



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

**August 24, 2010**

*"Today you are You, that is truer than true. There is no one alive who is Youer than You." Dr. Seuss*

For the past few months I have been attending a local networking event called Level Up Networking. The principle behind the group is "networking from the heart." The purpose is to build REAL Relationships beyond just doing business with one another. More than making a connection, making a heart connection. One that can last a lifetime. I love this group and the people who started it. And I am honored to be part of the team who helps keep the meeting flowing each and every week. But that's another story.

What I want to share with you today is the heart/business principle that Beth Lefevre shared with us and that is about finding our true uniqueness, what sets us apart from others in business and in life. Beth is the founder of Master Life, Inc. and is a Certified Passion Test Facilitator. Everything she imparts comes from a place of passion, love and heart centered spirit. It is wonderful to listen to her and soak up her wisdom. Today she gave the audience a few questions to ask to start to uncover what our purpose is, what we are truly here for and what our unique gifts are to the world. While we mostly focused on finding out what our "brand" promise was, the questions she asked apply to all aspects of our lives.

It was a very empowering exercise. If you'd like to know more, you can take the Passion Test (for FREE) at <http://www.thepassiontest.com/offer/ptprofile/?PID=PT268>.

Discovering your life's purpose and fulfilling that passion deep inside you works in all aspects of your life including your online presence. If you know where you are going, you can much more easily create a website that will truly reflect you and what you have to offer.

Women in Ecommerce is on a mission to Help you do just that. Our goal is to "*help you do business on the web,*" by providing resources, tools and connections to take your business to that place where you can comfortably say, "*this is what I am doing with my life, this is my life's work and this is what I have to offer to be of service to others.*"

If you have any questions about that or anything 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.

Thank you to Beth and the Level Up Networking Team for continuing to provide value and a place to be ourselves and share our unique gifts with others.

Be sure to check out the WE Magazine for Women 101 More Women Bloggers to Watch for 2010. You will find many aspiring bloggers and some familiar faces.....<http://wemagazineforwomen.com/101-more-women-bloggers-to-watch-for-2010/>

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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](http://www.WECAI.org), Social Media Strategist & More

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**SAVE THE DATES!**

**Friday August 27, 2010 ~ 1PM EDT ~ Social Media Marketing with Tamra Weinberg, author of "The New Community Rules: Marketing on the Social Web"**

Tamar Weinberg (@tamar) is a freelance writer and internet marketing consultant specializing in blogger outreach, viral marketing, and social media. She is also the author of **The New Community Rules: Marketing on the Social Web** (O'Reilly, July 2009), a primer to social media marketing. Additionally, Tamar is Mashable's Community Support and Advertising Manager. She has been recognized as one of the topmost public influencers of the web in New York City by NowPublic, one of NxE's most influential female bloggers, and was featured in the 2008 and the "2009" "Top 100 Online Marketers" list by Invesp. She blogs about her thoughts on social media at her personal blog, <http://www.techipedia.com>.

In this session Tamra will talk about blogging/microblogging and how to use social sites like Twitter to create brand awareness. She will talk about what conversation marketing is, and how to use it to create a thriving business/online presence. Tamara will also share tips to manage and enhance your online reputation through the social web, the do's and don'ts of social marketing and more.

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

**The Next ONLINE Q & A and *New Member Orientation* will take place Monday, September 6th 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](mailto:heidi@wecai.org).

**The South Florida Board of Advisors is planning two live events in the next month or so.** One is a two+ hour hands-on workshop where attendees will learn about a variety of website tools they can use to optimize and maximize their time online. This event will be limited to 10 people ~ WE HAVE 3 SPOTS LEFT. The cost is \$40.00 each and seats are on a first-come basis. Let me know if you are interested in more information.

**The second event is our South Florida Chapter *New Member Reception*** which will be held on September 13th. This event will be hosted in person in South Florida (Monday September 13 from 6:00 to 8PM EST). There will be give-aways, networking, Q & A and more. Hope to see you there! We will be doing a small raffle so if you have a product and would like to showcase your business, let Heidi know by calling 954-625-6606.

**The Own Your Power Biz Conference** will be held on Saturday, September 18th from 8:00 am – 5:00 pm at Columbia University’s Faculty House in New York City. The Conference offers an exciting program chock full of powerful business and personal development workshops, prize drawings, complimentary coaching sessions, networking, entertainment, breakfast, lunch, and better yet....a low price point at only \$99 for the Early Bird special, &169.00 Regular Registration. The conference’s business and personal development workshops are designed to broaden your vision and bring clarity for your businesses future. For Registration go to [www.ownyourpower.biz/conference](http://www.ownyourpower.biz/conference) or call 877-545-7352. Includes a full day of workshops, a Power Pack of gifts from sponsors, a delicious breakfast and lunch, a complimentary copy of Dr. Randall Pinkett’s “No Money Down CEO” Audio Business Course and much more. Tell Simone "Heidi sent you."

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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

*"A great trademark is appropriate, dynamic, distinctive, memorable and unique."* **Primo Angeli**

1. Remember the Milk - never forget tasks (or the milk) again. <http://www.rememberthemilk.com/>  
With Remember The Milk you no longer have to write your to-do lists on sticky notes, whiteboards, random scraps of paper, or the back of your hand.
2. Check out 148Apps at [www.148apps.com](http://www.148apps.com) ~ The purpose of 148Apps.com is to provide you with the very best in iPhone and iPod Touch applications through our numerous reviews and latest news sections.
3. Love Fashion? Check out New York Magazine <http://nymag.com/fashion/?f=fashion> for the latest in fashion trends.
- 4 Use the Wisdom of Crowds with Aardvark [www.vark.com](http://www.vark.com) sign up, list topics you'd like to know more about and ask Aardvark the questions. Find good restaurants, specialists, etc. with this interesting Crowdsourcing tool.
5. Ad Age Mobile Whitepaper and Media 2011 - Free Whitepaper - is your brand moving to distincton or extinction? Learn more about this free whitepaper if you want to know how to keep your brand relevant in the future [www.Adage.com/whitepapers](http://www.Adage.com/whitepapers)
6. Add your voice to your powerpoint presentation for free at [www.mybrainshark.com](http://www.mybrainshark.com)
7. 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/>
8. RescueTime ~ <http://www.rescuetime.com/> monitors how you spend your time on your computer.
9. Operation NICE was initiated to remind you that a little NICE goes a long way. Nominate a Nice Person today at <http://www.operationnice.com/>

10. Funclient – Free online contact management program <http://www.funclient.com/>

Funclient service is free and allows you to easily add contacts, notes tied to contacts, “communications” tied to contacts (a communication must be called a Comment, Phone Call, E-mail, Meeting, Letter or Document), and reminders tied to contacts (which are communications that are dated).

Additional features include the ability to tag contacts and upload files tied to contacts (25mb limit per upload).

Funclient is actually pretty straightforward and simple to use, though it presently offers no sharing of contacts with other Funclient users, no importing or exporting, and certainly none of the advanced features mentioned with the others. Overall, not a bad deal if you take into consideration that it’s free contact management software.

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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](http://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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