

# Localize the World Wide Web

*Profit from your online edition*

Written by Susan Kremers, TLI Faculty Member



*"Inspiring Dreams, Realizing Potential"*



# Profiting from your Online Edition

WELCOME

**Welcome to Localizing the World Wide Web—  
Profiting from your Online Edition!**



## Profiting from your Online Edition

It took radio 38 years to reach an audience of 50 million.

Television took 13 years and cable 10.



The Internet has surpassed that milestone in just 5 years!

*- Morgan Stanley Technology Research*



A NEW  
MILESTONE



# Profiting from your Online Edition

## Where do we start?

- ✓ *Content and positioning*
- ✓ *Marketing*
- ✓ *A sales strategy*

WHERE DO WE  
START?



# Profiting from your Online Edition

## Portal Positioning

### ✓ Think past your print

- Visitors Guide
- Classifieds
- Community calendars
- Contests
- Business Directory
- Local time and temperature
- Community Links
- Polling and trivia
- Local news – expanded content
- National Content
- Special Sections
- Blogs
- Videos

*News*

*TV Listing*

*Stock Quotes*

*Horoscopes*



THINK OUTSIDE  
THE BORDER



# Profiting from your Online Edition

## Marketing your Niche

### ✓ Advertising your Online Business

- Promoting to build hits

*Content*

*Timeliness*

*Interactivity*

- Advertising to your advertisers
- Dual Purpose Ads
- External Promotion

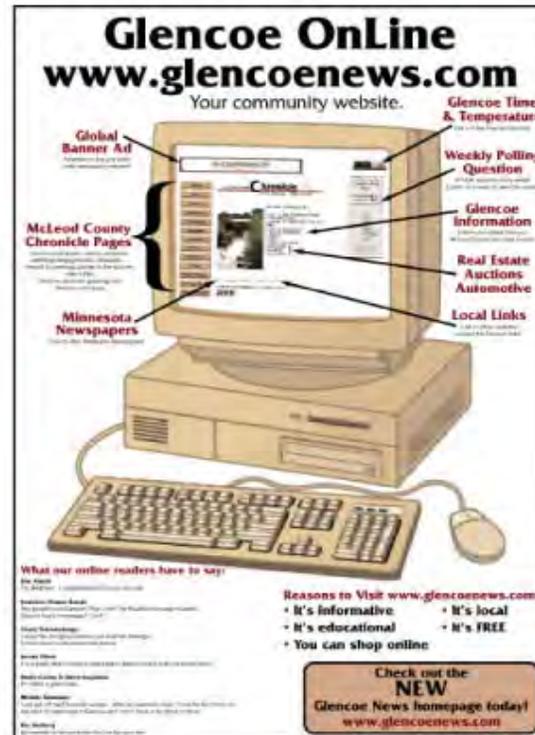
PROMOTE  
YOUR ONLINE  
WORLD



# Profiting from your Online Edition

## Content

CONTENT



**Glencoe OnLine**  
[www.glencoenews.com](http://www.glencoenews.com)  
Your community website.

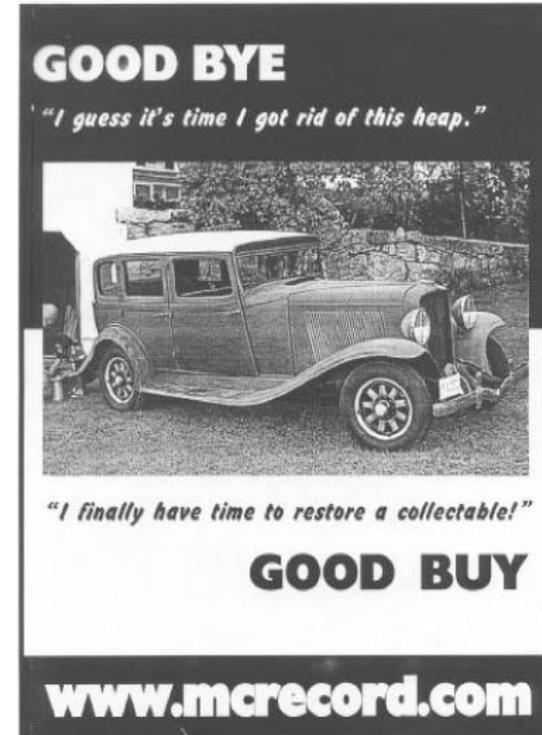
Global Banner Ad  
McLeod County Chronicle Pages  
Minnesota Newspapers

Glencoe Time & Temperature  
Weekly Polling Question  
Glencoe Information  
Real Estate Auctions Automotive  
Local Links

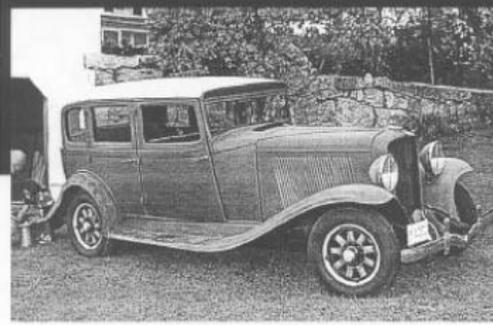
**What our online readers have to say!**  
By Agnes  
Excellent Website!  
Great Information!  
Great Website!  
Great Website!  
Great Website!  
Great Website!

**Reasons to Visit [www.glencoenews.com](http://www.glencoenews.com)**  
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Check out the **NEW** Glencoe News homepage today!  
[www.glencoenews.com](http://www.glencoenews.com)



**GOOD BYE**  
*"I guess it's time I got rid of this heap."*



*"I finally have time to restore a collectable!"*

**GOOD BUY**

[www.mcrecord.com](http://www.mcrecord.com)



# Profiting from your Online Edition

## Timeliness

TIMELINESS



**Daily Trial Updates  
On The Internet**

Citizen Editor Rahn Larson has attended every session of the Flores trial. Each evening he writes a comprehensive report on the day's proceedings. The story is then posted on the *Citizen Online* at 7 p.m. For breaking coverage of the final days of the Flores first-degree murder trial, check the *Citizen Online*.



**Cottonwood  
County Citizen  
ONLINE**

<http://www.windomnews.com>



Shop by moonlight at:  
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The only comprehensive Business Directory for  
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## Interactivity

INTERACTIVITY



**Would you like to share your opinions?**



**Post them on our Sound Off discussion board at [www.mcrecord.com](http://www.mcrecord.com)**

**Also on our web site:**

Around the County	Obituaries	Fitness Zone
The Way I See It	Sound Off	PBS on the Web
Editorials	Select Special Sections	Internet Library
Timely News in:	Color Photos	Send a Postcard
Education	<b>CLASSIFIEDS</b>	Explore Minnesota
Government	Place a Classified	Quick Trips
Sports	E-mail Pen Pals	Recipe Box
Society	Parent Time	<b>ENTERTAINMENT GUIDE</b>
Feature Stories	The Pet Channel	

**On Dasher, On Dancer  
On Prancer... On Line!**



**Send Santa a letter on the Internet. FREE!**

Santa has gone on line! You can send and receive **FREE** Santa letters via the Internet. Let Santa know if you have been naughty or nice, let him know what special gift you would like to find in your stocking this year, send him a personal message. Access Santa on the World Wide Web by logging in at <http://www.mypaper.com> click on the "Letter to Santa" box and follow the instructions. After you have completed your letter to Santa, click on the "Send" envelope and your letter is on the way to the North Pole via the Internet! Santa will send a reply by e-mail to the computer you used to send your letter. It's easy, it's fun and best of all it's **FREE!**

*This is a small way to say "Thank you for reading our paper,"  
and is a courtesy of:*



and Midwest Free Community Papers  
<http://www.mypaper.com>



# Profiting from your Online Edition

## Online Circulation

- ✓ Unique Visitors – Different Computers
- ✓ Visits or Visitors Sessions – Repeat Visits
- ✓ Page Views – Number of Pages Read
- ✓ Hits – Every Icon or Graphic on a page.
- ✓ Views and “Clicks”

LEARN THE  
LANGUAGE



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# Profiting from your Online Edition

## Revenue Generators

- ✓ Classified Line Ads
- ✓ Upload Display Ads
- ✓ Directories
- ✓ Online “Billboard” Advertising
- ✓ Special Sections
- ✓ Top Ads
- ✓ In-Story ads
- ✓ Videos
- ✓ Blogs

MORE MONEY  
IN YOUR  
POCKET!



# Profiting from your Online Edition

## Special Sections

- Automotive
- Real Estate
- Bridal Guide
- Visitor's Guide
- Christmas Gift Guide
- Summer Fun Directory
- Car Care
- Senior Editions
- Recipe Box
- Book Reviews
- Movie Reviews
- Bed & Breakfast (lodging)
- At the Fair
- Golf Guides
- Home Improvement
- Prom Guide
- Graduation
- Yearbooks
- Health & Fitness
- 4-H
- Love Lines
- Athlete of the Week
- High School News
- Contests
- Holidays

SPECIAL  
SECTIONS



# Profiting from your Online Edition

## How do we motivate?

- ✓ Painting the Vision
- ✓ Education
- ✓ Proper Tools
- ✓ Bite Size Chunks
- ✓ SPIFFS

MOTIVATION



# Profiting from your Online Edition

## Preparing the Sales Effort

### ✓ Announce the Grand Opening

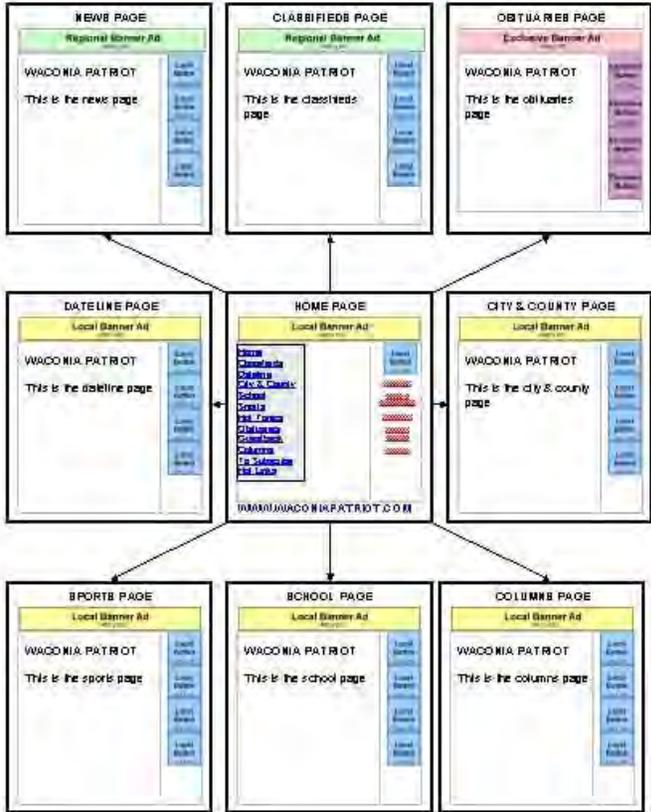
- Free Business Directory
- Free ad placement.
- Introductory Letter to the advertiser
- “House Ads” for publication
- Color-coded sales handouts (Packages)
- Offline “snapshot” of your web site
  - .PDF file format
- Hardcopy walk-thru of your web site
- Qualify potential accounts

PREPARE



# Profiting from your Online Edition

WACONIA PATRIOT



## www.waconiapatriot.com Advertising Opportunities

Option #1:	Local Banner Ad: This banner rotates on 6 pages with 1 ad per page creating 6 local banner ad spots. 24 total ads will be sold, therefore the same ad will appear in one of those 6 spots 1 out of every 4 times viewed.	\$99 /month Rotates on the top of the following 6 pages: home, dateline, city & county, sports, school, and the columns page.
	<b>Local Banner Ad</b> (468 x 90)	
Option #2:	Local Button Ad: This button rotates on the home page and 7 other pages with 4 ads per page creating 28 local button ad spots. 56 total ads will be sold, therefore the same ad will appear in one of those 28 spots 1 out of every 2 times viewed.	\$50 /month Rotates on the right side of the following 8 pages: home, news, classifieds, dateline, city & county, sports, school, and the columns page.
	<b>Local Button</b> (48 x 50)	
Option #3:	Regional Banner Ad: This banner rotates on 25 different newspaper web sites. It will rotate on their home page or their news AND classified page. Your ad will receive over 200,000 views per month.	\$149 /month Rotates on the top of the home page or the news AND classifieds page.
	<b>Regional Banner Ad</b> (468 x 50)	
Option #4:	Exclusive Banner or Button Ad: The obituaries page is one of the highest hit pages, but the target market is narrow. The Banner ad will have 1 spot on the obituaries page and 4 ads will be sold. The button ad will have 4 spots on the obituaries page and 8 ads will be sold.	Banner: \$99/mo. Rotates on the top of the obituaries page. Button: \$50/mo. Rotates on the right side of the obituaries page.
	<b>Exclusive Banner Ad</b> (468 x 50)	
Option #5:	Business Categories: Specific business categories will be listed on the home page. A link to your page or site will be placed under any category that pertains to you. Each category will be altered based in the Waconia Patriot listing the businesses found there.	Links: \$30/mo. Page: \$45/mo. Site: \$60/mo. * Setup fee required
	<b>Business Categories</b> Restaurants Dining & Entertainment Automotive Buy-Sell-Trade Services	

For Internet Advertising Opportunities call  
16121 442-4414  
*Space is limited call today!*



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## STAR NEWS

- Home Page
- News
- Sports
- Mainstreams
- Obituaries
- Neighbors
- Opinions
- Police Report
- Happenings
- School Honor Rolls
- Archive/Search
- Public Notices
- Classified Ads
- Order Classifieds
- Automotive Guide
- Real Estate Guide
- Restaurant Guide
- Advertising Info
- Subscribe
- Star Shopper
- Submit News
- Contact Us
- Capitol Roundup
- Sports PrepZone
- Hometown Source
- EEN Publishers



in the greater  
Elk River area



## Star News

### Sports

**Elk River's Fox twirls no-litter, whiffs 12, against Coon Rapids**

Area sports roundup for Wednesday (5-11): Elk baseball tops Park Center

**Elk River girls win 5 events, place second behind Anoka at true-team track; Elk boys finish 4th**

Sasha Gangl and Erin Olson were double winners for Elk River and Caitlin Polgreen had a first and a second at the Section 4AAA true-team track meet on Tuesday, but the Elks settled for runner-up status as they could not overcome a deep Anoka Tornados team. [Go to story](#)

**Late Tuesday area sports (5-10)**

**Up and over**  
Elk River freshman Lindsey Gomez picks herself up after clearing 4 feet, 4 inches in the high jump event Tuesday at the section true-team track meet in Coon Rapids. The Elk girls were runners-up behind Anoka. See Tuesday roundup.



**(Photo by Bruce Strand)**

**Area roundup for events Tuesday (5-10): Elk girl golfers win again, and are ranked No. 1 again**

**Elks nipped twice in title bid**  
With three straight home matches




- Home Page
- News
- Sports
- Mainstreams
- Obituaries
- Neighbors
- Opinions
- Police Report
- Happenings
- School Honor Rolls
- Archive/Search
- Public Notices
- Classified Ads
- Order Classifieds
- Automotive Guide
- Real Estate Guide
- Restaurant Guide
- Advertising Info
- Subscribe
- Star Shopper
- Submit News
- Contact Us
- Capitol Roundup
- Sports PrepZone
- Hometown Source
- EEN Publishers



**Elk River Branch**  
553 Railroad Drive  
Elk River, MN 55330  
765-441-5842

## STAR NEWS

Posted: 5/11/05

**Area roundup for events Tuesday (5-10): Elk girl golfers win again, and are ranked No. 1 again**

By Bruce Strand, Sports Editor

### GOLF

**Top-ranked Elk River girls win 11th straight meet, at Red Wing**

The Elk River girls golf team, re-installed at No. 1 in the state rankings earlier Tuesday, picked up its 11th victory in 11 starts Tuesday afternoon, cruising to first place by 20 strokes in the Red Wing Invitational.



The Elks, who'd been ranked first by the coaches association before slipping behind Moorhead in last week's poll, were back at No. 1 Tuesday based on a 335.2 stroke average to Moorhead's 339.3. On Friday, the Elks won the Bemidji Invitational with Moorhead placing fourth.

Meanwhile, Elk River has three of the top four individuals in the rankings as senior Rochelle Schmidt is first with a 77.9 stroke average after earning the medal at the Bemidji meet. Rachael Schmidt is third with 78.8 and Anne Martin is fourth with 79.6. Moorhead's Matti Nelson of Moorhead second with 78.3.

In Red Wing's meet at Mississippi National Golf Club., the Elks shot 339, with Caledonia at 359 and Red Wing at 365 leading the rest of the pack.

Minnehaha Academy sophomore Katie Detlefsen, the state's best golfer with a 73.8 average and ranked No. 1 in Class A, was medalist with 75. It was the second straight day she's won the medal in an event where the Elks were team champs. Monday's meet was at Hillcrest.

The Star News did not have Elk River's individual scores for the Red Wing





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**Classifieds**  
**Antiques #34**



**SIMONSON'S**  
SALON & DAY SPA



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CITYLINK

The screenshot shows the CityLink website layout. At the top, there's a navigation bar with 'cnylink' and 'Central New York'. Below that, several ad slots are visible: a large '400 X 280 Video Ad' in the center, and several smaller slots of sizes '220 X 175', '220 X 300', '400 X 75', and '220 X 175'. The content includes sections like 'EVERYTHING YOU NEED!', 'SPECIAL SECTIONS', 'EMPLOYMENT GUIDE', and 'LOCAL FORECAST'. The layout is clean and organized, with clear demarcations between different types of content and advertisements.

This screenshot shows another view of the CityLink website. It features a prominent 'BILL RAPP SUPERSTORE' advertisement with the text 'The Number One Volume GM Dealer in CNY'. Other sections include 'EVERYTHING YOU NEED!', 'SPECIAL SECTIONS', 'EMPLOYMENT GUIDE', and 'LOCAL FORECAST'. The design is consistent with the previous screenshot, showing a variety of ad sizes and content blocks.



# Profiting from your Online Edition

CITYLINK

The screenshot shows the CityLink website interface. At the top, there's a navigation bar with the CityLink logo and a search bar. Below that, there are several news articles with headlines and brief descriptions. On the right side, there are several advertisements, including one for 'SATURN OF SYRACUSE' and another for 'GRYGA, LEWIS & ASSOCIATES'. The layout is clean and organized, with clear sections for news and ads.

This screenshot shows another view of the CityLink website, possibly a different page or a different set of content. It features a similar layout to the first screenshot, with a navigation bar, news articles, and advertisements. The 'SATURN OF SYRACUSE' ad is prominent, along with the 'GRYGA, LEWIS & ASSOCIATES' ad. The overall design is professional and user-friendly.



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THE DAILY NEWS

**Daily News** From [Logo] News

HOME ARCHIVES COMMUNITY FORMS GENEALOGY CONTACT US SUBSCRIBE HERE

*Splish Splash* [www.splishsplashaatobath.com](http://www.splishsplashaatobath.com)

Created: October 18, 2008

click here to view the full version of the [Image]

Subscriber Login:  
Phone Number:  
(with Area Code)  
Password:  
Login

Subscriber Services  
Pet Calendar  
Results  
**Home**

### Troy's great pumpkin patch

Workers at Fulton Farm in Troy gather pumpkins from one of their fields Monday. Troy's Trick or Treat night is from 6-8 p.m. Oct. 27. Photo credits: [www.troydailynews.com](http://www.troydailynews.com) Staff Photo and Troy Media

### Our featured video advertiser

Click the arrow at the lower left to start video and see what's available...  
And ask us how you can place your video ad on our site, too! (317) 440-5290

October  
S M T W T F S  
1  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30 31

### NEWS

#### lane closure

MIAMI VALLEY -- Night lane closures will be in effect today and Wednesday on I-75 northbound and southbound from the Montgomery County Line to County Road 25-A.

TROY LAND RECREATION, INC.  
THE WHISTLE STOP TRAIN DEPOT



# Profiting from your Online Edition

2003

TownNews

DemoSite

Newsletter

module. There is even a way for site users to view all Top Ads at the bottom of the module. Top Ads is a perfect compliment to the PDF Ad Converter and the software allows simple import of converted ads.

## Top Ads - Vertical Modules

Top Jobs	Top Homes	Top Cars	Top Display Ads
<p><a href="#">Technical Instructor</a> New Horizons</p> <p><a href="#">Communication Specialist</a> AT&amp;T Wireless</p> <p><a href="#">Database Administrator</a> Intranet Solutions</p> <p><a href="#">Oracle Programmer Analyst</a> CATS Company</p> <p><a href="#">More Job Ads</a></p>	<p><b>\$100,000</b></p>  <p>3 Bed, 1 Bath</p> <p><b>\$103,900</b></p>  <p>3 Bed, 2 Bath</p> <p><b>\$104,900</b></p>  <p>4 Bed, 2 Bath</p> <p><b>\$103,900</b></p>  <p>3 Bed, 2 Bath</p>	<p><b>2002 Audi Quattro</b></p>  <p><b>\$42980</b></p> <p><b>2002 Audi Quattro</b></p>  <p><b>\$42980</b></p> <p><b>2003 Ford Escape XLT</b></p>  <p><b>\$28,900</b></p> <p><b>2001 Chevy Corvette</b></p> 	<p>Turn Your Landscape dreams into reality at <b>Wakefield Valley Nursery</b></p> <p>We specialize in:</p> <ul style="list-style-type: none"> <li>- Trees, Shrubs &amp; Perennials</li> <li>- Large selection of seasonal &amp; indoor plants</li> <li>- Landscape design services</li> <li>- Buy direct from the grower and SAVE!</li> </ul> <p>Complete landscape maintenance available!</p> <p><b>Wakefield Valley Nursery</b> Division of Smith-Down, Elmer &amp; Associates 1998 Wakefield Valley Rd. • New Market • 410-333-1149 Monday - Friday 9am - 5pm</p> <p><a href="#">click here to view</a></p> <p><b>YEAR-ROUND RELAXATION</b> is just a phone call away.</p> <p>See Our New <b>Central Maryland Sunrooms</b> Add an extra room to your home and enjoy the sun, rain, snow, and wind all year long!</p> <p>Over 25 Years Experience</p> <p><b>\$2500 OFF</b></p> <p><a href="#">click here to view</a></p> <p>Don't Buy A Tool You'll Only Use Once A Year! <b>RENT IT!</b></p> <ul style="list-style-type: none"> <li>- Pressure Washers</li> <li>- Post Hole Diggers</li> <li>- Snow Blowers</li> <li>- Chippers</li> <li>- Mowers</li> <li>- Backhoes</li> <li>- Bobcats</li> </ul> 

TOP ADS



# Profiting from your Online Edition

PEOPLE'S PRESS



The screenshot shows a web browser window displaying the homepage of the Owatonna People's Press Interactive website. The browser's address bar shows the URL <http://www.owatonna.com/>. The website features a blue header with the title "OWATONNA People's Press Interactive" and the URL [www.owatonna.com](http://www.owatonna.com). A weather widget on the left shows "Weather for Owatonna" with a cloudy sky, time of 1:00 pm, temperature of 37 F, and other details. Below the weather is a "Click for 5-day forecast!" link. The main content area includes a "Seniors warned about con artists" article with a photo of two people in historical costumes. The article text reads: "The Queen of England and Lord Chamberlain have a shouting match after the subject was rudely ignoring her majesty. The Queen soon sent Chamberlain to the Tower of London to be executed. The actors were staging part of a home-written play, complete with royalty. 'The Fractured Queen,' written and directed by Owatonna's own Sarah Foreman. It was staged Wednesday at the Owatonna Arts Center Spring Luncheon. Press photo by Eric Braem." The article is dated Thursday, May 12, 2005. The website also features several advertisements, including "Holiday Inn", "Expertise", "HURSH MOTORS", "Century 21", "MAJESTIC OAKS", "COLDWELL BANKER", and "WE SERVICE COMPUTERS". A sidebar on the left contains a search bar, "Advanced Search Search Sponsored by JAGUAR Communications", and a "Subscriber Login" section with a list of navigation links such as "News", "Sports", "Obituaries", "Opinion", "Community News", "Community Calendar", "Weddings/Engagements", "Photo Gallery", "Today's Poll", "Accent", "Legal Notices", "News Archives", "Community Links", "Classified", "Business Directory", "Display Ads", "Automotive Links", "Real Estate Links", "Real Estate Guide", "Digital Coupons", "Merchant Pages", "Wedding Planner", "Owatonna Guide", "Portraits in Steele County", "Spring Sports OS", "Health & Wellness", "Home Lawn & Garden", and "About Us". The browser's taskbar at the bottom shows several open applications, including "start", "Inbox - Microsoft Outlook", "Microsoft PowerPoint", "Jasc Paint Shop Photo", "Adobe Acrobat - [HT...", "top ads - Microsoft Fi...", "Masters", "Owatonna People's P...", and "Internet". The system clock shows 1:12 PM.



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## HASTINGS STAR GAZETTE



Tuesday April 26, 2005

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Red Year New Job Jobs Plus

ChildCare & Preschool Directory

Find It! ONLINE BUSINESS DIRECTORY

Hastings Auto Dealer Click & Save!!!

2005 Spring Sports Guide

587-853-TECH

Click here to search for homes Edina Realty

MIDWEST

Click Here

NEWS

**Council approves first-floor condos amendment**  
Downtown condos. A sensitive combination of words about which the Hastings City Council has been in discussion and debate for some time. [Full Story](#)  
Thursday, April 21, 2005

**Hastings man admits to sex abuse**  
A Hastings man, who in November was charged with sexually abusing his ex-girlfriend's daughter, pleaded guilty Monday to one count of first-degree criminal sexual conduct. [Full Story](#)  
Thursday, April 21, 2005

**Upgrade to Veterans Home nears completion**  
For almost eight years, the sounds of saws, pounding nails and drills have become almost a way of life for residents and staff of the Minnesota Veterans Home, Hastings.  
By late this summer, the major renovation and update work at the Veterans Home will be done. [Full Story](#)  
Thursday, April 21, 2005

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Get the full story Subscribe Today! Just Click here!

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JEFFCONEWS

The screenshot shows the Jeffconews.com website interface. At the top, the logo reads "Jeffconews.com" with the tagline "Your community's information connection". Below the logo is a navigation bar with links for Home, Classifieds, Subscribe, Contact Us, Coupons, Links, and Site Search. The main content area features a search results page for "Thinking About What to Eat?". A search criteria form is visible, and a list of results is shown. The first result is for "Abrusci's Ristorante Italiano", with details including the address (2244 Youngfield Dr., Wheat Ridge, CO 80022), phone number (303-232-2424), and location (Wheat Ridge). A black arrow points from the search result to the restaurant's website below.

The screenshot shows the homepage of Abrusci's restaurant. The header features the "ABRUSCI'S" logo and the slogan "THE BEST DAMN ITALIAN FOOD...PERIOD." Below the header, there is a "HOME" button. The main content area includes a graphic of a map of Italy with labels for "MENU", "WINE LIST", "CATERING", "LOCATION", and "CONTACT". To the right of the map, there is a text block that reads "WE HAVE THE BEST DAMN ITALIAN FOOD...PERIOD." and a small image of the restaurant's interior. Below the text, there is a paragraph of text describing the restaurant's history and mission.



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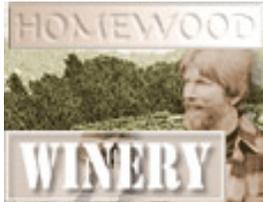
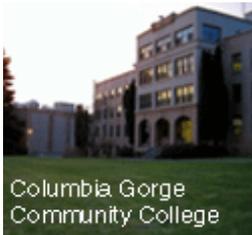
KPC NEWS

The screenshot shows the KPC news.com website interface. At the top, the logo reads 'KPC news.com' with the tagline 'Keeping People Connected'. Below the logo, there's a navigation bar with 'Local Stories' and 'AP Breaking News'. A main article titled 'Auburn's Red Hat Day' features a photo of people wearing red hats. To the right, there's a 'Meningitis infection raises concern' article. A red circle highlights a sidebar link that says 'Meningitis infection raises concern'. A black arrow points from this link to a large advertisement for 'Speech Therapist' by Judy Losinski, which includes contact information for 200 Birchwood Avenue, Colmar, PA 19005.



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Specials for the week of March 19-25, 2000

Uploaded 3/17/2000

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**\$1.29** LB.

**Boneless Pork Cutlets** LB. **\$1.99** *Bring in your Venison trim for some great tasting Wieners, Bologna, Brats, Country or Polish Sausage. We have Central Minnesota's most modern Sausage Kitchen!*

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**Colby Cheese** LB. **\$2.89** *NEW ITEM! We now make Wild Rice Sausage from Wild Game Trimmings!*

**Boneless Seasoned Pork Roast** LB. **\$1.89**

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Page Title:

**Village FURNITURE**



**WELCOME TO VILLAGE FURNITURE IN COTTONWOOD, ARIZONA.**

As we celebrate 20 years of service to the Verde Valley - Sedona area and greater northern Arizona, we thank all of our customers and look forward to meeting new ones. We boast major brand names such as La-Z-Boy, Bassett, Croycroft, Douglas, Riverside, Legends, and Oak Interiors in our beautiful 10,000 square foot showroom. This is complemented by our nearly 3,000 square foot Sleep Center that proudly features 24 mattress sets by Simmons, Beautyrest and Spring Air, plus futons and daybeds.

**As a family owned business**

we take great pride in our personal, courteous service from the time you come into our store for the very first time, until long after your most recent delivery. We offer a low key sales approach that we are sure will enhance your experience as you purchase your new home furnishings. It is our goal to have you enjoy the selection experience as much as you will appreciate and enjoy your new home furnishings for years to come.

**Come in to see for yourself**

The reasons we have been serving this area longer than anyone else under the same name and the same ownership. Thank you for visiting our web page and letting us acquaint you with the way we do business. Please feel free to link into some of our home furnishing lines or call us at 634-2011 or 1-800-963-2011. We look forward to meeting and serving you

Links to Vendors

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[Bassett](#)  
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[Location of Village Furniture](#)

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CAKES

<p><i>Victoria's</i> <i>Fancy Wedding Cakes</i></p> <p>Elegant and Exclusive Wedding Cakes of European Influence</p> <p>Specializing in hand piped Austrian string work</p>	
---	---

Tour Victoria's Fancy Wedding Cakes



**Meet Victoria Austin**

[austin@sankherald.com](mailto:austin@sankherald.com)

612-853-0011

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\*VFWC stands for Victoria's Fancy Wedding Cakes

Website had  visited since February 15, 2008



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## VICTORIA'S FANCY WEDDING CAKES



This design is exclusively Victoria's as are all her designs. This design won out of 600 entries nationally, the 1993 People's Choice Award at Christies East New York City, N.Y. Sponsored by "Domaine Cameros" this Event was recognized on CBS Good Morning and People Magazine. This design is one of a kind yet very typical of Victoria's style. Each of Victoria's designs are her own original designing. Who does all the elegant designing, decorating, baking, delivery, setup and dressing of the cake table?  
Victoria Personally!

Victoria is accustomed to meeting clients at a convenient location to taste cake and view endless designs or Victoria is capable of designing a new special theme. Victoria will personally fly anywhere to deliver and setup her elegant cakes.

*Victoria's*  
*Fancy Wedding Cakes*

**Victoria Austin**

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VICTORIA'S  
FANCY  
WEDDING  
CAKES



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Australian  
string work  
with  
hand piped  
sugar lace along  
the separator  
plate.

FRAGILE!

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# Profiting from your Online Edition

OBJECTIONS

## Overcoming Objections



# Profiting from your Online Edition

## Questions & Discussion

CONCLUSION

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

