

Welcome to Issue 6 of...

Chiseling Out Success

Equipping your business to write its own success story.

The official newsletter of [Gemstone Business Solutions](#).

In this Issue...

- Feature Article: 5 Ways to Double Your Freelance Income While Working Less
- Technology Tip: Getting Rid of Those Pesky IE8 Glitches
- Marketing Tip: Surprise Your Client With This on the Next Invoice
- Web Site of the Month: Internet Marketing Forums
- Product of the Month: Aweber
- Blog Updates

It is great to be back to my newsletter.

Fall is here now in the Shenandoah Valley. The leaves will soon be at full peak as the beautiful Fall colors change the beauty of the landscape. So what better time for me to think about changing my own "landscape" or layout of my newsletter than Fall.

I've been searching for the best possible email/e-letter/ezine/auto-responder service and I did! I have discovered [Aweber](#) for my email updates and newsletter.

This brings me to next point.

By the end of this month, you will be receiving an email to opt-in to the newly redesigned Chiseling Out Success newsletter from [Aweber](#).

I need you to click on the opt-in button and sign up as soon as you receive the email. As a thank you, you will receive a FREE Twitter Cheat Sheet with the ten hottest tools to use from Twitter! My treat or should I say tweet?

Enjoy this month's newsletter in its rustic form. And be on the lookout for the new and improved Chiseling Out Success which will be sent to your inbox via Aweber.

5 Ways to Double Your Freelance Income While Working Less

by Leisa Bain Good

Finally, the beach vacation that you thought would never come. So here you are sunning yourself on the beach, sipping an iced cold drink. Then a jolt of reality sets in as you realize that this is an unpaid vacation. You ARE a freelancer and don't get to take PAID vacations.

So how can you relax and enjoy your beach vacation, work on your tan, and still get down to business when you get back to your home office? Simple. You create the freedom and flexibility of a freelance business while building the profit leverage of a traditional business.

By following these 5 simple steps you will be able to have the best of both worlds.

1) Offer the complete solution. For example, if you are a copywriter and have a colleague, Sam, who is a graphic designer who is also needed on the project (since you don't offer graphic design) bring him into the project. Then you mark up Sam's work and bill the client directly. After the client pays, you will give your colleague his/her take.

Many freelancers successfully do this, and the client also benefits since he/she didn't have to interview Sam. As a freelancer, take the opportunity to build up your own network of professionals (web designers, writers, virtual assistants, and technical workers). This will become a good source of passive income for you, and offer a more complete solution to the client.

2) Offer more virtual solutions. This is another way to offer a solution to your client and create more leverage for your business. For example, you are a copywriter who has written the lead generation and marketing materials for an upcoming marketing campaign.

You know that the client does not have the staff to be able to follow up via telephone with all of the prospects created from this lead generator. So you use your virtual assistant to follow up on the leads.

3) Sell informational products to clients. Not everyone who contacts you will be able to afford your services. However, you can have a variety of e-books, instructional DVDs or downloads readily available for this type of client. You can easily sell them an e-book for \$45 instead of charging them your hourly rate times 6.

4) Offer training to clients. Instead of a having a client buy an e-book or instructional DVD, offer to come in and train the staff. These all-day speaking and training seminars can easily come to thousands of dollars.

5) Sell informational products to consumers. Do you have a hobby such as organic gardening that you could present in an e-book or home study program? Then why not do so, and sell it on its own web site or via [Clickbank](#).

Use these 5 ideas, and you will definitely see a difference in next month's income.

Technology Tip:

Getting Rid of Those Pesky IE8 Glitches

For those of you who wish to upgrade your Internet Explorer browser from 7 to 8 or those of you who are having problems, here are some configuration tips.

If you haven't already upgraded your browser, but wish to do so, go to www.Microsoft.com to find the latest version (IE8).

- 1) From there you will need to download, follow the instructions, and then restart your computer. Once your computer has restarted, go to the toolbar. Now you are ready to begin the reconfiguration.
- 2) Click on TOOLS, Internet options, Privacy Tab.
- 3) Look for Pop-up Blocker and uncheck the box next to Turn on Pop-up Blocker.
- 4) There will be two checkboxes. Check both of them. Do not collect data for InPrivate filtering and Disable toolbars and extensions when InPrivate browsing starts.
- 5) Now go the ADVANCED tab.
- 6) On the ADVANCED tab scroll down to the SECURITY. This is where you will see any phishing filter or smart screen filter listed.
- 7) Turn off auto web site checking.
- 8) Scroll up to the browsing list and look for the checkbox: Enable third-party browser extensions and UNCHECK it. All of this will take effect when the computer is restarted. Leaving it checked can lead to third party drive by downloads if you happen to encounter a malicious site.
- 9) Before restarting your computer, you may want to go to the SECURITY tab and customize your trusted sites or disable or enable your pop-up blocker.

These suggestions should make the transition from Internet Explorer 7 to Internet Explorer 8 much easier.

Marketing Tip:

A great tip that I found on www.GetClientsNow.com is to attach your last article (whether it be from Ezine or ArticlesFactory or any other article site) to a copy of the invoice before emailing or mailing it to the client. The client will appreciate the information, and it is a nice treat to get something other than just the invoice.

Web Site of the Month:

[Internet Marketing Forums](#) is a great web site to join FREE and learn all about Internet marketing. Everything from how to market an e-book to how to use the latest plug-ins are discussed. Sign up today and begin building your own Internet marketing empire.

Product of the Month:

Well, it is [Aweber](#), of course. For just \$19 a month, you'll receive unlimited email campaigns and 100 email templates to launch your own product, service or newsletter. If you are still undecided as to which email marketing service is for you, I highly recommend [Aweber](#).

I was also very impressed with their friendly customer service. I think that you will be too.

Comments Wanted:

Our blog, The [Virtual Water Fountain](#) is always looking for guest bloggers or readers to post comments. Please check out the latest blog post at <http://virtualwaterfountain.blogspot.com>.

The previous four posts were:

[Success is the Best Revenge](#)

[3 Traits of a Successful Entrepreneur](#)

[What Do You Call...?](#)

[How a Book Will Keep You Booked—Full](#)

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<http://www.twitter.com/Leisag>

<http://www.facebook.com/people/Leisa-Good/1157050705>

<http://www.ryze.com/go/Leisag>

FYI, we will be moving to [Aweber](#) the end of this month. You will be receiving an opt-in from [Aweber](#), please click on it to sign up for our newly designed newsletter. I will also send out a reminder.

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