a few areas people want to learn about via events, coaching, consultations, webinars, books, online courses and several other types of products that I will discuss next.

MONETIZE YOUR BLOG VIA CONTENT CONVERSION

Think about your blog and what you write on your blog as two separate entities. You can actually take the material you've been blogging about and convert it into digital and/or physical products that you can sell for profit. Some of my best selling offers were originally posts from my blog that I turned into digital products like audio series and eBooks or physical products like the SistaSense Magazine and the Power Circle CD.


MONETIZE YOUR BLOG VIA FREELANCE OPPORTUNITIES

If you enjoy blogging then it's possible you've spent some time working on your writing skills, marketing skills, and/or design skills. While some people will pay you to teach them, others will pay you to do it for them. For example, there are tons of websites online like fiver.com, elance.com, and craigslist.com where you'll find tons of people and publications either looking for or selling their writing services. Would you consider being one of them?

To sum it up, your options are Freelance Work, Content Conversion, Teaching, Selling Products, and Advertising Opportunities. Use these 5 categories with a little creativity and you have a solid starting point. And if you need an ideas boost, review my list of 27 specific ways to monetize your blog, including more details on some of the examples listed above. Downloadable audio guide available at 27ways.sistasense.com.

Momprenneur to Mom


The Business and the Baby: They Grow Up So Fast



Today, I look at my baby and see a little man. Today, I look at my startup and see an actual business. Long gone are the late nights changing diapers or trolling websites for marketing ideas. We've past the excitement of first steps and first sales and yet sometimes I feel as the journey has just begun. While it takes time to get to where we want to be, I think it's worth taking a minute today to look at how far we've come.

History will always be in the making, but at this moment we each have an amazing testimony to be told. What is your story? Can you see the growth? Do you feel the changes? Think about all that has happened in the past few months alone. Use your accomplishments as fuel. Convert all the energy (both negative and positive) into the motivation needed to grow from setbacks and sprout realities from dreams.

Yes. The baby and the business are growing up so fast, but they will never stop growing. For every experience long gone we have this endless pool of new moments to create and conquer. Past the daily tasks of meals, meetings and everything in between, it's worth taking off "those busy blinders" and really look at our babies. It's in the looking that we can truly appreciate what we have. It's in the looking that we see how beautiful our babies have become.



I strongly believe motivation is essential to success. Without self-motivation, we can not create the change we seek. At She Rocks the Web I gave a small gift of appreciation to my attendees, "The Power of Simply Living" a book filled with powerful, encouraging, inspiring quotes. Here is one for you to keep and remember:

"For most of life, nothing wonderful happens. If you don't enjoy getting up and working and finishing your work and sitting down to a meal with family or friend, then chances are you're not going to be very happy. If someone bases his happiness on major events like a great new job, huge amounts of money, a flawlessly happy marriage or a trip to Paris, that person isn't going to be happy much of the time. If, on the other hand, happiness depends on a good breakfast, flowers in the year, a drink, or a nap, then we are more likely to live with quite a bit of happiness." – ANDY ROONEY

"All the best to you on your road to happiness and success. I hope to see you at She Rocks the Web 2013!" – LASHANDA H.

visit SISTASENSE.com

sista SENSE Giving Thanks



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Thank you. Thank you for following me and for finding value in what I do online. Thank you for choosing my web services and supporting my online business. Thank you for sending me kind words of encouragement throughout the year. Thank you for the hundreds of blessings you've sent me for me and my family. I wish you prosperity, positivity, and all that you desire as God has planned for you. More to come. —LaShanda Henry

sista SENSE POWER CIRCLE



12 AUDIO SESSIONS

SESSION #1 LASHANDA HENRY
NEXT LEVEL MARKETING
YOU HAVE AN ONLINE BUSINESS, BLOG, AND FOLLOWERS – NOW WHAT?

SESSION #2 PAM PERRY
THE BEST WAY TO PROMOTE YOUR BOOKS & EBOOKS

SESSION #3 KATRINA HARRELL
HOW TO FIGHT YOUR FEARS AND BUILD A SIX FIGURE BUSINESS

SESSION #4 DEBORAH OWENS
A PURSE OF YOUR OWN
THE SEVEN WEALTHY HABITS OF SUCCESSFUL ENTREPRENEURS

SESSION #5 JAI STONE
9 KEY PRINCIPLES OF ONLINE BRANDING

SESSION #6 BEVERLY MAHONE
BUILDING YOUR BUZZ: HOW TO ATTRACT MEDIA ATTENTION

SESSION #7 LASHANDA HENRY
BLOGGING FOR BUSINESS: TURNING YOUR BLOG INTO A PR MACHINE

SESSION #8 TARA PRINGLE JEFFERSON
HOW TO GENERATE MORE TRAFFIC BY
WRITING GREAT CONTENT FOR YOUR BLOG

SESSION #9 ARTIATESIA DEAL
TECH TALK: BLOG MAINTENANCE AND AVOIDING HACKS

SESSION #10 PAM PERRY
NEW MEDIA MARKETING: UNDERSTANDING GOOGLE+

SESSION #11 ANANDA LEEKE
NEW MEDIA MARKETING: UNDERSTANDING PINTEREST

SESSION #12 RICHELLE SHAW
NEXT LEVEL MARKETING
MASTERING THE MILLION DOLLAR EQUATION

SMART MONEY AND MARKETING ADVICE FOR WOMEN FROM WOMEN



HOST
LASHANDA HENRY



SPEAKER
PAM PERRY



SPEAKER
KATRINA HARRELL



SPEAKER
TARA PRINGLE JEFFERSON



SPEAKER
ANANDA LEEKE



SPEAKER
ARTIATESIA DEAL



SPEAKER
BEVERLY MAHONE



SPEAKER
JAI STONE



SPEAKER
DEBORAH OWENS



SPEAKER
RICHELLE SHAW

plus
**5 BONUS SISTASENSE
AUDIO SESSIONS INSIDE!**

#1 GET YOUR BUSINESS BACK ON TRACK

#2 JUMPSTART YOUR BUSINESS

#3 SISTASENSE MONEY MINDSET SYSTEM

#4 CLOCKS, CLICKS, CASH
MAKING THE MOST OF YOUR TIME ONLINE

#5 RAISING YOUR REVENUE
END OF YEAR LESSONS LEARNED

LaShanda Henry | lhenry@sistasense.com | Twitter @sistasense

To download or order CD of the SistaSense Power Circle Series visit power.sistasense.com