

each month, and how much did it cost you to initially get it going?

Steve: Initially it was very inexpensive. It had to be because \$5,000 doesn't go a long way. Costs now are about \$2,000 per month.

Audri: What has been the biggest headache you've experienced in terms of your marketing on the Internet?

Steve: Time — not enough of it. Our database maintenance is very time consuming.

Audri: Are there any funny stories you'd like to share about your Internet marketing experiences?

Steve: Well... when I go to official ostrich seminars and association meetings, nobody has a clue what I look like. So last year, at the annual American Ostrich Association meeting, I spent the entire show draped in fancy colored, 12-ft. ostrich boas, with a bushman's hat with a matching 24" ostrich feather stuck in it. I wore a different color each day — pink, yellow, white, red and purple. It was an absolute scream to see the looks on people's faces when I coyly told them who I was! I still do this — just to see the reaction. It has sort of become a trademark and it certainly sets me apart from the crowd.

Audri: Sounds like you're bucking to make Mr. Blackwell's list, Steve. The question is, which one: best or worst-dressed? <bg> Anything we haven't covered that you'd like to share with our members?

Steve: Have fun! I don't work anymore. I haven't worked since I decided to do this. Work is a chore, and I have a blast. Yes, I spend a lot of time doing this, but it is so enjoyable, and a great way to spend my time. I get to travel a lot, meet a lot of great people, get paid for it, and every day is a new adventure.

And, yes, there is something else, something that is crucial in our lives: charity — giving something to someone who is less fortunate than yourself. Even though the



start-up of this business was on an absolute shoestring, and I lived totally from day to day for a while, from the beginning, I have always donated whatever I could to a worthy cause.

Audri: Agreed. That's a philosophy we

also practice, and have for a very long time. If readers would like more information from you, how should they contact you?

Steve: They can visit

<http://www.ostrichesonline.com>, email me at ostrich@ostrichesonline.com, call me at (708) 452-7596 or send a fax to (708) 452-7510.

Audri: Do you have any special offers to my readers?

Steve: Special offers? But of course! All readers can take a 15% discount off the retail price of any of our consumer products.

Audri: Thanks Steve, that's very generous of you. And thanks for taking the time out of your busy schedule to chat with us.

That's it for this month. Please take a few minutes right now to visit Ostriches On Line and apply some of the strategies Steve shared to your Web site. Then, you'll be more "NETrageously" successful next month when we meet again.

Audri & Steve

Audri and Jim Lanford, Editors
NETrageous Results

