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**MySpace: A Viable Marketing Tool?**

**By Denise Wakeman**

MySpace is not only for teenagers and musicians. MySpace is also making a buzz among Internet marketers. At the invitation of Internet marketing guru Marlon Sanders, I set up a profile to see what the buzz is all about.

Marlon calls it "...a 'secret' networking method the people on the inside are using."

Being the active experimenter that I am, once I got started, I couldn't stay away from MySpace, setting up my profile, posting on my blog, adding events to the public calendar. As I poked around, I thought about how this networking space could work for professionals as a business tool.

It's pretty easy to set up a profile and it's free. If you're using it as a business tool, be professional about the information you reveal. Remember MySpace is ultimately a SOCIAL tool and many people use it to hook up for dates and relationships. If that's not your intent, keep your content business-oriented.

What I noticed in looking at random profiles is that most are sloppy and incomplete. A lot have no information about the person and no photo. What's the point? My sense is that a lot of profiles get set up and then abandoned, much like blogs.

So can you use it as a marketing tool for your business?

My guess is yes, if you're very strategic about how you go about it.

Use your "About Me" section to talk about your business, products and services. Make sure you have active hyperlinks that lead to your primary website, blog and products. It's a good idea to have a basic knowledge of HTML so you can add images and clickable links.

Use the blog module to write about your business and events.

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Send "bulletins" through the MySpace system to all your "friends" about your product launches, press releases, events, etc.

Join MySpace groups that represent your target audience. Participate in discussions and send bulletins to everyone in the group. No spamming!

Post your events on the public calendar

As you add new friends, welcome them and you'll be on your way to building a community.

A way to approach this from a business angle is to think of your "friends" as possible joint venture partners and potential business opportunities. And, as we like to say, it's another line in the fishing pond for attracting prospects, building your list and your network.

So, is it worth trying out? That's only for you to know. If you like trying new things, if you like testing

new systems, then give it try.

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.&nbsp; Denise Wakeman is an Internet Marketing expert and

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### **The Myspace Craze - Info For Parents**

**By Gabriel Adams**

Everyone has a Myspace account these days. You can find almost anything on Myspace, from love, games, books, movies, music, and even friends. One of the most intriguing things about Myspace to

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me is the web templates that the web site provides to its users. These templates can be modified in many different ways to produce millions of different myspace web pages. Also biographical information along with quotes and other miscellaneous information are easily entered into this template. It seems to me that many of the users on myspace are just trying to keep in touch with old friends, but some users are looking for a "good time". Also it seems that some users are just on myspace to try to get as many "friends" to add them to their lists as they can. The only thing that worries me about myspace is the amount of younger children that have pages on the site.

I have seen many different news shows lately about sexual predators that try to lure young children into a meeting with them for sex. I am afraid that myspace makes this much easier for these sexual predators to find children, because it basically gives them a direct link to them. I guess as with all things, parents need to keep an eye on their children, and make sure that they are not getting themselves into anything that they should not be getting into.

My wife and I recently had a son, so now I am really taking an interest into anything that I think can harm him. I think that the information that is provided on myspace can really do some harm if it falls into the wrong hands. I do not think that I will ever allow my son to be online in a room by himself without myself or my wife with him, because I am afraid that a sexual predator might lure him into a meeting. Just remember that myspace is like many other things in life - most people use its power for good, but a few use it for evil. So just be sure that you supervise your kids and keep them safe.

For good, safe fun, check out our Myspace Games Codes at

<http://redpython.com/>



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