

WECommerce News (formerly eMonday News) – News for BUSY WOMEN on the GO!

January 13, 2010

“A new year is unfolding – like a blossom with petals curled tightly concealing the beauty within.”
Unknown

As the New Year blossoms and unfolds, it reminds me that sometimes when we “ring in the new, we forget or ignore the old.” And people around the globe are really ready for something NEW. Many have had a difficult year and 2010 is still full of hope and promise. I believe that when you have hope and promise it becomes a self-fulfilling prophesy. *So we believe.* However, the “old” can often be so much more than an unpleasant memory. For in many unpleasant happenings, we find wisdom ~ lessons that can carry us through the good times and bad. *So we learn.* And in those insightful moments comes a satisfaction in knowing there is a light at the end of the tunnel, if we open our eyes to see the light. *So we see.* May you find the insight, wisdom and abundance of the lessons from 2009 as you too, allow the New Year to blossom into a beautiful beginning for something great!

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.

And in case you hadn't noticed eMonday News is changing it's name. It is now WECommerce News. The information in each issue will be about the same as we focus on ecommerce, social media, marketing and business. The name has been changed because after intensive research by well-known authorities, it has been suggested to begin sending our news out on Tuesdays. So we are doing just that! Here is your first edition of WECommerce News. 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.

In this issue:

WE Magazine for Women Now Accepting Product Review Submissions

SAVE THE DATE ~ South Florida Chapter Event January 28, 2010

Upcoming Complimentary Teleclasses

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

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

Happy, healthy, and prosperous New Year to you and yours,

Warmest regards,

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

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WE Magazine for Women Now Accepting Product Review Submissions

Do you have a product to promote? Does your product appeal to women? Is your product of high-quality and easily attainable (that means you have a website or online store where buyers

and prospects can visit and purchase your product)?

If so, then WE Magazine for Women may be the perfect venue to showcase your product.

Online shopping has become more and more commonplace. More recent surveys have found that globally the number of people who shop online is increasing dramatically. For a complete picture, read: Trends in Online Shopping: A Global Nielsen Consumer Report (Feb. 2008).

Online reviews help the consumer make a buying decision, give them a chance to learn more about the product than may be readily available on the "sellers" website and saves the buyer time, aggravation and in many cases money.

By submitting your product to WE Magazine for Women for review you have an opportunity for your product to gain major exposure with our audience.

WE Magazine's mission is to provide unbiased, honest reviews that will educate our readers about the benefits of purchasing products we recommend.

Learn how to submit your products for review at
<http://wemagazineforwomen.com/about/product-reviews/>

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Join us for the next South Florida Chapter Women in Ecommerce Event January 28, 2010

Join the South Florida Chapter of Women in Ecommerce (WECAL.org)

For Lunch, Learn (business program) and Link (networking)

Featuring: Jessica Kisorek, Partner TwoParrot.com

Program: Using the Power of VIDEO to GROW Your Business

Thursday, January 28, 2010 from 11:30 – 1:30 at the TOWER CLUB

100 SE 3rd Avenue

Fort Lauderdale, FL 33394-0040

(954) 764-8550 (for directions)

Cost: \$39.00 in advance includes Lunch, Program and MORE!

For more information and to register, visit: <http://bit.ly/55nxvh>

A limited number of tabletop display sponsorships are available. If you'd like to showcase your product or service email heidi (at) wecai.org with "JANUARY 28TH MEETING" in the subject line. Look forward to hearing from you!

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Upcoming Complimentary Teleclasses

#1 Join us Wednesday, January 20, 2010 at 11am EST for **The Trade Show Formula For Success to Generate Leads that Add to Your Bottom Line!** with Linda Musgrove.

About the session: Exhibiting at a traditional trade show or a table top expo is a great way to gather qualified leads. There are however many roadblocks on the way to a successful event that can easily result in disappointment. To help you get ahead of your competitors and maximize your exhibiting ROI, this teleseminar will show you how to:

- Make use of pre-show promotional techniques and opportunities to attract the attendees that are relevant to your business
- Apply targeted messaging to appeal to your target audience
- Engage, qualify and close the attendees you want
- Turn leads into sales

About the presenter: Linda Musgrove is President of the Trade Show Training firm, TradeShow Teacher. She focuses on teaching companies to significantly improve Trade Show Results and ROI through strategic, customized Trade Show Training for individuals, departments or entire teams. Training options include phone consulting, webinars, seminars and one-on-one in person coaching. Linda authored "The Complete Idiots Guide to Trade Shows", published by Alpha Books/Penguin Publishing. You can Learn more at www.tsteacher.com and sign up for the FREE monthly Trade Show Tactics newsletter while you're there!

To join us for this Complimentary Teleconference call (641) 715-3840 At the prompt enter Participant Access Code: 361467#

#2 January 27 and February 4th ~ SOAR in 2010 – Shifting the Trajectory of Your Life Path

In your quest to create, attract and manifest the life, relationships and work of your dreams, you have probably bought a lot of books, attended a ton of teleseminars, and invested a lot of time, energy and money looking for the "it" that will change your life. And, like many you might still be searching.

- Are you ready to see and experience yourself as the conscious creator that you are?
- Are you ready for your dreams and desires to manifest in your physical reality?
- Are you ready to celebrate dreams and goals once seen as previously impossible?

If you answered yes, you'll be excited to learn that my good friends Anita Pathik Law and Lorraine Cohen are offering a f*r*e*e teleseries called "SOAR in 2010 -Shifting The Trajectory of Your Life Path," on January 27 and February 4th. You can reserve your spot now at: <http://www.profcs.com/app/?Cik=3481022>

Note: These calls are fr^ee, and there is no obligation to buy ever—but if you ever do, know that I'm an affiliate of Powerfull Living (which means if you buy something I do get a commission).

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What are you doing February 2, 2010?

Special Kick-Off Event - Orlando, Florida!

On February 2, 2010, 7:00pm - 9:30pm, Ana Maria Lowry will kick off The Latina Joy of Connecting Experience in Orlando. Especially designed for bi-lingual women, this event will feature dinner, networking, and a business showcase. Participation is limited, and reservations are required! Please mark your calendar and contact Ana Maria at 407-929-8171, or email her at apintl (at) htomail.com TODAY to reserve your space! To learn more about Latina Joy of Connecting, visit: www.TheLatinaJOYofConnecting.com

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

"Social Media forces companies to listen to their customers." Heidi Richards Mooney

#1 MUST READ: Social Media Marketing: A Look Back, a Look Ahead <http://bit.ly/8PFVgw>

#2 Have you read? How to Increase Your LinkedIn Visibility by Marleen Graham
http://www.ehow.com/how_5841527_increase-linkedin-visibility.html

#3 Have you seen the newest list of Women Bloggers to Watch for 2010? Check them out at WE Magazine ~ <http://www.Wemagazineforwomen.com> today!

#4 FR*EE EBook: Building a Business NOT a Blog by: JohnCow.com Grab your copy at www.JohnCow.com

#5 Did you know? 2009 New Oxford Amer Dictionary Word of the year ~ UNFRIEND: to remove someone as a friend on a social network (ie. Facebook or MySpace)

#6 Check out "Many Tweetful Returns Tweet (and retweet) your way to success" at <http://smartmeetings.com/issues/november-2009/articles/many-tweetful-returns>

#7 TWELLOW.com is the directory of all Twitter users and is an easy way to find other people in your niche field so you can contact and follow them via Twitter and Facebook. Go to www.twellow.com.

#8 IMPORTANT: You MUST Claim Your Twitter Account on Technorati <http://bit.ly/3uksS> (this is important - just do it!)

#9 Want to know your banks financial health? Check it out at www.bankrate.com and type "Safe and Sound Ratings" into the search bar.

#10 Want to connect with Journalists? In addition to Help a Reporter (www.haro.com) and Pitchrate (www.Pitchrate.com) here is a list of 91 Journalism Blogs and Websites You Will Love <http://jamesandrews.tv/91-journalism-blogs-and-websites-you-will-lov-0>

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This issue brought to you by **WE Magazine for Women's New Online Store**

WE Magazine for Women has a brand new online Store. For as little as \$49 a year you can showcase and sell your products.

For more information, visit: <http://wemagazineforwomen.com/shop/>

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