

Already this year I have put aside some time to work on building up my Brand of ME, and writing up good content for my blogs and websites.

However, I have not been able to give myself full-time to this new business approach because I had promised to write a history book for the non-profit charity in which I have served as a volunteer for the last 17 years. This project has become more involved than first realized, but I am determined to do a good job and complete it.

So... My unique skills make me desirable as your editor or web-designer, but that still leaves me as one person trying to do the work of eight! I reach my time-frame capacity far too fast!

Besides – I want to ACE this new Attraction Marketing field. My research, and hanging around the ones who do it shows – Ready . . . ?

**It's possible to make six-and-seven-figure incomes a year in this kind of business!**

**Oh Mercy! I get excited when I think of all the good I could do in the world when I have that kind of wealth; all the missionaries and orphans I could support! Oh Wow!**

What would you do if you had more money than you need for your personal survival?

### **My NEW BETTER IDEA**

I'm already getting into Attraction Marketing by blogging and developing my Brand, and I've got a mailing list ready to show my friends and followers how to do what I'm doing. That way I'm teaching all of followers at the same time and taking you with me on this road to success!

Isn't that far better than me building you a website or blog and giving you a shove – “Go

ahead, make a name for yourself!” But if I don't show you HOW, you don't succeed, and I would not have time to succeed myself. I'll just be your maid-in-waiting. . . .

### **With my BIG NEW PLAN we both win!**

Remember, how earlier I told you how much I love to teach and mentor others?

Remember how I said I was **the Responsible One who gets things done?**

Remember how **I taught myself** to write my novel, and then **all those computer and internet skills?**

Remember too, that **I believe in doing business ethically – by God's principles – clean and above board?**

Well. All that was God's way of preparing me for this time of my life, when I'm going to turn into a full-bloomed rose, and I'll help all the roses in my Bouquet (did I mention that I think of my friends as roses?) . . . I help YOU to bloom gloriously too! With good incomes!

### **How can you and me get Started?**

Do this: **Subscribe to my eAction mailing list.** (be sure to click in the confirm email!)

<http://eAction.info/LIST-signup.shtml>

Then you will hear from me fairly regularly, and will also be able to correspond with me. I'll lead the way and teach you as we go together. I can also tell you where I'm getting excellent training via videos and Webinars. We'll work as a TEAM until you are ready to launch off in new directions on your own!

**May God Bless and Guide You & Me both!**

## *The Responsible One* The Business Profile of Ruth Marlene Friesen



I've **many** facets and interests. My over-riding traits however, are perseverance, faithfulness, AND when I take responsibility for a work or project, it is hard to pry my fingers off – I have always been the oldest sister in charge, or **The Responsible One**.

After I'd paid off my 1968 Nova in 1971, I packed it full and drove from Saskatoon to London, Ontario, seeking a publisher for my secretly-written novel. That did not happen for decades; but many other things did. For 12 years I was very involved in church/children's ministries – developing my creativity and administrative-leadership skills.

Then – yielding to Mom's calls and a growing sense of God's will, I moved back home to care for my parents. (I have a book in me about those 23+ caregiver years too, but I don't have time or desire to write it yet). My creative ideas still found places to ooze out, but mainly, I think I learned management skills, and how to dig in my persevering heels. I also produced some family history books, while continuing with children's ministries at church, which included directing DVBS for 3 summers.

In the 1990s I read you could self-publish on the internet; after Mom died, I re-wrote my novel and saved for a computer that could go online. I got it in 1999, planted myself every day in front of the computer and taught myself publishing, web-design, and to a degree, marketing – plus many other things. I learned like a house ablaze during the 10 years I still cared for Dad.

Before I had my own first site up, I was asked to help a ministry, get an online web presence with a website too. One thing led to another – and another – and another, so that by now I have 8 or 9 websites of my own, and I have built more than 25 websites for others, and maintain and manage most of them. A few of those 'others' are regular clients, to which I give a regular evening of my week.

My novel, *Ruthe's Secret Roses*, was published as a Print-On-Demand (POD) in 2001, but marketing it is on hold, (as are travel dreams), for I'm on a NEW business tangent, writing content, still always on a learning curve, as I keep learning, braiding new skills into my work.



### **Unique Computer/Internet Skills;**

I have taught myself most computer basics, including downloading and installing programs and complete operating systems. I can troubleshoot and fix a number of problems, and even rescue data from computers that seems to have died. I run six virtual desktops on my screen; often I run as many as four - eight programs at once, switching back and forth fluidly.

**Open Source Software** - Some years ago I discovered that open source software was much more secure and could do everything and more

than a Windows system, so I experimented with a dozen linux systems, settling on openSUSE as my favourite, using the KDE desktop system. I can follow instructions for using command-line operations, but do not feel at home in that field. However, with the robust graphical interfaces now in all these systems, it is not absolutely necessary. (Nor have I learned programming – just enough to adjust code for installation of certain programs).

**Research skills** - the internet is FULL of information, so one of my most important skills is knowing how to search for answers online when I run into a problem or need to understand something to proceed.

**Graphic Design and manipulation** – one area where I am constantly learning and adding to my skills. I use GIMP to “photoshop” photos and create graphics, such as banners and logos, power point presentations, and print-ready documents and books. I am still learning infographics and vector art.

**Layout & Desktop Publishing** - I can layout and prepare for publishing; brochures, booklets, books in both, a word processing program, and in Scribus, a layout program, and then export them in PDF.

**Website Design** - I taught myself web-design, using raw HTML code, uploading via ftp, and installing WordPress blogs and CMS systems. I can install php scripts for contact forms, etc. I am a firm believer in carefully crafting the meta tags of each web page so the search engines will draw in more natural and free traffic.

**Social Media Management** – I have some social media accounts, and understand the importance of using them to promote business ventures, but I still struggle to make enough time to work at it. In time I would like to

delegate this to a skilled employee. Making videos and setting up/teaching webinars, are skills I want to learn. Oh, e-Commerce too!

**Write/Produce Content** – this is where I shine and know I do quite well. Writing comes easily to me. I understand the power of persuasive text and story-telling on a website. The internet is a *Writer's Paradise*. Graphics draw in the eyes; it is good words that sell and persuade people to buy or do what you ask. To accomplish anything on the internet need to write well, - or, find and hire writers! Writers who grow past just expressing themselves; and able to influence others - are increasingly in demand!

**Total Site Management for Clients** – I have ended up managing most of the sites I've built for clients so far. This limits my capacity to take on new clients.

Recently I set up up WordPress content management sites for a few clients, hoping they can run it themselves without needing to know how to do raw HTML

### **In Summary:**

You can see I have unique and workable computer and internet skills for books and websites, and I can take **Responsibility** for whatever I start.

In 2016 I've been learning a lot about Attraction Marketing, and some great e-Commerce opportunities. These appeal to me greatly!

This where you set yourself up as a Brand of You, and you win over friends, and seek to discover and meet their needs. This is done on social media and blogs/websites where you show yourself to be knowledgeable in areas they are looking for information. When they know and trust you, - that is when you can introduce them to your business or products.