

To Anyone Seeking Help:

One afternoon, I am going through my Inbox and there is an email from Steve Atwal via Twitter:

“Valentina, happy holidays! Just checked your Blog - very nice, but lots of bad links. Buzz me if you want to chat over coffee.”

Steve and I belong to the same Internet Marketing Mastermind Group. As mastermind members we of course support each other. I know that Steve is an IT type and I am at once pleased and upset: pleased that Steve visited my site, and upset that there are lots of bad links on my Website. Yes, of course, I buzz him. It just so happens that we both have time and within the hour we are chatting over lattes at the local Starbucks, laptops up and running.

I visit my site in question. I'm horrified when Steve shows me all the bad links and a series of 404's errors in my categories – worse yet, the admin area seems to have no record of the categories but this turns out to be a temporary blip as within seconds they appear, all programmed properly.

Steve immediately zeros in on the possible problem. It is in the settings. He shows me a few options which we check and voila! Within minutes the offending error is corrected! MINUTES!

I am a self avowed non-techie. The mere thought of anything beyond the barest minimum in the world of HTML, cPanel, FTP and what have you is enough to give me a nosebleed and a crushing migraine. I have in times past spent hours, no, really, HOURS on fixing a small problem and here, within minutes the problem was solved.

One of the issues at hand is that those of us who are into Internet Marketing are not into even the most rudimentary of tech fundamentals. We lose a lot of time trying to right a small error, time that could be put to better use. Steve's Bootcamps are just what we need: a series of hands on evenings to learn things from the ground up, so we'll know how to tackle problems as they arise. We need someone like Steve to show us the fundamental technical side of Internet Marketing, as well as traffic generation, so we can all succeed online!

Valentina Bellicova

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