



## WECommerce News – News for BUSY WOMEN on the GO!

“*Don't be afraid to go out on a limb. That's where the fruit is.*” H. Jackson Browne

Love this quote! As entrepreneurs, I believe we go out on a limb everyday. When we "show up" and lead with action, commitment, conviction and confidence we are taking a chance that things may not always go right but we know the rewards are at the end of that "limb." I heard a great speaker last evening (Chrystina Katz of Tralign, Inc.) at a meeting of the American Business Women's Association. During her speech she shared the top three reasons most companies or organizations fail. The Fear of Failure, the Fear of Success and the Fear of Rejection. So today I challenge each of you entrepreneurs or would-be's to get out of your comfort zone and go out on a limb. Try something new. Be adventurous. Take a risk. Work through your fears. Go out on a Limb. Remember, "*that's where the fruit is...*"

**Speaking of Going out on a limb... It's been a long time coming and I am happy to announce ... 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](http://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.

**Very special thank you to Laura and Kevin Wheeler of Firelight Web Designs** for the amazing job they have done on the site! 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](http://www.firelightwebstudio.com) for more information.

**Other news:** Just one more interview left for the Women's Writing Series (total of 17) Scroll down to see how you can attend the next call for FR^EE. Donna Kozik will share her advice on how to Write a Book in a Weekend.

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:**

WE Magazine for Women is looking for a few good WOMEN

**SAVE THE DATE**

Member to Member Resources

Women’s Writing Series Continues

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

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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.

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**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: *How to Use Facebook to Get More Clients and Nurture the Herd.*

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

Note: Our Sponsor, Chris DeRose of DeRose Technologies will be sharing his 5 minute Technology Tip

about Preparing for Hurricane Season and Other Natural Disasters.

4 Vendor Table Spots are currently available as well as Sponsorships. For information, visit:  
<http://bit.ly/LunchSponsors>

Hope to see you there!

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### 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.

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### The Women's Writing Series Continues

The Women's Writing series continues with our 17th and final interview on:

**Monday, June 28, 2010 at 2:00 PM EDT**

"How to Write a Book in a Weekend and other Author Writing Tips" with Donna Kozik

You can go here to learn more: <http://bit.ly/cVvhET>

You can attend these calls for FREE ~ Here's how:

On the designated date and time simply call in to our conference line at 641-715-3840 use access code: 361467#

**Unable to attend?** 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.

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### WECommerce News Top Ten Resources, Tips and FREEbies this issue

*"... If you think Google is too powerful, remember that with search engines unlike other companies, all it takes is a single click to go to another search engine." Sergey Brin*

1. Facebook tip: You can now tag your friends in your status or post. Type @ and then type the friend's name. For example: "Saw @Mary Jones at WECAI today" When you do that, the @ link will be live and your followers can click on it to visit Mary Jones page. And Mary Jones will get an alert that you "tagged" her.

2. Check out this FR\*EE Ebook Increase Sales Productivity by Smart Selling Tools (direct download)

<http://www.smartsellingtools.com/2010salesproductivity.pdf>

3. **Trends** is a new web-based application for benchmarking online video ad campaign and content performance. [www.visiblemeasures.com/trends](http://www.visiblemeasures.com/trends)

4. Do you have space in your garage or attic or basement that you'd like to rent? The online storage marketplace [SpareFoot.com](http://SpareFoot.com) ~ [www.sparefoot.com](http://www.sparefoot.com) lets you list your space for free, along with the dates its available and the asking price. They charge a fee when its rented (half the first month's rent). [StoreAtMyHouse.com](http://StoreAtMyHouse.com) [www.storeatmyhouse.com](http://www.storeatmyhouse.com) has a similar service and does not charge a fee.

5. Medical Cost Advocate says it saves clients money 80% of the time when negotiating medical bills and saves them an average of 20% of the bill. For more info see [www.billadvocates.com](http://www.billadvocates.com)

6. Be sure to monitor your social media footprint with Google alerts, [www.google.com/alerts](http://www.google.com/alerts), search on Twitter, Technorati and Boardtracker ~ [www.boardtracker.com](http://www.boardtracker.com).

7. Want to get rid of hype in your marketing? Try [www.Googledygook.grader.com](http://www.Googledygook.grader.com) to pick out words and phrases you don't realize you are using.

8. Check out the new video and blog series on working smarter, faster and more effectively at Fast Company: [www.FastCompany.com/worksmart](http://www.FastCompany.com/worksmart).

9. Want to know what a 5-day USPS delivery week means for your business? Read UNDERSTANDING POSTAL at [www.AllAboutROIimg.com](http://www.AllAboutROIimg.com)

10. How the Internet Works: Understanding HTML (Hyper Text Markup Language)

HTML is the foundation of the World Wide Web which is the largest and most recognized part of the Internet.

When you access a webpage the computer code to tell your computer how to display the page is sent to your computer.

If you want to see the computer code that was sent to your computer to display this webpage, go to "View" in the menu bar and look for "Source"

What appears in a new window is the actual HTML or code that created this webpage. You will also see a lot of "words" in the code. These words are keywords, tags and page titles which could be helpful to you in creating, editing and updating your website.

TIP: Go to a favorite website and do this: click on "View" and then "Source" to see the HTML code they used to create their webpage. You will also notice keywords, descriptions and page titles (tags) which you may find helpful in creating and enhancing your own websites. It's a great way to see what words the competition uses to drive traffic to their sites.

For more information on HTML check out these tutorials at [w3schools.com](http://w3schools.com) ~

<http://www.w3schools.com/html/> or the HTML Code tutorial here:  
<http://www.htmlcodetutorial.com/>.

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**DID YOU KNOW?**

The average person speaks approx.120 words a minute. If you have a script to record, simply count the number of words, divide it by 120 and that will give you the length of time it takes to record the program. This also helps you plan how much content to write, focus on the most important words and eliminate extraneous words and unnecessary chatter.

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**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.

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