

BOWLER

BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
SEPTEMBER 2012

#5



CONTINUUM CHAMPION
COMMUNITY CREATION
OPPORTUNITY OASIS
HOSTESS WITH HEART
MONEY AND MEANING

#5 September 2012

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BUSINESS REVIEW
PROFILES SL COMMERCE

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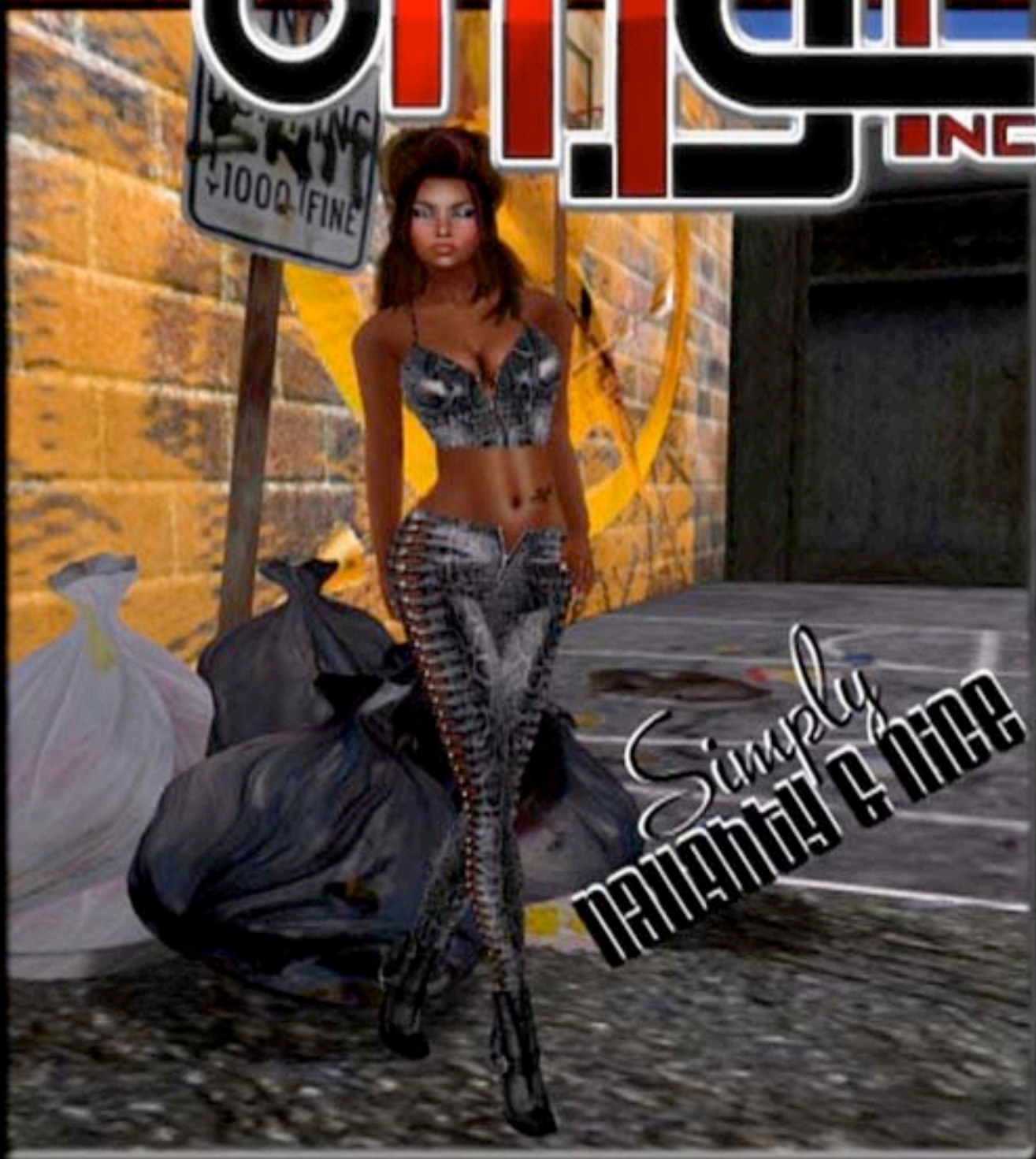
“Bowler Business Review supports publicly traded companies, promotes pioneering entrepreneurs, and encourages economic growth.”

Although this month’s profiles are about very different businesses, the entrepreneurs approach them in similar ways.

- All have developed multiple revenue streams.
- None started out by knowing what they wanted to do.
- All learned the Second Life® ropes, built skills, and discovered their callings as they evolved.
- When they saw business opportunities, they did their homework and learned about market needs.
- Every business incorporates interactivity and supports a community. For Stevie, it is understanding networks. For Selina it is providing events for writers and readers. For Bones it is creating a home for musicians.
- Each has a strong commitment to communications by being accessible and responsive.
- Their histories and approaches reveal concerns and that help to build a strong and sustainable enterprise.

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Each of the entrepreneurs profiled this month blend the advantages of a virtual world together. Starting by educating themselves, they did not see their opportunities immediately. Feet wet, they reached outside their own creativity to include others and extend their influence.



STEVIE COOPERSTONE gives insights into a continuum of interweaving business concerns. After learning a lot of various skills in SL, Stevie became a model. Seeing the importance of networks, she also wished to learn more about business, becoming a CEO. She shares what she has learned on her journey. [page 16](#)

SELINA GREENE brings her real life experience as a publishing professional into SL and discovers many surprises. It changed her vision about how a community can interact and the importance of participation. Now an integral part of virtual cultural achievements, she has built a thriving writers' and publishers' incubator as a place to learn, share, and expand. [page 32](#)



BONES WRITER is the quintessential entrepreneur. He sees opportunity everywhere — always anchored by his first love of music. When observing the patterns of musician struggles both in RL and SL, he finds solutions and opens doors so individuals can thrive, and brings together an international interchange. His sim blends everything a musician needs to be at home. [page 50](#)

ASHLEIGH KLOSSOVSKY has a party everyday! Always welcoming and entertaining, she fills her venue to be one of the happening places in SL. Never disappointing, Ashleigh offers fun DJ's, fascinating themes, temptations for the curious, and engaging banter. It is no wonder she attracts a large loyal following. [page 68](#)

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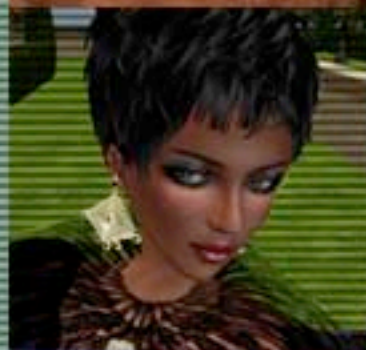


CONTRIBUTORS

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.



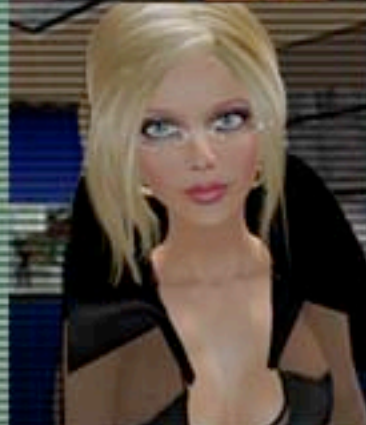
NETERA LANDAR, senior contributor, is one of the inspirations for this magazine's beginning. An accomplished journalist, talk show hostess, and photographer, she interviewed Ashleigh Klossovsky of Act 1. She has wide experience in business, entertainment, and the arts. A RL published author, she bridges SL. [page 68](#)



QUISTIS SHIPPE is the Communications Director for Bowler Enterprises. She handles all queries, public relations, marketing, and distribution. She brings an extensive and varied background in sales, garden design, and is learning more about the sectors in SL than anyone!



ANGEL DAMASK has experience doing about everything she can think of from running her wedding business to her music venue to freelance photography. Contributing regularly to this publication, this month she visits Book Island. [page 44](#)



ELEANOR MEDIER is the creator behind this publication. She edits the issues, designs and assembles pages, shoots photographs and writes introductions. Not able to keep opinions to herself, she also writes about the relationship between business and culture. A published author and designer in RL, she has experience in every facet of graphic communication. [page 76.](#)

Contributions: eleanormedier@gmail.com.

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

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Eleanor Medier, Creator

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Business knowledge propels how CEOs approach Second Life® management. It is also a place to expand. Stevie Cooperstone represents a logical stepping from one concern to another—each progressing from the previous. However, she does not seem to *lose* any activities! Rather, she keeps adding to her plate at the banquet of SL opportunities.

Stevie could not have written a better master plan than her journey reveals. She has a talent for knowing what she wants to know, finding great teachers, and placing herself in positions to bolster her experience. She can sense opportunity and knows how to network with those who can give an equal exchange.



INVESTMENT

CONTINUUM CHAMPION: Stevie Cooperstone

by Eleanor Medier



Because SL is a place of fulfilling the road not traveled, Stevie can explore entirely different businesses here than she can in RL. Although she is told that Stevie looks like her younger RL self when photographs are shared, the avatar has unparalleled flexibility to try new approaches. Stevie takes advantage of all she can learn.



Building one experience upon another has a clear path for Stevie Cooperstone. It is an opportunity for her to supplement her real work business experience with new skills and knowledge useful in any world. From modeling to managing, Stevie's journey reveals how to connect businesses into a related spectrum of concerns.

When first arriving in Second Life®, I had a special advantage. My real life/second life son has been active in the metaverse for years, even as a beta tester. He invited me into SL and thus with his assistance, it was easy for me to learn, meet a lot of avatars (who remain friends to this day), acquire housing, and learn to improve my avatar. I got out of the newbie syndrome fast. I was told I would need to get a job in SL and as my love of land, housing, and clothing increased, so did my need for funds. I attempted the start up jobs of hosting and dancing followed by land management for a small company.



SL offers the opportunity to experience things we have dreamed of doing in real life and perhaps could never accomplish.

INVESTMENT

CONTINUUM TO NETWORK

by Stevie Cooperstone

My dream of modeling is an entry into fashion design. As things evolved, I was offered the opportunity to attend a few modeling schools with the potential to become the executive model for Fashion Network (FN).



Super model Chandice Slafford, took me under her wing. I then went on to learn more essential modeling tools from the Miss Virtual World Agency. And I passed the tests at the Outrageous Glamour Academy where I met Kelly Cooperstone, a delightful and accomplished teacher. She carried me from novice to practicing model and is now a manager at Fashion Network. We coordinate almost daily!

RL prepared me in part to experience the SL business world. I owned a printing firm for many years followed by web and design work. It does not matter what the business is, good business is good business. If you run it successfully for years, you have certain ways to do things. But I was never good with the stock market. I laugh that I failed my stock market course in college! So I learn a tremendous amount by being in Capital Exchange. I do not yet get into the RL stock market, but I think one of these days I will understand enough to at least dabble.

This segued into the opportunity to become CEO of a company renamed Advanced Avatar Solutions (AAS). It distributes and services HUDs and related devices, including networks. Recently I was asked to head up Galaxy as its CEO.



This is a close cooperative effort between the AAS distribution and that of products being developed. We are growing fast; there is a lot going on which we try to announce weekly. Industries we serve are growing too.

The fashion industry in SL has new designers constantly; older one retire and may leave their designs for sale. Customers want new selections. And mesh is here, but still problematic for many.



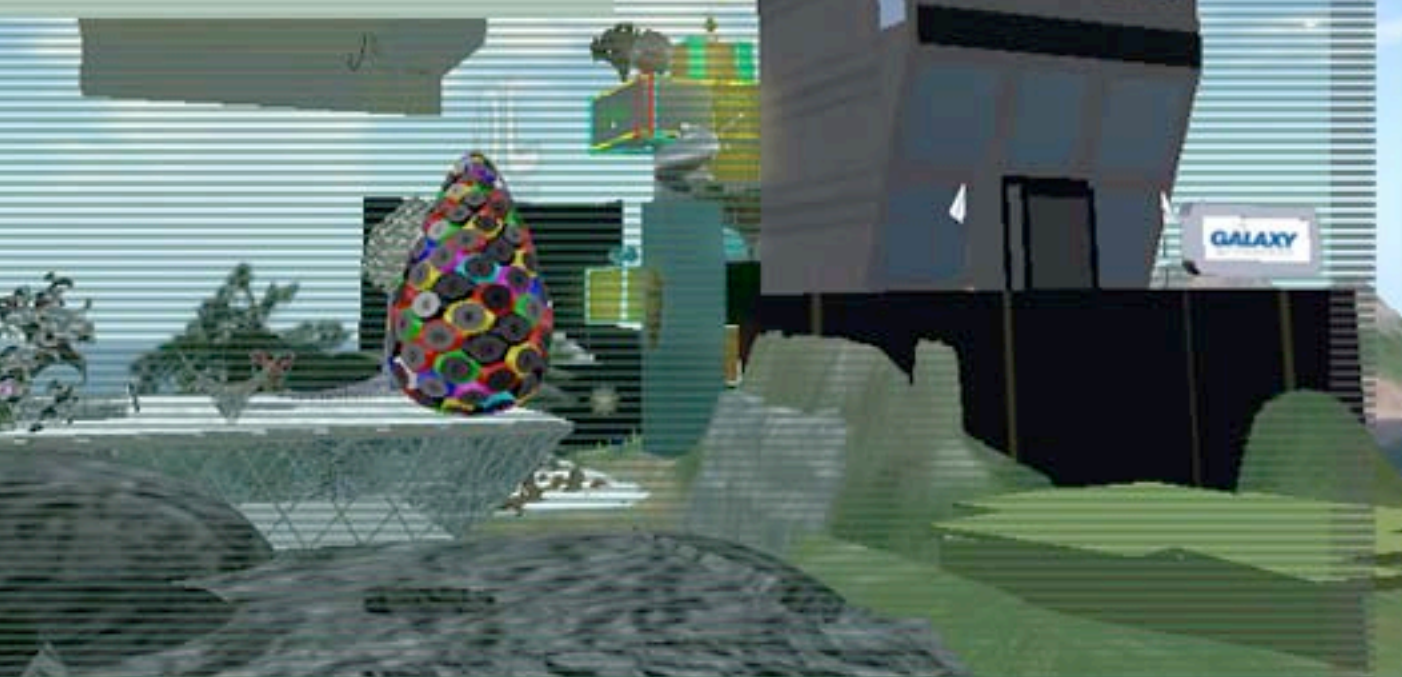
Now I have a continuum of business activities: modeling ties in with FN that ties in with AAS that ties in with Galaxy. Galaxy Corporation is the product creator/developer, AAS is the facilitator/distributor, FAS is a network specializing in distributing into the virtual fashion community. AAS distributes all of Galaxy's products to various customer groups and works closely with Galaxy on creating network HUDs, each one aimed at a particular virtual market. Each one is a source of income and will have its own manager as we get to implementation. The networks in development include:

- **Fashion Network** — tailored for models to have an advanced convenient directory, catalog, events, and messaging system with profiles, games and plugins. FN is distributing our *Smart HUD* now for individual users: models, designers, or shoper. There is a "Cash Register" for store owners to enter their items for sale. I manage this enterprise.

- **Bloodlines** — this vampire community will have its own HUD — and the products do not crossover, as models probably don't want to buy blood (smiles). Cindy Vichan manages this project, targeted to a segment with a long standing presence. It is a very defined market and easy to create a network for them.



The HUD systems help customers to streamline their activities.



- **Insilico**— engines are developed for this war game community. The sim is an exact replica of the science fiction movie, *Bladerunner*, that stars Harrison Ford.

- **Bay City**— is an early SL Linden community which has a well defined presence.

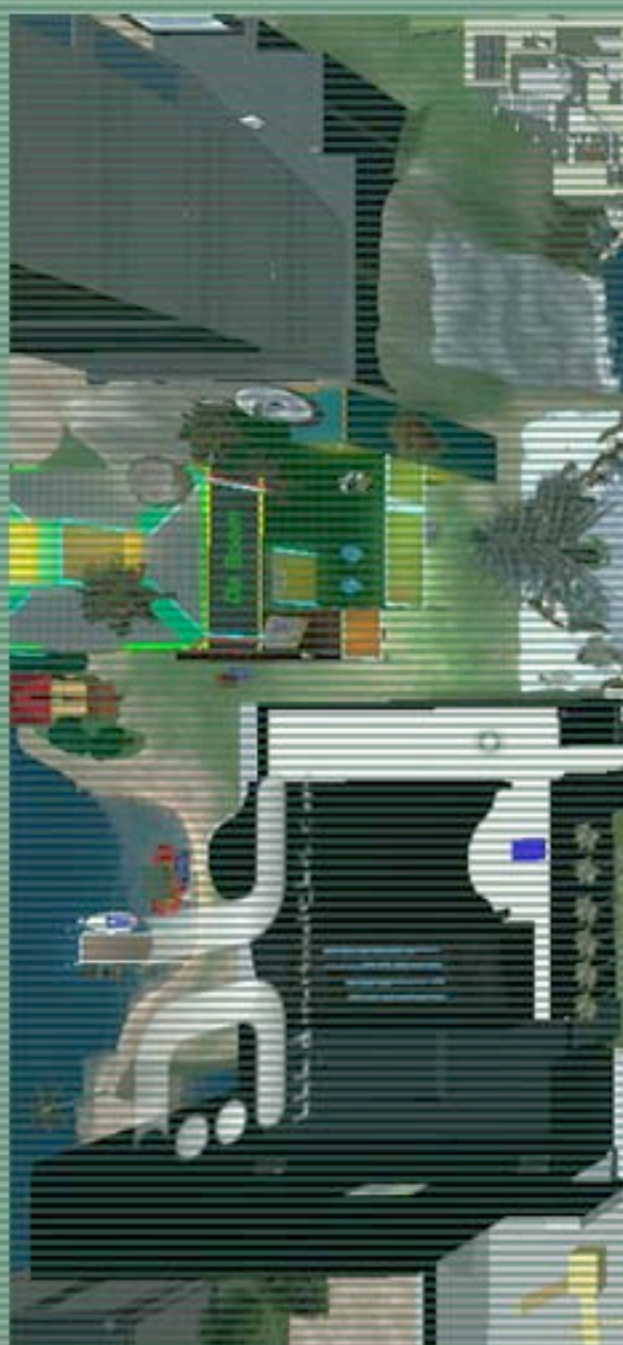
To create a HUD for each network, we begin with a basic structure and customize the template. The HUDs carry announcements, specials, events, and ads. Users can even chat with friends in other grids! We want Fashion and Bloodlines totally active in those communities first, and then move on to the next ones.

Users can shop, but we do not handle any money or charge any fees. Each has their own monetary system. Currently we serve SL and participate in InWorldz, Avination, and Island Oasis. SL is, of course, the main one, but people sometimes like a smaller environment to relax and enjoy.

Watch for future developments along these lines. There may be a day when items can be purchased here and delivered to other grids—and paid for in the currency of each grid.

We present the items for HUD users to go to stores and make their purchases themselves. We make it possible to tp to a store for an item seen on the HUD. All transactions are direct outside customers purchasing items we have for sale. We began distributing the first HUDs just recently. I am already getting IMs from store owners asking me to get with them about the Cash Register so they can list their designs. The ads we sell are an important supplemental income stream.


Listing at Capital Exchange create a stable presence, open for review, and shows both companies as solid in business plans. I took over AAS as CEO from an inactive predecessor and have worked hard to give it a strong presence through stock performance.



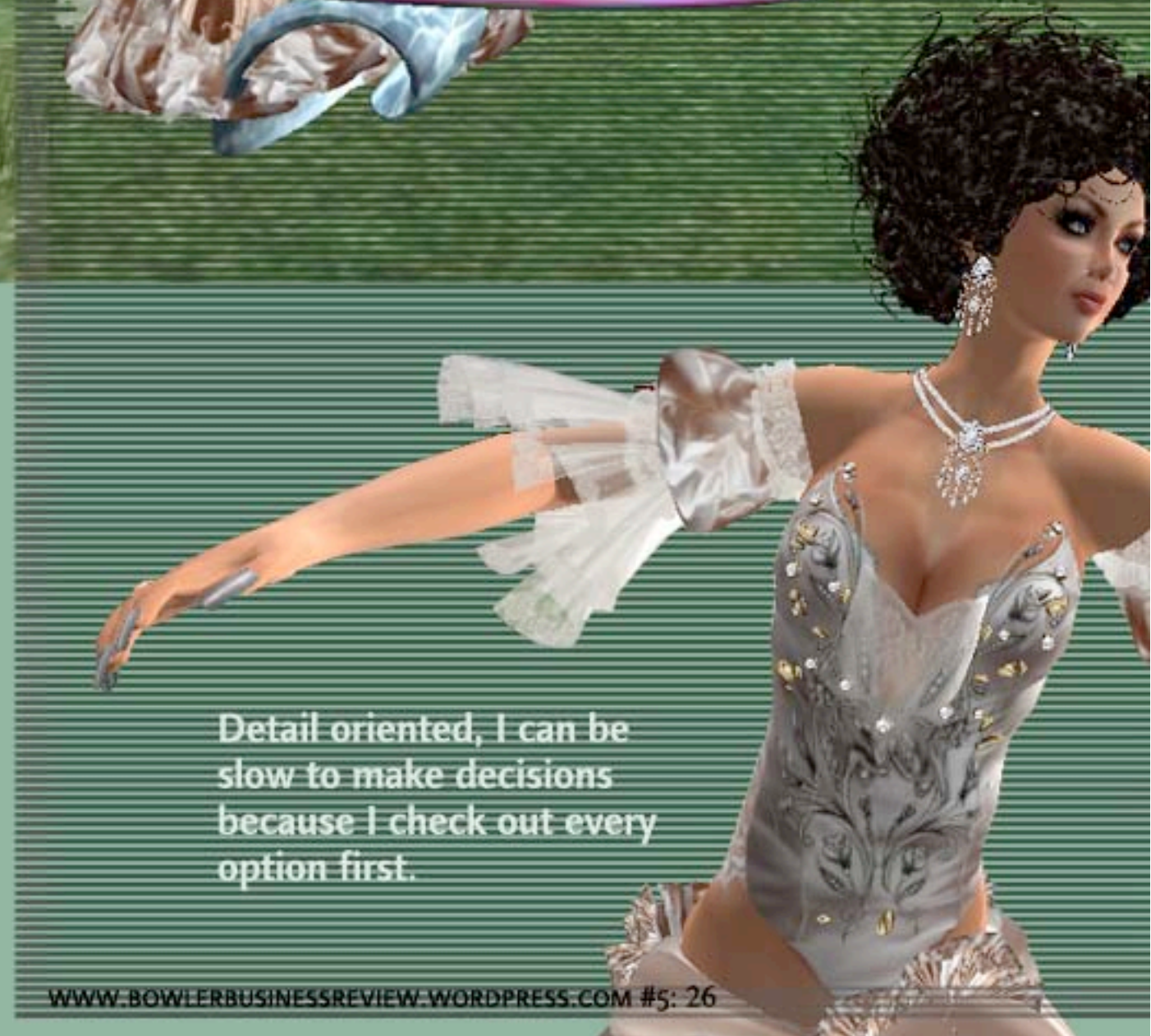
Galaxy can do SPOs if ever desired, but AAS has been precluded from doing so. Consequently, I use my RL business knowledge to do things in AAS without such a potential advantage. If I could do SPOs, I would have AAS really scooting along!



For someone who works too hard and needs to have more fun, Stevie gets a good start while relaxing at Galaxy's park:



My schedule became saturated with AAS, then Galaxy. But dividing time is relatively easy for me now. I no longer have the printing company in RL. And I sent the grandson whom I have raised off to college this semester, so I have just myself and my dog to cope with. My



Detail oriented, I can be slow to make decisions because I check out every option first.

RL job now is all phone and computer work for an independent insurance agency. I do web and ad designs as needed for clients and for Fashion Network. I have dual computers so I can handle SL and RL each day, and remain in SL for my evenings.

With a calming of the schedules, I am back into model work—only ad and print—which are time efficient and very fulfilling right now. I dabble with three cameras too. Modeling may be a great segue into fashion design perhaps down the road.

Perhaps the biggest thing I have learned in SL business is how to function inside an environment with investors—this is a foreign concept for me. I had to come to grips with how the profits are distributed as that was never the case in my company because it was not public. This has given me a deeper understanding of economics, my most vivid learning curve.

I must stay busy. I have met people who stimulate me with their parts in Galaxy and what was GAP (now AAS). It makes me wish to be more entrepreneurial in RL, and I will be one of these days. I am learning many new concepts and procedures which will apply whenever I go into another RL venture. Having done things my way for all those years, I now have new perspectives and methods, like how I handle employees—and (laff)—I always thought I was quite a good boss!

I get teased: I had a shirt that said: "Virgo: nit picky, worry wart." Things *do* have to be orderly!

New models or entrepreneurs need to do research and find good schools that are capable of teaching the things they absolutely have to know. Modeling is a demanding SL job if done properly. Learn what it takes. Be honest and willing to work with others. Seek out the proper people to network which equates to having a catalyst of people with common interests. It takes time to build up. With knowledge comes delight!

Good mentors have been my lifeline (smiles). I am such a talker! When I am out testing poses or such, often beginners will approach me and ask questions. I love that—and I answer as long as they wish to ask. They say they can tell I am a model and want to know how to become one. Too many think it just means getting an agency and beginning. I tell them training comes first. When a job looks easy, such as modeling, it is because the person doing it has the knowledge to make it appear easy!


I have had a very turbulent RL and SL gives me the place to get full contentment and joy back. I see life differently now: life is exactly what we make of it. Let things flow. They will drop into place—some easily, other with a thump. But in the end, I believe all things happen for a purpose.





SL has provided me the outlet to do so many things I have wanted such as meeting many nice people from all over the globe, learning all about their countries and even pieces of their languages. It gives me a creative outlet to learn building and landscaping for my own enjoyment. I have gotten to live in fabulous places, travel to wonderful lands, ride in sports cars, fly in space ships, camp on far off planets, play all sorts of fun games in groups, thrill to haunted houses, decorate wonderfully for Christmas, swim in oceans and lakes, ride jet skis, and far too much to continue listing! Very significant has been my dream fulfillment — that of becoming a model and working in the SL business world. My biggest challenge has recently become not working in SL most *all* of my time — failing to take time just for the fun things.

My major focus is on fulfilling what I have always wanted to do, and taking it much farther as a way of learning beyond what I ever perceived as possible!



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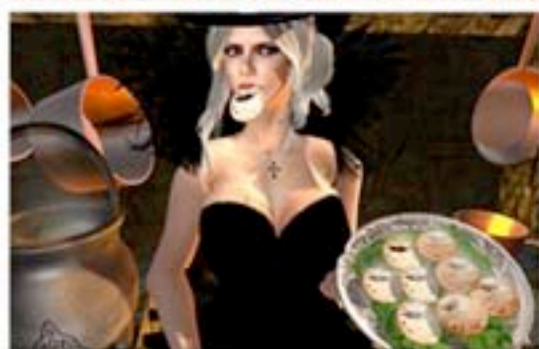
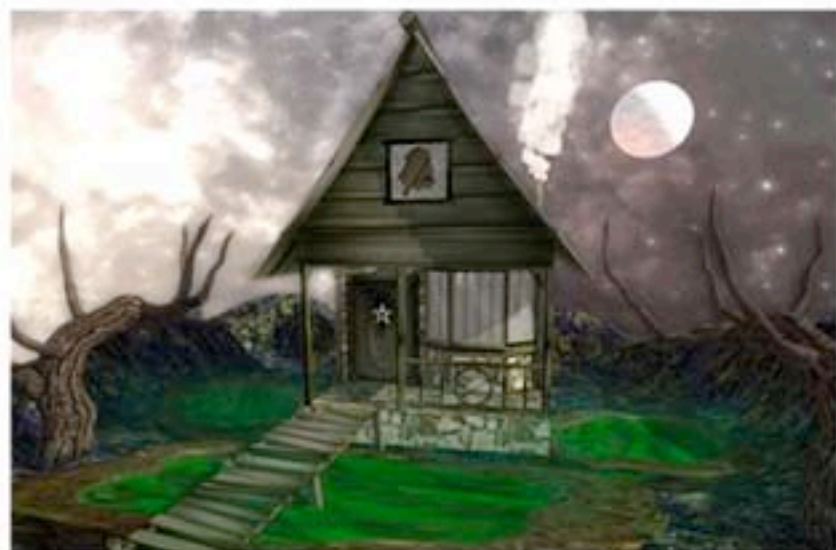
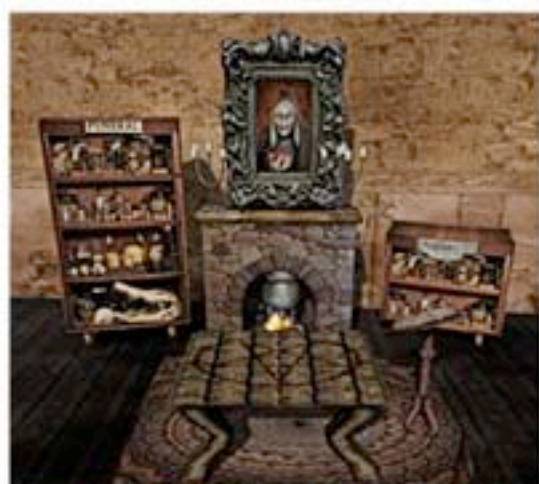
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It does not take long for a new avatar with literary interest to discover Book Island. The name comes up in keyword searches immediately. Any writer, publisher, or reader that does not know of this icon really has done no homework and should be sent back to Square One!

Selina Greene, founder and director of Book Island, a Second Life® cultural cornerstone, speaks of being a resident since 2007. A record signup year and turning point of opportunity — she has been part of how the metaverse has gone from childhood to adolescence, and now adulthood?



PROFILE

PUBLISHING
PROMOTER:
Selina Greene
by Eleanor Medier



Book Island uses all features and advantages that SL can offer. It connects community segments together: publisher with writer, writer with reader. The first two groups rent the display spaces on Book Island. The readers, are the larger audience that visits, purchases books, and funds the community by tipping the sim and presenters. It is an ecosystem: a circular progression that nurtures itself as it grows.

One thing is certain: Book Island has developed a strong self-sustaining momentum, contributes significantly to the growth of literary awareness, opens doors of opportunity, and has achieved the goals by design. Selina understands the magic combination that forms a community and satisfies artistic needs — personally, professionally, and organizationally.

It is rare to find an organization who *has* met its goals. Surviving five years in SL is in itself an accomplishment!

In the five years since founding Book Island, as the community has evolved, the vision from the beginning has remained consistent. We have earned a reputation grid-wide for our strength in balancing community and good business. It is a pleasure to share what I have learned.

• **Incorporate interactivity.** Originally I brought my real life (RL) publishing company into Second Life® during the media frenzied days of early 2007, I hoped to generate a new marketing strand for the company. But no one came to my little mainland plot. So I figured that a village of other publishers and writers would attract people to come. And they did—so much so—that we organized the SL Book Fair in April 2007 with around 50 booth holders. The participants were writers, poets, bloggers, magazine publishers, and authors. On the back of this, we realized that a 1/4 mainland sim wasn't filling our needs, so we purchased Book Island in May and brought a lot of the exhibitors over from the fair.

Book Island is one of SL's most important cultural cornerstones. There is no one in publishing who has not discovered this oasis community. Bringing good business practices to SL has made this group both a study in good management as well as finding a need and filling it to great influence.



PROFILE

CREATE A COMMUNITY

by Selina Greene



We held a second SLBF in 2008 which was again well attended with 40 exhibitors on top of our regular residents. While it would be lovely to do another SLBF, the workload would finish us off! My management team would kill me for it! They're stretched to the limit with nine events a week!



- **Assemble a strong team.** The three of us manage everything. Arton Tripsa (RL author Jane Watson) is an original resident of Book Island and general manager since 2009. Sandor Zabelin (RL author Alexander M. Zoltai) joined in 2009 and events manager since 2010.

- **Balance with real life.** Ultimately my efforts to market the RL publishing house were quickly consumed by managing the island, but we do make sales through our shop. Also, I'm no longer a RL publisher because of motherhood and changes within the publishing industry, which led to a planned exit. And I met my RL husband in here!



He does the newsletter, assisted by Barbara Blackcinder. Because of Arton and Sandor being so incredible, running Book Island does not take up my time the way it used to. We are a team of equals and they make the island IMO! Of course, we have a great team of event hosts too!

To build a good team, recruit internally where possible. Take time to really get to know a person and be sure that you can count on them. I have been very fortunate to find reliable people to work with, given the general level of drama in SL. We've had three general managers, of which two have been outstanding.



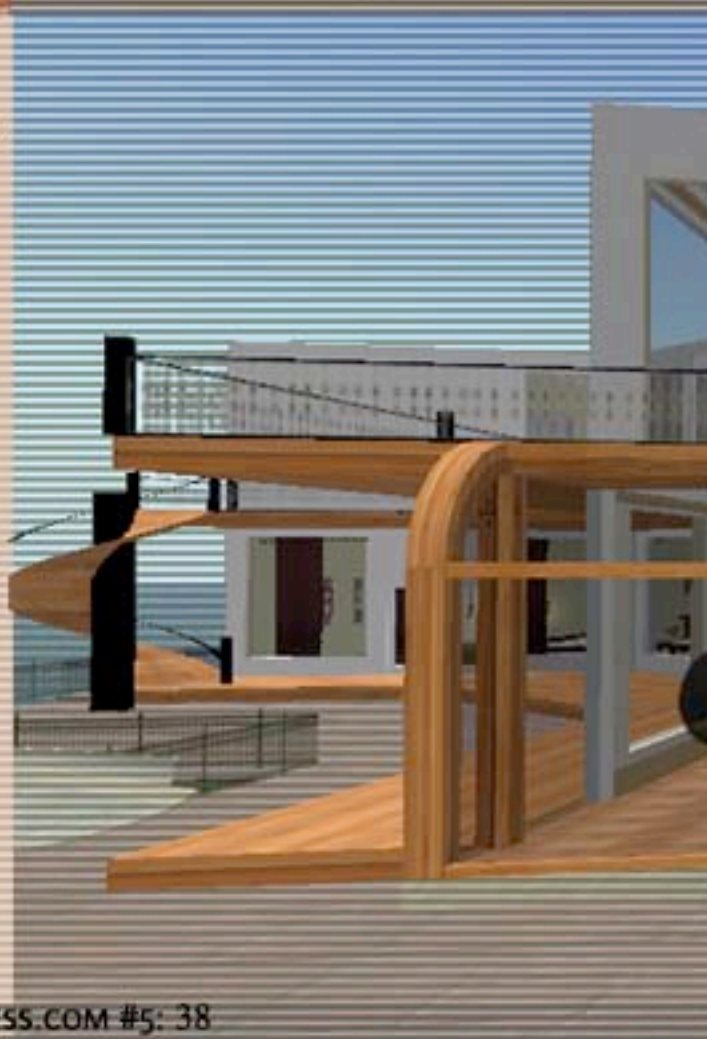


To survive, set realistic expectations, build a reliable team, avoid burn-out, and create a revenue model that can cover costs and if not, make a firm commitment of how much to underwrite the venture.

Marketing is essential for success and it's not something that can be left only in the hands of publicity and marketing people.

• **Define a scale that works.**

Though 90% of Book Island's income is from rentals, we are limited by space and design so things are fairly constant. But for the community, the number of events we hold and how we build traffic continue to grow. We notice a small seasonal dip in the summer, as the whole of SL does. Perhaps due to the cooler weather and back to school—we then fill up again. We are happy with the space we have. At one point



in our history we did occupy 1.5 sims for about 18 months but it didn't work as well; the village was too sprawling, people didn't necessarily make it over the sim crossing. And we lost some focus, so we pulled back to one sim. Many SL businesses falter with too much expansion.

The other 10% of our revenue comes from generous donations into our tip jars at events or as people wander the sim. It's wonderful to see people

tipping us—even if only \$1L or \$5L—it is an indicator that they value what we do. However, many come into SL with unrealistic expectations of the amount of money they can make here. When they realize that it's not going to let them give up the day job, so to speak, they give up. There are a few making a RL living from SL breedables. We've seen a number of literary sims come and go over the past five years with a core few surviving. Longevity takes a strong focus and consistent vision.



• **Blend experiences.** My publishing background comes in handy when people have questions about getting published in a conventional way—eg. on if they need an agent. And to run the island, my business experience matters. We break even, which is not an easy thing to do in SL! We have always covered at least tier fees from our revenues.

Read more as this article continues online. Selina addresses the practices it takes to be a successful writer in SL. Not a writer herself and interacting with hundreds, she has an objectivity and perspective to see patterns in what works and what doesn't.

• **Find a role that uses strengths.**

My main function on Book Island is the rental side and being a sounding board for the rest of the team or residents. Not being a writer personally, there is a limit on what I can do with the events etc. I think it helps that I'm not a writer on the one hand, but I'm limited in what I can contribute to the artists directly. On the other hand, I am well-placed to facilitate the community with the distance. And after all, that is what a publisher does—they facilitate the writer in getting their work out to an audience. Also, it is useful to have the perspective in the rare occasions there is a dispute. I can be a bit removed and neutral.



- **Explore variety.**

I have been breeding horses as a side business for a long time. The income easily covers my private half-sim tier and I can put a little away. I only sell directly. Auctions are time consuming and only attended by a small number of buyers. When horses were selling for \$200,000L, it was a buzz! I did particularly well in the early days of horse breeding. But auctions, bidboards, and saturation have reduced the market.





Have confidence in offerings to the community. It is contagious. The pace of SL can be dizzying and it's easy to get caught up in thoughts: "we're full—we need another sim—we're empty—it's all over!" SL can seem very all-or-nothing!

- **Support enthusiasm.**

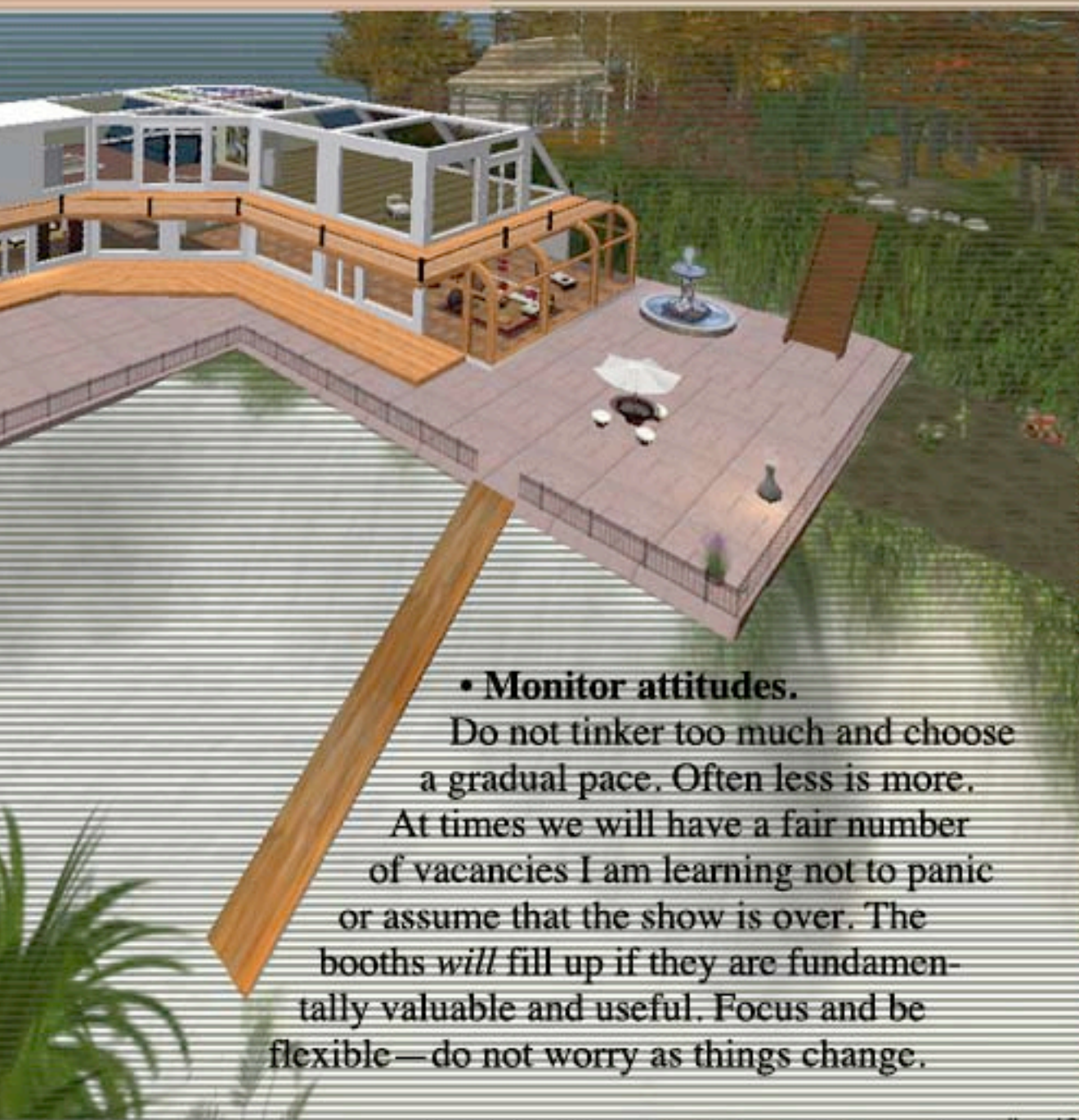
The biggest challenge with Book Island is to balance the structure that we need for events and the island to run smoothly against the high level of enthusiasm. We must channel energy and maintain structure. I'm constantly surprised and delighted at how involved members of our community can be and how much time and effort people give to Book Island. There is pressure on the structure—trying to agree on event times and formats and ensuring no overlaps etc. can be complex at times but not really in any profound or major ways. It is more that people can start out on something and lose steam.



SL can be radically RL changing—sometimes for the better!

This is more true in SL than in RL. Important to virtual success is to remain calm, take it easy. Steer a middle path—well, not take it *easy*—rephrasing—take things as they come and adapt in a considered way.

I am thankful that the writing community is relatively drama-free. Incidentally, our demographic is somewhat older than most of SL. A high proportion of our residents are in their 50s and 60s. This makes a big difference in mature behavior!



- **Monitor attitudes.**

Do not tinker too much and choose a gradual pace. Often less is more. At times we will have a fair number of vacancies I am learning not to panic or assume that the show is over. The booths *will* fill up if they are fundamentally valuable and useful. Focus and be flexible—do not worry as things change.

Successful writers get themselves out there by hosting events and by reading at open mics.

- **Involve residents.** Create forums where people can connect and share, where they feel invested. The more that residents engage, the more events that attract variety, the stronger the cultural cross-fertilization of ideas. It is using the potential of SL at its best.



- **Fundamentals are the most effective.** The basics of what works in RL marketing is not so different here. There have been so many gimmicks over the years on how to boost traffic—gold nugget hunts, kiosks that direct people to come on the sim and get paid, even hunts. Some of these things can be fun, but to draw new members and really grow the business, very few of these techniques have brought lasting residents. So we avoid them. What *does* work is to find a niche that needs filling and get in early. Make a place that people want to visit and return to.



Good management matters with basic traditional SL marketing: a good parcel description, classified ads, and getting people to include your venue in their *Picks*. Some well-placed ads and articles in publications (such as this one) and blogs (including your own) help a lot too! You don't need bells and whistles to get people to come. You just need a few basic tools, sound strategy, and diligence. Ultimately SL is but one of many 'new media' strands for a good marketing campaign. Marketing is essential for success and it's not something that can just be left in the hands of the publisher's publicity and marketing department.





Over time there has been a subtle shift from “what can you do for me if I rent here” to “it’d be great to be a part of this” and that feels good. And a few that come and say “what can I do to help?” That’s definitely the best! (If they’re reliable — lol!)

- **Earn credibility.**

I’m happy with all that Book Island is—it’s a wonderful place! We have residents that have been with us since Day One still are still here and active. This is testament to the island and the community, including Diana Allandale, Noble Charron, Elan Neruda, Finnivar Childs ... Arton of course — about 10%. And we easily have another 10+% that have been with us four years!

Longevity in SL is a form of currency too—credibility. Things have gotten easier for us as people see how long we’ve been around and how much we are known.



Do not become complacent. Listen to your community and hear what they want and do your best to provide it. Just to say that all are welcome is not enough. We don't just exist for writers and publishers, we are here

for readers too, both in terms of what visitors can gain from looking at our resident's shops and also in events. Book Island connects readers to writers and writers to publishers. That's what we strive towards.



STAND OUT FROM THE CROWD



N&N PHOTOGRAPHY



<http://www.dxexchange.net/>

episode
a no!,
i'm out of
money

buy L\$ fast
with telephone
or sms



click me to
receive your L\$



DX, it's so
easy

**DX exchange is the number 1
exchange in Second Life.
Buy or sell your L\$ easy,
safe and at a fair price.**



Sometimes the division between SL and RL is foggy—like stepping through a translucent screen from one world to the other. Bones Writer straddles the two by having one foot in each. Though all his activities in use his professionalism as a musician, he adapts his expertise to each world. He takes advantage of the parameters and logistics inherent in each environment because he does his homework and is great at dealing with people.

He explains that in RL, a professional musician spends the majority of time planning and traveling. In the virtual world, the challenge is not physical transport but technological reach, easily solved. SL is a great opportunity for the individual musician and supports a large entertainment sector. Dance clubs with DJs who play hits or feature karaoke singers are the most numerous. Artists performing original works may be in the minority, but are in recognition.

The music industry really plays to SL's strengths. To hear live music via an avatar without leaving the living room (or dining room table) in RL combines with social banter, dancing, and partying—it is a fabulous combination and has become a very thriving community.



Bone's work reaches into every aspect of the community and offers a unique approach to business. SL gives him the chance to spread his entrepreneurial wings in visionary ways. He applies some of the same techniques that work in other sectors to his inter-linking musical enterprises.

SECTORS

MUSIC MAVEN: Bones Writer

by Eleanor Medier



The biggest, and most time-consuming, thing I do in SL is help people. By now, I must have assisted thousands of musicians, or would-be musicians, to get a start here. Rather than judge, I encourage. It is important for me to remain neutral: I am like Switzerland!!

Everyone deserves opportunity and to receive help breaking in.

Bones Writer, a musician in real life and an amazing entrepreneur in SL, makes one support the other to the enrichment of each. He defines new ways to use virtual reality that show its potential to change industries and lives.

The majority of those that come to Trax begin with an IM that reads: "I want sing." The technology allows anyone with a decent voice, or even a not-so-decent voice, to try performing. Most are singers who download background cover tracks and join the thousands doing karaoke. The number of truly serious musicians in SL is quite small.

It behooves all performers to get exposure, even if they work at another job and play at night or on weekends. Here I can help them determine what they need: agents, bookings, resources, etc.

SECTORS

OASIS OF OPPORTUNITY

by Bones Writer



Trax is about building the community. When musicians have a booth here, they build their opportunities. They have somewhere to send those they promote to—the booth can offer sample music, videos, a calendar to check availability and even make bookings

right there! Those wishing to book for venues, parties, or events may be invited to hear one musician's work. And while visiting, they are exposed to others. In this way, the musicians promote themselves as well as build the community and help each other.



**Listeners
can come to the
booths as a way
to choose concerts.**

My whole first year in SL, I did not perform or head a community. I experimented with everything, did a lot of building, scripting, and had fun. I tried a lot of activities and saw what was missing. There was no one helping. No one had time. And there was no place for musicians to come together.



Second Life is the only place in the world where people really do get together.



After that first year, I became inspired to provide Trax — listening booths to promote talent here. It brings venue owners to a place where they can hear and sample without having to go to dozens of concerts. They are very busy — it takes a lot of work and promotion to have Trax cuts down on initial auditions and is a better demonstration. Owners love

it because they do not want to go outside to a website. They are in SL—a 3D environment—and they want to do all of their business within this environment! So musicians need a place to send them where all they have to do is pass an LM and the owners go when they have time.

Turnover in this business is good. Venue owners have to constantly look for new musicians, though few have enough time. But variety keeps the audience returning. This is also true at Trax. If the same musicians are here all the time, the venue owners



would stop coming. So I like the turnover. Without it, no one would come back! Also, people will come and go. Musicians often start their own clubs and may just pay for the stream. They move on. Yet a few have been here since the start.



Also included at Trax is a performance stage where I will book musicians for concerts when I have time. This goes in phases along with my RL. For example, this summer I produced a play in RL, so I have not been around as much, other than to respond to messages or help some new musicians. Now I am going to produce *Little Shop of Horrors* in Time Square so I can't perform in SL. I used to play every day. But the good news is that Trax has a momentum and each winter, the booths do fill up. Summer is always slower. I have a finite number of booths—I started with 12 and now have 160. I do not want to grow larger than this. When they fill up, new people have to wait for an opening.

Trax is financially self-sufficient, supported by musicians who find a network environment where they can learn. They rent booths but the majority of revenue is from renting streams to both musicians and venues. I never advertise; all growth is due to word-of-mouth.





In the beginning, I played shows to pay for starting Trax. It was money earned within SL through a massive amount of effort. I put in all this work so everyone else gets promoted!! Yet it helps to build the community and that alone makes it worth it.

I am a professional in real life: trained and with years of experience. There are not a lot who do what I do. I come here because I just love to play and to help other people.

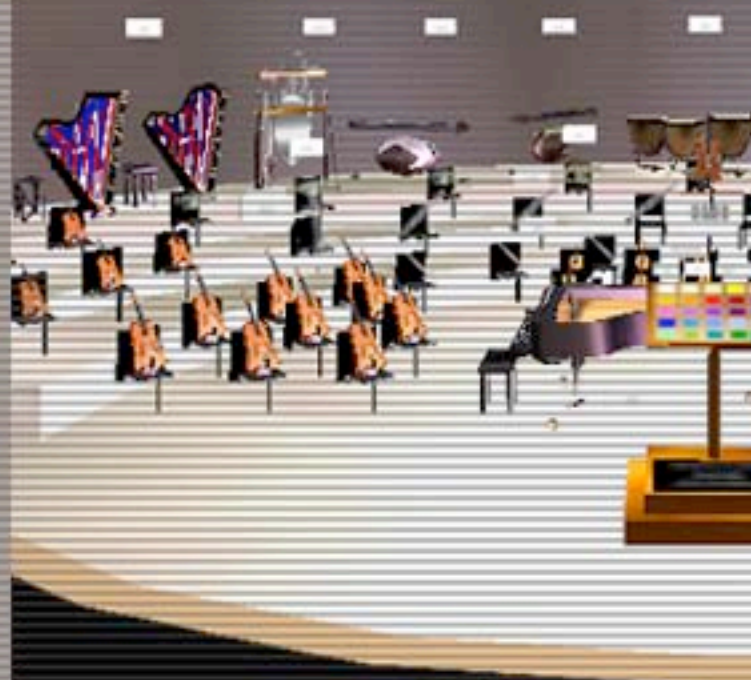
The serious RL music industry does not see big profit here because audiences are 25-35 people. For small individual or new musicians, it is perfect. But the size limitation will hold back the next tier of musicians from participating—the ones who can make hundreds of dollars an hour in RL. If an audience in SL could be 5,000 listeners, that would change everything! As it is now, most musicians make around \$20 for a performance. So there is not the architecture or audience support to be big enough to affect the RL the larger industry directly.

When I started Trax, I had a background understanding of how things work in SL. Now I have interweaving business concerns, all of which support one another:

1. Trax — listening booths and stream rentals (everyone who rents a booth also gets the stream service).
2. Performance stage — presents seasonal live shows.
3. Alex's Lemonade that supports cancer research — it is a cause I contribute to and have space on the sim devoted to building awareness.
4. The *Art of Music* project — an interactive orchestra that I work on when I have time. Educationally, it has potential to teach parts of musical scores, how the orchestra is composed, and to introduce performance in a new way to schools.

The monetary potential is limited. If musicians are here just to make money, they will be disappointed at how much work it takes for the amount that can be made. Some do perform full time in SL, but it is a tiny number.

Art of Music



It amazes me how the audience does expect music for free—that artists do not have to be paid like everyone else.



Music



A fan who is a lawyer in RL complained about how much money musicians wish to make. I said to her: “I have 30 years of experience in music. How is that different from your 20 years as a lawyer? If you give me a free hour of legal services, I will trade you an hour concert.” She did not take me up on my offer.

Still, perceptions are there. It is hard for many professionals who wish to succeed here. It depends on lifestyle too. In RL, I live on an island and travel. I do a lot of music through the Net. In between RL projects, I record, build, play, or produce shows. I can fit it in and it is very creative. I do many fun things here, but it stays professional. I can come in, turn on my studio, and just *play!*

keting tool and then see other booths too. When I started, there was nothing going on and no one was even talking to each other. Everyone benefits from traffic here and it builds community. We have a counter at the main landing point (not including those who

receive LMs to individual booths), and we have had almost 40,000 unique avatar visitors at that spot. Over the whole sim, it has been 100,00 during the four years that I have had Trax. Sadly, many do rent booths but do not see how to make it work for them. The Follow sure did!



Dealing with performers is not easy. For each musician, it is “All About Me.” They are here to make the experience fit what they want. Take 160 people where it is “All About Me” and it is hard to keep it from being all about them! Then take thousands of relationships that happen here! The toughest thing to do is to just CHILL OUT! Take it easy! Play nice! I try to avoid all drama, but because I help people, I hear their issues. I encourage *anyone* who wants opportunity. They may live in a fantasy. Here they live out a dream. I don't judge.

The biggest challenge for me in SL is avoiding issues with other people—to just have fun and to be easy and not get lost in the quagmire here—to not take it too seriously. But people are complex. I may come to enjoy but sometimes there is conflict. There are all different dramas

Bones has a special gesture for when the drama starts: he looks disgusted, throws up his hands and shakes his long hair.



that happen! This changed when SL allowed voice chat. Before, when it was all typing, relationships were more like role playing. No one knew who was behind another avatar. More guy played girls, and girls played guys, etc. There was not as much intimacy.

Any internet social environment has a difficult cross-over between fantasy, role play, and real life. People have trouble separating them. The various definitions and views of this mix cause the drama. Yet this must be an amazing place because I keep coming back!



OUTLET

shopping

men, women, dress,
shoes, boots, yard sale,
outlet, free, newbie,
hair, skin, shapes, games.

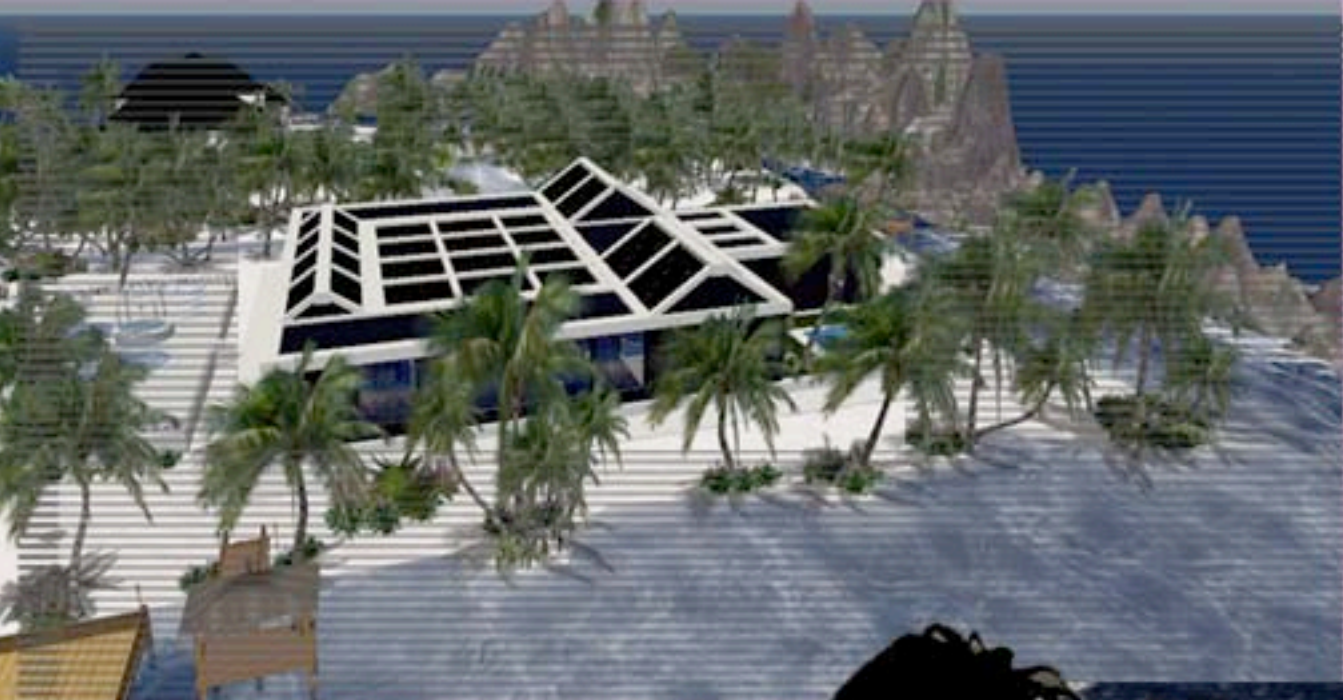




Seagull Shores Mall

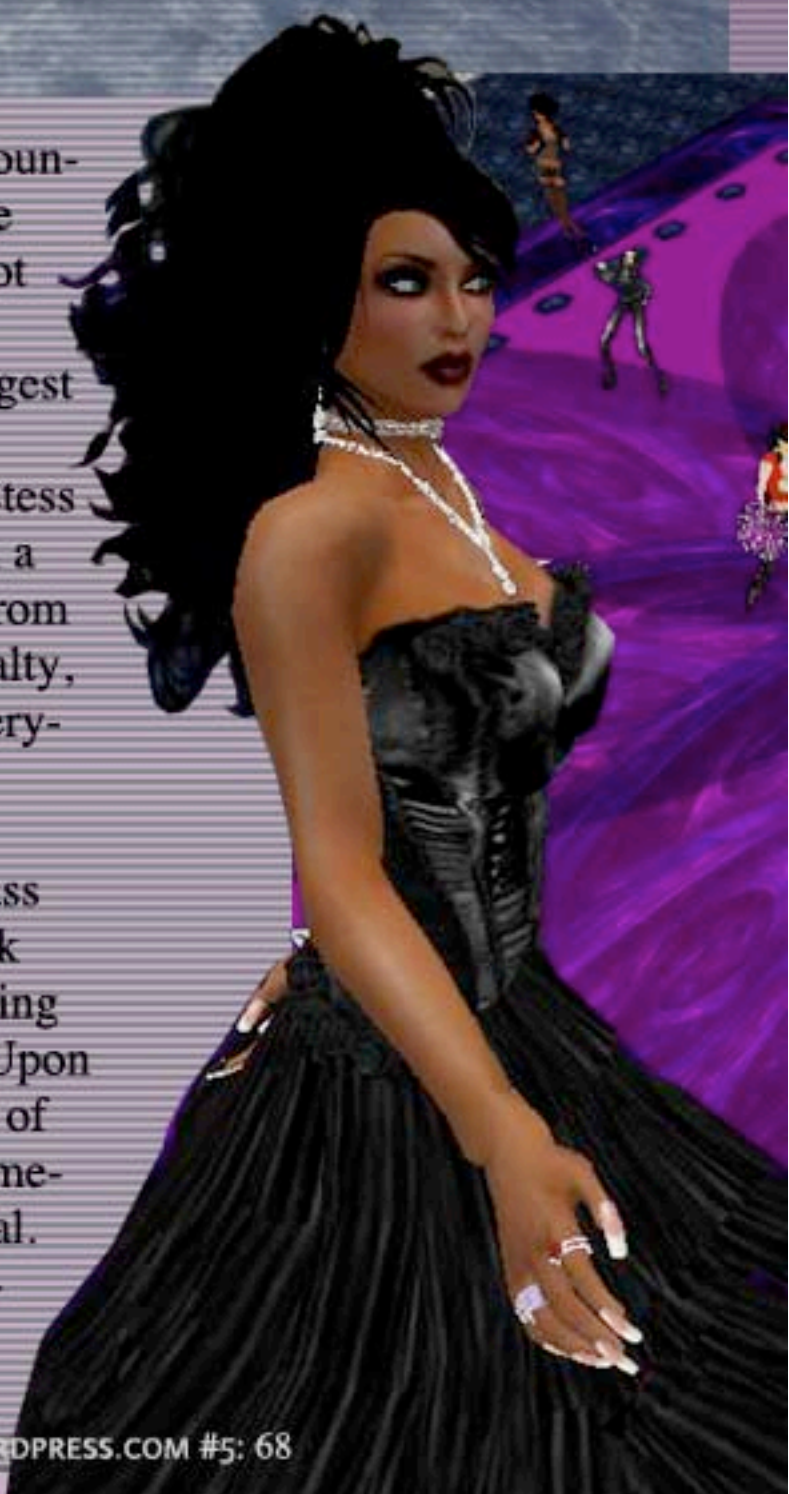


At Seagull Shops Mall, find elegant shops to fit all your needs. We offer something for everyone so if you are looking for the hottest styles you have found them! Shops for rent from Angel Baxter.



On a tropical island surrounded by palm trees, find the popular spot, Act 1. It's not a theatrical location, even though the name may suggest it. Rather, it is Ashleigh Klossovsky's club—a hostess who knows how to pull in a happy crowd. Created it from a vision, sustained by loyalty, this active club means everything to her!

Beyond the ebony and glass structure is a blue and pink interior that seems like being in a watercolor painting. Upon the dance floor, see a mix of avatars who dare to be something paranormal or magical. The music is loud and everyone enjoys the moment.



CHOICE

HOSTESS WITH HEART

by Netera Landar

"We began two years ago with a small spot partly-owned by a friend. They hoped a club would increase traffic to their little mall, so they gave me the land free. I had been a general manager for several clubs before that and I knew things could be done better."





“We have two events Sunday through Thursday, 6 to 8 p.m. and 8 to 10 p.m. I am here during both every night. On Friday and Saturday, we have a third event called Late Night Bar Dancing,” Ashleigh was happy to explain. She is obviously dedicated to welcoming all guests and acts as a social catalyst. Putting in so many hours enjoyably demonstrates how much she loves the people she gathers.

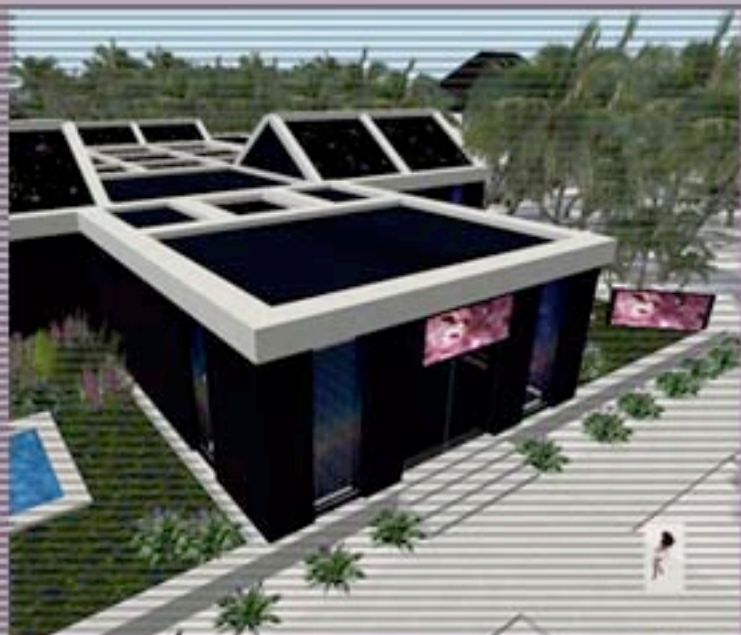
The venue soon outgrew its space and because it was on the mainland, lag became an issue. Ashleigh currently owns the sim that houses Act 1. Most serious business owners do learn the volatility of renting. Stability is helped by a consistent location.

On one side of the sim is the club with a pool and pond behind it. Romantic with numerous cuddle locations, no nudity or adult activity is allowed. Outside events are held on the side deck. Four types of game tables around the club keep regulars busy and there are areas to sit for those not interested in dancing but love to socialize and listen to the fun DJs.

Xan creates a weekly schedule first by asking Ashleigh for suggestions. She might offer a new contest idea and sometimes the regulars will recommend themes or games.



Xan Wrexan, the venue's general manager, describes that Act 1 features Classic Rock, Alt, Contemporary Rock, Pop, Country, and Romantic music.



As the number of regulars, grow, depending on tips is a matter of averaging out the high and low nights. It is tricky to remind the audience to show appreciation. Having an atmosphere that is crowded, fun, and friendly, going there to dance is easy and sometimes competitive!

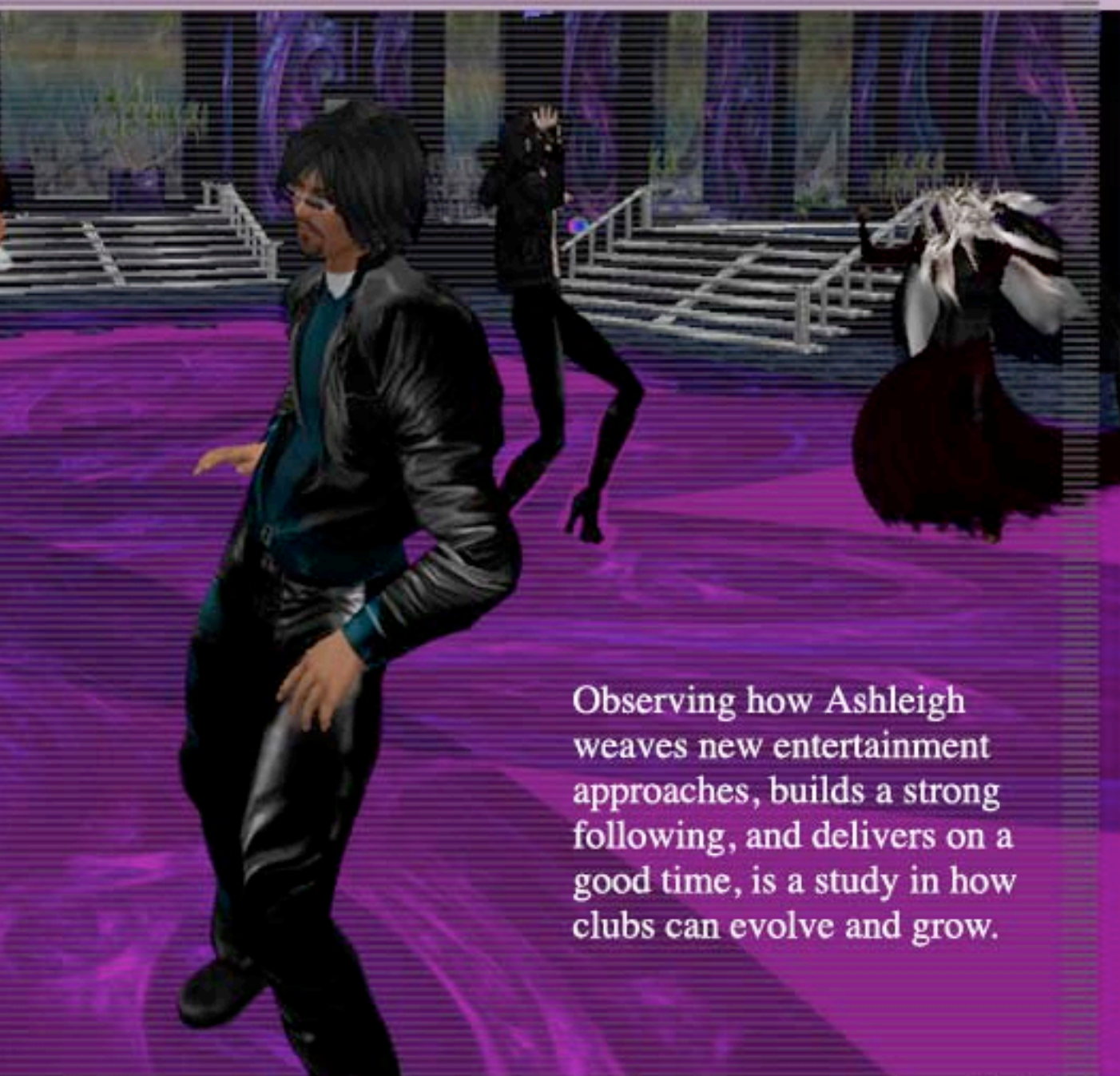
Act 1's special themes are very popular and increases the fun of showing up. Some reoccurring ones include: Come As You Are, Formal Wear, Denim and T-Shirts, Best in Baggies, Wet T-Shirts, Heroes vs. Vilians, Red & Black Formal, etc.

Income is earned through the donation board, which the regulars click to support. DJs and hosts keep one hundred percent of their tips and the sploder pays out every Linden it receives. Ashleigh tries to keep the business side simple so she can focus on being the quintessential hostess. Her warmth contributes to her popularity.



Asked if they plan to add anything in the near future, Ashleigh and Xan may brainstorm, but nothing is set in stone. Their interest is continuing to please the regulars and support what they have to offer now. With Seven Seas Fishing, the game Greedy, awesome DJs, and a cool sim to visit, their pixelated hands are full.

Though the business goes up and down, is unpredictable financially, it is predictable on always providing a good time. And a great place for avatar-watching!



Observing how Ashleigh weaves new entertainment approaches, builds a strong following, and delivers on a good time, is a study in how clubs can evolve and grow.

DUTCH FACTORY

Urban Buildings and various other items for sale.
Play games or hang out and listen to music at DJ Radio.



Carlos Weapons



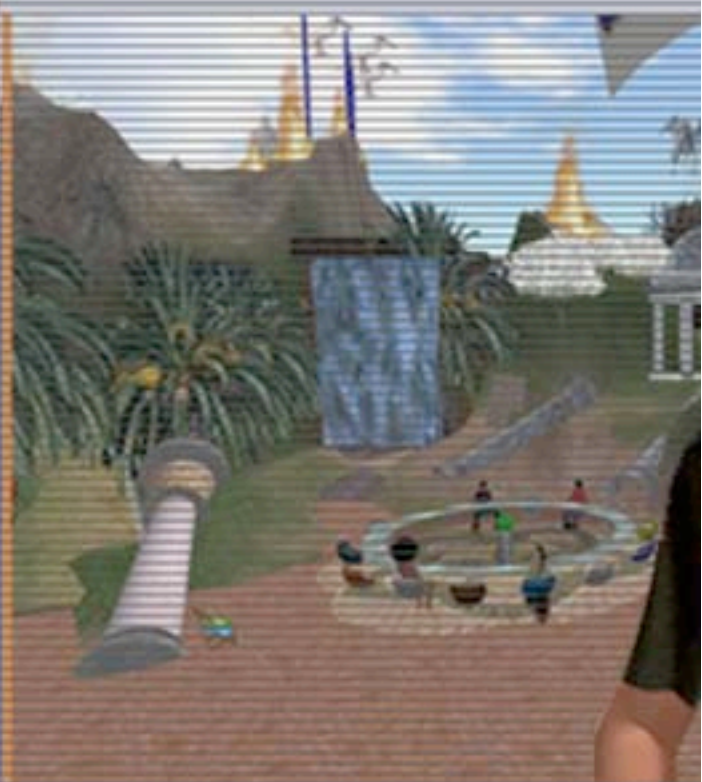
Desert Eagles

When combat
REALLY
Matters

Carlos Inc., Main Store, Nogojiri (52,63,57)



The relationship between business and culture is the real infrastructure of Second Life®. Without this active interchange, the technology would be meaningless. Each of these cultural pioneers explore and define the cyber landscape. Please see and share comments: www.bowlerbusinessreview.wordpress.com.



Money and culture have always been strange bedfellows. Art funding is controversial, often treading on the toes of speech freedom. Yet money makes culture possible. When the businessman confronts the artist or the nonprofit director, the friendship has differing motivations.

SL brings this age-old confrontation to a new level. Because it costs nothing to open a gallery (maybe some tiny download fees (what a great way for the Lindens to make money though—brilliant!!)) or a music venue, the numbers that open and close are almost beyond counting.

However, as talented or as philanthropic as the founders may be, **the ventures that do not make money do not last.** This magazine studies those who make money in SL. Examining all sectors with profitability, artists and non-profits match the profit organizations in challenges and methods. Both must attract and to serve recipients.

TRENDS

MONEY AND MEANING

by Eleanor Medier



The theory is that people will pay for what they value. That is a myth today. People expect a lot for free. A magazine must post free articles online to attract subscribers. Unlimited images or music can be downloaded. The number of amateurs has exploded! **Those that use SL to grow professionally also use the features SL has to offer.**

(Left)

Selina Greene, Book Island, masters multiple income streams.

(Center)

Simulat Almendros, Thothica, has a momentum of donations.

(Below)

Armany Thursday and **Dyce Underwood**, DNA Fusion, have reached a tipping point.

That leads to what residents are willing to spend money *on*! Many of the cultural venues survive on tips from audience, participants, or visitors. It forms a culture that worships the All Mighty Tip! Every marketer finds the most graceful or cool way to ask for them.



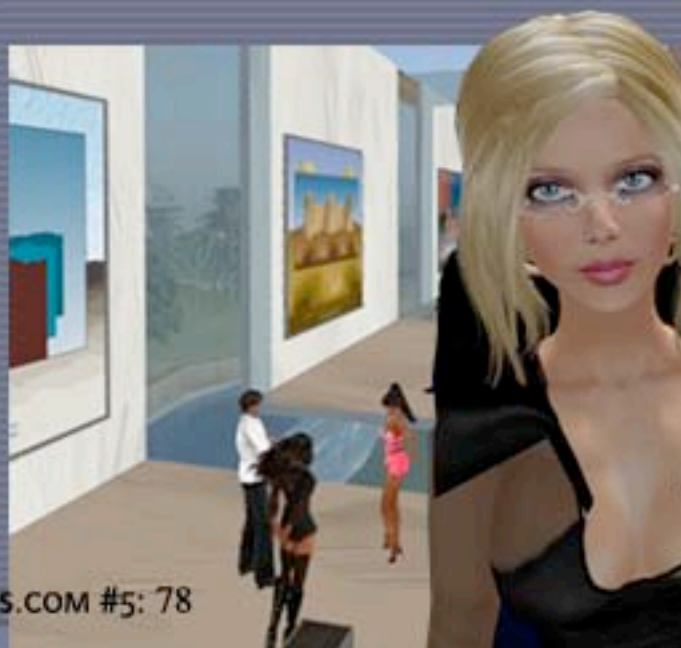


Those who make the most money in SL have discovered a product or service that builds community, participation, and is modular. From the product side, Arkad Baxton (issue #4) masterfully promotes and engages. Selina Greene (page 32) has pulled together writers into a community that hasn't existed in RL for generations! Bones Writer (page 50) has also captured a coffee-house style of communication for musicians while he provides promotional and technical services. Simulat Almendros (#2) bridges between philosophers, scientists, and artists. Anyone who thinks these interactions will *not* affect the culture of RL is not very astute!

(Above)
Bones Writer, Trax, began by funding from his performances.

(Right)
Netera Landar, with her Coffee Lounge, blends the methods of *all* these cultural entrepreneurs!

(Below)
Eleanor Medier, Gallery Medier (and this **BOWLER BUSINESS REVIEW**), extends art into products.





Making money, whether in the arts or in business, needs the social component in SL. People are not islands. No one comes to SL to sit alone on a little plot of land under a few trees! To build is more of a state of mind than of location. Smart avatars explore this connection of culture and money and support the economy of SL. In the end, people *will* pay for what they value, but not unless required to.



BOWLER BUSINESS REVIEW is dedicated to express the wisdom of business leaders and support the growth of professionalism in SL. To promote the cultural organizations or entrepreneurs that make money as a further contribution to their growth is just as important. Their track records are worthy of earning trust for investment.





(Above)
Lilltih Siamendes, Metaverse Music Expo,
pulls together sponsors.

When businessmen support cultural organizations, there is mutual benefit. If businesses provide assistance within their expertise to nonprofits and artistic contributors, this furthers audience awareness for both sides. Donations, sponsorships, and patronage can be used promotionally to expand networks. Such collaborations will ensure that the more the public of SL engages with earning and spending money, the more the arts and philanthropic causes can flourish. It is a healthy ecosystem. This cycle always brings attention back to business.

BOWLER BUSINESS REVIEW supports these major cultural contributors.



Similarly, **artists must be entrepreneurs if they wish to last or make a difference beyond satisfying self expression.** Talent often takes a back seat to strategy and marketing, balancing personal vision with purpose.

The connection between business and culture is one of connecting money to meaning. This can be stronger in SL than in RL if the continuum is seen to ultimately benefit the average resident who has come for an exceptional experience.

(Below)

Kaya Angel, Rose Theater, has a commercial base, literally.



Dani's



Check out this little store
for pants, gowns, dresses,
and a little bit of everything!



Made by ...



Creations by Lovely Zwiers
and Sheera Ansar



VISIT MY STORE ONLINE AT:

<https://marketplace.secondlife.com/stores/42145>

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



SKIP OCEANLANE

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.
- **Eleanor Medier** examines the future of SL business, tracing its trends and potentials.
- **Rosie Zimmerman**, The Blue Oasis, knows the ins and outs of owning a music venue.

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.

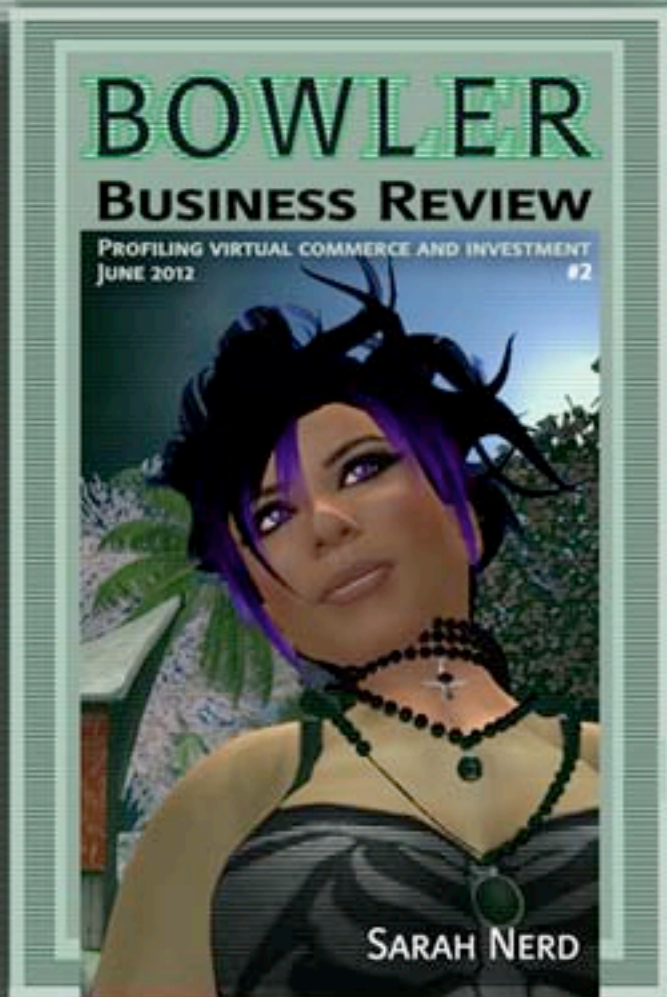
ISSUE #2

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.**



- **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.

EXAMINING AN INDUSTRY

Taking one sector, the home products industry, five entrepreneurs represent the range of business approaches that lead to profitability. All of them have built long-lasting design businesses with different methods and balances.

ISSUE #4

Consider the experience:

- **Arkad Baxton**, Arkad's Products, master marketer and salesman, reveals his techniques and talents.
- **Kaya Angel**, The Rose Theater, built a legendary art center upon a foundation of furniture design and sales.
- **Twirlin Merlin**, TM Designs, redefines what is classic by being eclectic.
- **Jillian Fairey**, Fairey Angel Designs, lists with Capital Exchange and is responsible to investors.
- **Lynne Lusch**, Fantastic Furniture, has transitioned a real life career into SL.

Four ways to receive:

- **inworld office at Bowler Publishing**
- **kiosks around the grid**
- **Facebook links**
- **bowlerbusinessreview.wordpress.com**





photography studio:

custom portraits, gifts, models and classes,
artistic compositions, erotic settings

ANNEKE13 & WOLFYS ENZO



PHOTO-ART & GESTURES



**T
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R
Y**

THE MANIPULATED SL WORLD



BOOK ISLAND

"FESTIVE
SEASON"
DANCE WITH
OUR DJ
IZZY UPSILON

*Saturday 17th Dec.
2-4pm*

<http://maps.secondlife>

**Book Island - SL's premier community
dedicated to book publishing
- for writers, poets,
editors, literary agents, bloggers,
publishers
and anyone
connected with books
- including readers!
We have 60 shops
in the publishing village
with a variety of SL and
RL businesses and regular events.
Come visit us to enjoy books,
publishing, discussion
and a great community.
Newcomer friendly.}**



*Home Of The
Netera Landar Chat*





Ashleigh's Club Tranquility
better known as ACT 1 is a class act club
where you can come hang out and just
have fun. We have awesome tunes and great
single or couples dances. We want you all
to come and see what ACT 1 has to offer...
You might find just what you are looking for!
We hope to see you soon! —Ashleigh Klossovsky

≈≈≈≈≈≈≈≈



ECLECTICA

"almost infinite choice"

GLASSES

#5 September 2012

BOWLER
BUSINESS REVIEW
PROFILES & COMMERCE

www.bowlerbusinessreview.wordpress.com

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BOWLER
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trends, and
potential of
virtual world
business.

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