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Sunday, October 10, 2010

Greetings!

Welcome To This Week's E-dition!

We're "LIVE" - on the NET!

Please visit Christian Times Online:

<http://www.christiantimesnewsletter.com>

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In This Week's E-dition - Christian Times

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Publisher Notes

Staying Connected - Iron Sharpens Iron (Proverbs 27:17)

Tony Marino

Executive Publisher

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Alive in Christ Radio Series - October 2010 - NEW!

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Whitney Hopley

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CONGRATULATIONS!

Glenda Fitzgerald

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Learn more about Visit Glenda's offer at:  
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We had over 953 entries for the contest!

Glenda's e-Business was randomly selected by our Computers.

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We do it all again this week!

Simply drop by:

<http://www.christiantimesnewsletter.com/contest/>

Or, Email us an email at:

<mailto:contest@christiantimesnewsletter.com>

Make sure to include YOUR First and Last Name, the name of your eBusiness, email address, YOUR site's URL and YOUR AD Copy.

You will be instantly entered into this week's drawing.

Drawing Deadline: Thursday 11:59PM PST

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[ ]> ON THE COVER

PUBLISHER NOTES

Inner-Circle Insights

Staying Connected - Iron Sharpens Iron

Tony Marino  
Executive Publisher

As loyal member of our Christian Times Online family, I would like to extend our continued encouragement and prayer as you continue your daily walk for the Lord. I hope all is going well and that God is blessing you richly.

Our Christian Development Team has produced a dynamic way to keep in touch 24/7. We are purposefully generating fresh Christian content by way of technology; these additional now allow you and I to conduct meaningful Christian fellowship together.

In order to stay connected with our ministry, I would like to offer you our exclusive Christian Times Online Radio Toolbar so

that you may have direct and instant access to all of the updates and events in an online effort to serve the kingdom of our glorious Father in heaven. My goal is to offer you a growing library of resources and support. It is my sincere prayer that our Christian Times Online Radio Toolbar become a source of enrichment and blessing for your life and your business.

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As always, thank for your precious time and playing a most important role and purpose in the family of our Lord and Savior, Jesus Christ.

God bless you abundantly,

Tony

Tony Marino  
Founder/Executive Publisher  
Christian Times Newsletter

Founder, CEO  
Christian Times Online  
<http://www.ChristianTimesNewsletter.com>

PS. Marketing Antics Live... Join Us!

I encourage you to check out our new Portland Radio Talk Show (even call in live during the show as the show is an online simulcast, too) and take full advantage of the many complimentary marketing gifts and resources that can be found across the Marketing Antics', Web Platform.

After all, knowledge and inspiration are power!

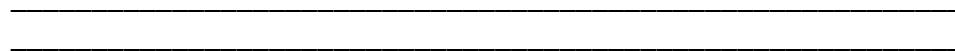
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<http://Radio.ChristianTimesOnline.com>

Available Now! It's "Free"! (Please click instant download):  
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Christian Times Online is on Twitter at:  
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<http://twitter.com/TonyMarino>

Your Daily Word - Radio Devotional:  
<http://dailyword.christiantimesnewsletter.com>

Linkedin Connection:  
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## WORK BY FAITH

Zoom In On Ezines  
Scott F. Geld

Do you know how to really increase your sales & profits online? A guaranteed route to success used by many Internet marketers who turn a profit is to incorporate ezines & newsletters into their marketing strategy.

Ezines and newsletters are a genuinely useful tool in the Internet marketer's armory. They serve as a platform to communicate products & services to subscribers who have a qualified interest in a certain field or subject - either through advertising, product endorsement or articles and content.

Some ezines offer free advertising - especially to new subscribers - whilst others grant advertising for a small fee. You can even purchase advertising space through auctions such as at <http://www.ezineadauction.com/>.

There are several thousand ezines up & running on the web, so you are sure to find a bunch that have subscribers who match your target criteria. If direct advertising in the ezine is not an option, then contact the owner/webmaster and offer to write content in exchange for insertion of your tagline or URL, and - hey presto! - free advertising! Many owners are only too glad to receive help developing fresh content.

More success can be gained if you start up your own ezine or newsletter. Not only will you be able to advertise your products & services to your own subscriber base, but you can turn it into a profit center all of its own by offering

advertising space to others! As recognition of ezines & newsletters as a valuable marketing tool increases, then you will find escalating opportunities to sell advertising space to people and companies clamoring to get on board and gain access to your subscribers.

A quick tip - A good way to add subscribers to your ezine is to advertise it in other related ezines and newsletters - this will build up your subscriber base very fast!

Scott F. Geld is the Director of Marketing for MarketingBlaster.com, a company providing inexpensive traffic and leads:

<http://www.MarketingBlaster.com>

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eBUSINESS WOMEN - SPECIAL FEATURE AT "CHRISTIAN TIMES"

Build a Referral Base that Increases Your Business!  
Carole Nicolaides

Almost everyone knows that it costs less to sell to a current customer or a referral than to acquire a new customer. Your most productive marketing strategy is to get new business through referrals of current customers. Yet, most business owners do not use this method.

Your primary goal in creating such a strategy is to make sure that you are providing value for your existing clients. Once they know how much they receive from your services, they will naturally spread the word. Because they trust your services they will provide you with word-of-mouth advertising without even thinking about it.

Build relationships with people; use all the resources that you have including old friends, peers, and church communities. Your job is to create a customer pipeline from all your resources. Research shows that each person is linked to all other people by no more than a factor of six. You never know whom your friends or customers know. Talk to

your friends and give them an opportunity to become ambassadors for your products or services.

An excellent way to do this is to build a referral team. Simply identify 10 to 20 people who have the ability to meet the kind of people you want to meet. Educate your team members. Make them aware of what you can do for people, and also become aware of what your team members do. Over time team members will begin to promote each other... providing excellent referrals. You may consider providing each team member with something tangible to give prospects. Newsletters, business cards or brochures work wonderfully.

Another method of building a referral base is to ask for referrals. When your clients are pleased with a product or service you've provided, ask them to mention you to their associates. You can also ask your client to provide names and contact information for those they think might be interested in your services. The most effective time to ask for referrals is immediately following the completion of a successful sale.

If you incorporate traits of relationship marketing into your business style, you will be more likely to receive referral business from existing clients. When customers know you sincerely care about them, and their success, they become more willing to share you with their associates.

Here are a few tips as you ask for referrals.

1. Start the discussion by letting your client know this is an important area of your business. Mention that, while others may ask for referrals in passing, you are truly interested in helping your client's friends and associates.
2. Make it clear that you are asking for their help, yet you understand if they choose not to participate.
3. Explain the process and let them know what you'd like for them to do.
4. Ask them if you can get to know their friends - this one is one of my favorites mainly because it shocks most people. Offer to throw a party to which they can invite their

associates. See for yourself if some of their acquaintances may need your services.

5. Share with them exactly what type of customers you are looking for. Don't assume that others will be able to decide your preferred client type. Be specific.

6. Ask for quality referrals and not quantity. One good, repeat customer far outweighs a dozen small, one-time customers.

It will not happen overnight. Building a solid referral base takes time. However, remember that referrals are one of the strongest forms of advertising. As you develop a network of people who are promoting your business on your behalf, you will see your sales increase.

Carole is President and Executive Coach of Progressive Leadership, offering business coaching and leadership training to business owners & leaders around the world. Improve your business relationships, communication, team performance and bottom line starting now. Visit: <http://www.progressiveleadership.com> for more info and subscribe to Carole's FREE Ezine

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One Man Did & Made \$7,000 Just 24 Hours No Work!  
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WEEKLY INSPIRATIONAL

Pursue Wealth to Help Build God's Kingdom  
Whitney Hopley

Wealth, in itself, isn't sinful. In fact, pursuing wealth isn't just okay – it's actually a Christian duty. That's because wealth that is gained and used properly is a powerful tool to advance God's kingdom on earth.

While God won't answer "name it and claim it" prayers focused on acquiring wealth for selfish purposes, He will bless those who seek wealth to help support His kingdom work. The more money you have, the more you can help others and spread God's message of love and redemption.

Here are some ways you can pursue wealth to help build God's kingdom:

\* Tithe.

Remember that God has promised to bless those who give obediently, generously, and cheerfully. Give one-tenth of your income to support the work of your local church.

\* Be a good steward of what you already have.

Know that God will only trust you with more money if you can show Him that you're wisely managing the amount you already have.

\* Proclaim God's promises.

Speak promises from Scripture aloud and believe that God will bless you according to His will. Then eagerly expect Him to move to fulfill those promises as you wait. Understand that He is a loving Father who loves to give good gifts to His children.

\* Work diligently.

Never expect something for nothing. Avoid "get rich quick" scams, gambling, and other avenues to "easy money." Realize that God will bless your honest, hard work with fair wages because He has designed it that way.

\* Write down your financial goals.

Know that writing them down will make them more attainable. First, list long-term goals. Then, break those goals down into smaller tasks you hope to complete to accomplish your long-term goals.

\* Create a budget.

Determine your net income, list your expenditures, and live within your budget. This means that you should pay your taxes and tithes, save and invest at least 10 percent of what you make, then live on the rest of your income.

\* The "key" to wealth

Remember that the key to wealth is not what you make, but what you save and invest. Tap into the power of compound interest by focusing on saving and investing to make your money grow.

\* Determine your risk tolerances and investment objectives.

Think and pray about these carefully. Then keep them in mind as you choose investment vehicles.

\* Open a brokerage account.

Allocate a minimum of \$500 to get started in a good mutual fund.

\* Diversify your assets.

Spread your money among mutual funds or carefully selected stocks. Invest with growth as your goal. Don't own more than eight equity mutual funds, or more than three of any one sector of funds. Remember that your stock portfolio should contain no more than 15 stocks.

\* Carefully research potential mutual funds.

When considering which fund to choose, keep in mind that common stocks (such as real estate, art, coins, corporate and government bonds, CDs, and money markets) have historically outperformed all other investments.

Also consider a fund's "beta" (the measure of its variability relative to some market measure) to make sure it matches your risk tolerance level. Review the fund's track record (for one year, three years, and five years) and make sure it's current manager is the same person who produced the track records you're reviewing.

Make sure that a growth fund's expense ratio is below 1.90 percent, and that a bond fund's expense ratio is below .90 percent.

Study the fund's duration and portfolio turnover (less is better in both cases). Look at the fund's Sharpe ratio for risk-adjusted performance; the higher, the better.

\* Carefully research potential stocks.

Only buy stocks that are listed on the NYSE, ASE or NASDAQ.

Make sure that stocks you buy have current quarter increases in earnings per share of at least 25 percent, annual

increases in earnings per share of 20 percent, and a forecast for next year's earnings per share of 30 percent.

Also, make sure that earnings growth doesn't come from nonrecurring profits. Buy only stocks that have a minimum EPS rank of 80. Avoid stocks that have more than five times the P/E ratio of the market. Consider each stock's long- and short-term debt. Only buy stocks that have a Value Line timeliness rank of 1, 2 or 3.

Read financial newspapers like Investor's Business Daily and the Wall Street Journal to get regular updates on market performance.

\* Analyze stock charts.

Remember not to buy a stock on a breakout that is not accompanied by a significant increase in volume. Look for a minimum of one and one-half times daily volume (the higher the volume, the better).

If the relative strength line is in a downward trend, don't buy the stock. Purchase only stocks with an accumulation / distribution ranking of C or better (preferably A or B). In a bull market, purchase only those stocks that have a relative strength rank of 75 or higher (in a bear market, stick as close to that line as possible, realizing that many good growth stocks fall below that ranking in a declining market).

\* Know when to sell.

Keep these selling rules in mind:

Sell a stock if it breaks below an upward trend line, if you bought it on a breakout and the breakout fails, or if its timeliness rankings as published in Value Line drops below a 3.

Consider selling if a stock's EPS ranking drops more than 10 points, if it is trading 50 percent higher than its 10-week moving average, if it shows two consecutive quarters of slower earnings growth, or if the accumulation distribution ranking drops below a C rating as published in Investors

Business Daily.

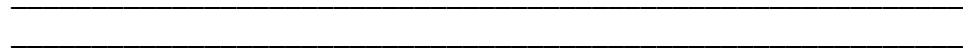
\* Keep a positive attitude.

Realize that everyone makes mistakes. Seek to learn from whatever mistakes you make. Know that the more you study and learn, the less you should go astray in the process of building wealth for God's kingdom.

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If you have a special prayer request or message to share with others, please let us know. We also thank you in advance for your prayers for us, too.

mailto:members@christiantimesnewsletter.com



eBUSINESS ETHICS

Computer Virus Threatens My Home Business  
Lee Wise

A deadly virus threatens my home.  
A computer related virus.

I have located the virus and even discovered  
its name.

WHAT'S MY NAME?

The name is ... Lee.

Several code names identify the nature of  
this in house killer. You may recognize a  
one or two of them.

- \*Preoccupation
- \*Forgetfulness
- \*Out of balance

- \*Insensitivity
- \*Self-centered
- \*Misplaced priorities
- \*Overwork
- \*Clueless

#### A DARK SIDE

Yes, I enjoy my part-time business.  
I appreciate being able to work at home.

I love working in my own house. On my own  
computer. In my own way.

Who wouldn't?

But...

Love for my at home business can have a dark  
side: forgetting my business at home!

#### PREVENTATIVE MEDICINE

There is a bright side to this. Really!  
And the bright side is me.

I have the power to practice preventative  
medicine. I'll prescribe just two for  
starters. You can expand my thoughts with  
your own list.

#### LISTEN AND RESPOND

Miracle of miracles: my chair turns around.  
In a moment's time I can turn that creative  
masterpiece around and do something special.

Face my family member!

Imagine that -- I can turn "screen time" into  
"I love you time" as quick as I can access that  
oh-so-very-important web page!

Then I can listen and respond. Really hear.

Really listen. And really respond.

Just as if cared. Really.

Yeah, I know it's overkill on "really" but I am trying to make a point: because I don't always find myself in the winner's seat on this one.

I have failed. But I keep on trying. I keep on working at it!

## FLOWERS

Flowers? What on earth do flowers have to do with anything?

Plenty.

My girls love flowers. I have all girls. I married one, married two off, and have one still living at home that I expect to marry off!

They all LOVE flowers.

So I buy them flowers. I may not be able to buy a bouquet of roses for sixty dollars. But I can get a great spring arrangement for around ten bucks.

A cheap price to pay for a way to say "I love you!" from a man who has a home business.

## YOU'RE SPECIAL TO ME

Flowers, notes, lunches, bumming' together, making time to do what \*they\* enjoy, taking in a movie, or any number of other "touches" mean something to our family members.

It means they are special to us.

The computer is nice. Working at home is nice.

Creatively doing what I enjoy is nice.

Nice, yes. But more valuable than my family?

Never.

SOMETHING OLD BUT ALWAYS NEW

I can listen and respond.

We call this ...

Quality Communication

I can say "You are special" many ways.

We call this ...

Taking Time To Care

ANTI-VIRUS PROGRAM

Is yours on?

Is mine?

We all have one.

It goes by the name of "my heart."

It's the most important business at home tool we own!

Lee Wise is a Seminary administrator, has a part-time business at home, and writes his own motivational mailing entitled "A Moment In Time." You may contact him at [lfwise@aol.com](mailto:lfwise@aol.com) or by visiting <http://www.retirequickly.com/89863>. Permission is given to distribute article. This entire paragraph must be included.

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CHRISTIAN CLASSIFIEDS

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[SPECIAL] - [Publisher Note - Classifieds]

Believe it or not, I read and look at each Sponsor offering. I often find many incredible products and services or my business. As a matter of fact, I make every attempt to buy from our sponsors first.

Remember, when you give first, most people will follow in return. I strongly believe that everyone can benefit from anyone.

Let's continue to focus on teamwork! There is no "I" in "TEAM". Why not make your e-business a win-win endeavor. God knows you have put your heart, soul and money into it!

I wish you ever-continuing success, one day at a time!

All the best,

Tony

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<><><><> This Week's Final Thought <><><><>

Be still, and know that I am God!

Psalms 46:10 (New Living Translation)

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I personally thank you for your readership, your time and your devotion to God.

Please remember this...

Stay in God's Word always. Let the Holy Spirit guide you and learn all that God has for you in your life. Be obedient. Be faithful.

BE Patient. Be kind to others.

And, above all else...

"Always seek God first!"

I wish you peace, joy and prosperity always,

Tony

Tony Marino

Founder/Executive Publisher  
Christian Times Online Newsletter  
mailto:members@christiantimesnewsletter.com  
http://www.christiantimesnewsletter.com

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