

Business Typology



A virtual filing system to organize, categorize, tag, and store everything so you can retrieve it... FAST!

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Foreword

Thank you for downloading Business Typology and the Virtual Filing System. It's a complete digital filing system for everything in life.

It's not easy to design a filing system for ALL business and personal needs. It took over five years to create! It's not something that you can look up in a dictionary. You won't find it online.

It was so hard to wrap my head around this topic that it took over a year of thinking to decide what the top-level categories (TLCs) should be. Here is what I came up with, everything in business can be filed under one of these three top-level categories

RESEARCH - PRODUCTION - MARKETING

If you think about business and debate it down to the essence, all business operations fall into one of these three categories. But something bothered me. It was very industrial age thinking based upon an outdated manufacturing economy.

Where are the people? What about the community, environment, and corporate culture? Businesses as we know them today wouldn't exist without them.

The United Nations agrees. They want businesses to replace the phrase "human resources" with something else. They want the world to understand that humans are not a commodity.

So after more thinking and spirited debate with my colleagues, I moved human resources out of the Production category and created a fourth TLC called Community.



The four top level categories for business.

After all, everything that a person wants or needs in life gets researched, produced, and marketed by other people. Nothing gets done without them. So now, there are four top-level categories for business.

COMMUNITY - RESEARCH - PRODUCTION - MARKETING

My first graphical interpretation, or logo for the project, looked vaguely like a famous software company, but something didn't look quite right. It lacked the dynamic interplay or relationship that people have with their workplace.

So I thought about it and added a fifth TLC called Personal at the end of the business ones. In a way, it creates a foundation for this entire work because of our personal nature and the human condition.

Without going into cognitive neuroscience and behavioral economics, like it or not, as logical as we try to be, hormones and emotions rule us as human beings. Everything that happens to you will be brought into the workplace, and the work attitude will come home with you at the end of the day.

This forced me to put my graphic designer's hat back on and develop a better visual to represent this work. Something would encompass everything personal, the workplace, its community, and the dynamic relationship between them all.

The result is the cover for this ebook. It summarizes Business Typology and its relationship to our personal life. The community is at the center or hub. Research, production, and marketing revolve around it, while personal life stands behind it all.



The Five Components of Business Typology

Now... it would take weeks to explain all the logic behind this work. I'll spare you the details but would like to share a quick story of the challenges I faced.

For example, what should I do with the topics of entertainment and recreation? Are they the same thing, or not? It's filed under the Personal category, but should it be one subcategory or two? Think about it for a second... what would you do?

Yes, there is a lot of overlap, but there is a definitive difference. Entertainment is something that happens with you in a passive role. Recreation is something that you actively participate in. Therefore, watching movies and football games is entertainment, but playing sports, hobbies, or shopping is recreation.

Whew! It only took a week to figure that one out. Now you know why this work took so long. But like I said, I'll spare you the details. The bottom line, the big "reason why" I created this work is this...

"For every minute spent organizing, an hour is earned." ~ Benjamin Franklin

Everything else in life comes and goes, including money, possessions, education, health, skill, looks, etc. Time is the only thing that we cannot make more of. Since we cannot make more of it, all we can do is save it.

So that's why I created Business Typology. It has only one purpose... to help you get more of your life back.

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Introduction

It's hard to find definitive numbers, but experts agree that we spend months of our lives looking for things. Some say it's a year of our life, others say it's as high as three years! These are things that came into our awareness, and we know that we have them somewhere, but we can't remember where we put them.

That's where this Business Typology document and the accompanying Virtual Filing System come in. This document identifies all the components of running a business and breaks them down into categories and tags, so you'll know where to file things. The Virtual Filing System are folders that you can on your hard drive and use right away.

Between these two, you will be better equipped to organize content, blogs, websites, PDFs, bills, scans, and all the other digital documents in your life. It works on any computer operating system that uses hierarchical directories or folders.

You can also use this system to replace all the steel filing cabinets in your office. All it takes is a scanner or smartphone app to convert paper into digital PDF files, which you then file into the Virtual Filing System. If someone needs a paper copy, you can print it on demand.

I have every email, digital document, and word that I've written, going back to 1997. Better than that, I know where to find my documents within a few seconds.

Now, thanks to Business Typology and the Virtual Filing System, you can too.

I hope that you enjoy using this filing system. And that it serves you well for years to come.

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The Business Typology Virtual Filing System

You can use the lists on the following pages like categories and tags for content on your blogs or as a filing system with nested folders on your hard drive. It can also organize your browser bookmarks, store bill payments, PDF files, and other digital documents. The nice thing about it is that nothing is etched in stone.

What I've provided for you is a starting point. If you don't like where something is filed, move it wherever you want. That's the beauty of it. You have total autonomy and are in control. Do what makes sense to you, so when you're looking for something later, you'll know where to find it.

One last thing, before we jump in... I'd love to know what you think. Please give me your feedback because this document and the virtual filing system will only get better over time.

If you think categories or tags should be moved, added, deleted, or reclassified, I'd like to know. It's a work in progress that won't continue to evolve without input from users like you.

Keeping Data Safe & Secure

All the data and digital document I collect is stored on an encrypted, password protected directory on my computer. This ensures that my personal, company, and banking info is protected.

When I use a cloud service to store or transfer documents, I use Amazon S3 or Apple's iCloud. Other than that, I do not trust or use any other cloud-based storage services.

I'm especially wary of "free" cloud-based storage services because they can go out of business, crash, lose data, or go offline for extended periods. On top of that, most aren't private according to their TOS (Terms of Service) agreements, which they can change without notice.

(One leading cloud service changed their TOS but didn't tell anyone. They claimed that since it's a free service, they own the copyright in everything you store there. They now have the right to make and license derivative works of your work without any sort of payment to you. So bottom line, read the fine print, or else!)

My data is backed up on an external SSD drive and a few USB flash drives. This ensures that I have three copies in case one fails.

No matter where or how you store your data, make backing up a habit. Do it at the end of the day without fail, and your data will always be there when you need it..

How the Filing System Works (Let's Go!)

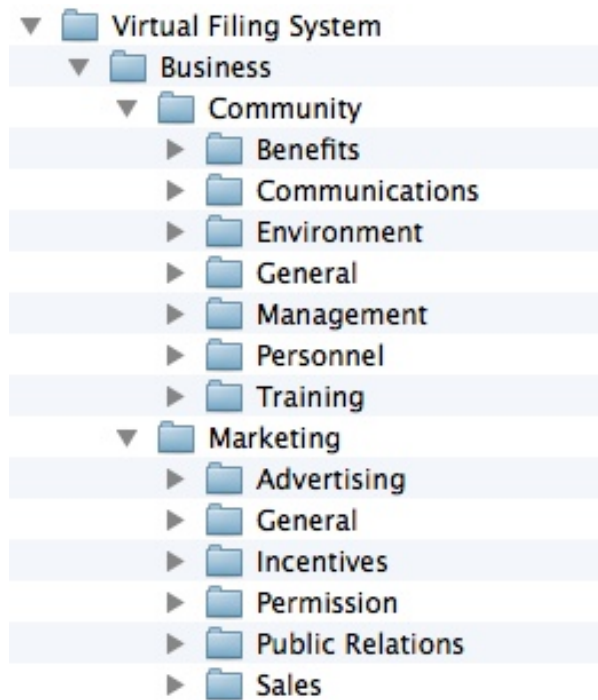
The Business Typology & Virtual Filing System are three levels deep. They consist of categories, subcategories, and tags. A 'dirt world' analogy would be filing cabinets, drawers, and folders filed inside the drawers.

Category-> Subcategory-> Tags

Filing Cabinets-> Drawers-> Folders

There are currently only four top-level categories, aka filing cabinets. They are research, production, marketing, and community for business. I've also included a Personal category at the end for non-work-related items.

Each top-level category has several subcategories. For example, the category Marketing has the following subcategories: *Advertising, Incentives, Permission, Public Relations, Sales, Selling, Social Media, Syndication, and Venues.*



The subcategories are nested folders.

Under each subcategory, there's a list of tags. These are the types of things you're likely to find filed there.

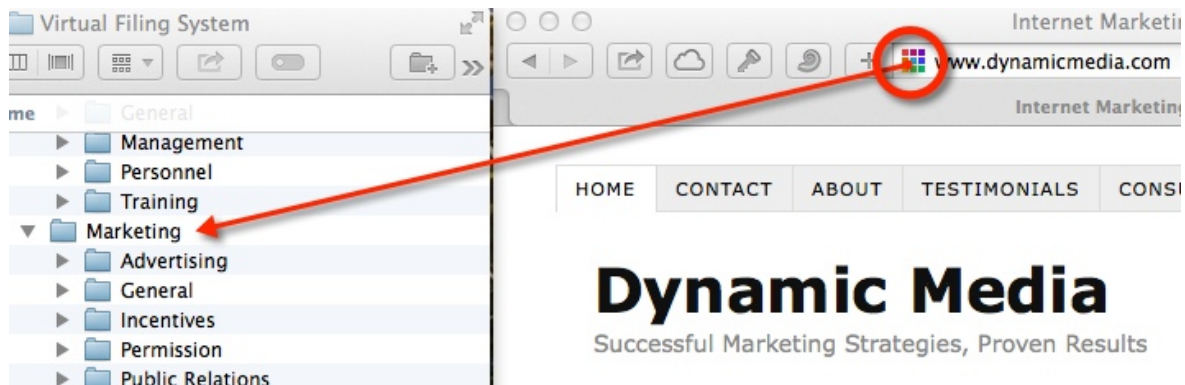
For example, under the Marketing category, in the Advertising subcategory, you'll find tags like: *Affiliates, Display Ads, Classifieds, Commercials, Contextual, CPA, Demonstrations, Directories, Domain Name, Jingles, etc.*

What you won't find in the subcategories or tags is the name of any specific online products and services. It's not just because they have a tendency to come and go like the wind. I wanted to keep the filing system generic without showing favoritism to any particular brands.

If you want to make the tags into folders, or nested subdirectories on your hard drive, go ahead. You can have as many levels of nested folders as you like.

Once you have the Virtual Filing System on your hard drive, make it your own filing system. Do what works best for you, so you'll remember where to find stuff when you need it, even if it's a year or two, or even 10 years from now.

That's all there is to it. You are now ready to start using the virtual filing system. If you don't know where to find something, just use the 'cheat sheet' below to look up the tags. If you can't find where to file something, put it in general, or create a new folder, to make this filing system your own.



Drag the favicon from the web browser to file the webpage in a folder.

Free Downloads to Accompany this Work

Business Typology

This PDF is the document that you are reading now. Since it can be freely distributed, you might want to link to it on the download page rather than hosting it or posting it on a sharing service. That way, you'll refer people to the most recent version... which would be a smart thing to do.

Download Page: <https://internetmarketingsecrets.com/swag/business-typology/>

Business Typology Cheat Sheets

There are two versions of the BT Cheat Sheets in this zip file. One plain text and the other a PDF. They contain the exact same list of categories and tags as this document. (You really don't need this big document, with the background story on how the Business Typology came to be when all you want to do is file stuff.)

So leave the BT Cheat Sheet on your computer desktop or sitting out where it's easy to find. Then if you have something like a bookmark or PDF file, and you don't know where to file it, plug in a keyword and search the BT Cheat Sheet.

Virtual Filing System Folders

In this zip file there is a hierarchy of nested folders for your hard drive. These are pre-named with all the categories and subcategories. Just click the link below to download it. Unzip it. Then drag it to your hard drive, and it's ready to use.

Virtual Filing System Browser Bookmarks

In this zip file there is an HTML file with bookmarks for your browser. These folders are pre-named with all the categories and subcategories. Just choose 'import bookmarks' to add them to your browser, and it's ready to use. (**Back up your existing ones first!**)

Want More Free Digital Marketing eBooks, Research, and Training?

Visit the Swag page on InternetMarketingSecrets.com. Download all the free goodies and put them to use. Get Color Persuasion, The Uncovery, Clicking it Rich, and Business Typology. Bookmark that page to keep the swag coming.

Business Typology (Categories, Subcategories & Tags)

Marketing (Sales & Communications)



The act of promoting and selling products or services, including the process of communicating their value to customers for the purpose of selling that product or service. The subcategories found under production include the following...

Advertising - The different ways to communicate value.



Tags filed under the advertising subcategory include things like: Affiliates, Campaigns, Characters, Classifieds, Commercials, Contextual, CPA, Demonstrations, Directories, Display ads, Domain Name, Jingles, Link Campaigns, Location, Mail, Media Buys, Mobile SMS, Packaging, Placement, PPC, Print, Product, Promotions, Radio, Signage, Slogans, Squeeze Pages, Tags, Word of Mouth

General Marketing - Collections that don't fit into a single category.



(Content covering multi topics, or a wide range of subjects, applications or activities within the top level category.) Analogies, Anthologies, Case Studies, Collections, Comparisons, Compilations, Concepts, Fusions, Hypothesis, Ideas, Lists, Mashups, Outlines, Overviews, Plans, Reviews, Summaries, Systems, Theses

Incentives - Ways to motivate or encourage greater action.



Awards, Benefits, Bonuses, Cards, Cash, Clubs, Collectibles, Commissions, Coupons, Discounts, Exclusives, Free Trials, Freebies, Gifts, Loyalty, Memberships, Points, Premiums, Prizes, Programs, Publicity, Rank, Rates, Redeemables, Rewards, Sales, Shares, Stamps, Status, Stocks, Travel

Permission - Sending advertising with consent of the recipient.



Activities, Apps, Assumption, Autoresponders, Catalogs, Cookies, Consent, Customers, Direct Mail, Email, Ethics, Explicit, Implicit, Newsletters, Paid, Presentations, Proximity, Requests, Retargeting, Search Engines, Surveys, Tracking, Written

Public Relations - Ways to gain exposure and spread information.



Charities, Company Profile, Complaints, Conferences, Customer Service, Customers, Events, Followup, Free Trials, Investor Relations, Joint Ventures, Podcasts, Product Launches, Public Reputation, Refunds, Speaking, Sponsorship, Seminars, White Papers

Sales - The types of items that get sold to the customer.



(Note: These are the types of things I've sold. Put your own tags in here.) Ad Space, Consumption, Courses, Digital Goods, Donations, Ebooks, Futures, Insurance, Land, Licensing, Memberships, Physical Goods, Products, Promises, Property, Real Estate, Rentals, Rights, Services, Software, Subscriptions, Time, Tuition

Selling - Special skills and tool sets required to sell.



Attitude, Commissions, Commitment, Conduct, Confidence, History, Influence, Listening, Motivations, Negotiation, Persuasion, Philosophy, Presentations, Prospecting, Psychology, Questioning, Referrals, Relationships, Solutions, Strategy, Systems, Tactics, Technology, Tracking, Trust

Social Media - Networks, apps and ways to socialize online.



Blogging, Bookmarks, Comments, Communities, Content, Groups, Guilds, Hash Tags, Hubs, IM (Instant Message), Microblogs, Networks, News, Newsgroups, Photo Sharing, Pages, Platforms, Polls, Profiles, Video, Voting

Syndication - Feeds to distribution channels with extensive reach.



Aggregators, Articles, Broadcasting, Columns, Distributors, Infographics, News Sources, Pinging Services, Online Stores, Podcasting, Press Releases, Press Rooms, Publishing, RSS Feeds, Sharing Services, Websites

Venues - Places and things used for marketing.



Agencies, Affiliate Networks, Affiliate Programs, Apps, Face to Face, Games, Internet, Magazines, Mediums, Newspapers, Outdoor, Point of Sale, Promotional Items, Public Transport, Real Estate, Retail, Telephone, Television, Trade Shows, Video, Webinars, Websites, Wholesale

Community (People & Workplace)



A particular area, place, or fellowship of people, having a specific characteristic in common, sharing common social values, attitudes, interests, goals, and responsibilities. The subcategories found under community include the following...

Benefits - Non wage compensations and perks of the workplace.



Allowances, Clubs, Daycare, Dental, Disability Income, Discounts, Health Care, Incentives, Insurance, Legal Assistance, Long Term Care, Maternity Leave, Medical, Parking, Pensions, Profit Sharing, Rewards, Sick Leave, Stock Options, Tuition, Vacations, Vehicles

Communications - Ways to transmit or exchange information.



Audio, Calendars, Call Recording, Couriers, Demonstrations, Documents, Email, F2F (Face to Face), Meetings, Postal Service, Presentations, Print, Remote Control, Screen Sharing, SMS, Telephony, Tele-seminars, Texting, Video, Webinars, Wireless

Environment - The surroundings, attitude and conditions of the workplace.



Amenities, Decor, Design, Ergonomics, Food & Drink, Furnishings, Health, Housing, Lighting, Landscape, Location, Nature, Privacy, Recreation, Safety, Security, Surroundings

General Community - Collections that don't fit into a single category.



(Content covering multi topics, or a wide range of subjects, applications or activities within the top level category.) Analogies, Anthologies, Case Studies, Collections, Comparisons, Compilations, Concepts, Fusions, Hypothesis, Ideas, Lists, Mashups, Outlines, Overviews, Plans, Reviews, Summaries, Systems, Theses

Management - The process of dealing with things and people.



Coordinating, Concepts, Controls, Decisions, Diagnostics, Direction, Forecasting, Goals, Guidelines, Leadership, Objectives, Organizing, Philosophy, Planning, Policy, Productivity, Purpose, Review, Resources

Personnel - The employment of people within an organization.



Acquisition, Assessment, Assignment, Career Development, Consultants, Contracts, Deployment, Dismissal, Internships, Outsourcing, Promotions, Recruitment, Relations, Retention, Selection, Staffing, Trust, Teamwork, Volunteers

Training - The acquisition of knowledge, skill and competency.



Affiliates, Apprenticeship, Audio, Certification, Downloads, Exams, Machines, Manuals, Mastery, Memberships, Private Sites, Processes, Products, Safety, Sales, Seminars, Services, Testing, Upgrades, Video, Vocations, Webinars

Production (Manufacturing Output)



The act of manufacturing, harvesting, refining, making products, or goods, from raw components, materials, machines, and skilled workers. The subcategories found under production include the following...

Administration - The day to day process of running a business.



Accounting, Alliances, Acquisitions, Banking, Budgeting, Contracts, Corporate, Estimating, Financing, Funding, Insurance, Investing, Legal, Maintenance, Merchant Accounts, Operations, Purchasing, Quality Control, Repairs, Waste Removal

Assets - Property and valuables owned by a company.



Buildings, Cash, Computers, Consumables, Equipment, Fixtures, Furnishings, Hardware, Investments, Land, Lighting, Materials, Mobile Devices, Office Supplies, Parts, Software, Stocks, Tools, Vehicles

Data - The transmission, storage and retrieval of information.



Archives, Backups, Channels, Cloud Services, Compression, Curation, Digital, Gateways, Filing, Film, Hosting, Internet, Media, Payment Processing, Retrieval, Security, Servers, Shopping Carts, Software, SSL, Storage, Tape, Tools, Tracking, Transmission

General Production - Collections that don't fit into a single category.



(Content covering multi topics, or a wide range of subjects, applications or activities within the top level category.) Analogies, Anthologies, Case Studies, Collections, Comparisons, Compilations, Concepts, Fusions, Hypothesis, Ideas, Lists, Mashups, Outlines, Overviews, Plans, Reviews, Summaries, Systems, Theses

Logistics - The task of moving people, facilities and supplies.



Automation, Coordination, Distribution, Estimating, Fulfillment, GPS Locating, Handling, Inventory, Processing, Restocking, Scheduling, Security, Services, Shipping, Supplying, Storage, Tracking, Transportation, Travel, Warehousing, Workflow

Manufacturing - The making and fabricating of goods to sell.



Audio, Checklists, Code, Content, Copywriting, Creative, Digital Documents, Disks, eBooks, Graphics, Jingles, Logos, Packaging, Photography, Preflight, Procedures, Programming, Products, Video, Websites, White Papers

Research (Knowledge Input)



Systematic investigation into materials and sources to create new knowledge, establish facts, devise new applications of knowledge, or come to new discoveries and conclusions. The subcategories found under research include the following...

Analysis - To summarize and examine existing knowledge.



Apps, Business Model, Communicating, Data Collection, Engineering, Evaluating, Examination, Exploration, Hardware, History, Investigation, Literature Review, Machinery, Problem Identification, Processes, Programming, Questions, Recommendations, Reporting, Science, SEO, Software, Tools

Development - To innovate, create and improve products.



Architecture, Assembly, Cost, Blueprints, Design, Drafting, Efficacy, Feasibility, Features, Functionality, Interface, Mockups, Performance, Planning, Procedures, Products, Prototyping, Quality, Reliability, Services, Usability, Wire-framing

Experiments - To discover or create new knowledge and facts.



Analysis, Concepts, Conclusions, Data Gathering, Definition, Discovery, Documentation, Hypothesis, Interpretation, Observations, Planning, Purpose, Recording, Solutions, Testing, Topics, Theories

General Research - Collections that don't fit into a single category.



(Content covering multi topics, or a wide range of subjects, applications or activities within the top level category.) Analogies, Anthologies, Case Studies, Collections, Comparisons, Compilations, Concepts, Fusions, Hypothesis, Ideas, Lists, Mashups, Outlines, Overviews, Plans, Reviews, Summaries, Systems, Theses

Knowledge - Educational literature and skill sources.



Advisors, Books, Consultants, Courses, Documentaries, Ebooks, Education, Encyclopedias, Experience, Facts, Instruction, Internet, Interviews, Mentors, Practice, Products, Seminars, Skill, Software, Study, Teaching, Training, Videos, White Papers

Legal - To perform due diligence and address legal concerns.



Agreements, Contracts, Copyrights, Intellectual Property, Industrial Designs, International Law, Liability, Licensing, Patents, Prior Art, Regulations, Rights, Terms, Trademarks

Markets - Information about consumer needs and preferences.



Branding, Bylines, Competition, Cultural, Demand, Demographics, Economy, Feasibility, Forecasts, Keywords, Monetization, Positioning, Pricing, Psychographics, Search Queries, Segmentation, Slogans, Statistics, Supply, Tag-lines, Trends, USP

Opinion - Views that are not necessarily based on fact.



Beliefs, Commentary, Editorials, Emotions, Feedback, Focus Groups, Forecasts, Hash Tags, Judgments, Mood, Perspective, Philosophy, Politics, Polls, Predictions, Public, Punditry, Rants, Sampling, Superstitions, Surveys, Tradition, Views

Psychology - Scientific study of human minds and purchasing.



Achievement, Attention, Attitude, Autonomy, Behavior, Calls to Action, Cognition, Confidence, Conversion, Creativity, Design, Habits, Influence, Inspiration, Motivation, Neuroscience, Perception, Personality, Persuasion, Principles, Recognition, Saliency

Personal (Your Private & Family Life)



Your filing system and storage for everything in private life that happens away from the company, workplace, job, or professional career space. The subcategories found under personal include the following...

Careers & Education - Learning and professional development.



Analysis, Applications, Classes, Colleges, Commuting, Competition, Courses, Continuing Education, Culture, Experience, Growth, Interviews, Jobs, Knowledge, Leadership, Learning, Markets, Organizations, Prospects, Research, Resumes, Review, Self Improvement, Training, Unions, Universities

Community - People and the area in which they live.



Activities, Associations, Beaches, Charities, Civic, Church, Clubs, Culture, Community Centers, Events, Gardens, Government, Groups, History, Neighborhood, Organizations, Parks, Planning, Policy, Politics, Recreation, Safety, Schools, Security, Services, Statistics, Support, Tourism, Traditions, Volunteers

Entertainment - Activities that hold attention and give pleasure.



Animals, Apps, Attractions, Audio, Circus, Comedy, Dance, Drama, Events, Fairs, Festivals, Fireworks, Galleries, Magic, Movies, Museums, Music, Parades, Performances, Plays, Reading, Restaurants, Shows, Sporting Events, Stories, Television, Theatre, Theme Parks, Tours, Videos

General Personal - Collections that don't fit into a single category.



(Content covering multi topics, or a wide range of subjects, applications or activities within the top level category.) Analogies, Anthologies, Case Studies, Collections, Comparisons, Compilations, Concepts, Fusions, Hypothesis, Ideas, Lists, Mashups, Outlines, Overviews, Plans, Reviews, Summaries, Systems, Theses

Wellness - Maintaining good physical and mental health.



Attitude, Child Care, Conditions, Death, Dentists, Doctors, Drinks, Drugs, Environment, Family Planning, Fitness, Food, Friendship, Goals, Happiness, Health, Hygiene, Inspiration, Institutes, Long Term Care, Medicine, Mental, Motivation, Nutrition, Organizations, Procedures, Philosophy, Psychology, Relationships, Religion, Retirement, Sexology, Stress, Therapies

Recreation - Participation in fun activities during spare time.



Arts, Autos, Aviation, Bars, Boating, Celebrations, Dancing, Exercise, Fishing, Pets, Gambling, Games, Gardening, Hobbies, Home Improvement, Nightclubs, Outdoors, Parties, Performing, Playing, Projects, Shopping, Socializing, Sports, Toys, Travel, Vacations, Web Browsing, Writing

References - Trusted & respected information sources.



Advisors, Apps, Books, Conferences, Consultants, Directories, Employment, Experts, FAQs, History, How To Guides, Language, Libraries, Literature, News, Organizations, Planning, Politics, Products, Resources, Software, Statistics, Videos, Websites

Responsibilities - Monetary resources, social duties and requirements.



Advisors, Banking, Benefits, Bills, Chores, Credit Cards, Debt Consolidation, Duties, Family, Government, Insurance, Investments, Lawyers, Legal, Loans, Mortgage, Obligations, Pawning, Pensions, Power, Real Estate, Refinancing, Salaries, Stocks, Student Loans, Tasks, Taxes, Wages

Conclusion

My clients are always amazed at the speed at which I can find content. Everything from links to tools and resources, or that bit of writing they recall from years ago. I do it live, in real-time, while they are on the phone with me.

Now you can enjoy the same freedom from the shackles of looking for things. Nothing is faster than searching your own computer, not even a search engine, because everything is already filtered and filed, so you know where to get it.

I hope you put the Business Typology document and the Virtual Filing System of folders to good use. (Remember to download the handy cheat sheet and just do a search if you run across something and don't know where to file it.)

From now on, you don't have an excuse for not being organized. As I said initially, time is the only thing that we cannot make more of. Since we cannot make more of it, all we can do is save it. So that's what I hope Business Typology does for you... to help you get more of your life back.

Want to chat? Message me on Twitter or Skype.

talk soon,

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