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Welcome to 's Issue Of "HomeBiz-Tips"

HomeBiz-Tips E-Mag
The Online Marketers Friendly E-Mag



Date: 2011-02-15 Issue: **March 15-31**
S. Kumar, Editor, www.learnhomebusiness.com
Subscriber Base: **30,000+**

EDITORS NOTE

Hi ,

Marketing circles are buzzing with the phrase Facebook marketing!

But many are **confused** between [Facebook Pages](#) & Facebook Groups. Which one to choose for marketing purposes.

First, let's see some of the **common features** between Facebook Pages & Facebook Groups.

- In both, users can express their liking for something. Be it people, organizations, things etc.
- In both, users can set up forums and conduct discussions.
- In both, the owners can send bulk messages.
- In both, the owner can create events and can be shared on the members' profiles.
- Both can be advertised on with Facebook Ads.
- In both, you can send updates to members and 'likers' timelines.

Now, what's the **difference between** Facebook Pages and Facebook Groups?

- A Facebook Page can be accessed by the general public. But to access a Group Page, *one has to be a registered member with Facebook.*
- No limit for the number of "Likers" in Facebook pages. *But Facebook Groups are restricted to just 5000 members.*
- Facebook Pages gets indexed by search engines. *But Groups are not as they are accessible only to Facebook Members.*
- Once Facebook Page achieves more than 25 members, it gets a custom URL. *A Group do not get a custom URL irrespective of the number of members it has.*
- Facebook Page owners can add applications. *Group owners can't.*
- Facebook Page owners can collect traffic and demographics information. *Group owners Can't.*
- Facebook Pages does not link to their creator's profile. *Group Pages are.*
- Anyone can "opt in" to a Facebook Page's offers even if they are not registered or the user is not a "Liker". *Groups can't.*
- Facebook Pages allows posting of direct links. *Groups can't.*

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So what's your take? Pages or Groups?

Facebook Groups are linked to the profile of the creator. Therefore, they usually act as an extension of their creators' actions. *This means Facebook Groups are perfect for a more intimate and apt for small scale interaction revolving around a cause.*

Facebook Pages are used on a larger scale and *ideal for building brands, organizations, celebs and businesses enabling them to interact with a large fan base.*

Whatever is your take, you need to [start one](#) of these as soon as possible.



To Your Success!

S. Kumar



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SPOTLIGHT ON: Dead Beat Super Affiliate



"Even if your doctor orders you not to get out of bed for the next month or more ... you'd still have more than enough cash coming in to pay the bills."

You'd still sleep right through one of your most profitable months EVER!

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Did you know that there are hundreds and hundreds of **highly profitable** yet **unexposed niches** to make bank from online?

Now Two Facts,

Fact #1... There are *way more people* pulling out the plastic for physical products than buying the latest Clickbank fads...

Fact #2... The biggest goldmines for all the real-world products people are stuffing their virtual shopping carts with are the affiliate networks **like Amazon** that pay out millions in commissions every month.

If you *just clear your mind away from digital stuff* and are ready to scoop up a lazy (but lucrative) slice of the \$24 billion in sales of Amazon, then...

Some serious thoughts for you.

- The Amazon figure of \$24 billion last year is 14 times what Clickbank's made *since they opened for business* (back in 1998!)
- One out of every 6 visitors you send to Amazon is

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making a purchase as he/she is already pre-sold.

- Amazon paid out a cool \$9.6 billion just to affiliates last year... and Clickbank *hasn't cracked \$2 billion in total sales in a decade*. You do the math.

Still thinking of buying all those Clickbank software's that promises you \$1,14,876 every day?

Let's cut the chase here!

Amazon is probably NOT going to make you those \$1,14,876 whopping six figures a month incomes **the gurus promise you with their clickbank software.**

But you can pull in very *lucrative commission checks like \$11,000 a month* – **using the Amazon system** itself! And I won't envy you for a second...

This is **"type A"** super affiliate's strategy that you may have never seen or heard before from anyone.

Watch The Dead Beat Affiliate Operational Video Here
[Dead Beat Affiliate...](#)

GUEST ARTICLE By Zeke Camusio

10 Great Businesses to Start in 2011

Do you want to start a new business but don't have any great ideas? So, I'll share 10 great startup ideas. Just so you know, *this is not a list of "leftover" ideas* that I'm giving away because I don't believe in them; I'd start these businesses myself in a blink if I had the time. Unfortunately, I'm involved in five startups at the moment, so these ideas are for you to take.

A Service that Allows Hotels and Airlines to Sell their Empty Rooms/Seats

The Problem: The cost of flying a plane from Denver to New York is almost the same whether the plane is full or there's just one passenger on it. If an airline gets \$50 for a seat that was selling for \$200 the night before, it's not great for them, but it's a lot better than not getting anything. Same thing for hotels: every night that a hotel has an empty room, that's money that they're leaving on the table.

The Solution: What if there was a service that allowed people to place bids on hotel rooms and flights? Airlines and hotels could secretly accept the bids at the last minute. For e.g., let's say I want to go to Europe for a month. I'm willing to pay \$200 for a one-way ticket and I require a 4-hour minimum notice from the airline. Airplanes leave to Europe with empty seats every day. The first airline willing to take my money would get it. The key here is to allow the airlines and hotels to accept bids secretly. After all, if you paid \$300 for a flight, you wouldn't like knowing that the guy next to you paid just \$50.

This service should be offered online and also through mobile phone apps, because most travelers use their mobile devices a lot while traveling.

A Smart Parking Assistant

The Problem: If you live in a big city, parking is probably a big problem. Finding an empty spot is probably very difficult and chances are you don't always have enough coins to pay for parking. And, even if you did, who likes walking half a block to the meter, getting the receipt and then walking back to their car to put the receipt in it?

The Solution: An app that you can install on your GPS device or your Smart Phone (iPhone, Android, etc.) that:

Finds empty parking spots and tells you where they are so you don't have to drive around in circles until you find an empty spot.

Uses BlueTooth technology or your phone's Internet connection to send your payment information to a central server that collects your payment and lets the city know your parking spot has been paid for.

Cool iPhone App to Buy Products from Affiliates

What if you developed a really cool iPhone app that makes the experience of buying books on your phone a lot more enjoyable? You could use your affiliate link so every time someone buys a book from Amazon using your app, [Amazon will pay you a commission](#) during the lifetime of that customer, *not just once*. This would probably make you a lot of money even if just 1,000 people used your app. And, don't limit yourself to Amazon! There are a lot of great companies that provide affiliate programs!

The key? Include a sharing component in your app so the *users can share the items they purchase on Facebook and Twitter* so their friends can see them. This is a great way to get this app to go viral!

Video Content Indexing Service

The Problem: Let's say you're searching for a video about "growing yellow tomatoes." There's a guy in a video who mentions that exact same phrase: "growing yellow tomatoes," but he called the video "Gardening Tips" and "growing yellow tomatoes" is nowhere to be found in the video title, the description or the tags. Because YouTube doesn't automatically transcribe videos, you won't be able to find the yellow tomatoes video, even though that's exactly what you're looking for.

The Solution: A technology that converts spoken audio into indexable text. You could license or sell this technology to YouTube or their competitors, or charge companies to automatically add captions to any video. *Even better:* once an audio file has been converted into text, a translation engine can translate the content to several languages! And a text-to-speech engine could covert that Japanese text into Japanese audio! Imagine recording a video about gardening that gets automatically translated into Japanese!

A Tool for Remote Collaboration

The Problem: More and more people are working from their homes. There's a problem, though. Communicating with co-workers and clients over the phone and by email *isn't as effective as communicating in person*.

The Solution: A web app that emulates in-person interaction. It would allow you to:

Draw on a piece of paper that you and the rest of your team are looking at the same time.

See each other's faces (because so much is said with body language).

See each other's computer's screens (and, everybody should be able to work together on one screen, too).

Real-time voice and text translation, as more and more companies have branches, employees and contractors overseas.

I've seen some OK collaboration tools out there, but, in my opinion, nothing comes even close to resembling the experience of in-person interaction so far.

Service that Offers You Discounts on What You're About to Buy

What if when you're about to check out at the grocery store you were offered a \$20 coupon for the purchase you're about to make? What if when you're about to purchase a pair of Nike shoes online this service alerted you that you can get the same pair for \$10 less on some other site? *Even better*, what if this software asked you a few questions and learned from your behavior so it could give you discounts on the things you purchase every day instead of things you don't need or want? Who doesn't like paying less for things we purchase every day? *What we hate are offers for things we don't want.*

Online Grocery Shopping

Imagine if your grocery store offered to purchase your groceries online. You could order the same stuff you ordered last time (if you always purchase the same stuff). You could search by keyword or browse categories. You could set up auto-purchases for certain items you need every week and get the orders delivered whenever it's convenient for you. The engine should make relevant recommendations, such as, "You're buying cereal, do you want to add milk?" or "Three months ago you bought a tooth brush. Do you need a new one?"

I'm actually surprised that the main grocery stores aren't offering this service already. You can purchase anything you want online, so why not groceries from your favorite grocery store?

Other Ideas

People are a lot more conscious about what they eat than they were 10 years ago. A lot of people would just eat organic products if they were more affordable. Companies offering organic products at competitive prices are *going to make a lot of money*.

When your car breaks, towing it costs a fortune and you don't have a car for a couple of days. What if a car repair shop picked up your car for free, gave you a car to drive while they fixed yours and then brought your fixed car back to you?

Posting photos and videos to a blog is very time-consuming. I just came back from a road trip and had tons of photos and videos. I wish I had software that could browse through my phone, upload all my content to the web and post it to my blog automatically.

As you can see, I wish all these things existed so I COULD USE THEM. The best businesses start this way.

Someone wishes something were done differently and a new product or service is born. These people usually do a really good job because they understand the pain and know what the perfect solution would look like. I love technology, so most of my business ideas are technology-related, but if you're a baker or a mailman, maybe you can think of a better/cheaper/more effective way to bake bread or deliver mail.

So, what do you think? Do some of these ideas already exist? Which of these ideas do you like the best? Which of these do you think won't work? Why?

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This software is a *fresh breather* if you are sick and tired of the much hyped product launches *that appear week after week* with fancy screen shots and thousands of dollars displayed as proof, telling you that you can do the same!

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2. Google Sniper V.2.0: The famous Google Sniper has moved on to Version 2!

Google Sniper 2 is the brand new, revised and in many cases *totally transformed for 2011* from the earlier Google Sniper 1... Google Sniping has never been so easy or so profitable. There's been improvements to just about every area..



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Special Note: *Two facts for you today - better know it early itself.*

1. The known fact is that 96 percent of the online businesses fail.

2. And the unknown fact is that... 82 percent among these 96 percent failed businesses never used an autoresponder!

Get an autoresponder today itself! Here's a list of free autoresponders and paid ones.

UNTIL NEXT ISSUE

Well. That sums up the first fortnight of February-2011. **Do not Forget To Rate 'HomeBiz-Tips'**. Your valuable vote helps us to improve this E-Mag as well as allow us to keep it **Ad-Free**.

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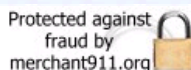
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