

# GPWA

GAMBLING PORTAL WEBMASTERS ASSOCIATION

# TIMES

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GPWA.ORG

# FRACTURED MARKETS

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## They're all sure of one thing: office jobs are the worst!

Whatever it takes to avoid having to report to a 9-to-5 office job, the five webmasters we interviewed for this issue will do it – even if it means having to work around the clock at home!

They're based all over the place – Toronto, Warsaw, Sydney, London and someplace in India. Their literary tastes run the gamut from Ayn Rand and Napoleon Hill to John Fowles and Charles Bukowski – and one of them has recently had a book published. They'll eat just about anything, including Mexican, Thai, tatar and sushi.

These folks are among the most successful GPWA webmasters we've ever met – they're doing a lot of things right, and they share some of them in their interviews. You'll enjoy their stories!

\*Due to space constraints, we could not print the interviews in their entirety. The complete text will be posted at [gpwa.org](http://gpwa.org).

EDDIE YU :: casinoman

## Social media's not a fad – it's the elephant in the room

First of all, congratulations on the recent publication of your book, *Speedlights & Elephants: Winning the Online Business Game* (available in paperback or Kindle on Amazon.com). Tell us about the book – why did you write it, and how could it benefit GPWA webmasters? I wrote the book because I wanted to share my knowledge and experience so that it might help and inspire other people to set up their own online businesses. I felt that a book was the most accessible way for people to get that information in a nicely presented format. GPWA webmasters can get a lot of the mindset help that is needed to become a good webmaster from the book.



Being a webmaster is quite a lonely business and we all know that business is not business without people, so I know that when I started out, I lacked the interpersonal skills I needed to succeed. Over time I gained those skills and I felt that I could share that process

with people, to help them over this particular hurdle, which personally took me three years to overcome. Being a webmaster is also not just about SEO or PPC, it's about being a well-rounded entrepreneur, making good decisions for business, and the book aims to ensure people understand that online business is no different from any other business, that you must get your business hat on and learn about all those things which make businesses work – e.g., cash flow, margins, taxes, legal matters, etc., etc. – stuff we want to avoid, but know that we can't!

In a recent blog post, you pointed out a study that found that “69 percent of all workers believed that the office was unnecessary now.” Many affiliates have been working from home offices for years. Do you work from a home office? If so, what have you found to be the key to success when working outside an office environment? Yes, I do work from a home office and the rest of my team does as well. I think the key to home-office working is to get out more and have meetings in fun places! Business is about people and no matter how many Skype sessions you can have, you've got to always mix in real face-to-face meetings and networking in order to get a balance!

What kind of writing experience did you have going into the book? Was the process harder than you thought when you first set out to write it? I have no writing experience, other than writing blogs. So as I always do when I don't know something, I find an expert to talk to, help me and maybe coach me. I found one of the best book coaches in the U.K. (known as The Book Midwife) to help me understand how to create the architecture behind a book and how to structure it correctly. With her help, I found the process much, much easier than going it alone!