

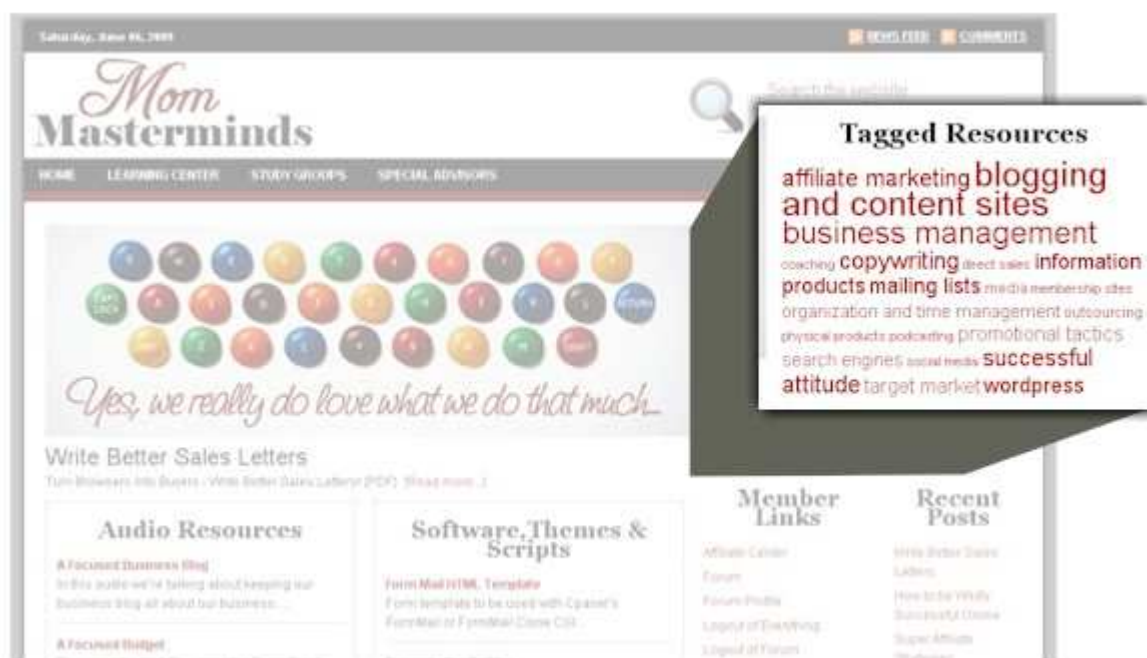
Quick Guide to the Mom Masterminds Learning Center

The Mom Masterminds Learning Center has been growing month by month for five years and fresh new resources are added on a regular basis. When you first join Mom Masterminds it can be overwhelming just trying to decide where to dig in. This 'Quick Guide' is a great tool you can print out and use to track what you've studied and what you have yet to get to.

The Learning Center is first organized by format of the resource.

- Audio
- Video
- Printables
- Software/Scripts

The content is also sorted into about sections by topic of study. You can find these sections shown on the home page of our Learning Center (<http://mommasterminds.com/members>) under 'Tagged Resources':



HERE'S AN ALPHABETICAL LIST:

- Affiliate Marketing
- Blogging and Content Sites
- Business Management
- Coaching
- Copywriting
- Direct Sales
- Information Products
- Mailing Lists
- Media
- Membership Sites
- Organization and Time Management
- Outsourcing
- Physical Products
- Podcasting
- Promotional Tactics
- Search Engines
- Social Media
- Successful Attitude
- Target Market
- Wordpress

SUGGESTED ORDER FOR A NEW MEMBER

If you are fairly new to the world of internet business or if you are just shopping around for a business idea, we think you will benefit from tackling the resources in this order.

Successful Attitude

Listen to one of these audios or read one of the ebooks every week to stay enthusiastic and conquer old habits and negative mindsets.

- How to be Wildly Successful Online
- Focused Purpose
- Redoubling Your Efforts
- Breakthrough Audios
- 101 Success Tips
- What The Heck Do You Know Anyways?
- The Confidence to Act in Business

Target Market

Knowing who you're going to target as a customer is so important to every decision you make in your business.

- Introduction to Target Market
- The Power of a Focused Business
- Personal Branding for Small Business
- Market Research - Can Your Passion Be Your Product?
- Educating Your Target Market About Internet Marketing

Blogging and Content Sites

These resources are all about the content you create for your target market.

- Intro to Blogging
- Why We Choose Wordpress
- Wordpress as a Content Management System
- A Focused Business Blog
- Book Reviews & Author Interviews for Extra Content
- Make Money With Content Sites
- Seven Deadly Website Sins
- Front Page Video Tutorials
- Installing and Customizing Joomla

Search Engines

Learn what you need to do to rank well in the search engines and how to use pay per click advertising to bring in visitors.

- Underachiever SEO
- Understanding Long Tail Keywords
- Google Adwords from Start to Finish
- 5 Days to Success with Google AdWords

Mailing Lists

Everyone needs a mailing list. These resources will help you get the most from your list.

- Make More Money With Your Ezine
- List Building Round Table
- Creating Something of High Value for Free
- Confidently Selling To Your List
- Meetings with List Masters - Build Your Mailing List
- Get Paid To Build Your List by Liz Tomey

Copywriting

Good copywriting helps you get more of what you want.

- Copywriting Basics and Beyond
- Copywriting with Yanik Silver
- Write Better Sales Letters
- Survey Letter Builder
- Sales Page Builder
- Optin Page Builder
- Opt In Blog Template

Social Media

Being actively involved in social media is key in the Web 2.0 world.

- Using Twitter
- Learning About Squidoo with Tiffany Dow

Media

Resources that help you create great press releases and attract media attention.

- Publicity and Press Releases
- Making the Most of Media with Kristie Tamsevicius

TOPICAL RESOURCES TO TACKLE AS NEEDED:

Affiliate Marketing

Want to earn money by recommending products and services you like? These resources will help you boost your skills.

- How to be Wildly Successful Online
- Super Affiliate Strategies
- Profit-Boosting Lessons from Today's Most Successful Affiliates
- Secrets of a Successful Online Marketer Revealed
- Make Money With Content Sites
- Increasing Affiliate Commissions By Offering Bonuses
- Affiliate Marketing Q & A Seminar - August 2006

Coaching

Want to boost your income by offering coaching/consulting services to others?

- Planning a Coaching Program

Direct Sales

In the direct sales industry?

- Direct Sales Mixed With Internet Marketing

Information Products

Want to add to your income by offering premium information in print, audio or video?

- Profit Pulling Reports
- Learning More About Internet Marketing
- Creating Hard Copies of Your Products
- How To Make Your Ebooks Look Sexy
- Printable Marketing Funnel Worksheet
- All About Viral Ebooks

Membership Sites

Want to establish recurring income through a member site?

- Membership Site Intensive

Business Management

Miscellaneous learning resources for the internet business owner.

- A Focused Budget
- Why Incorporate Your Business
- Tracking Marketing Campaigns
- Traffic Evaluation Checklist
- Project Planning Sheets
- Simple Online Business Expense Tracking
- Printable Marketing Funnel Worksheet
- Testing and Tracking
- A Closer Look at WAHM Cart
- Setting Up An Efficient Customer Support System

Promotional Tactics

Misc resources for drawing attention to your web projects and products.

- Contest Submission Sites
- Site Warming Parties w/Amy Lupold Bair
- Articles/Content Distribution Lists
- Blog Directory Submission List

Organization and Time Management

Extra resources to help you stay organized and manage your time.

- Time Management Survey Results
- Work at Home Moms Guide To Squeezing a Bonus Hour Out Of Each Day
- Ultimate Time Management Guide
- Busy Mom's Secrets To Getting Organized a Bit at a Time
- Learning the Building Blocks of Getting Organized and Managing Clutter

Outsourcing

When you're ready to get some help for your business, make sure you're doing it in a way that helps you grow profits.

- Outsourcing from the Beginning to the Next Level
- Outsourcing Your Way To Increased Profits

Physical Products

Do you sell a tangible product?

- Profitable Crafts

Podcasting

Establish your expertise and deepen your relationship with your target market.

- Shoestring Radio & Podcasting

Wordpress

Using wordpress for your website? We've got some extra helps here.

- Ultimate FeedBurner Guide
- Trackback Explained
- RSS Basics
- Opt In Blog Template
- CSS Basics
- MM Maroon Blue Theme