



*sista* SENSE  
Make Sense of Making Money Online™

101

Money, Marketing & Sales  
Questions Answered

For Webpreneurs

**ROCK THE WEB**  
**FIND OUT HOW TO:**

- Startup Online
- Make Money
- Get into Blogging
- Teach Online
- Use Social Media
- Boost your Sales
- Master Internet Marketing
- Brand your Business on a Budget
- Self Publish & Sell Information Online
- Plus More



**LASHANDA HENRY**

Web Business Coach | [www.sistasense.com](http://www.sistasense.com)



Money, Marketing & Sales  
Questions Answered  
For Webpreneurs

BY LASHANDA HENRY



## INTRODUCTION

### MY STARTUP STORY + PURPOSE OF THIS GUIDE

Hi! My name is LaShanda Henry the creator of Sistasense.com- the place where I help you make sense of making money online. My webpreneur journey started back in June 2000. Seeing the World Wide Web as my 'Wild Wild West' I was determined to claim my piece of cyber space, so I eagerly built my fist website ready to become my own BOSS and create something I could be proud of.

With no clue about starting a business online I tried my hand at different side hustles from web consulting and graphics design to affiliate marketing and sales. Shortly after I started my first online journal in the hopes of making sense of it all and from those first few posts the SistaSense.com blog was born. A few years later my son was born, little CEO and with his joyous arrival came the motivation I needed to finally pursue my dream of being a work at home mom / entrepreneur.

With big dreams and a small savings I left the 9 to 5 world and began my 5 to Fabulous Transformation. Deciding to turn my (back then) \$5 domain name purchase into something now bigger than I could ever have imagined, I knew I had to make a few changes. In 2007 I left my little Brooklyn apartment, waved goodbye to New York City and began a new life with my new family in North Carolina.

Fast forward to 2013 and I can tell you the journey was not easy, but it was well worth it. I think I made about \$500 that first month, but soon business started to pick up. Click by click, month by month, I got new clients and built an online following. Offline progress was alittle different. With a baby and a tight budget, I had no car for the first few years, which as you can imagine isn't easy in the south! Always with bills to pay, business kept me busy, but we made it through. Now my little CEO is 6 years old and after 5 years of the good, the bad and the ugly we managed to buy a car, pay it off, and buy a house too!

Starting a real business, having the ability to provide for my family, see my son grow up in a real home and share startup lessons learned with aspiring webpreneurs online is my life to date in a nutshell. As you can imagine with all these years of experience to share on SistaSense the site is overflowing with information. You could easily get lost in it all, so I created this guide as a handy link list to help you easily navigate SistaSense and find the answers to the questions you are looking for. And if you can't you're your answer ([contact me](#)) and I'll do my best to create new tips, tutorials and tools that you can use!

**Go Build It!**

**Creating Websites, Blogs and Landing Pages**

Below you will find links to questions I receive about setting up websites, blog design and tips on landing pages. All answers are in the form of mini-tutorials on SistaSense.com. [CLICK HERE](#) to send me your questions.



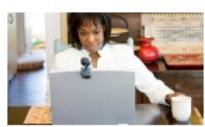
Creating The Right Blog for Your Business



Creating a Mobile Friendly Website or Blog using WordPress



How to Get People to Land on Your Landing Page



(video) Blogging for Business: Turning Your Blog into a PR

- Different Websites Every Entrepreneur Should Have
- Landing Page Vs Squeeze Page:  
What's the difference and which one do you need?
- Easily Install Wordpress in 10 Minutes or Less
- Blogging for Business:  
Turning Your Blog into a PR Marketing Machine
- Creating a Mobile Friendly  
Website or Blog using Wordpress Web Tools
- How to Get People to Land on Your Landing Page
- Creating HTML Text Links: A Guide for Beginners
- Creating The Right Blog for Your Business
- Review the latest posts on this topic ← ●●●

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**Need a website, blog, social network or banner?**  
 Review my web services.

**Subscribe for new tips, tutorials & event updates**

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## Write it! Speak it! Teach it! Information Marketing and Self Publishing

Below you will find links to questions I've received on information marketing, which is essentially selling information online via coaching, speaking, webinars and eCourses.

This section also includes how to self publish books, ebooks and magazines. All answers are in the form of mini-tutorials on SistaSense.com. [CLICK HERE](#) to send me your questions.



How to Sell Digital Content Online



(audio) How to Get Paid for What You Know



Hosting Webinars for Promotion or Profit – Where do you start?



(video) How to Self Publish and Create eBooks

- Self Publishing Your Own Magazine
- Self Publishing Your Own Book
- Self Publishing Your Own eBooks
- How to Sell Digital Content Online
- How to Get Paid for What You Know
- Hosting Webinars for Profit or Promotion
- Creating Products from the Content on Your Blog
- Hosting Your Own Teleconference or TeleSummit
- Review the latest posts on this topic ← ●●●

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## Turn Clicks to Cash The Art of Making Money Online

Below you will find links to questions about the different service based and passive income streams that I've used over the years to sustain a steady income online.

All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



(audio) How I Made \$2000 in 2 Days



5 Ways to Make an Extra \$300 - \$500 Online



How to Sell Ad Space On Your Blog or Website



Getting Started: How do Bloggers Make Money Online?

- How I made \$2000 in 2 Days?
- 5 Ways to Make an Extra \$300 - \$500 online
- How to Build Your Own Membership Website  
One Alternative to Membership Sites to Generate Continuity Income
- How to make money selling ad space on your site?
- How do bloggers make money online?
- 5 Things to Know About Affiliate Marketing
- How to create your own money making websites?
- Review the latest posts on this topic ← ●●●

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## Go Build a Blog!

### Everything Entrepreneurs want to learn about Blogging

Below you will find links to the most frequently asked questions I received on blogging for beginners, blogging for business and blogging for profit.

All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



5 Ways to Monetize Your Blog



WordPress for Beginners: Adding a New Post to Your Blog



How to add video to your Blog



Blog Traffic: How to Keep Readers On Your Site Longer

- Adding Posts to Your Blog
- Adding Video to Your Blog
- Adding Audio to Your Blog
- Adding a Signup Form to Your Blog
- Adding an Email Subscription form to Your Blog
- 5 Ways to Monetize Your Blog
- Finding the Time:  
Write Great Content for your blog on a busy schedule
- How to Setup and Use a Wordpress Blog?
- How to Keep Readers on Your Site Longer?
- Review the latest posts on this topic ← ●●●

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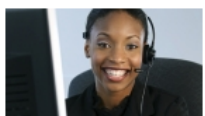
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## Go Build a Blog! More Blogging Tips and Tools

All answers are in the form of mini-tutorials on SistaSense.com.  
[CLICK HERE](#) to send me your questions.



Leveraging Your Content to Monetize Your Blog (video)



Podcasting Profit (part 3): Adding an MP3 File and Audio



How to Sell Ad Space On Your Blog or Website



Blog Traffic: A Social Media Marketing Checklist for

- Blogging for Business
  - Turning Your Blog into a PR Marketing Machine
- Leveraging Your Content to Monetize Your Blog
- How to make money selling ad space on your site?
- Get Creating Finding Topic Ideas:
  - What to write about on your blog?
- Creating the Right Blog for Your Business
- Why is blogging not bringing you more business?
- Drive Traffic to Your Blog Using Social Media Marketing
- How to Create Conversations on your blog?
- How to Recycle Old Blog Posts for New Traffic
- Build Your Brand Using Your Blog
- Blogging Tip: Turn Real Time Marketing into Profit
- 7 Ways to Promote Your Blog
- Review the latest posts on this topic ← ●●●

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## Building Buzz

### Internet Marketing Techniques

Below you will find links to the questions I receive on various forms of internet marketing like email marketing and tips on driving traffic. All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



Internet Marketing and Sales: Where Should You Start?



(video) Blogging for Business: Turning Your Blog into a PR



5 Easy Ways to Use Banners to Build Your Brand



5 eMail Marketing Tips for Newbies

- Internet Marketing and Sales: Where to Start
- 3 Small Marketing Mistakes that Cost You Big Time Online
- 5 Easy Ways to use Banners to Build Your Brand Visibility
- Build Your Business by Building Your List
- Social Media Marketing for People Who Don't Get It
- Using Auto-Responders to Market Your Business
- 5 Email Marketing Tips for Newbies
- Turning Your Blog into a PR Marketing Machine
- Adding an Email Subscription form to Your Blog
- Target Marketing: Does picking a target hurt your business?
- Email Marketing Tools to Use
- Review the latest posts on this topic ← ●●●

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## Let's Get Social!

### Social Media Marketing for Entrepreneurs

Below you will find links questions I receive on how to use social media platforms like Facebook and twitter to market and/or make money. All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



Keeping Your Facebook Fan Page Active In 10 Minutes



Turning Videos into VAs: Youtube Marketing Made Simple



Facebook Marketing for Coaches: Profile Page Vs Fan Page



Tweak Vs Twitter

- Getting Started with Youtube and Video Marketing
- How to Help for Coaches and Services Professionals: Facebook Profile Pages Vs Fan Pages
- Tweak Vs Twitter: Making the Most of Your Time Online
- Using Facebook and Twitter to Boost Your Business
- Blog Traffic: Social Media Marketing Check List
- Update Your Facebook Fan Page and Keep it Active In Ten Minutes or Less
- Using Facebook to drive traffic to your website
- Twitter Marketing Web Tools
- Auto-share blog posts on Facebook and Twitter
- Review the latest posts on this topic ← ●●●

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## Make More Increasing Profit and Sales

Below you will find links to questions I receive on maintaining a steady income online, working through slow periods and improving profit / sales over time. All answers are in the form of mini-tutorials on SistaSense.com. [CLICK HERE](#) to send me your questions.



(audio) Return Sales  
Boost Sales: How to  
Keep Your Customers



(video) When Your  
Passion Becomes A  
Pain



How to Work with  
Clients Who Need  
You but Can't Afford



5 Secrets to Making  
the Sale Online



- What to do when your passion becomes a pain?
- Setting the right Profit & Pricing Goals for your web business
- How to keep customers happy and coming back for more
- (audio) How I Made \$2000 in 2 Days
- 5 Secrets to Making the Sale Online
- Creating Business Partnerships to Boost Sales
- How to work with clients who need you but can't afford you
- How to Recharge Your Business
- Using Facebook and Twitter to Boost Sales
- 3 Ways to Boost Holiday Sales
- Review the latest posts on this topic ← ...

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Money, Marketing & Sales Questions Answered For Webpreneurs

## Smart Startup Advice Getting Started and Keeping it Steady

Below you will find links to startup recommendations that I can share based on my experiences building a business online.

All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



How to Startup and Stay in Business (video)



Clarity Session: Setting the right Profit & Pricing Goals for



(audio) SistaSense Money Mindset System



5 Things Lisa Price Taught Me About Smart Business

- How to Startup and Stay in Business
- SistaSense Money Mindset System
- Simple Getting Started Business Plan
- Setting the right Profit & Pricing Goals
- 5 C's to Creating a Better Business
- 5 Things Lisa Price Taught Me about Smart Business Success
- What's Working Now – Success Solutions from Women in Business
- Building Your Brand Using Your Blog
- What to do when your passion becomes a pain?
- Django Guide to Business and Living Your Best Life
- SistaSense Business and Wealth Building Rules
- Review the latest posts on this topic ← ●●●

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## Smart Startup Advice

### Time Management and Productivity Tips

Below you will find links to common questions I receive on avoiding distractions, time management and maintain productivity. This section also includes a collection of SistaSense Motivational Lessons Learned to keep you proactive when your passion becomes a pain.

All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



How to Tackle Your To Do List



How to Schedule Your Blog Posts: Time Management Tips for



How do I get it All Done? Simple Time Management



Marketing Your Business When You Don't have time to

- How to Tackle Your To Do List
- How do I get It All Done? Simple Time Management Strategies
- How to Schedule Your Blog Posts
- Tweak Vs Twitter: Making the Most of Your Time Online
- Mobile Banking Tools that Save You Time and Money
- Marketing Your Business  
When You Don't Have Time to Market Your Business
- Review the latest posts on this topic ← ●●●

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## Smart Startup Advice

### Web Tools and Services I recommend

Below you will find links to questions I receive about the different software programs, web tools and online services I personally think are perfect for entrepreneurs and those on a small budget.

All answers are in the form of mini-tutorials on SistaSense.com.

[CLICK HERE](#) to send me your questions.



5 Web Services I Don't Mind Paying For



Mobile Banking Tools Entrepreneurs and Small Business



iContact is the Best eMail Marketing Tool Around



Got My Free 'PayPal Here' Mobile Payment Card Reader, Get

- Web Services Used to Sell Digital Content Online
- Paypal Here – Mobile Payment Card Reader
- Self Publishing Tool – Create Your Own Magazine
- Mobile Banking Tools that Save Time and Money
- 5 Web Services I Recommend
- Blog Plugins that Help Keep Readers on Your Site Longer
- The Best eMail Marketing Tool Around
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## SistaSense Experts

### Women in Business Webpreneurs Should Follow

Below you will find links to the teleconferences and live session replays I've hosted with different SistaSense Experts. Each of these ladies has shared at least one 60 minute audio or video session providing a wealth of easy to follow recommendations for small business owners and entrepreneurs.

- Goals to Money: Getting your ideas out of your notebook and into your bank account by Richelle Shaw
- The Best Way to Promote Your Books & Ebooks by Pam Perry
- 9 Steps to Creating a Million Dollar Business by Richelle Shaw
- Using Social Media to Boost Your Business by Dawn Fitch
- Platform Building and PR Marketing Success by Pam Perry
- Explode Your Business with Mobile Marketing by Gigi Biggins
- Inside the Millionaire Mindset by Carol Sankar
- Fight Your Fears Build a Six Figure Business by Katrina Harrell
- Seven Wealthy Habits of Successful Entrepreneurs by Deborah Owens
- 9 Key Principles of Online Branding by Jai Stone
- Building Your Buzz: How to Attract Media Attention by Beverly Mahone
- Generate More traffic by Writing Great Blog Content by Tara Pringle
- New Media Marketing: Understanding Google+ by Pam Perry
- Tech Talk: Blog Maintenance and Avoiding Hacks by Art Deal
- New Media Marketing: Understanding Pinterest by Ananda Leeke
- Mastering the Million Dollar Equation by Richelle Shaw
- How to enjoy your life! Build your business! Have your way! by Donna Maria
- Increasing Brand Recognition though Social Media by Jai Stone

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