



MAKE MORE MONEY AND FIND NEW  
CUSTOMERS ON THE OTHER INTERNET —  
***THE INVISIBLE ONE***

Hidden Treasures  
OF THE INTERNET



**"Any Tom, Dick and Mary can log on and search the Internet, that doesn't require much of a brain. "**

*Gerhard Gschwandtner, Editor & Founder  
Selling Power Magazine  
(comment on [hiddenbusinesstresures.com](http://hiddenbusinesstresures.com))*

**"The comment that 'Any Tom, Dick and Mary can log on and search the Internet, that doesn't require much of a brain' is just completely wrong. How do I know? I've trained thousands of sales people and executives over the past year on how to effectively use online search programs to locate information on prospects and 95% have no clue how to effectively use even popular search engines, much less the Invisible Web and other premium data sources."**

*Sam Richter, President James J. Hill Reference Library  
(comment back to Gerhard on [hiddenbusinesstresures.com](http://hiddenbusinesstresures.com))*

**"The hardest people to work with are those that have been reasonably successful doing unsustainable things."**

*Steve Lishansky  
Koanetic Consulting International*

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## WHAT MAKES IT INVISIBLE?



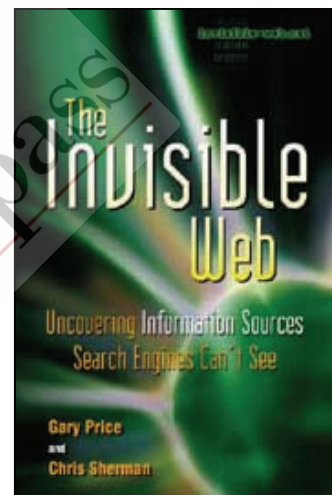
### And, How Come I've Never Heard Anything About It?

Google and other top search sites like Yahoo, Ask and Live can't get to the **"Invisible Web"** because it's hidden behind roadblocks. There are web pages that are "scripted" funny (because Hollywood can't do it anymore), pages with password protection, databases you have to pay for or web sites Penn & Teller have made disappear.

Chris Sherman and Gary Price wrote the landmark book about it, called *The Invisible Web*, in 2001 (pictured below). If you want to know more about the "invisible web" do a search for it - and don't forget to put the phrase in quotes (**"invisible web"**).

Finally, it's not just the sites you find on the Invisible Web that matter most. It's the strategies and skills you can develop that will unleash the power of this incredible resource. We call it "optimizing your brain."

1. find Chris Sherman's books at amazon.com
2. pewinternet.org
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



The screenshot shows a Wikipedia article titled "Deep Web". The article is a redirect from "Hidden web". The text explains that the deep Web (or Deepnet, invisible Web or hidden Web) refers to World Wide Web content not part of the surface Web indexed by search engines. It mentions that the term "Invisible Web" dates from a December 12th, 1996 press release from Personal Library Software (PLS) as they released their @1 "invisible web" search service.

### READ MORE ON THIS TOPIC:



*The Invisible Web* (9/16/06)  
HiddenSpeakerTreasures.com



*Chris Sherman Predicts the Future* (9/24/06)  
HiddenBusinessTreasures.com

## GET THE SCOOP ON YOUR PROSPECTS IN SECONDS



### It Just Takes Too Long: - Or Does It?!

**SKILL** - There are many search engine skills beyond just typing words into the search box. Here's one example that will save you time on any of your searches:

Try this approach with a company you'll be calling on today. Type in what you are looking for - then type **site:** - then type the web address for the company. Type the search exactly like these examples:

**"human resources" site:www.atlantictrust.com**

**"contact us" site:www.molsoncoors.com**

**"chief information officer" site:www.qwest.com**

**QUICK BACKGROUNDING WEB SITE** - looking for a quick down and dirty on a company you'll be calling (or calling on)? Try Yahoo's Finance site. It's free, it's award winning, and it's easy to use.

These are just a couple of the hundreds of sites, skills and strategies that will save you time.

1. "mission statement" **site:xerox.com**

2. **finance.yahoo.com**

3. \_\_\_\_\_

**YAHOO! FINANCE**  
Dow ↑ 0.12% Nasdaq 0.00% Monday, April 30, 2007, 8:54AM ET - U.S. Markets open in 36 minutes.

HOME INVESTING NEWS & OPINION PERSONAL FINANCE MY PORTFOLIOS

Enter Symbol(s) GET QUOTES Symbol Lookup Finance Search

**Nuance Communications, Inc. (NUAN)** On Apr 27: 15.89 0.00 (0.00%)

**INSIDER TRANSACTIONS REPORTED - LAST TWO YEARS**

Quote	Date	Insider	Shares	Type	Transaction	Value*
<a href="#">Summary</a>	3-Jan-07	<a href="#">HAUSER PETER</a> Officer	13,331	Direct	Option Exercise at \$5.46 per share.	\$72,787
<a href="#">Options</a>	3-Jan-07	<a href="#">HAUSER PETER</a> Officer	13,331	Direct	Automatic Sale at \$12 per share.	\$159,972
<a href="#">Historical Prices</a>	1-Jan-07	<a href="#">FRANKENBERG ROBERT J</a> Director	15,000	Direct	Acquisition (Non Open Market) at \$0 per share.	N/A

**Charts**  
[Basic Chart](#)  
[Technical Analysis](#)

READ MORE ON THIS TOPIC:



*How to Find Exactly What You Need from a Corporate Web Site in Seconds* (3/23/07)  
HiddenBusinessTreasures.com

## FINDING PEOPLE AND THEIR CONTACT INFORMATION



### But, What if They Don't Want to be Found?

Skills and strategies dominate the world of finding people online. Most “people finding” sites would have you believe that they offer a one-stop shop for contact information. But it ain't necessarily so. To become proficient at finding people takes practice, persistence and a combination of art and skill. It may also cost you some money, but here are a few ideas to get you started for free.

If you're using Google, or another general search engine:

- 1) Set your search engine preferences to view 100 sites at a time, instead of 10
- 2) Put the name in quotation marks and add other key words to the search box (i.e. occupation)
- 3) Try an email “handle”- for example, maybe a first initial followed by a last name
- 4) Don't give up-just because one strategy doesn't work, doesn't mean the information isn't there.

1. Set your search engine to read 100 results

2. Learn to use **Find on This Page....**

3. **"Find"**the @ symbol

4. zoominfo.com

5. \_\_\_\_\_

The screenshot shows the zoominfo.com website interface. At the top, there are navigation tabs for "Company Search" and "People Search". A search bar contains the text "Person Name: colleen stanley". Below the search bar, there are fields for "Keyword" and "Company Name". The main content area displays a profile for Colleen Stanley, President of SalesLeadership Inc. in Denver, Colorado. The profile includes a photo, contact information (phone: (303) 708-1128, fax: (303) 274-9771), and a website link: www.salesleadershipdevelopment.com. On the left side, there is a "Profile Statistics" section showing 3 times viewed, 0 times forwarded, 56 web references, and 2 quick lists. Below that is a "Colleen's Zoom Network" section listing several contacts.

### READ MORE ON THIS TOPIC:



*A Few Simple, Smart Online Shopping Rules* (3/5/07)  
HiddenSpeakerTreasures.com



*Employees are Squandering Your Time* (2/16/07)  
HiddenBusinessTreasures.com

# SALES LEADS - QUALITY VS. QUANTITY



## Just Ask Any Reporter

News stories offer a connection not just to crucial information, but also to potential new business relationships. Whether you search for these news articles or have them sent to you as alerts, most every news story has three potential human contacts:

**EXPERTS.** When a reporter writes an article, he or she is unlikely to be an expert on that topic. Reporters include knowledgeable, believable experts who can offer facts, opinions, recent data and memorable quotes.

**FEATURED INDIVIDUALS.** Even technical stories need human-interest. Articles that only include facts do not captivate the reader. Because we want to know how real people are affected by the story, reporters include vignettes about the human factor.

**BY-LINE.** Finally, most articles include the reporter's name and often will include contact information, like email address and phone number.

1. news.google.com
2. news.yahoo.com
3. topix.com
4. perfectingconnecting.com
5. \_\_\_\_\_



## READ MORE ON THIS TOPIC:



*News Alerts Make YOU the Expert* (8/3/06)  
HiddenBusinessTreasures.com



*Network the Internet - Part 4* (9/2/06)  
HiddenSpeakerTreasures.com

# FOUR EXPENSIVE SOFTWARE PACKAGES YOU CAN THROW AWAY RIGHT NOW



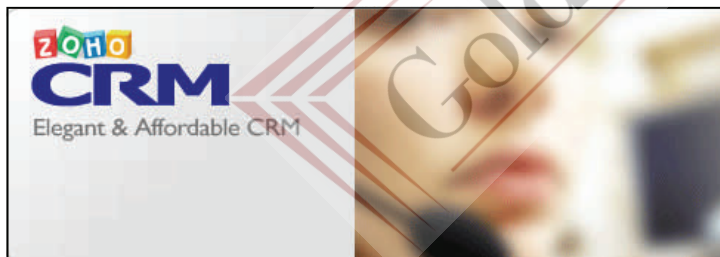
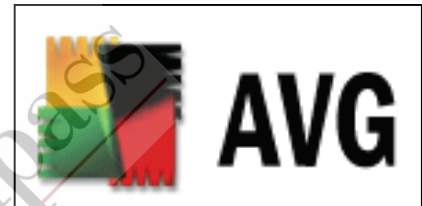
## Update, Schmupdate

Have you had it with expensive programs you have to install on your computer? Are you sick of constantly having to update them or worse; having them become obsolete when some sadistic software company decides it's time to sock you again? Well, no more.

Hidden Internet Treasures to the rescue. With the FREE programs available online, here are just a few of the programs you may not need to buy again:

- MS Word and Excel
- PowerPoint
- Salesforce.com -Customer Relationship Manager
- Norton or McAfee Anti-Virus

1. googledocs and spreadsheets
2. thinkfree.com (Presentation software & more)
3. crm.zoho.com (CRM & more)
4. grisoft.com (AVG anti-virus)
5. \_\_\_\_\_



READ MORE ON THIS TOPIC:



*Remote, Really Remote, Assistance* (1/1/07)  
HiddenBusinessTreasures.com

# YOU'RE IN THE INFORMATION BUSINESS NOW



## Is Your Blog a Blah Blog?

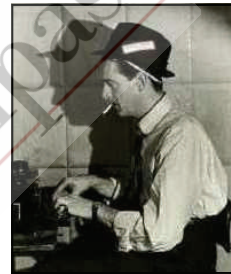
Have you ever heard someone say, "I'm writing a blog, but no one reads it. I don't know what I'm doing wrong?" You can write a blog and hope people come - or you can go out and get them.

The true power of the Internet comes from your active presence. Talk about a foot in the door! People who would never give you the time of day will often respond when the story is about them. **"Hi, I'm John Jones and I write a customer service blog. We'd like to do a short interview with you to find out how your company does such a great job of customer service."** So, put on your Reporter's Hat and:

**WRITE ABOUT THEM.** Writing about other companies, ideas, events and news within your market niche not only positions you as an expert on your topic, but helps connect you to the best people in your industry.

**GET THEM TO GUEST BLOG.** It doesn't hurt to ask. You'd be surprised how many people will say "yes."

1. TheHireSense.com
2. Blog.salesopedia.com
3. Seth Godin's "Really Bad PowerPoint"



### Hidden Business Treasures

Hidden Internet Tips For Sales And Business

« Those Google Adwords Sure are Successful. Branding is Changing - Fast »

#### Adwords Has Been Very Good To Me - by guest writer Shep Hyken

December 16th, 2006

**Shep Hyken, CSP** is a professional speaker and author who works with companies that want to develop loyal relationships with their customers and employees.



Many of my colleagues have felt that the use of **Google Adwords** has not been an effective use of their marketing dollars. I'm not sure what their expectation, but my experience is different. I don't expect

#### Pages

- > About This Blog
- > About Us
- > Contact Information
- > Hidden Google Treasures
- > Hidden Business Treasures
- > Hidden Sales Treasures
- > Hidden Networking Treasures

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Subscribe via email:

## READ MORE ON THIS TOPIC:



**Informed? For Sure** (1/5/07)  
HiddenBusinessTreasures.com



**Sherpa Carries Weight** (8/2/06)  
HiddenSpeakerTreasures.com



## JUST ACT LIKE A FORTUNE 500 COMPANY



### The Most Respected Business Research Library in the U.S. Working for You

In today's Flat World, no matter what business you're in, you're in the information business. You can't compete without the tools that the big guys use to get sales leads, find competitive intelligence, keep tabs on industry trends and stay on top of the news.

You'll find just such astounding research support at the James J. Hill Business Reference Library (online at [jjhill.org](http://jjhill.org)) - and you'll find it for a fraction of what it costs those big guys.

And, if you think Internet search doesn't mean anything to your sales, check out Sam Richter's not yet published book, *Take the Cold Out of Cold Calling*, at [www.takethecold.com](http://www.takethecold.com).

1. jjhill.org
2. takethecold.com
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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### Take the Cold Out of Cold Calling<sup>SM</sup>

Web search secrets to help you increase sales, close more deals, and provide exceptional client value.

Ensure you're relevant, credible, and a top 1% performer.

### READ MORE ON THIS TOPIC:



**Warning: the Business Advice You are about to Hear...** (4/29/07)  
[HiddenBusinessTreasures.com](http://HiddenBusinessTreasures.com)

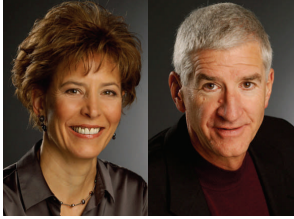


**The Selling Power without the Search Power** (11/1/06)  
[HiddenBusinessTreasures.com](http://HiddenBusinessTreasures.com)

# Hidden Treasures

OF THE INTERNET

## ABOUT HIDDEN TREASURES OF THE INTERNET



The topic of **Information Literacy** is not widely understood. You might know it as “Internet search,” “online research,” or “Why the heck can’t I find what I’m looking for on Google?”

Internet search effectiveness is quickly becoming the next essential business skill. Consider these recent studies:

- ◆ A 2006 Butler Group survey reports, “as much as 10% of a company’s salary costs are wasted on ineffective searches.”
- ◆ A 2007 Accenture survey finds that, “Middle managers spend more than a quarter of their time searching for information necessary to their jobs, and when they do find it, it is often wrong.”
- ◆ Susan Feldman at IDC research calculates 3.5 hours spent each week on ineffective searches – at a cost of \$5,251 per employee per year.

Our topics include:

**SEARCH ENGINE SKILLS.** Use Google or Yahoo or any other search engine to get what you need faster and more efficiently than you ever thought possible. Want to impress the “know-it-alls” in your life? Start here.

**THE INVISIBLE WEB.** Get to the incredible resources on the Internet that simply can’t be accessed by general search engines (...big secret - that’s almost everything!)

**THE PAID WEB.** Sales leads are just the beginning - there is unbelievable value here for both your business and your personal life. Pay a little—get a lot!

**THE INTERACTIVE WEB.** Are you taking advantage of what this phenomenon can do for you and your business? Much more than “Social networking” sites like LinkedIn and MySpace, the interactivity and collaboration tools like blogs, online surveys and Web 2.0 can transform your business.

**NEWS RETRIEVAL.** The cure for “information overload.” Don’t search when you can have what you need and want delivered to you FOR FREE!

**THE “VIRTUAL” INVISIBLE WEB.** There are riches just waiting for you that you didn’t even know existed. This is the amazing stuff you would never even know to search for.

**NUCLEAR NETWORKING.** Network with the best and the brightest from around the world. The Internet is by far the largest, and most ignored, networking arena ever invented. Take advantage of it before your competition does.

**BUSINESS SERVICES.** Want to really compete with “the big guys?” Use these new, creative, inexpensive and sometimes even free services to compete in today’s *Flat World*.

Our non-technical approach to these topics delivers immediately useful, powerful value for you and your business. Join us and you’ll be amazed at how quickly you can get the scoop on the time, money and sanity saving tools you need now.

**Michael Benidt & Sheryl Kay**

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**\$11.00**