

WECommerce News

Resources for Women to Leverage the Internet &
GROW Your Business

March 4, 2011

"Humans beings can't exist without communication. It's one of those basic human traits, and we're always willing to pay more for a better communications amplifier." Alan C. Kay former fellow at Apple Computer Inc.

The desire to be connected all the time, whether through a mobile device or computer, or something else we have yet to discover is what sets humans apart from other living creatures. To most of us, life would not be worth living if we could not communicate with people; our family, our friends, our co-workers, our peers, our customers, our prospects. Human beings communicate in many ways, via the spoken and written word, sign language, body language, art, music and so much more. The tools we have at our disposal are astounding! Computers, ipads, ipods, iphones, smart phones, video and webconferencing, chat rooms, social media outlets... the list is endless. And today more than ever it is important that those tools are functional, accessible and dependable.

WeCommerce News is a communication tool. It is how we stay connected with our members and readers. It is how we let you know what's happening in the organization. And Women in Ecommerce™ offers our members ways they too can communication with their audience. Two of those ways are via our blog and our ebook series. WE are always looking for good content to share with the thousands of people who visit our site each month. And our ebook series is a great way to position yourself as an expert and/or raise your credibility in the marketplace. Our next ebook is entitled: ***GET Social: Using the Power of the Social Net to Expand Our Reach and Reach our Goals.*** ***The Ultimate Social Media Digest...*** If you have expertise in Social media and would like to be a contributing author, visit: [GET SOCIAL](#) for more information. If you have an expertise in anything that relates to creating, maintaining and growing a business online, drop me a line with your idea or your article. Let us help you get access to a whole new audience.

Other news:

March is Women's History Month and we received an article from a fan we thought you'd like. It is [50 Fascinating Facts for Women's History Month](#).

The next issue (Spring 2011) of **WE Magazine for Women** will be dedicated to Women in Jazz. We are looking for companies to showcase their wares in that very important issue. If you would like to get your company in front of people in the music industry and the fans who follow, drop me a line at heidi (at) wemagazineforwomen.com.

Recent blog posts include: How to Make Money with Affiliate Marketing ~ Can You Really Create a Website in 10 Minutes or Less? ~ A Dozen Tips that a Transaction Could be Bogus! and More. Read these at <http://bit.ly/WECAIBlog>.

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Warmest regards,

Heidi Richards Mooney, Publisher, WE Magazine for Women, Founder & Chief Visionary
www.WECAI.org, Social Media/Internet Mentor & More

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WELCOME 23 NEW MEMBERS

In the past 6 weeks 22 women and 1 MAN have joined Women in Ecommerce. **Please help me welcome the following Platinum Member:** Phyllis L. Jackson of Uniquely40.com, .You will be reading more about these ladies in upcoming issues and online!

Our newest Silver Members to Women in Ecommerce™ are: Dorothy Jenkins, Dawn Busch, Pat Minzes, Cynthia Frazier, Lauren Cantrelle, Ebonie Spann, Macarena Zilvetti, Jean Caldwell Roberts, Anne Marie Haynes, Janis Garrett, Judith Kolva, Ph.D., Vicky Pestrichelli, Mary Curtis, Elizabeth Morin, Chelsea Marder, Teana McDonald, Elizabeth Bey, Marilyn Ladis, Darnella Cordier, Sheryl Wilk-Wides and Janus Moncur! and our first man joined! Welcome Luis Perez... and all the wonderful new members

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MEMBERS IN THE NEWS

Congratulations to Rosana Santos of Big Chef www.bigchefonline.com for her recent publicity in La Prensa, a bi-lingual newspaper, published in English and Spanish, which provides local news coverage to Latin American communities in San Antonio, Texas.

Congratulations to Ellen Sue Burton, Publisher of DUO Magazine and founder of Duo Unto Others Day - February 24th. Next year we are going to make an even bigger splash... For more info on Duo visit www.DuoMagazine.com today.

If you are a member and you/your company makes the news be sure to send us the information so it can be included in a future issue of WECommerce News.

EVENTS & SAVE THE DATES!

On Thursday March 17th (Saint Patty's Day), the South Florida Chapter is hosting our bi-monthly meeting, topic: Publicity, Internet Marketing and Your Business Online South Florida Event - Marie O'Riordan, Publicity Maven to the Rich and Famous and Tracy Repchuk, The #1 Woman Speaker in the World for Internet Marketing are joining Women in Ecommerce™ for our bi-monthly luncheon. These two dynamic women are part of the POWER OF 3, an Amazing TRIO of Epic Proportions (including Debbie Allen) who travel the globe sharing their wisdom, insights and strategies to grow your business and they are coming to South Florida. If you want to Dramatically Improve Your Business you simply MUST attend the Power of 3 where you will learn the secrets that are PROVEN and GUARANTEED to work! For more information and to register <http://bit.ly/WECAIMarch2011> - And get your **GREEN ON!**

May 5, 2011 ~ Blogging for Business Hands-on Workshop coming to South Florida. Stay Tuned! Check the WECAI Calendar for updates: <http://bit.ly/WECAICalendar> on this and other programs.

Nominate Your Favorite Woman in Ecommerce!

Women in Ecommerce is getting ready to publish our very first list of Women in Ecommerce™ to Watch and we need your help. Do you know a woman doing business on the web that is both successful and well-known in her industry? If so, we'd like to know about her.

Here's the criteria:

Must be a woman run website or online business (coaching, consulting, retail, wholesale, professional services, ecommerce solutions provider, etc.). The individual must use the internet to promote her business either in the form of a blog, website or social network where her customers can connect to do business with her.

If the business is owned by more than one individual, the company must be at least 51% woman-owned.

Woman must be at least 18 years old and in business at least 2 years. Woman must be easily contacted and found online.

To nominate your Favorite Women in Ecommerce™ send us her name, Company Name (if applicable) and the URL where we can find out more about your nominee.

Self-nominations welcome. The 2011 list will be unveiled in April 2011.

To nominate someone, send a message to Heidi (at) wecai.org with *Women in Ecommerce™ to Watch Nomination* in the subject line.

WECommerce News Top Ten Resources, Tips and FREEBies this issue

1. Want to learn how to maximize affiliate marketing? Then check out the [Sweetie Marketing Insider: Effort to Effortless Affiliate Income](#) by Melissa Ingold.

2. [Keyword Marketing Buddy v.2.3](#) is a great tool that lets you compare the popularity of several different key- word groups at once. Enter in a few general keywords, and Keyword Marketing Buddy will generate a list of keywords related to the original keywords and order them according to popularity. It will even tell you how many searches each keyword gets a month.

3. [Worldbook Personal Internet Intelligence](#) is very useful for gathering your own personal intelligence to monitor competitors, monitor news, find opportunities and save time.
4. [Transparent Language](#) which will give you an English word of the day with an alternate language translation of your choosing.
5. Read: [Search Engine Optimized Press Releases 5 Tips for Writing Search-Engine Optimized Press Releases](#)
6. Want to learn how to build a website in 10 minutes? Click Here For The [Build Your Own "Easy As Pie" Website Program](#)
7. OnlinePRNews.com is a great FR.EE place to submit your news online. <http://www.onlineprnews.com/>
8. [BlastFollow](#) enables you to follow Twitter users who share your interests en masse.
9. Trademarkia helps you find social media impostors <http://venturebeat.com/2010/12/08/trademarkia-social-media-impostors/>
10. Have you read ["The Interactive Marketing eBook: It's All About the Journey"](#), yet? If not WE recommend you grab your copy today. Go ahead, it's FREE.

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What our members say about Women in Ecommerce™

"Hi there. Wanted to drop a quick note to thank you so much for a really special night. Both Jim and I had a wonderful evening. I am really proud to be a part of WECAI, and look forward to spending more time with the group of fantastic women (and men!) we celebrated with last night. All my best," Lauren (**Lauren Perez, President of LVP Solutions**)

"Hi, Heidi! I really enjoyed attending last week's meeting! It was very informative and interesting... I hope to be in contact with you soon! Women in Ecommerce is a great organization, and I am looking forward to being an active member! Best regards," Lisa (**Lisa J.D. Efirm, CPA**)

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Etc.

Are You Enjoying This Issue? If so, please pass it on to all of your friends and colleagues. Even better, send them to www.WECAI.org to sign up and they will receive two FREE Special Reports (E-mail Marketing Strategies" and "Why You Need an Internet Presence) and an Audio Brief (Components of a Good Website Design) just for signing up! The sign up box is on the left hand side below the MENU.

Miss an issue? You can now view past issues of WeCommerce News Archives on our new site! Go to: <http://bit.ly/NewsArchives> and check it out.

Need a new domain? Want to transfer your domain and save money? Need inexpensive hosting, email accounts and more? Check out WECAI Domains at www.WECAIDomains.com

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