



[The Colour Of Maroc are one of the new breed of online entrepreneurs using Selz](#) ([PRLEAP.COM](#)) Web

entrepreneurs are the new rock stars and the new aspiration of the internet generation. People are waking up to the fact that they can make money online from being a part time online entrepreneur with minimal investment and risk.

Artists, musicians, writers, developers, bloggers and designers are all making money online by selling their digital work. Almost anybody is becoming an online entrepreneur these days.

Rob & Sophia Palmer from Sydney, Australia exemplify this new entrepreneurial spirit that is driving people to follow their passions. Sophia a former Marketing Director at some of the top luxury brands, and Rob a former surfer photographer gave up their respective successful careers to follow their dream of producing a Moroccan food and travel book. The resulting book, The Colour of Maroc, is the fruition of more than 8 months planning and 3 months travelling Morocco shooting with respected chefs, family and locals. From the outset they blogged about their journey and built up a large fan base. The Palmers are now selling their book directly on their [website](#) and Facebook page.

[Selz](#) is a new breed of innovative solution being used by online entrepreneurs. With its slogan "seriously simple selling online", Selz is a simple but powerful platform that helps online sellers to maximise their sales effortlessly.

Selz has been developed with the modern online entrepreneur in mind to effortlessly maximise their sales without having to spend precious time on the mechanics of running an online business. From automated selling of digital downloads to building a customer email list. Selz wants people to focus on selling their work not on having to manage their ecommerce software.

[Selz](#) is not like traditional ecommerce platforms where a website was built around an online shop, it is a widget that online entrepreneurs can place on their website or social media. You simply copy and paste a few lines of code to your existing website or social media post; your items for sale are then displayed wherever you inserted the code. There is no software to

download, as it's on the cloud. Using a widget has the advantage of providing greater flexibility on where you can sell without the restrictions of having to use specific website designs or needing expensive web design modifications.

In addition to securely handling the credit card payments, Selz offers the online entrepreneur a range of powerful features to maximise their sales such as **video and audio previews, eBook stamping**

and now the

integration with email systems Aweber and Mailchimp

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The seamless integration with two of the most popular email systems Aweber and Mailchimp came about as a result of the requests from Selz users for an easier way to build an email list of customers. Email marketing remains one of the top communication channels for speaking to customers, and it is also one where the online entrepreneur traditionally struggled to integrate different systems.

This week Selz have released a further innovative feature such as **Pay What You Want**, which gives customers the freedom to choose how much they want to pay with the seller setting a minimum price. Online entrepreneurs that have tried this have seen a noticeable increase in revenue especially where the price is low compared to the perceived value.

Martin Rushe, Selz CEO said "This is a great example of how Selz is empowering entrepreneurs to build and monetize their personal brands with new innovative features".

Since its launch earlier this year Selz continues to grow rapidly with thousands of online entrepreneurs registering from all over the world.