



WECommerce News – News for BUSY WOMEN on the GO!

July 24th 2010

"What we truly and earnestly aspire to be, that in some sense we are. The mere aspiration, by changing the frame of the mind, for the moment realizes itself." -Anna Jameson

Yesterday I had the opportunity to interview Michele Scism author of How to Makeover Your Business in Six Weeks or Less! She was a wonderful guest and shared a wealth of information. Mostly she shared herself, her authenticity and her passion. Passion for helping women to reach their potential and grow their business. You will be able to read about some of her tips on the Women in Ecommerce Blog in the next few days... But you don't have to wait for that. If you are a new business owner or want a "motivational shot in the arm" I suggest you listen to Michele's advice. You can listen here: <http://wemagazineforwomen.com/audio/HowtoMakeoverYourBusiness.mp3>

A GREAT BIG thank you to Mande White of Free Social Media Help ~ www.FreeSocialMediaHelp.com
The South Florida Chapter of Women in Ecommerce Enjoyed her presentation at our last event (July 21st). Special thanks to our exhibitors Priscilla Marotta et al from My Picture Teddy Bear (www.mypictureteddybear.com), Chris DeRose of DeRose Technologies (www.derosetechnologies.com), Riki Ascherman of Definitive Resources (www.def-res.com) and of course Sonia Jacobson of Dress For Success (www.suitedforsuccess.org) for their support and attention. Scroll down to see upcoming events both in person and virtually.

Enjoy! And if you have any resources, article links and news you'd like to share with our readers, be sure and let me know by replying to this message.

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PS.

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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WE Magazine for Women is looking for a FEW good WOMEN

WE Magazine for Women would like to feature YOU on our site. Did you know we get approximately 55,000 visitors a month. And when our magazine comes out (quarterly) that number jumps to as high as 85,000! We would be delighted to interview women in business, women on a mission and women on the move. If you know of any women who would be interested (including yourself), go to <http://wemagazineforwomen.com/women/> and check it out. All the information can be found there including the interview questions and all our criteria for showcasing women. This is by invitation only, so if you are interested, please do stop by.

Also, if you have a product you would like our readers to learn about, please check out our newest channel ~ Product Reviews. <http://wemagazineforwomen.com/about/product-reviews/>

And finally, we are getting ready to publish our next Women Bloggers to Watch for 2010 list. If you are a woman blogger who has been blogging for at least a year, we'd like to hear from you. Check out our last list for details: <http://wemagazineforwomen.com/101-women-bloggers-to-watch-in-2010/>. You must submit a comment including the topic of your blog, the URL and your name to be considered.

The NEW list will be unveiled in the next week.

You can check out the current issue here:

<http://wemagazineforwomen.com/pdfs/WEMagSummer2010.pdf>

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SAVE THE DATES!

1st Fridayz ~ Friday August 6th with Deepika Bajaj ~ Deepika Bajaj is the Senior Director at Working Mother Media. Her topic is **Diversity, Globalization and Twitter** ~ By the end of 2010, Twitter will have roughly 18 million registered users. What does this have to do with diversity and inclusion? The momentum has begun. The content is being developed in 140 characters; and identities are being created, new interpretations of diversity are being developed – with it we are observing new breakthroughs and breakdowns for Diversity. There is a paradigm shift – Diversity is the NEW NORMAL. The book intends to create a bridge between a fresh and growing medium of expression and diversity and inclusion efforts. The message of diversity now transcends into thoughtful TWEETS and empowers the individual, an organization and its workforce. The big question is – Are you open to capitalizing on this momentum?

**Join us for FR*EE on this call:
Conference Dial-in Number: (641) 715-3840
Access Code: 361467#**

The South Florida Board of Directors is planning two live events in the next month or so. One is going to be a two+ hour hands on workshop where I will be showing everyone various website tools they can use to optimize and maximize their time online. This will be limited to 10 people. The cost will be \$40.00 each and is going to be on a first-come basis. Let me know if you are interested in more information.

The second event is our new member orientation which will be mid-August. Will also let you know when that is scheduled and hope ot see you there.

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Looking for a Few Good Women

If you have not yet had the opportunity to join Women in Ecommerce, go to www.WECAI.org today. You may be receiving this newsletter but chances are you are not listed on our site. In addition to being a member (SILVER membership is [FR.EE](#)) you can list your company in our online directory that is open to anyone who visits Women in Ecommerce. Here's the link to the benefits: <http://bit.ly/wecaisilver>. Check us out today.

Also, we have a group on LinkedIn which you are invited to check out ~ http://www.linkedin.com/groups?gid=132611&trk=myg_ugrp_ovr. It is a great forum to meet other women who share the same interests in getting their businesses online as well as learn some new skills from one another at your leisure. We are redoing our Facebook page and when that is ready will let you know so we can connect virtually anytime night or day!

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Upcoming eBook Opportunity

We are in the process of gathering content for our next book, "GET SOCIAL~ Using the Power of the Social Net to Expand Our Reach and Reach our Goals." The Ultimate Social Media Digest...

Topics we are looking for include:

Overview of Social Media

A Brief Facebook Tutorial

A Brief LinkedIn Tutorial

A Brief Twitter Tutorial

And Dozens of other social media How-to's

If you are interested in more information visit <http://bit.ly/CurrenteBookProject>

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

"Now more than ever we need to take life and our business "by the mouse" and capitalize on all the social and technological tools we have at our disposal." Heidi Richards Mooney

1. **Did you Miss the Women's Writing Series?** You can Purchase the entire series of 17 interviews for only \$17. Pay via PayPal at <http://bit.ly/womenswriting> (Platinum Members get instant access as part of your membership). That's only a \$1.00 per session plus you will get the manual and the latest copy of GET IT WRITE.

2. Have you heard of the **World Senti-Meter!** The World Senti-Meter measures how the world feels about key issues. World Sentiment users answer questions moving the index up or down on a daily basis as people feel better or worse about the key issues included in the index. The indexes include the Economy, Future, Nation/Neighborhood and Personal Happiness - www.WorldSentiment.com

3. Do you need to write (or rewrite) your Mission Statement? If so, check out this great tool from FranklyCovey ~ <http://www.franklycovey.com/missionbuilder/index.html>

4. The **AddToAny** button makes it easier for visitors to share and bookmark your content. With addtoany you can have Easy distribution, More traffic, Better rankings and Extended reach Get it here: <http://www.addtoany.com>

5. Discover which websites bloggers are discussing right now with **URLFAN** ~ URLFAN is an evolving experiment designed to discover how popular websites are in the blogosphere, all in real time. It does this by cultivating the content of millions of RSS feeds and parsing billions of pieces of information to make a transparent ranking based on the numbers. Discover who's a fan of your URL. go to <http://URLFAN.com>

6. **Feedpass** is a way for you to make RSS easy for anyone. If you've got a blog or feed, then you need a feedpass. We automatically create a subscription page that allows your readers to subscribe using RSS readers, browsers, or by email. We also explain RSS technology and make it simple for novices or experts to get your feed. <http://www.feedpass.com/>

7. **Ever want to come up with a slogan** or advertising blurb and get hung up and need a word that will rhyme? This is super easy website. Just type a word. highlight it, hold down the ALT key and click your left mouse button. Voila! a bunch of words that rhyme - even broken down by syllables. <http://www.writerhymes.com/>

8. **SentimentMetrics** locates and stores all the content about your brand, from millions of blogs, popular discussion boards, news and press release sites. www.sentimentMetrics.com

9. **Visual Sciences** ~ formerly known as WebSideStory offers Online Business Optimization such as web analytics, marketing integration, search marketing, site search and content and more – www.visualsciences.com

10 **Alterian SM2** ~ Monitoring conversations, sentiment, and competitive information through social media channels is a vital part of building a consistent brand as well as creating relevant content that engages your audience. Alterian's Social Media Engagement Solutions make it easier to measure the

impact of online conversations and to become active and essential members of these online communities. start getting to know Alterian SM2 with a free account. Create your account and get up to 5 Search Words/Phrases, and store up to 1000 results. <http://sm2.techrigy.com/main/signup.aspx>

Also by Alterian ~ Grab your FR*EE copy of ***The Little Book of Social Media Marketing*** here: <http://socialmedia.alterian.com/learn-more/lbsmm>

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WORDS YOU MAY NOT KNOW?

Twinsumer: consumers looking for the best of the best, the first of the first, the most relevant of the relevant increasingly don't connect to just any other consumer' anymore, they are hooking up with (and listening to) their taste 'twins'; fellow consumers somewhere in the world who think, react, enjoy and consume the way they do.

Nouveau Niche: the new riches will come from servicing the new niches! Consumers are more individualized than ever, expecting every good, service and experience to be addressing their unique and oh so important selves.

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PS.

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.

Very special thank you to Laura and Kevin Wheeler of Firelight Web Designs for the amazing job they have done on our site redesign! If you need a website or just want some work done on the one you have, I highly recommend them. Go to: www.firelightwebstudio.com for more information.

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