

Making the Internet Work for You

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Beginnings

- ◉ Discovering the Wonders of the World Wide Web
- ◉ Where am I now?
- ◉ Lessons Learned

Questions You Must Answer

- ◉ Why am I online?
 - > Staying in touch with friends/family
 - > Social connections
 - > Business connections
 - > Boredom
 - > Everyone else is doing it

Questions You Must Answer

- ◉ How is your time online benefiting you?
 - > Using bad language
 - > Posting questionable images

Questions You Must Answer

- ◉ How is your time online benefiting others?
 - > The services are free to you but others are making money from your activities
 - Farmville – Product Placement
 - Gmail – Google Ads
 - Facebook - Ads

Flip the Script

- ◉ Become conscious of your time online
- ◉ Put a value on it ($\$20/\text{hr} \times 6\text{hrs} = \$120/\text{day}$)
- ◉ Use that time to create a presence that can impact others

Flip the Script

- ◉ Make your mark online
- ◉ Social entrepreneur
 - Someone that creates a non-profit business around a social cause (environment, domestic violence, climate change, homelessness)
- ◉ Caribbeanpreneur
 - A person of Caribbean heritage that uses their natural gifts and abilities to bring positive impact to their family, community and the region.

Make an Offer

- ◉ Select the online environment that best suits your venture
(CaribbeanMassive.com, Facebook, LinkedIn, YouTube, Twitter, Reverbnation)
- ◉ Do the things online that will bring positive attention to your business
- ◉ Be consistent about the image you present of yourself and your business online

Don't Be Distracted

- ◉ Use online time to bring impact to offline activities.
- ◉ Don't just exist in the virtual world.
- ◉ Have a real world action that people can connect with.
 - > Books, attending your event, downloading your music, ordering your designs, visiting your hotel, attending a webinar

Earn Revenue

- ◉ Find at least four different streams of income
- ◉ Passive income (earning you money as you sleep)

Thank You

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