

Reflection Time

This becomes my time of year when I step back to reflect upon the balance in my life and review professional business as well.

I am not sure how many of us do this, however I find it quite beneficial to ask critical questions to ensure next year is even better than this year.

Some of those questions are as follows:

- Are business sales on target? Why and what contributed to this yes or no response?
- Do I wish to keep my current clients or do I need to fire any? Yes let those go that aren't a good fit in order to focus upon great clients and future opportunities.
- How are my marketing objectives going? Do they need more time or do I need to experiment in different areas?
- What can I do more of and better?
- What professional and personal growth/improvements would I like to achieve in 2007?
- What are my successes to celebrate in 2006 personally and professionally?
- What long-term goals have I moved towards or need to hit harder?
- What economic indicators might affect my business next year?
- What supplier relationships aren't going as well as expected? How can I change these or replace them for better fits?
- What are my hot buttons regarding a better world and how can I contribute towards those more?

Yes, it's that time of the year that I give thanks for all I have and look to the future to make a difference in the work and lives of others.



On the personal side:

Debbie Newhouse grew up on a dairy farm and cattle ranch so she is use to digging in and working hard, she still gets up with the chickens and loves mornings.



Debbie Hill is gearing up for the 4.0 USTA tennis season by working out more to make 2007 all wins since she and her partner only lost one match this last season. Go Debbie!



Rev Up Now Action

Future Seminars:

- Guerrilla Marketing Coaching Session II By: Rev Up Now, The Circuit, Entrepreneur Forum May 18, 2007, Cincinnati, OH

Past Seminars:

- Guerrilla Marketing Coaching Session By: Rev Up Now, Louisville, KY On the Internet and Off the Internet, October 2006



THE DEBBIE'S continue to provide information and coaching to seminar attendees and clients. During our seminars we have been asked for book recommendations, here are some of our favorites:

Guerrilla Marketing 3rd Edition, Secrets for Making Bit Profits from your Small Business, by Jay Conrad Levinson
Full Price, Competing on Value in the New Economy by Thomas J. Winninger
Developing a Winning Marketing Plan, by William A. Cohen

OUR SHARING:

We hope 2007 is prosperous for all and our sharing will increase with our business.

Stress Tip for the month

The other day I was talking to my 9 year old about stress, and how several of my friends are trying to learn methods to cope. Well, he put me into tears of laughter when he boldly stated that we should do what he does and just release it when we go to the restroom. This statement has been shared with several and they laugh and agree it's not a bad visual for releasing our concerns throughout the day and flushing them away:).

And the laughter right then and there has relieved some stress.

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5 Tips for Increasing Qualified Traffic to Your Website

1. Write and submit articles to Article Directories: Create incoming back links and increase traffic, see the list below to get started, some are FREE. Good titles are critical, i.e.: "The Top 10 Mistakes to Avoid..." "Keep the content length to 600 words or less.
<http://ezinearticles.com/> (up to 10 articles FREE, they syndicate some to other sites)
<http://www.goarticles.com/> (FREE content directory)
<http://www.articlefinders.com/>
2. Submit to Niche Directories: Start here to find directories where your site is a good fit and submit it.
http://www.isedb.com/html/Web_Directories/Specialty_Directories/
3. Mine your high-ranking competitors links and check out the traffic on those sites: Search for your main target search phrases, then search Google™ and other top engines with "link: www.competitorURL", this will give you a list of some sites that have back links to each competitor's website. Conduct a traffic search on these sites at www.alexa.com, evaluate the volume and make a list of sites to contact about trading or purchasing a website link to increase traffic to your site.
4. Create a business profile on MySpace.com: This is FREE and can create traffic, especially helpful for a local product or service site. The demographics are widening on this site.
5. Blogs: Leave comments, with a back link, on high Google™ PageRank™ value (5 or higher) blogs, that somewhat relate to your product or service. (Visit <http://www.seoglossary.com/cat/P#85> for the definition of Google™ PageRank™) Start reviewing blog possibilities at: <http://www.blogtopsites.com>

Please feel free to Rev Up your friends by sharing our newsletter with them!