



WECommerce News – News for BUSY WOMEN on the GO!
September 17, 2010

“And as I reinvent myself and I’m constantly curious about everything, I can’t wait to see what’s around the corner in newfound art and entertainment and exploration.” Pam Grier

This has been a busy month for me. Adding features to Women in Ecommerce (such as a cool search button so you can find just about anything you are looking for), booking speakers for our teleclasses (see below) and planning our next South Florida Chapter meeting (October 28th).

And I love September, a time of new beginnings, fresh starts and the beginning of Fall. For many, it’s a time of reinvention. Which is why I chose the quote above. If you are not curious, excited about the future or discovering new things almost daily then it is likely you are not growing. The internet had given each of us so many things to be curious about such as new social networks. Every day there are new ways to be entertained via tools like YouTube, Blip.tv and television stations and movies creating social websites to give their audience a "taste of" what’s to come. And we can do all the research and exploration we want with the click of a mouse.

Women in Ecommerce is doing our part to help you explore new ideas and tools online. Every day Monday thru Friday we post a new resource, add a new event or introduce you to new women (and men) making things happen and helping others achieve their goals including reinventing their businesses and personal lives. This past week we posted: *Creating a One-Page Website*, *How to make Google Fall In Love With Your Website*, *The Art of Internet Marketing*, *AddThis.com New Monday Resource* and *Simple Mobile Voice to Email to Text Resource*. Be sure to check out our blog and if you are not following us on Twitter, Facebook or LinkedIn feel free to subscribe to our RSS feed so you won’t miss any of these newsworthy items to help you grow your business online.

If you have any questions regarding Women in Ecommerce™ or doing business on the web, I invite you to attend our next Q & A for members and potential members taking place on Monday September 6th beginning at 7PM EST. The first half hour is about answering your questions and then the conference line is open for anyone who would like to stick around and connect and network with me and other members. See below for more details.

When you have a moment, check out the WE Magazine for Women (www.WEMagazineforWomen.com) for the latest business and lifestyle articles posted daily. And if you have an expertise in a subject you feel our readers (both of WE Magazine and Women in Ecommerce) would be interested in, be sure and let me know.

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On behalf of the Board of Advisors, thank you for reading our bi-weekly newsletter and sharing it with your own circle. WE look forward to continuing to provide you with the latest in news and information to help you GROW your business online and off.

Warmest regards,

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

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WELCOME 19 NEW MEMBERS

In the past 3 weeks several women have joined Women in Ecommerce. Please help me welcome: Griffith Enterprise www.Griffith.edu.au in Nathan, Australia our newest Platinum member and Kathryn Brown from Kats Designs www.Kats-designs.net in Indianapolis, Indiana who upgraded from Silver to Gold Member.

Several women took advantage of our Silver Membership. They are: Deb Collyer, Karen, ShaChena Gibbs, Eva, Jenny Lawson, Lyn Dominguez, Lori Elliott, Carole Wilson, Karen Harding, Eileen Boyle, Holly of MyMompneur, Sharon Moreno, Sondra, Sandra Carter, Lisa Alacinski, Thys and Ronel Phaswana

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SAVE THE DATES!

TELECLASSES:

The Next ONLINE Q & A and *New Member Orientation* will take place Monday, September 20th at 7PM EDT. National and International Members are welcome to attend. Call our Women in Ecommerce Hotline at : (641) 715-3840 USE Access Code: 361467#. If you have any questions, drop me a line at heidi@wecai.org. This is your chance to ask me anything. If you have a question about how to get more traffic to your web, get better rankings or anything internet/social media related this is a great call to be on.

Monday September 27, 2010 ~ 2PM EDT ~ Up Your Fee with Jim Barber, founder of UpYourFee.com. In this session, Jim will be talking about How to Up your Fee for those of us who are communication entrepreneurs. The Up Your Fee Speaker Enrichment Complex boosts the careers of all levels of communication entrepreneurs! You can learn more about Up Your Fee here: www.upyourfee.com

Friday, October 1st, 2010 ~ 2PM EDT ~ Interview with Sheila Glazov, author of What Color is

Your Brain ~ Sheila is an internationally acclaimed personality type expert, professional speaker, award-winning author, and educator. Her book and creative workshops will teach each individual in your organization valuable tools to reduce frustration, conflict and misunderstandings. *Work Smarter - Improve job performance. *Collaborate more effectively with your co-workers and customers. *Live Better - Simplify life. *Increase the energy and decrease the stress in your workplace, home and school. *Love More - Improve relationships. *Create more harmony with your romantic partner, children and family members. *Laugh Often - Have fun! For more information visit: www.YourBrainColor.com

Join us for FR*EE on this call:

Conference Dial-in Number: (641) 715-3840

Access Code: 361467#

Local Chapter Meeting:

The South Florida Chapter is hosting our next live event on October 28th at the Tower Club in Fort Lauderdale from 11:30 to 1:30 pm. Our topic is "How to Optimize Your Website for Search Engines to Increase Holiday Traffic and Add to Your Bottom Line". For more information and to register visit: [South Florida Chapter October 28, 2010](http://SouthFloridaChapterOctober28,2010).

Also Sydney Craig-Hart, The Smart Simple Marketing Coach™ is hosting a free teleseminar on September 22nd from 1-2PM. Topic: *Revealed: Why Having A Direct Mail Campaign That Works Is The Best and Only Way To Have Sustainability and Stability In Your Business Today!* Visit the Registration page for more info: <http://smartsimplemarketing.com/direct-mail-made-simple/>

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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 2010 list will be unveiled during Women in Ecommerce Week September 20-24th.

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

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WECommerce News Top Ten Resources, Tips and FRE^EBies this issue

"I want to put a ding in the universe." Steve Jobs

1. With HireMyMom www.hiremymom.com you can post your project or job query for free to find Mom Professionals. There's never a charge. Looking for work? You can also join there pool of Talented Mom Professionals and get attention for your services.

2. TaskAnyone www.taskanyone.com makes tracking your day-to-day tasks simple. Organise your tasks & subtasks into easy to use checklists.

3. Attensity www.attensity.com is a monitoring and analysis service for social media conversations

4. IntelliResponse www.intellisresponse.com is the instant answer agent that delivers a single correct answer across a wide array of assisted and self-service channels

5. Need help working your computer mouse? Here's a great website <http://www.mouseprogram.com/> to practice your clicks, double clicks and more! There is also an activity at that website to help you practice Clicking and Dragging.

6. PeekYou www.peakyou.com is a free people-search engine, whose database contains public records and Internet data for over 230 million people.

7. Member Nina Cherry is offering a free report ~ "Mastering Your Inner Game for Business Success." Members can download it here: <http://ninacherry.com>

8. Check out the YouTube Video Marketing Report by Matt Broich at <http://cbengine.com/reports/VideoMarketingReport.pdf> (no registration required)

9. Having trouble with weird symbols showing up and other miscellaneous formatting in your Outlook messages? Check out this site The Daily Reviewer for a great list of FAQ's about unplanned formating in your messages. <http://thedailyreviewer.com/outlook/view/my-outlook-setting-is-showing-symbols-and-dots-between-words-104438338>

10. Complimentary Whitepaper: Letters to the C-Suite: Getting Serious about Social Media, you'll find advice from a dozen of the industry's top social media experts on a range of topics including:

- The importance of planning and implementing a social media strategy
- How to build stronger customer relationships using social media outlets

- Operationalizing social media marketing and how it directly impacts your bottom line
- The value of social media testing and optimization efforts

Get your copy here: <http://pages.exacttarget.com/etlpv2?v=210>

Did you know: The tilde (~) is a grapheme with several uses. The name of the character comes from Spanish, from the Latin titulus meaning a title or superscription, and is pronounced [ˈtɪɪ̃.də], in English, or [ˈtil.de], in Spanish. It was originally written over a letter as a mark of abbreviation, but has since acquired a number of other uses as a diacritic mark or a character in its own right. It is also sometimes known as the swung dash, twiddle, squiggle or a Swedish Line.

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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.

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