

# Resources & Next Steps

## Helping Publishers Create Profitable Websites

Training ♦ Planning ♦ Consulting ♦ Systems

# Mequoda Daily

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MEQUODA Daily Blog  
Helping Publishers Create Profitable Websites April 10, 2013

Writing Breakthrough Sales Letters details ...

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If you want tips and expectations for digital publishing then download our free *Digital Magazine Publishing Strategy Basics* white paper.

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#### BLOG

### 41 Ways to Build Email Circulation Forever [+ Video]

By **Amanda MacArthur** 4/10/2013  
Topic: **Email Newsletters**

You can build email circulation over forty different ways, and we've got all the case studies to prove it! If you're subscribed to our email newsletter, then you're living proof that the tips I'm about to share actually work. One of them even worked on you ... [Continue](#)

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### Forbes Hits Digital Magazine Publishing Out of the Park

By **Mary Van Doren** 4/9/2013  
Topic: **Digital Magazine Publishing**

When people aren't talking about Kim Kardashian's pregnancy these days, it seems they're talking about iPads. And when they talk about iPads in our world, they're talking about digital magazine publishing and apps. ... [Continue](#)

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### Defining a Content Marketing System for Publishers

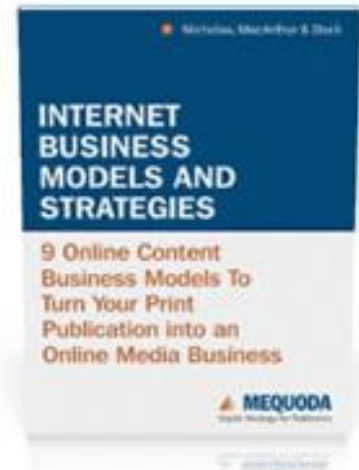
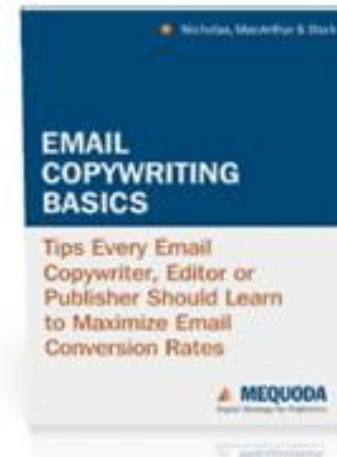
By **Don Nicholas** 4/8/2013  
Topic: **Content Marketing Strategy**

Most of the publishers I work with are rich with content assets.

If they're not rich with revenue, it's usually because they

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# Mequoda Handbooks



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# Digital Publishing & Marketing Intensive

## DIGITAL PUBLISHING & MARKETING INTENSIVE

**OCT. 23-25, 2013**

Villa Graziadio Executive Center, Pepperdine University  
Malibu, CA

**JAN. 28-30, 2014**

University of Massachusetts Club  
Boston, MA

**MEQUODA'S EXPERTS WILL TRANSFORM YOUR PUBLISHING ORGANIZATION.**



**Don Nicholas**

Don Nicholas has guided the development of more than 70 successful niche media websites. He specializes in new business development, digital publishing and Internet marketing.



**Ed Coburn**

Ed Coburn is a veteran operator in specialized information services and niche media, with extensive experience in B2B and B2C markets and deep, first-hand knowledge of product development, marketing, editorial and more.



**Laura Pittman**

Laura Pittman's ironclad business models and revenue plans have helped clients earn millions in profits on the Internet. She is an expert in computer modeling, budgeting, and business analysis.



**Norann Olsson**

Norann Olsson is a master of data, analytics and their use in driving revenues for dozens of business and consumer publishers. She has an understanding of more comparable data than any single-company analyst.

**Discover how America's top publishers are successfully making the transition to digital.**

**Learn how to:**

- **Create**, curate, and publish high-quality, search-optimized content
- **Deploy** profitable, SEO-driven social media marketing campaigns
- **Master** the metrics that ensure market domination
- **Discover** the business models that drive new revenues
- **Build** a digital empire that delivers profits you've only dreamed of

Register today at

[MequodaIntensive.com](http://MequodaIntensive.com)

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Helping Publishers Create Profitable Websites

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# Business Plan Development



# Website System Development

DailyWord.com

JohnsHopkinsHealthAlerts

Mequoda.com

MotherEarthNews.com

GolfVacationInsider.com

DarkDaily.com

CanadianLiving.com

KnittingDaily.com

CeramicArtsDaily.org

HRDailyAdvisor.blr.com

BeadingDaily.com

Sekada-Daily.de

Simplify.de

Experto.de

AmericasHorseDaily.com

BusinessManagementDaily

RCRWireless.com

SafetyDailyAdvisor.blr.com

SpinningDaily.com

VidaySalud.com

TSINetwork.ca

FacultyFocus.com

QuiltingDaily.com

PON.Harvard.edu

CorporateWellnessAdvisor

RadiologyDaily.com

ArtistDaily.com

CrochetMe.com

ClothPaperScissors.com

InvestingDaily.com

CaliforniaEmployerDaily

JewelryMakingDaily.com

WeavingToday.com

ChurchVolunteerCentral

Guideposts.org

VibrantNation.com

InsideARM.com

SewDaily.com

BlackbeltMag.com

BiblicalArchaeology.org

DestinAsian.com

NaturalHealthAdvisory.com

Napa-Net.org

# Website System Management



# Consulting Team Leaders

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# Analytics

Harvard's Program on Negotiation Network

GVR Cluster Summary

April 10, 2013

Harvard PON Clusters	Uber Summary	Topic #	Current Data						Freemium	Last Report					
			Keyword Universe	Annual Searches	Annual Impressions	GVI	Keywords on Pages 1,2,3	% of Keywords in Cluster		Keyword Universe	Annual Searches	Annual Impressions	GVI	Keywords on Pages 1,2,3	% of Keywords in Cluster
Brand	Brand	1	139	3,421,668	1,855,968	54.24%	133	96%		135	3,420,708	1,841,621	53.84%	127	94%
Negotiation Skills	Topics	2	311	3,314,472	1,306,375	39.41%	230	74%	Improve Your Negotiation Skills: Negotiation Training from the Pros; Negotiation and Leadership	305	3,312,600	931,708	28.13%	220	72%
Conflict Resolution	Topics	3	131	1,207,536	446,557	36.98%	39	30%		131	1,207,536	519,653	43.03%	46	35%
Mediation	Topics	4	96	1,791,504	337,351	18.83%	30	31%	Mediation Secrets for Better Business Negotiations: Top Techniques from Mediation Training Experts	96	1,791,504	202,793	11.32%	28	29%
Batna	Topics	5	32	309,192	298,892	96.67%	26	81%		32	309,192	303,094	98.03%	26	81%
Negotiation Training	Topics	6	189	1,759,740	172,091	9.78%	125	66%	Harvard Negotiation Institute Summer Programs Guide	185	1,759,284	171,119	9.73%	115	62%
Dispute Resolution	Topics	7	75	2,891,712	88,690	3.07%	26	35%	Dispute Resolution: Working Together Toward Conflict Resolution on the Job and at Home	74	2,891,448	84,609	2.93%	25	34%
Business Negotiations	Topics	8	65	222,480	87,140	39.17%	47	72%	Business Negotiation Skills: 5 Common Business Negotiation Mistakes; Meeting Facilitation Skills: 4 Structured Facilitation Tips	65	222,480	87,581	39.37%	50	77%
International Negotiation	Topics	9	79	306,552	48,356	15.77%	45	57%	International Negotiations: Cross-Cultural Communication Skills for International Business Executives	79	306,552	49,180	16.04%	44	56%
Negotiation Pedagogy	Topics	10	119	264,312	40,951	15.49%	85	71%	Harborco: Role-Play Simulation; Sally Soprano: Role-Play Simulation	115	263,352	41,373	15.71%	78	68%
Crisis Negotiations	Topics	11	33	30,456	19,173	62.95%	18	55%	Crisis Communication: How to Avoid Being Held Hostage by Crisis Negotiations	33	30,456	10,918	35.85%	18	55%
Conflict Management	Topics	12	127	570,456	12,652	2.22%	27	21%	The New Conflict Management: Effective Conflict Resolution Strategies to Avoid Litigation	127	570,456	22,354	3.92%	29	23%
Win Win	Topics	13	34	1,794,156	9,315	0.52%	13	38%	Win-Win or Hardball: Learn Top Strategies from Sports Contract Negotiations	34	1,794,156	5,801	0.32%	10	29%
Sales Negotiation	Topics	14	60	2,224,728	7,355	0.33%	10	17%	Sales Negotiation Training: Essential Negotiation Skills for Sales Professionals	60	2,224,728	6,376	0.29%	14	23%
Team Building	Topics	15	30	2,130,180	7,008	0.33%	5	17%	Team-Building Strategies: Building a Winning Team for Your Organization	30	2,130,180	7,411	0.35%	6	20%
Deal Making	Topics	16	12	88,812	0	0.00%	0	0%		12	88,812	0	0.00%	0	0%
<b>Total</b>			<b>1,532</b>	<b>22,327,956</b>	<b>4,737,873</b>	<b>21.22%</b>	<b>859</b>	<b>56%</b>		<b>1,513</b>	<b>22,323,444</b>	<b>4,285,590</b>	<b>19.20%</b>	<b>836</b>	<b>55%</b>

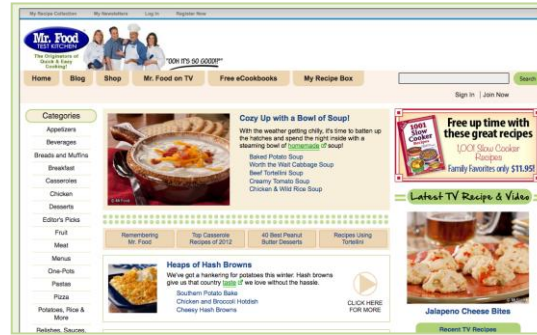
Sample of the many analytics reports.

# Top Mequoda Operators

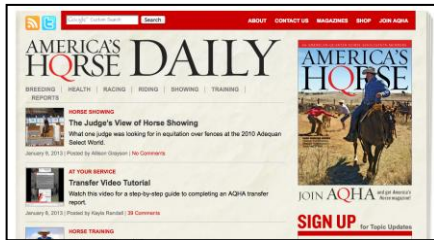
[VidaYSalud.com](http://VidaYSalud.com)



[MrFood.com](http://MrFood.com)



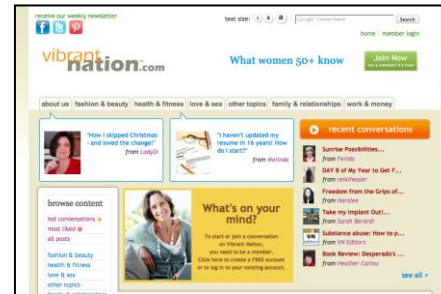
[AmericasHorseDaily.com](http://AmericasHorseDaily.com)



[FarmProgressDaily.com](http://FarmProgressDaily.com)



[VibrantNation.com](http://VibrantNation.com)



[BiblicalArchaeology.org](http://BiblicalArchaeology.org)



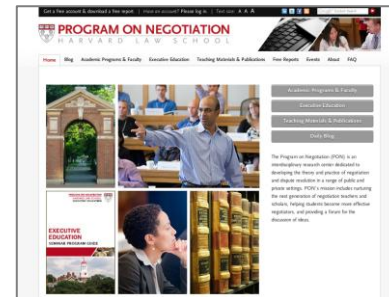
[CeramicArtsDaily.org](http://CeramicArtsDaily.org)



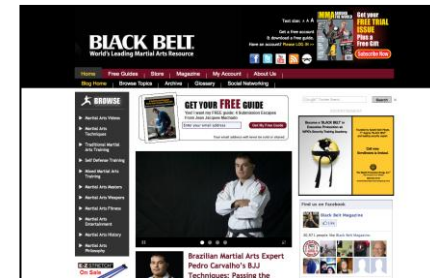
[Favecrafts.com](http://Favecrafts.com)



[PON.Harvard.edu](http://PON.Harvard.edu)



[BlackbeltMag.com](http://BlackbeltMag.com)



# The Mequoda Method



Mequoda = **Media Quote Daily**

# Thank You