



Resources 4 WOMEN to Leverage the Internet & GROW Your Business!

October 18, 2010

"Early Adopter: Somebody who pays too much for something that doesn't work... yet."
Lisa Gansky

Last week I had the privilege of interviewing Lisa Gansky, Author of "*The Mesh: Why the Future of Business Is Sharing.*" In the interview Lisa talked about the power of collaboration and how she believed the world was moving more and more in that direction. As an Early Adopter of many new technologies, Lisa is the Founder of Ofoto (an early rendition of photo sharing) as well as many other cool technologies, She has experienced massive technological changes before many of us even knew they existed. Her interview is one everyone should listen to (and then go buy the book). It will change your perspective and maybe even how you do business! Email me at heidi (at) wecai.org with Lisa Gansky Interview in the subject line to receive the link.

Each week Women in Ecommerce™ finds new ideas and tools to share with our members and visitors. This past week we shared Ta Da Lists, showed you how to Create a Lead Capture Page to Build Your List, 5 Key Words for Marketing on the WEB, Twelve Tips to Starting an Online Business, and an article about Website Makeovers . 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.

Want a cost-effective way promote your business during the holidays? Check out the WE Magazine for Women Holiday Gift-Giving Guide article for details:
<http://wemagazineforwomen.com/the-2010-womens-holiday-gift-giving-guide-needs-you/>. For as little as \$25 you can list your product or service in this year's guide.

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 October 18th 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/Internet Mentor & More

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WELCOME 27 NEW MEMBERS

In the past 3 weeks 27 Women have joined Women in Ecommerce™. Please help me welcome the following Silver Members to Women in Ecommerce™. They are: Wanda McDowell, Ingrid Sosa, Amporn M., Sunie Stockler, Adrienne Williams, Mary G. Mora, Sheila Glazov, Celeste Simmons, Cheryl Mott Smith, Sadna, Carmen Rodriguez, Caroline Thomas, Andrea Chandler, Michelle Barna, Maribel Garcia, Sheila Bapat, Shirley Wolf, Alexa Samuels, Monica Vujisic, Jackie Finch, Jayne, Donna Willis, Shirley Lee, Diane Dinkmeyer, Stephanie Macintosh, Sandy Alcide, and Sheryl Allen

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MEMBERS IN THE NEWS

Congratulations to our Member of the Month for October: Ellen Sue Burton, Publisher of [DUO Magazine](http://DUOMagazine). You can read more about her here: <http://bit.ly/MOMOct2010>

Congratulations to our WEBSITES of the Month for October: Joan King of [Cellular Wisdom](http://CellularWisdom) and Lydia Harris of [The Entrepreneur's Garden](http://TheEntrepreneur'sGarden). Learn more about them here: <http://bit.ly/SOMOct2010>

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SAVE THE DATES!

TELECLASSES:

The Next ONLINE Q & A and *New Member Orientation* will take place Monday, October 18th 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.

FR*EE Teleclass: Tuesday, October 25, 2010 ~ 2PM EDT ~ Unleash Your Inner Rock Star with Dayna Steele, Author of "*Rock to the Top: What I Learned about Success from the World's Greatest Rock Stars.*" In this interview with Dayna Steele about Finding Your Inner Rock Star you will learn the rock star principles to achieving the next level of success and standing out in the crowd in any industry. CALL the Women in Ecommerce™ Hotline at : (641) 715-3840 USE Access Code: 361467#. Learn more here: <http://wemagazineforwomen.com/you-are-invited-to-unleash-your-inner-rock-star/>

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" with Anna Talarico. For more information and to register visit: [Women in Ecommerce™ South Florida Chapter Meeting](#)

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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 2011 list will be unveiled in early January 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 FRE^EBies this issue

"Being #1 on MSN is like being Valedictorian of summer school." Craig McDonald

1. Got a great idea but need help making it? Commission someone from the Ponoko creative community to make it for you. <http://www.ponoko.com/>
2. Springwise scans the globe for the most promising business ventures, ideas and concepts that are ready for regional or international adaptation, expansion, partnering, investments or cooperation. <http://springwise.com>
3. Goodsearch.com is a search engine that donates a penny to your favorite cause for every online search you make ~ www.goodsearch.com
4. MadeitMyself.com is an online marketplace where users can buy and sell handmade goods. <http://www.madeitmyself.com/>
5. Check out librivox for free audio recordings of all books in the public domain at <http://librivox.org/>.
6. Clean out your closets before the holidays and save the landfills when you contact 1800gotjunk to take it away <http://www.1800gotjunk.com/> .
- 7 Cadmus shows the most important tweets from your network. Also note the personal Trending Topics <http://thecadmus.com/>
8. 123people is a real time people search service that looks into nearly every corner of the Web. <http://www.123people.com/>
9. Do you blog or write online? Are you looking for a logo of a company to showcase? If so you will want to check out ShareALogo. Every day, sharealogo delivers the latest vector logo content for everyone. <http://sharealogo.com/>
- 10 Blastation Interactive Goal Setting and Life Coaching Software Helps you to Organize and Activate Your Best Life Ever - START YOUR FREE TRIAL TODAY <http://bit.ly/BlastStation>

Video of the Month: *The Story of Stuff* by Annie Leonard ~ From its extraction through sale, use and disposal, all the stuff in our lives affects communities at home and abroad, yet most of this is hidden from view. The Story of Stuff is a 20-minute, fast-paced, fact-filled look at the underside of our production and consumption patterns. The Story of Stuff exposes the connections between a huge number of environmental and social issues, and calls us together to create a more sustainable and just world. It'll teach you something, it'll make you laugh, and it just may change the way you look at all the stuff in your life forever. <http://www.youtube.com/watch?v=gLBE5QAYXp8>

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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