


# BOWLER

## BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT  
AUGUST 2012

#4



THE SCIENTIST OF SALES  
THE ANGEL OF ART  
THE SULTAN OF SELECTION  
THE CREATOR OF COMFORT  
THE SOVEREIGN OF STYLE





**"This magazine supports the excellent companies listed in Capital Exchange, promotes pioneering entrepreneurs, and encourages economic growth."**

This is the first issue of *Bowler Business Review* to have a theme that ties the articles together. In the past, topics were balanced for variety. Here, the variation is in the business approaches, several that I share.

Both Kaya Angel and Arkad Baxton demonstrate strategies of leverage. Funding one business through another is a sound in-world strategy. For example, this magazine start-up is funded by profitable stock investments. Establishing a foundational name of Bowler Enterprises, I have a structure that can incorporate a variety of concerns. Overall goals can remain the same, but techniques to achieve them can change.

All profitable businesses are responsive—they take feedback and improve. Using the tools available, most entrepreneurs do as much business with websites, cell phones, and email as done in-world. Keeping a pulse on development, all of these furniture designers demonstrate that sound business approaches allow for variations of personality.

[jetmanbowler@gmail.com](mailto:jetmanbowler@gmail.com)



#4 August 2012

# BOWLER

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PROFILES SL COMMERCE

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Bowler Business Review is a monthly magazine that examines the relevance, trends, and potential of virtual world business.

**Jetman Bowler**, Publisher  
**Eleanor Medier**, Creator

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# BOWLER

## BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT

[www.bowlerbusinessreview.wordpress.com](http://www.bowlerbusinessreview.wordpress.com)

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**AP**

*Arkad's Products*



**MESH**



*Irish Claddagh*



# UNLIMITED JOB OPPORTUNITIES!



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Experience in real life really displays itself in Second Life®. On the one hand, the virtual world is a great place to learn—out of the spotlight of real life criticism and livelihoods. On the other hand, SL is also a place to showcase and expand ability.



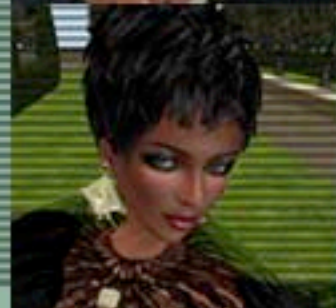
**ARKAD BAXTON** offers an in-world recipe for entrepreneurial leadership. Reading the market, giving fast responses, and with a sincerity that permeates his company's culture, Arkad defines the components like puzzle pieces that fit together. Starting his collection of over 1,000 products from an initial handful, his flexible business model allows for an umbrella approach that perfectly cross-sells, making all stronger. [page 16](#)



**KAYA ANGEL** exemplifies unlimited imagination in SL. His creation, The Rose Theater, is legendary and a phenomenal visitor's experience. He forms the entire place, including the furnishings, which he sells to fund the venue. As an art center, The Rose Theater is known for its spectacular performances, engaging galleries, all in such a beautiful setting, contributing to the culture of SL. And there is no where better to get lost. [page 28](#)



**TWIRLIN MERLIN** has one designed of the largest collections of furniture on the grid. He covers every taste, style, age, and color—it seems there is nothing he as not designed at least one of, if not two or twelve! Focused on furniture from his earliest SL days, he has found a professional and personal balance that allows for his greatest productivity. [page 46](#)



**QUISTIS SHIPPE** is the Production Manager for this publication, bringing an extensive and varied background in sales, garden design, and is learning more about the sectors in SL than anyone!



*Bowler Business Review* welcomes contributions from the pros as well as enjoys nurturing new journalists and photographers. This month, the contributors are a seasoned group. Each generously offers business and virtual world suggestions based on solid experience. Each flourishes in-world, expanding talent with a pioneering focus.



**JILLIAN FAIREY** has grown her furniture business into a profitable enterprise, thus taking it through an IPO and now trading on Capital Exchange. Very focused to classic and elegant design, her business may not be the largest, but it has a momentum build upon solid and well-targeted products. [page 58](#)



**LYNNE LUSCH** exemplifies the artist and high style approach to her designs, having transformed her real life into her second life. [page 66](#)



**NETERA LANDAR**, senior contributor, is one of the inspirations for this magazine's beginning. An accomplished journalist, talk show hostess, and photographer, she interviewed Kaya Angel [page 28](#)



**ANGEL DAMASK** has experience doing about everything she can think of from running her wedding business to her music venue to freelance photography. Her creative photographic collages of Twirlin Merlin's and Jillian Fairey's designs grace these pages with new inspiration. [page 46, 58](#)



**ELEANOR MEDIER** edits the issues, designs and assembles pages, shoots photographs and writes where needed. A published author and designer in RL, the virtual world offers opportunity to explore the future of publishing. [pages 14, 26, 44.](#)



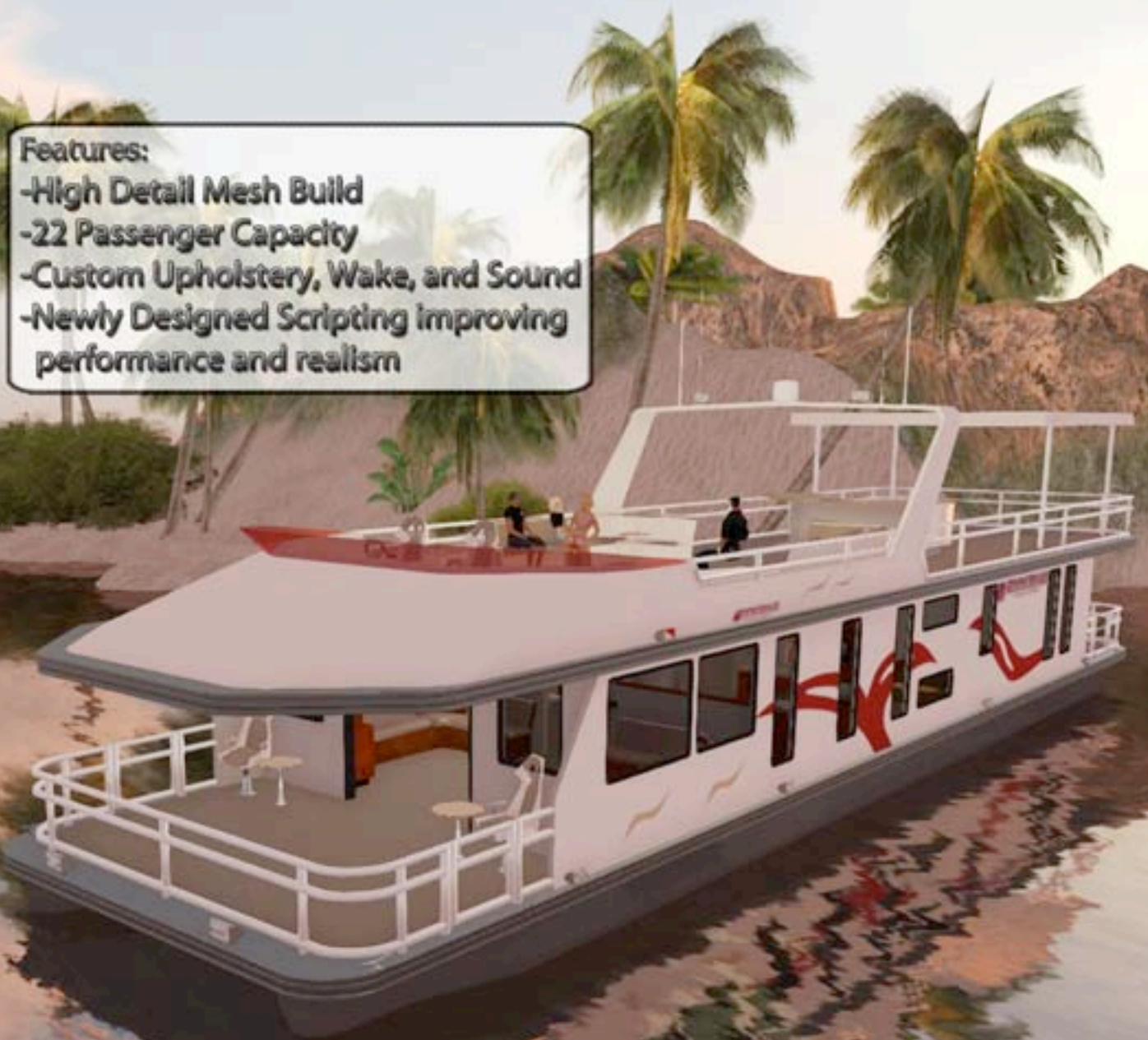
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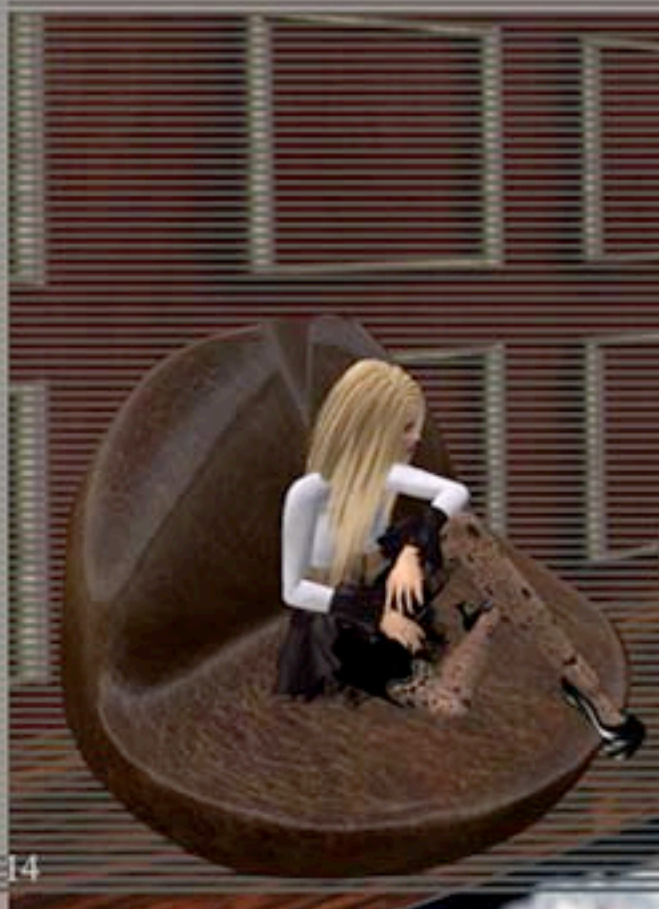
When ambition combines with hard work and vision, watch out. No one exemplifies all three more than **Arkad Baxton**. Like a psychologist/businessman, he brings real life (RL) experience into the virtual world. And he has learned how to use the tools and techniques the virtual world offers that the real one does not.

Where most businesses claim that niche products and corresponding marketing efforts are the way to build a business, Arkad seems to be doing the opposite. Although there is an evolution from garden to crafts to art, all his products do center around home décor. His collections complete what the land owners, builders, and interior designers begin!

After interviewing Arkad for two hours, editing his article together, has been the biggest challenge in creating this publication yet! He had so much to say, it can easily become an e-manual in how to build a business within Second Life®!



It may seem the work is only half done when a product is ready for distribution, but Arkad has found efficient ways of promoting and leveraging his efforts. It is very hard to believe that one person can





## INVESTMENT

# A MAN OF A THOUSAND DREAMS

by Eleanor Medier

do everything he suggests, so perhaps it is important to point out that not all were done at one time. Also many of *Arkad's Axioms* are continuous ongoing approaches that are always relevant.



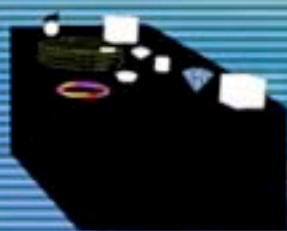
**“My core business is creating things and selling them.”**

Arkad makes it sound like engaging a market and building followers is simple. When delving further into any of his suggestions, each is a project in itself. Perhaps the most any entrepreneur can expect is to form a blend of these techniques, like adapting a recipe to taste and diet. No one can work beyond resources and training. Arkad generously lays out the overall terrain of what it takes to head a large and growing enterprise. He has crafted a business where every single avatar in SL could be a customer! Arkad approaches these techniques as an artist approaches a palette of colors. He crafts his business as carefully as he crafts his products.





Savvy business balances components from concept to beyond the sale. Arkad Baxton, entrepreneur and owner of AP Products, applies intuition to behavior and to interactivity.





## THE SCIENTIST OF SALES

by Arkad Baxton

It has been a growth progression since I started with a small Second Life® store in 2008. Only with a few products of one-prim furniture and plans, it grew into a home & garden business. But I liked to open up to other territories too, so I started to make different things. Now we have about 1,000 products of many categories, but at this point we will mostly focus on art, jewelry, and indoor décor.

I like to make jewelry and art products the best. My partner does the mesh design which is getting more popular. Mesh can be much more detailed and realistic—very beautiful. In prims you cannot have

that much detail, in sculpties either. In Mesh you can basically create anything you want.

Although I do like to make things from prims, I have to go with the technology like everyone else. Besides, it really is very nice!

In RL I have experience in video and graphic arts but I don't do anything that is related to my SL activity. While the metaverse is a source of business opportunities, for me, it is mostly just for change from RL. It gives me a new creative balance. Real life has its own course and a virtual world opens up a different one—it is what all residents like. And it offers international unlimited connections, perhaps friendships, and ultimately endless opportunities. As they say when they advertise SL, “*Your world, your imagination.*” The possibilities here expand imagination.





**Create what people ask for.** I like to build things and I saw what people needed. So I make what they want. The way it started was by simple communication. People came to the stores and asked for things to be made—a lot of custom work. So I just made more of the same category. Since all of our products are on Marketplace now, it is very easy to see what sells the most. Anyone serious in business keeps stats, and tracks the numbers.



**Make response to customers the number one priority.**

This keeps Arkad Products in favor. Anytime customers or members contact me, they get any issue solved within 24 hours. Not delivered items or a mistake we made are handled fast and politely. Communication is vital. Don't use the "My IM's get capped send me a notecard" excuse. Anyone who knows SL has IM's sent to e-mail.



Although I do not use much SL knowledge in RL, I apply business experience from RL into SL all the time. Though my work in RL is different—mostly graphic design and computer programming—I have picked up PR knowledge in my years that totally translates. For example, understand-





ding how people think and how minds work when it comes to shopping. SL is not much different from RL. People are still the same people with the same minds. There are communication tools here that are cool, but it still operate on the same principles.

## ARKAD'S AXIOMS



**Put products on Marketplace.** Shopping in-world seems to be troublesome

with lag, teleport issues, and transaction problems. People like to buy things on Marketplace—it is comfortable. And from a business owner's view, it is way less expensive! Land prices are ridiculously high. Marketplace is a very well designed concept. It is even an advertisement by itself.



**Keep an in-world store minimal.** Shoppers often start on MP and then go to a shop to

see the quality—that's why we have a showroom as well. We change it often, as it depends on what we like to focus. I cannot place everything that we can have on MP because in-world is limited to prim count. The store is mostly for advertisements and samples.





**Offer gifts and specials.** Regular deals are a good reason to communicate with groups and subscribers. Landmarks advertise the store and links advertise the products.



**Release a new product weekly,** maybe more. It keeps the attention of the groups and subscribers. Frequency in promotion really matters. The more someone sees the message, the more inclined they will be to investigate what it is about. This is a fast pace for development!



**Advertise specials** but pay for promotion only after free options are used. On occasion, I buy adboards or pay for advertisements. But in years of SL experience, I find that the free tools I list here are more powerful than any paid promotion—for those who start small anyway.

SL does have many advantages over RL business. Without counting the RL value of the Lindens, the virtual aspect of the work is easier. Having a furniture store in SL is nothing like having one in RL! Here, make everything only once and





then have it forever—there is no restocking needed, no manufacturing, no shipping. So the physical side is so much better. Everything else is pretty much the same as in RL. Business and sales principles are transferable.



**Use tools to attract followers and subscribers.** Smartbots can promote to groups and Subscribeomatic can promote to subscribers. Linden-earning game concepts also help SL business. Facebook is good for “friends”—especially to gather “likes.” Flickr and blogs gather followers. I update the blog at least once a week. Arkad Product has about 2000 people combined between Facebook, subscribers, group members, etc. This is growing as the business is growing. If you have a huge number of members or followers you can sell anything. Basically get yourself known and get a lot of people to follow you.



**Manage the audience.** Groups, followers, members, subscribers—there are the real power behind a business. Take popular singers or DJs for example. They use groups to advertise—not to spam. To build business, takes just numbers, exposure, and consistency.





### **Learn from friends.**

Mostly I bring knowledge from RL into SL. However, friends like Amy Nevilly (from SecondAds) gives me tremendous help!



### **Start small.** At the beginning, RL money was necessary to get the business off the

ground. Then investors helped with the IPO process and made it possible to grow without pumping in *more* RL money. And I reinvest profits back in to make it work better. Now, everything here has nothing to do with RL money. Eventually I may extract funds from SL and exchange to RL.



### **Leverage several revenue streams.** I do many things here in SL. AP is just one of them.

Right now I am working on bringing this business together with the entertainment business. This will open up new advertising and PR channels. It will combine product and venue in new ways that will help both.



The greatest reward for being in SL business is the people I get to know from all over the world. Here, country borders are gone and sim borders can be fixed just with a click.

AP is a long term investment and growing steadily.







The main goal is to spread more and wider. With about 30 affiliate vendor locations, with over 1000 products on Marketplace, and with about 2000 followers and subscribers, I don't think it will be hard to grow. It requires some time but it will have the desired result.



**List with Capital Exchange** when ready to grow faster. The IPO process helps to focus.

Being part of CapEx gains exposure. I think all serious businesses should be listed. Having investors just means sharing numbers with them that must be compiled anyway. And it means making more profit to keep them happy.



**Balance talents of partners.** One partner helps with Mesh products. I make sculptie and prim

items. And paintings are being done with my new partner who adds color to our selection.



**Set up affiliate vendors.**

We issue vendors for certain categories and offer a 40% commission on sales. These boards can be spread all over the grid. For example, we will issue the first painting vendors where each purchase includes an easel, a wall set and the texture. Sales grow as vendors spread. With these *and* Marketplace, we can reach the expected audience.



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# Fashion Network





‘Sublime’ might be a good word to describe Rose Theater. Maybe ‘adventure’ is better. Or perhaps ‘cultural feast’ would be a better description. Words compete with one another in adequacy when describing this Second Life® cultural legend! Those who know the world

## PROFILE

# A FOUNDATION OF FURNITURE

by Eleanor Medier





N



of in-world theater think right away of Rose Theater! Although press is notorious for exaggerating a subject's attributes, that is not possible here. Anyone who's socks are still on after visiting this palace of artistic achievement should not be in SL—such a person misses some of what makes this world wondrous and worthwhile.

So Netera Landar, cultural icon herself, always sets her journalistic scopes on the best. Able to both take a big step back on a sector investigation (as she has in the previous issues of this publication), she also uses her perceptive talents to zero-in on an individual profile. Never one to miss an opportunity, Netera jumped on the chance to interview the spectacular Rose Theater's creator, **Kaya Angel**.



**K**aya Angel's intricate detail and harmony of decor form a powerful statement of three dimensional virtual creations.

Moments after rezzing into The Rose Theater, just turn slowly around and admire the sumptuous richness of cultural influences. With English country-inspired settings, the vaulted ceilings, fine wood textures, and bright, functional furniture are invitingly satisfying. From the spectacular entrance, to the ornate library, the rich opera house, inviting ballroom, extensive galleries, and meditative gardens, follow the red carpet around the property and be rewarded with an unforgettable aesthetic experience.

Granted an interview with The Rose Theater's extremely talented creator, when meeting in the quiet library, towering bookcases of ancient tomes also became the audience. He sat on the couch and I beside him in an oversized chair. Like a student at a master's knee, wishing to learn everything, where to

As the creator of the famous Rose Theater, Kaya Angel demonstrates how various business activities work to form a cohesive vision. Using his considerable multiple talents, Kaya combines a strategic overview to his enterprises, setting the bar for environmental beauty.

begin? How to inquire about a genuine masterpiece?

Kaya began at the beginning — how his virtual life came to be. He first casually explored numerous virtual games both for entertainment and to center on the power within virtual worlds.





# PROFILE

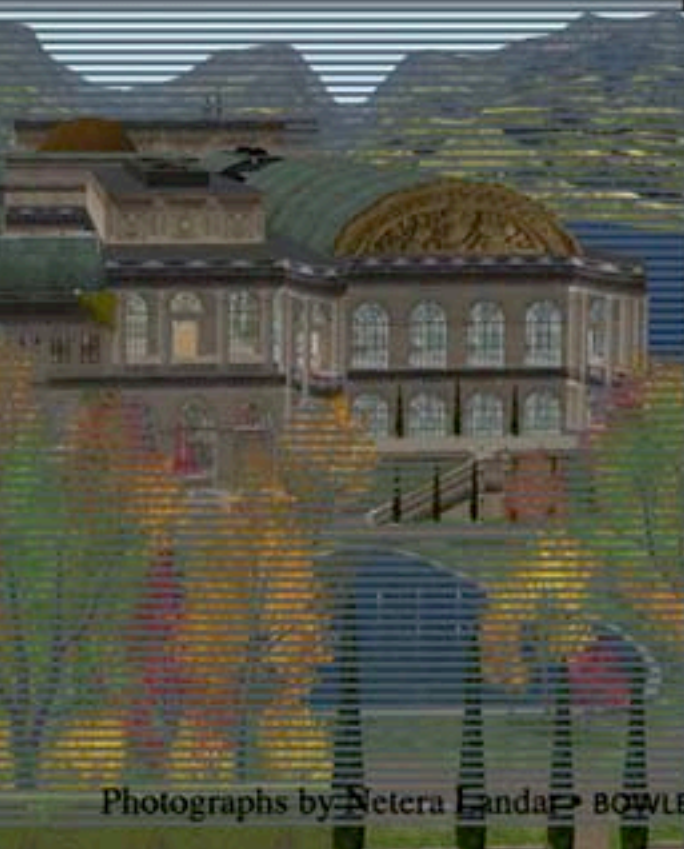
## THE ANGEL OF ART

by Netera Landar

When games came online, he was fascinated by how sixty or seventy-year-olds were working with thirty and forty-year-olds. The age barrier didn't seem to exist. He became intrigued by the freedoms in SL—of moving anywhere and building anything visibly possible.



“Time absolutely flies by! Here I was just trying to understand the transition from chat rooms and discovered entire virtual worlds!”





“When new in the virtual world, you soon become aware that people make and sell items, they role-play, and others use it as a 3D chat room. You have to ask yourself: ‘What should I do in this place?’ And I look at the psychology of these spaces. To affect this, you have to be community-based.”

Kaya finds it's difficult to get a feel for how communities work. It takes going around to visit them, investigating what they are about, and determining if there is a fit if interests. Kaya knows

that part of SL's greatest impact is as a social medium. Crossing boundaries and developing communities based on commonalities can even bridge the barriers of time zones!







"Although I came here in 2005, it was a year before I started to build things properly. Beginning with the venue, I had also done 3D cat design. I built the Primrose Theater, but there was a jewelry shop with that name so I had to change it."

Reflecting on these first builds, Kaya's talent became ignited. In a world of very visually creative builders, he is one of the most realistic and creative. Perhaps it is that rare balance he finds between the real and the unreal—between what is best to capture from RL com-

bined with the features and freedoms of SL—that elevates his work to such a high level.]

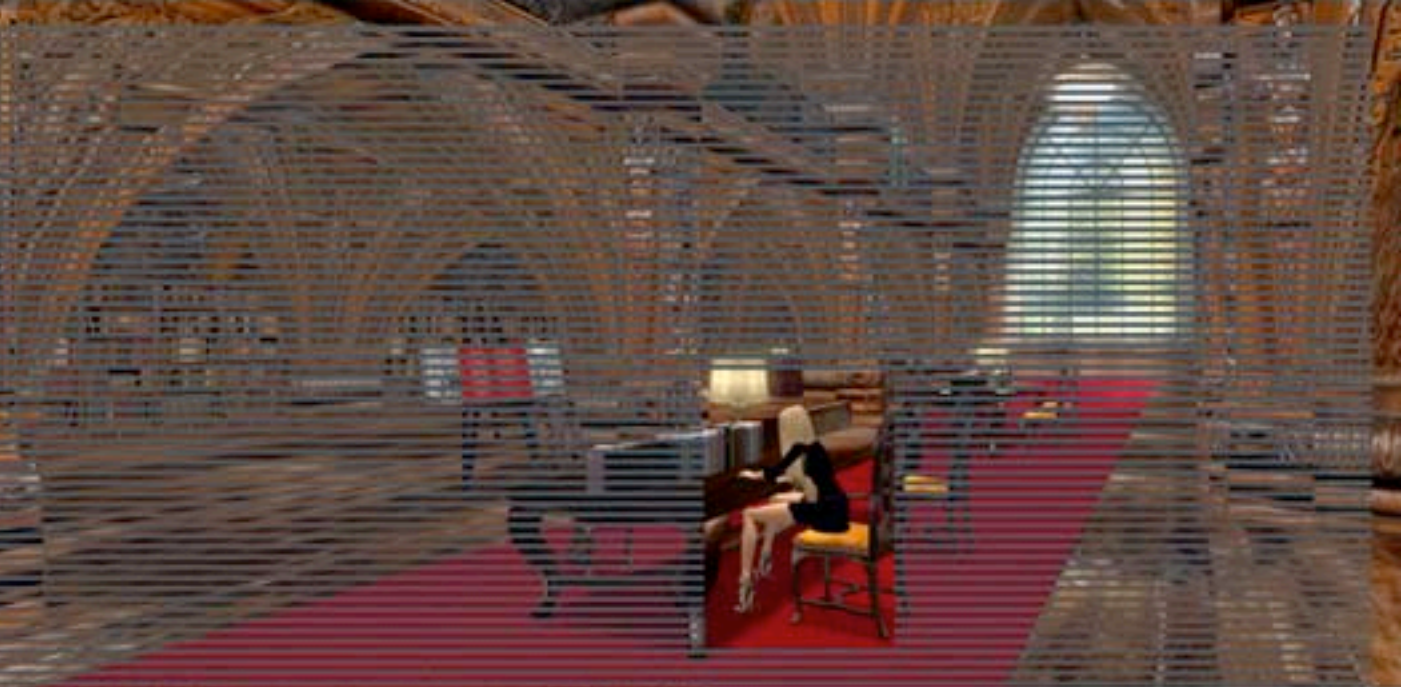
Kaya confesses to how he has grown to love period buildings much more. He's come to understand how architecture touches people in very different ways.



“Modern architecture is very practical and very functional. Whereas in days gone by, people built buildings to make statements. If you go into an old bank and it’s big and it’s grand, it says something to you—it makes a statement.”







As Kaya explored grand building, he would go into a room and wonder what made him feel different things. How did the setting and the art make him respond? He considered the psychology of various designs. He studied how color and shape present experience.

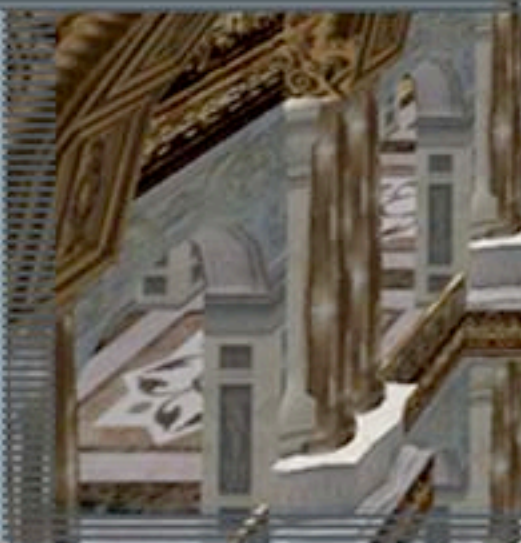
“Given its realistic period influence, I try not to make designs too real or too much like fantasy, I found an in-between line, which I call ‘hyper-reality.’ If you build something that is too real, then people psychologically relate it to real buildings. So they are then reminded that they are in a virtual world.”



The Rose Theater started as a 1930's ballroom. By making it very period-decor-oriented, Kaya found that this approach excluded a lot of people. So he expanded to offer performance-based entertainment, similar to what he does in real life—visual production.

**“Each year I make a significant change in some way.”**

“Rather than performers just up on stage to sing, I set up lights to enhance the emotions of their songs. If it was a sad song, lights could go blue or go dark or have a haze creep across the stage. The atmosphere could be lively, bright, flashing, and have a visual background too.”



**“We give performers a full visual presentation. It isn't rehearsed; it's live. I do the lighting and the stage set changes, as well.”**







Kaya creates lighting effects that enhance the performance experience. The venue then feels very real and the show looks and sounds as dramatic. The talent presenting grew to be more than just someone at home singing into a microphone while the audience listened. Kaya wanted the audience to feel as if they were *at* a performance. His venue

did achieve that. As he offered more performance-based events, the ballroom transformed into a theater. And it grew more visually ornate. Kaya evolved the decor from how people responded. He added a library, cinema, opera house, and galleries. His creations are a never-ending project that continues to please those that frequent this masterful venue.



Kaya feels this build is a palace and a treat for those that venture into his creative world. His motto is: "Everyone should feel like royalty."

Last year, he added his other sim and expanded by adding a grand manor house. People thought it was more of a private residence so he joined the two buildings together to motivate exploration. He purposely made it a challenge to navigate, rather than follow Second Life style with offering teleports to assist in getting around,

Kaya wants visitors to get lost in the building. This makes them walk through various corridors to explore the venue — with the logical red carpet to help guide.

Today, Rose Theater's core activity is live performance. Kaya pays more for quality artists, rather than have greater numbers step onto his stage.



Behind the lavish scenes, Kaya is a man of vision. He is clear about his contributions and his goals. It is his single-minded focus that has helped him craft every decision. He also puts his values into the business-side. Since there is no admission fee for the performances, the artists and the staff are paid by proceeds from his furniture and house sales. He personally pays the tier fees. In the beginning, like most sims, he had the option of creating a shopping area. Kaya could have geared his two sims towards selling furniture and buildings, but he chose to go down a much stricter culturally-oriented path.



“When I first came to SL, I just thought it was so business-oriented. There’s so much in the search! You’ll see something that looks interesting and you’ll go there. Then when you find it is just a really small bit of architecture and lots of shops or it comprises big buildings with only single floors and the rest as shells, it is so disappointing. I want to explore *places*! It is the amazing places that get loyal visitors.”





Kaya not only gives his products a legendary setting, all furnishings throughout are available for purchase by visitors. The lower level of the palace displays the range of his designs—his vintage approach and great texture treatments.



Kaya feels a responsibility to the people that like his work. He loves the amazing note-cards he receives that praise his creative efforts. The feedback he gets then drives his design decisions as he continues to refine and expand.

"There are no fake doors or windows here — they are like real life — behind every wall is a room. The sims took a month to build. I knew what I wanted to do. There were sections I could use and copy from the previous building. It was fairly intensive. I took some time off of work to do. I knew how many people like to come here. There was enormous pressure. I had to build it really quickly."







People often ask what style the furniture is created in and he explains that it really isn't really any one style. There shouldn't be any rules when creating in SL. There are no styles that have to be followed. Kaya has built rooms and furniture as he's been inspired to build them. He creates the objects and textures that he he needs first for his venue and then sells them. Kaya particularly loves 16th century French architecture so the ballroom, the arches and the gold rails express that influence.

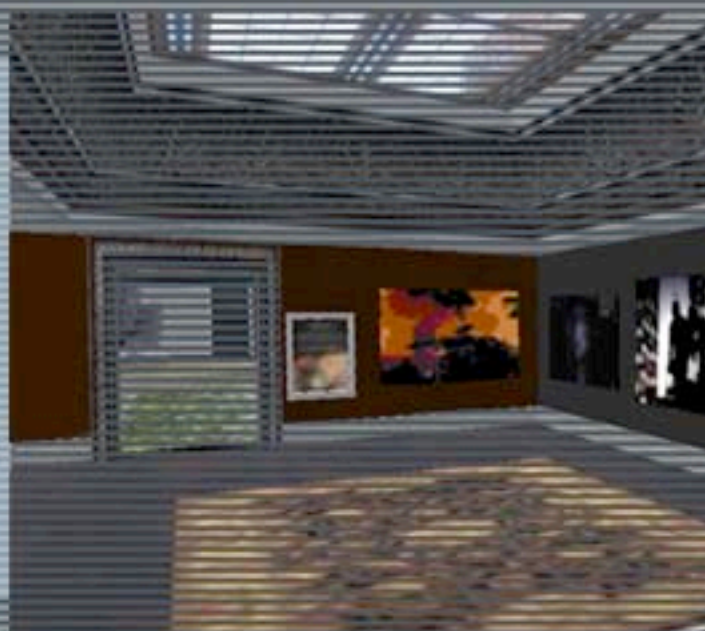
Because he has grown in the theater (really the art presentation) business, he has an enormous body of work. To collect his huge selection of textures acquired over years, he shops for textures like women shop for shoes!

**"I'm socially fascinated — about psychology, sociology, what these environments mean, and what kind of potential they have."**





Kaya's business continually grows by blending furnishings, buildings, venues, and other attractions. His profitable enterprises keep him connected as well as provide multiple income streams. For example, sales rocket three weeks after introducing every new item.



**ANGEL MANDIE ESTATE**  
Free Furniture Gift  
Items I made a long time ago  
that I don't sell anymore.  
-Paying it forward- With Love & Respect

A photograph showing a collection of various furniture items, including chairs, sofas, and tables, arranged in a room. The items are diverse in color and style, including red, purple, green, and brown pieces.

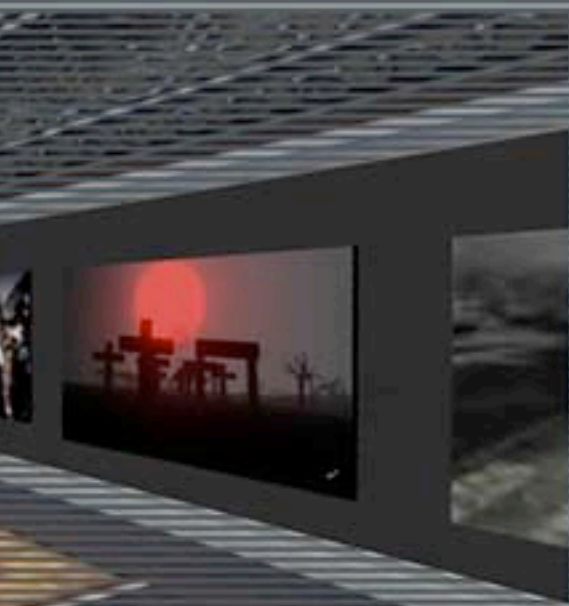
All items are COPY

Should you be successful in navigating toward the freebie room, you will be pleased to receive a few samples.

While the feedback he receives inspires him, the main reason he has created The Rose Theater is for his own artistic expression. Then he also brings together so many other art forms. "The best work comes when you're inspired or passionate to do it, rather than doing it because you feel you have to," he said. Kaya's passion is evident in the exquisite detail, ambient atmospheres, and one of the most aesthetic builds on the grid.







Sustaining one creative center or enterprise with a complementary profitable one can be a strong business strategy. Especially if the creative venture has potential to also become an income center. Yet Kaya knows that mixing art and money is tricky business. People will ultimately pay for what they value and then what they value can be sustained. Within such a roller coaster, one of Kaya's secrets to longevity is a solid business foundation.

"I believe in paying forward. If you're nice to the universe, then the universe will be nice back."

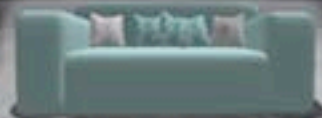




# Styles of Distinction



## Fairey Angel Creations



Home furnishings and decor, all the little touches that make a house a home.

living and dining rooms • bedroom • kitchen • bath • patio and pool • plants • art • beach • camping





# EquinoX Concepts

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Those who use the virtual world as a creative platform relate to realism in one of three ways. Furniture designers represent these views:

- *Real life (RL) complements Second Life® (SL).* **Arkad Baxton** (page 16) explores new paths, using similar talents differently. A man of a thousand dreams, his energies are invested wisely in development and promotion. A proven track record of earning loyal customers, he shares his roadmap.
- *RL extends into SL.* Candid and courageous, anything **Twirlin Merlin** (page 46) can create in the real world, he can create in the virtual one. And there are things in the virtual one that cannot be created in the real one, opening new opportunities.
- *RL contrasts with SL.* **Jillian Fairey** (page 58) finds a balance in unrelated experiences. She can explore new avenues of creativity not possible given real limitations.



Each SL resident is free of the physical inconveniences that use up so much real time, energy, and expense. If the created world is flawed, stressful, or demanding, there is the choice to simply





# SECTORS

## FACETS OF FURNITURE

by Eleanor Medier

The furniture designers in this issue express how similar goals can have different motivations. They demonstrate how the same ends can satisfy in very different ways. For some there is a sharp division between SL and RL, for others, there is no division at all. There are those who wish to be something different when in a created world; there are those who wish only to more find themselves. The virtual community has to blend different approaches. What separates the professional from the amateur is in defining the commitment in both worlds.

not log on. Business owners, with greater responsibility and commitment, can't afford such casual behavior. Dependability matters. Business is built upon a good reputation.





# SECTORS

## SULTAN OF SELECTION

by Twirlin Merlin

Call me a bit of a restless spirit and I have always had a creative streak. Ever since I was a teenager, I have made furniture in real life (RL)—and still do when I get the opportunity. My RL profession was graphic design.





I have always been interested in period design. When I started in Second Life® it was natural for me to create here. My friends chose buildings and architecture while I tended to make furnishing and things I was familiar with.

Some of my designs are similar in SL from RL. But in RL my work is detailed wood carving. In SL I can't hope to recreate that yet, so I work outside my usual comfort zone. For example, I don't make 'soft' furnishings in RL. I would





enjoy that I am sure but I don't have the space to make that type of item. However, some designs are replicas of ones I made in RL. I think I have just about made everything in here that I've made in RL over the years but more recently my creations in SL

have become my latest work. I wouldn't recreate them in RL as I feel they belong in the virtual world. In fact, I create more here now than I do in RL.

SL allows me to extend my imagination. I have more





freedom to create here — to let my imagination decide on the results and not be bound by costs of materials, etc. And also make some crazy off the wall stuff that people seem to love! I'm making an alternative Christmas dinner at the moment. A turkey infested

with rats. I've been to a few places over the years in RL that could easily have that but not something I'd want myself.

A few years ago I got the drive to change my store when I started supporting Action Aid. As well as giving me a creative outlet and getting to meet people from all over the world, (virtually speaking), we sponsor five kids now from China, Africa, and India. We also give a monthly donation to the World Wildlife Federation. So although I do this for fun, I feel it has an extended purpose.





Virtual furniture design and sales has evolved into my full time business. This wasn't something I set out to do. I spent the first year in here messing around and dancing mostly. Well, in the evenings I did because my SL partner came online. During the day

I hung around with my friends trying to 'out build' each other. I sort of 'grew up' with them in our little building competitions. None of us had a clue of course. We were all just experimenting with the media here. After a while my SL girl friend encouraged me to open a store.





Now my SL business is extremely important to me so I make sure to come online everyday for answering any enquiries, dealing with problems, or updates.

I don't know the percentages but I'd say 90% of people

currently here are addicted. I guess I still am. I am more careful now to keep a balance between SL and RL but I do come in-world when a customer needs help with something they purchased. That's my weakness. I can't leave it until later. Besides, if I do, things that need attention add up and then when I get here I do nothing but administration.

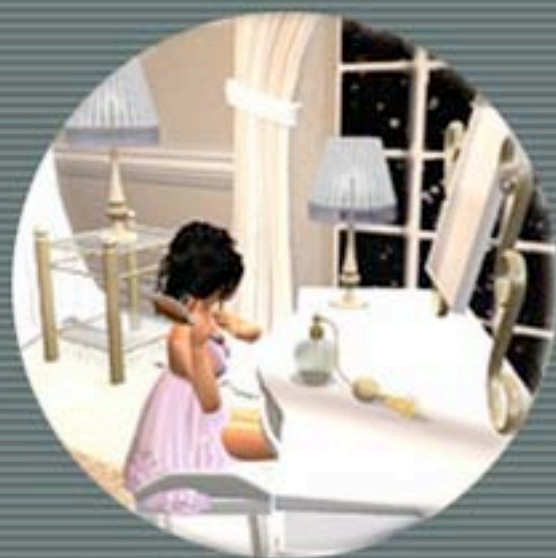
I can't profess to always find balance. I try. I'm probably 80% successful. I make sure I devote time to my RL hobbies and interests—take my dogs out everyday for a long walk. Do the housework and stuff. Go fishing or play with cars.





The most challenging part of business is the techy part; it's like standing on shifting sands. You learn one thing and then the goal posts move. I'm an artist, not a scientist! Lol! But you need to learn so much it makes your brain hurt. And you can never learn everything! I learnt how to build with prims. It was OK—easy really. But not for everyone. Then I learnt sculpts—much harder! Then learned mesh. Ouch!! Brain pills please! Then there's scripting. Wow, get me a math professor! Just when you have it figured out, it changes!

Over the almost seven years I have had this business, in some ways things have changed a great deal but in others ways, have not changed at all. The ethos, the way the game is played is exactly as





it always was. But the tech has changed a lot—it has improved mostly due to third-party development. The philosophy of Linden Labs has also changed. They have done a lot to improve

the stability—must give them credit for that. Crash city was the name of most sims here a few years ago! Yet people come here like they always came and for the same reasons. That's not changed.





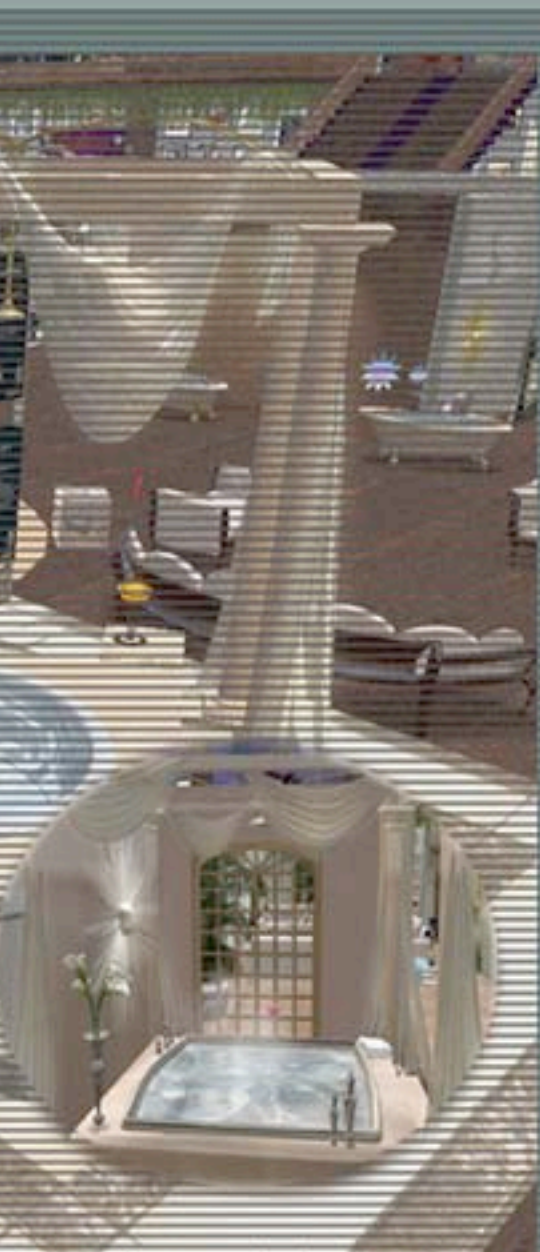
Business has grown both in profit and scale but my motivation isn't to drive profit up nor to make more work for myself. My motivation is to entertain myself, to create 'stuff' and to provide for my charities. It is also to work to enhance the game. That last one came late on. Once I realized my work actually did enhance peoples' experience in SL it gave me focus to strive to create to my best—and to better what I last made. So long as I can pay for the sim and my advertising costs and keep supporting existing and perhaps some more good causes, I will be happy. But I have never ever looked at anything I have made a week after making it and sat back and admired it totally. I always find something that can be improved upon. No matter how good it might be; I keep learning.

I've had goals. But they seem silly after a while. Personal goals that is. There are things I'd like to do. And things I will do to enhance the business. But they are superficial things: layout and stock etc. In general terms, I am virtually very happy.





I used to find all sorts weird here. But I've come to learn there's a whole different reasoning that once you understand it makes sense. It depends how emerged in the virtual life one gets. Don't quote me using the term 'normal' to describe a three-legged person, btw!



As far as bridging with RL, I don't mind people knowing who I am but I choose who I tell. I do tell most people though. My profile gives a lot of it. I will divulge if asked. I don't tell everyone *everything*. I'm 49 years old, been and done just about everything. I have worked in the army, as a musician, as an artist... what I tell depends what the asker wants to know and why. I was an editor for a well known publication in the UK too once upon a time. And I am hopeless at spelling ;-)

I guess I wasn't any good at any of those jobs. None really satisfied me. I'm happy now. I do my creating in the virtual world. I get to chat with lots of people and can mute them if I don't like them (I only had to do that once) plus I get to choose my hours. I can do what I want, where I want, when I want, and with whom I want—what could be better than this?!!!



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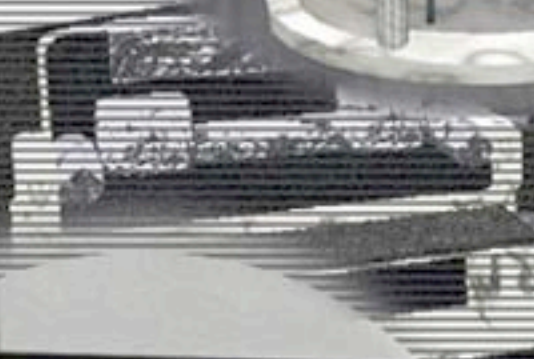
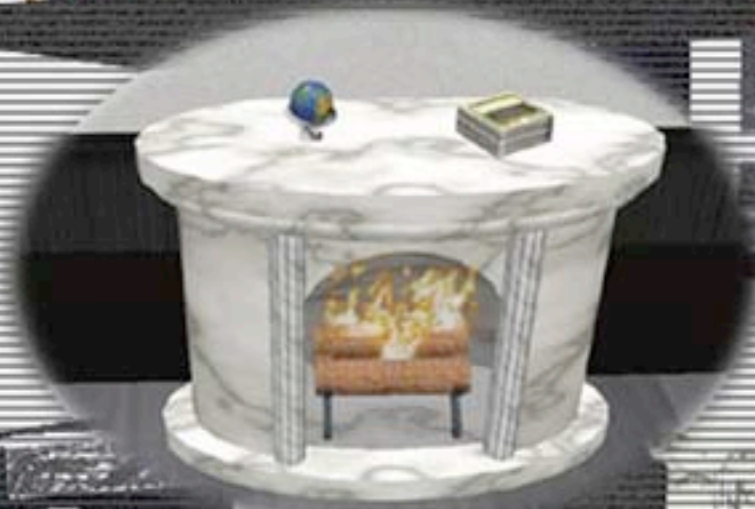
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# CHOICE

## DOYENNE OF DESIGN

by Jillian Fairey





Design is my therapy. I enjoy it so much, wish I could do it full-time. That pesky real life (RL) gets in the way! I have so many ideas and not enough time to put them all together! So I try to do as much as I can. I look at things in RL and they just say 'make me in Second Life®!' I see something in print or on TV and I just get a flash of inspiration and have to build it. I get a bug and I just *have* to do it! When you have too many ideas, time becomes the editor.







The virtual world is not really a game, it is a place to try new opportunities, to expand skills, and to get feedback from people all over the world. It is a privilege to be here.







My hubby took issue with the money I was spending in SL until I had some coming back in. Initially, I did look at this as a game. Then realized that it is much more. A parallel world on many levels. the virtual world is:

- *a grand social experiment.*

I have friends here from all over the world. It is a place we can all bring the best of ourselves to and share that.

- *a creative platform.* This is where I can express my creativity. It is why I love it here sooo much. You can do or find anything your heart desires!

- *an educational experiment.*

I am excited to see RL universities using facilities here. Also businesses can incorporate education into their presentations, making them stronger.

- *a business experiment.*

This includes becoming part of a special place by taking my company public and trading on Capital Exchange. To have a successful business here, you need to work with the culture and not come here with preconceived ideas. You have to have an open mind. I find enjoyment in meeting new people and creatures here. This is a place of uninhibited self expression. If you aren't hurting anyone, I say do what makes you happy!

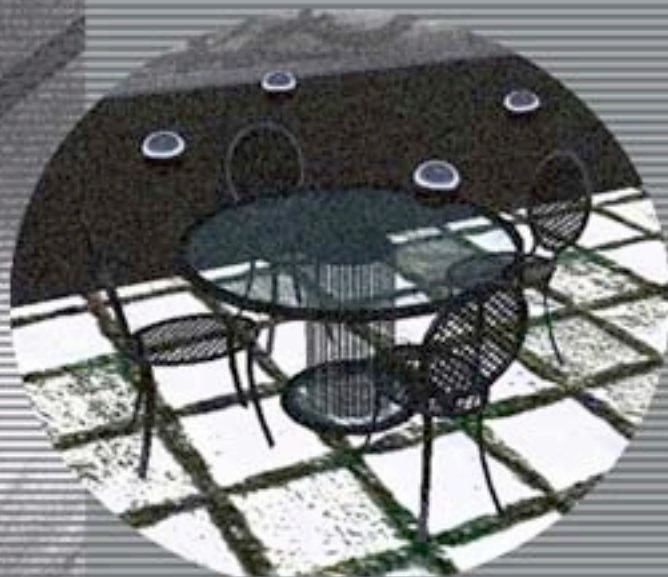
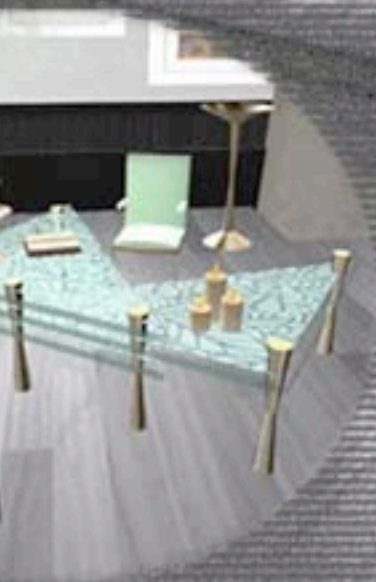
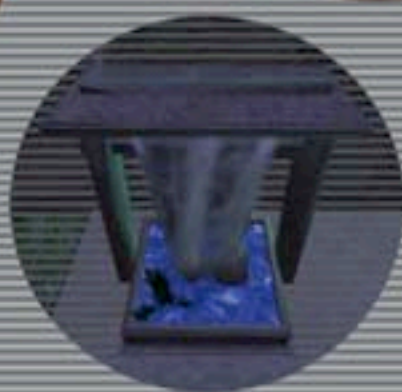
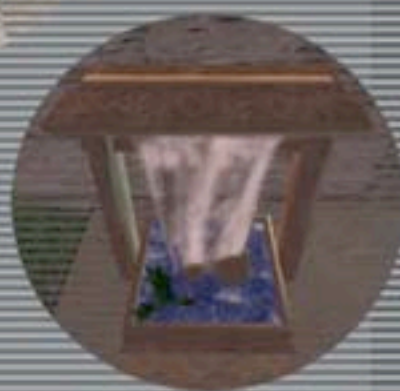
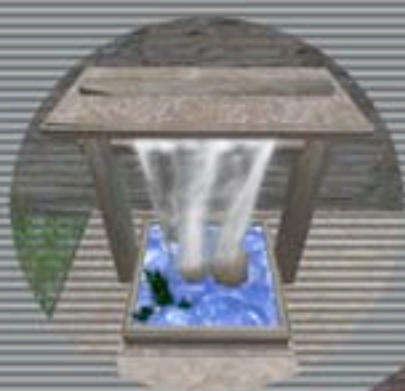


Most importantly, the virtual world may be the first step into a one-nation world. There are no borders here, only sim crossings. I believe this is a platform to build a better world order. All we need are talented people with the desire to make this world better.





I hitched up my wagon to SL awhile back and am in this for the long haul. I have always believed in karma, what you put out you get back. That is the same in any world.











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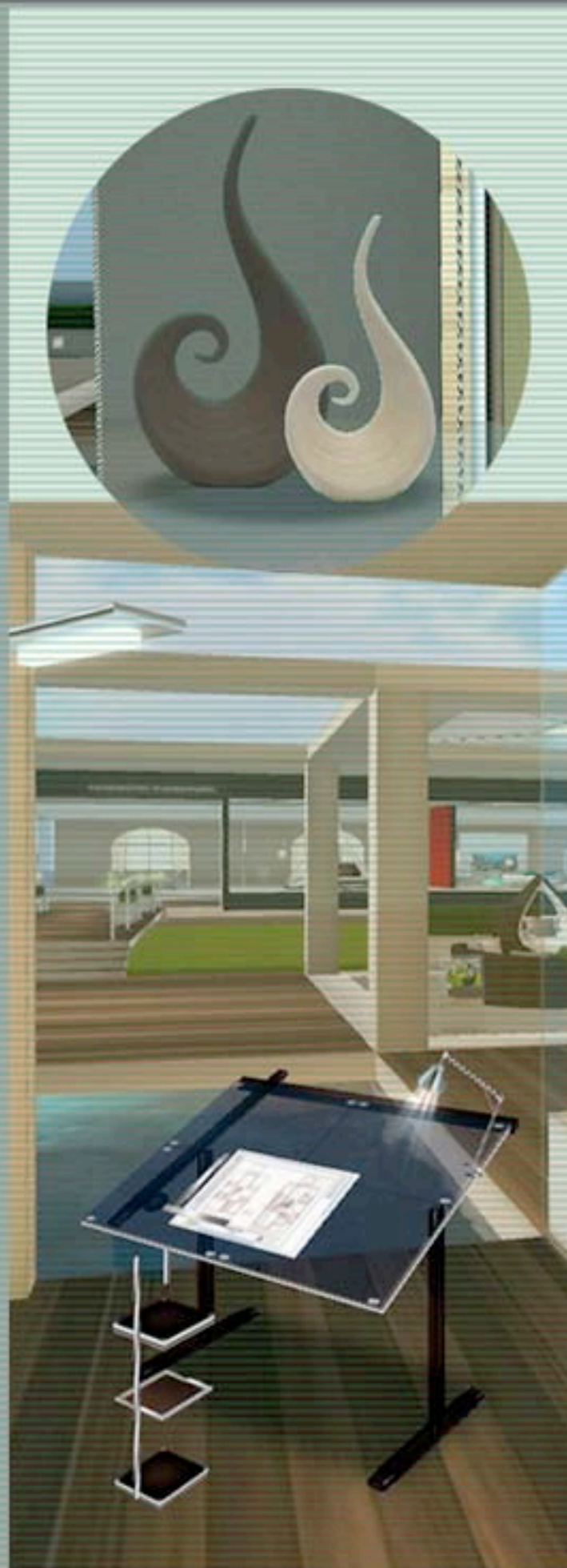


Recently I sold my real life (RL) interior design company that I started in 1999. So now I have more time to spend in Second Life® working on interior design projects at Fantastic Interiors.

I like to apply my experience in design as much as I can in SL. Paying close attention to current design styles, I am influenced by recent trends.

I decided to open a modern furniture store back in 2007, mainly because there were only a couple of stores at that time specializing in modern design. So there was a huge gap in the market back then.

My design business has grown to become a great success which is exactly what I'd hoped for. From working hard, I am also very lucky!

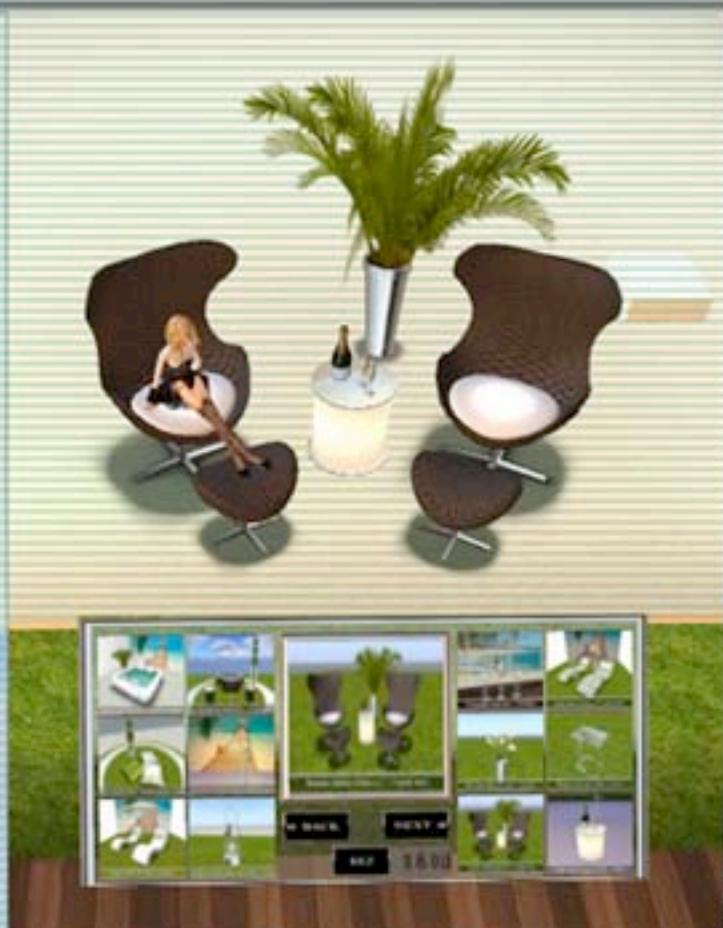




# INTEGRATION

## SOVEREIGN OF STYLE

by Lynne Lusch



I never run out of goals. I'm always interested and excited by new projects. I have huge plans for adding great new designs to the store and launching a new range of Dream Homes amongst many other things :)

SL allows much more scope for imaginative design. In RL its often difficult to source unique products. I've learned much more about customer service in SL. Its so important to provide a great service! It is key to any businesses success.



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# Virtual Pioneers

## PUBLICATION LAUNCH

With an emphasis on practical and useable ideas for entrepreneurs and investors, the first issue attracted 600 readers in the first month. The ads and the kiosks gain locations grid wide and there are more visitors online each day.

### BOWLER BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT  
MAY 2012 #1



## ISSUE #1

Discover insights from:

- **Skip Oceanlane**, Capital Exchange, who gives a stock market overview: profitability for investors, advantages to listed companies, impact on SL commerce.
- **Angel Damask**, Angel's Heaven Wedding Chapel, describes a business that supplies the perfect day.
- **Armany Thursday** and **Dyce Underwood** of DNA Fusion enrich the enjoyment of art interactively.
- **Rosie Zimmerman**, The Blue Oasis, knows the ins and outs of owning a music venue.
- **Eleanor Medier** examines the future of SL business, tracing its trends and potentials.



## REALITY IN THE VIRTUAL

Refining the editorial direction with feedback gained from readers, the entrepreneurial focus continues. What works as viable in Second Life® has relevant applications and parallels to business both online and off.

## ISSUE #2

Consider the experience:

- **Sarah Nerd**, virtual real estate legend, has survived SL's land market turbulence and shares her hard-won wisdom.
- **Kaddan Yue**, OMG! Inc. knows what it takes to thrive in the competitive world of fashion—finding both fun and profit.
- **Isoldel** Resident understands the personal nature of building an avatar identity.
- **Simulat Almendros**, Thothica, has beat the odds by sustaining a cultural center that continually grows.

## Four ways receive:

- **inworld office at Bowler Publishing**
- **kiosks around the grid**
- **Facebook links**
- **[bowlerbusinessreview.wordpress.com](http://bowlerbusinessreview.wordpress.com).**



- **Eleanor Medier** explores how to create a gallery and visual products relevant to SL.



# Virtual Pioneers

## PRACTICAL FANTASY

Businesses flourishing in the virtual world mirror the real one when seeing a need or an opportunity and fulfilling it. This month's entrepreneurs all felt something missing that propelled their business concepts.

### BOWLER BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT  
JULY 2012 #3



MYSTIC HANDRICK

## ISSUE #3

Explore ideas from experience:

- **Mister Mystic Handrick's** adventure in looking for a job led him to look for *all* jobs. He connects job seekers with employers in need.
- **Robin Lobo, Tronnix Tairov, and Envy Melody**, all leading boat designers shares what it takes to create them and run a profitable business.
- **Netera Landar** masters media both inworld and out as author, journalist, and host.
- **Lillith Siamendes and Eleanor Medier** debate the relevance of SL's affect on RL business.





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# BOWLER

**BUSINESS REVIEW**

**PROFILES SL COMMERCE**

www.bowlerbusinessreview.  
wordpress.com

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