



WECommerce News – News for BUSY WOMEN on the GO!

July 8, 2010

“Rest is not idleness, and to lie sometimes on the grass on a summer day listening to the murmur of water, or watching the clouds float across the sky, is hardly a waste of time.” John Lubbock.

Summer, glorious summer... (at least in the Northern Hemisphere). Our Friends South of the Equator are experiencing Winter so I will try not to appear to sunny! Then again, maybe it will warm you up! Back to summer... Do you remember when you were a kid? The last day of school was a day of celebration. It was time to kick off your shoes, don a bathing suit and either go to the beach, swim in your pool (or a neighbor's) or run through the sprinklers. And Bare FEET! Whoohoooo...

Well, we're adults now and its summer. So what kind of "kid things" do you have planned? Vacation with the family? A family reunion? Summer is the perfect time for kids and adults to have barbeques, go to the beach, and enjoy the sunshine.

The summer issue of WE Magazine is filled with exciting, even intoxicating content. Our theme is **Rejuvenation, Recognition, Reorganization**. In addition to the exceptional articles, we shared the stories of 13 AMAZING women from our Family Business Competition. To read the Summer issue visit:

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

In case you have not heard: The newly redesigned [WECAI.org](http://www.WECAI.org) is LIVE! That's right. And we are so excited to share it with you. We have a whole new list of benefits, hundreds of resources and an improved membership platform. Please do check it out and let us know your thoughts. Go to www.WECAI.org today. And if you are a not yet a member, please check out our member benefits. SILVER membership is **FR.EE**. Here's the link to the benefits: <http://bit.ly/wecaisilver>. Look forward to hearing from you. **By the way, if you were a member of the original site, you may have to re-register because several (about 300) of the BASIC (now SILVER) memberships did NOT transfer over.**

I recommend you re-register anyway to get all the new goodies! :)

Other news: If you missed the interview with Sabrina Gibson (Making Your Way Thru the Social Networking Maze for Business) You can listen to the replay when you join Women in Ecommerce at ANY level. Sabrina shared a wealth of information, tips and resources. I took 3 pages of notes. Go to <http://www.wecai.org/index.php/join-us/51-membership-levels> and join today.

If you are in South Florida be sure to check out our July 21st Event ~ 21 WAYS TO OPTIMIZE YOUR FACEBOOK FAN PAGES AND STOP WASTING YOUR TIME! featuring Mande White. This is sure to be a sell-out.

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.

In this issue:

SAVE THE DATE

Member to Member Resources

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

Did you know?

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.

On behalf of the Board of Advisors, thank you for reading WECommerce News.

Warmest regards,

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

=====

SAVE THE DATE!

Join us for Lunch, Link and Learn ~ On July 21st, 2010 the next Women in Ecommerce South Florida Chapter meeting will take place (at the Signature Grand in Davie). Mande White our special guest speaker will be discussing: 21 WAYS TO OPTIMIZE YOUR FACEBOOK FAN PAGES AND STOP WASTING YOUR TIME!

For more information and/or to register, visit: <http://bit.ly/SoFIJuly>

Note: Our Sponsor, Chris DeRose of DeRose Technologies (<http://derosetechnologies.net>) will be sharing his 5 minute Technology Tip about Preparing for Hurricane Season and Other Natural Disasters.

Only 2 Vendor Table Spots are left. For information, visit: <http://bit.ly/LunchSponsors>

Hope to see you there!

Member to Member Resources

WE are looking for articles to post to our new site topics: business plans, marketing, sales, Internet Marketing, social media, video, podcasting, internet radio, technology in general, computers, tech tools, blogging, etc.

WE are also looking for free courses, tutorials, videos to offer members. If you offer FREE resources and would like to get some exposure for them, or if you are interested in writing articles for our new blog, send a note to News (at) wecai.org with "Member to Member Resources" in the subject line.

=====

WECommerce News Top Ten Resources, Tips and FREEbies this issue

"A successful economic development strategy must focus on improving the skills of the area's workforce, reducing the cost of doing business and making available the resources business needs to compete and thrive in today's global economy." Rod Blagojevich

1. SquareUp is a small gadget that can enable a cell phone to accept credit card payments. Learn more at www.squareup.com
2. Wiggio is the easiest way to communicate in groups... and it's free ~ <http://wiggio.com/>
3. If you have not yet done so, be sure to read: **5 Tips to Optimize your Website for Search Engines** at <http://bit.ly/bd5b9x>
4. Dropbox is a single secure place for all of your stuff. Dropbox allows you to sync your files online and across your computers automatically. Sharing files is simple and can be done with only a few clicks. Dropbox backs up your files online without you having to think about it. A copy of your files are stored on Dropbox's secure servers. This lets you access them from any computer or mobile device. Check it out at: <https://www.dropbox.com>
5. AAOF- American Association of Franchises & Dealers is a non-profit trade association representing the rights and interests of franchisees and independent dealers in the United States ~ <http://www.aafd.org/>
6. Resource Nation connects businesses with prescreen, qualified vendors. Partnership opportunities available as well. www.resourcenation.com/
7. Inc TV- live chats with successful entrepreneurs in a variety of topics such as: start ups, leadership, running a business, sales and marketing as well as finance. Go to ~ <http://www.inc.com/inctv>

8. 10 Tips For Managing Twitter As Your Usage Increases

<http://blog.mrtweet.net/10-tips-for-managing-twitter-as-your-usage-increases>

9. Download our free guide: 25 Essentials for Exceptional Email Campaigns now for improved email marketing ROI. <http://www.lyris.com/lunarlanding/default.aspx?source=2987>

10. According to SEOMoz.org ~ The Top 5 Website Ranking Factors are:

1. Keyword Focused Anchor Text from External Links
2. External Link Popularity (quantity/quality of external links)
3. Diversity of Link Sources (links from many unique root domains)
4. Keyword Use Anywhere in the Title Tag
5. Trustworthiness of the Domain Based on Link Distance from Trusted Domains (e.g. TrustRank, Domain mozTrust, etc.)

=====About
WECommerce News:

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.

=====

C2003-2010 - WECAI.org is located at P.O. Box 550856 ~ Fort Lauderdale, FL 33355-0856. While we're certain that the information contained herein is tremendously interesting and valuable to the press and public, Congress requires that we notify you that this message may be considered promotional material.

If you do not wish to receive future materials, you may reply to this message with "REMOVE NEWS" in the subject line or call (877) 947-3667 (US) or +01 954-625-6606 (Int'l) to discontinue your subscription. Thank you.

We will not distribute your e-mail address to anyone. Period.