

eMonday News – News for BUSY WOMEN on the GO!

January 12, 2009

Happy New Year! Is it time to learn about some new ways to do business? If you answered **yes**, then read on. All predictions indicate that 2009 is going to be another tough year for small business owners. And we are here to help you. We have lots of great resources and events coming up to help you grow your business and more.

In this issue:

The WINTER edition of WE Magazine for Women hits the Internet News Stands

Join us for a three new eWednesday Chats in January

Upcoming SKILLBUILDERS Programs

Member to Member

See what NEW Resources we Discovered Online

Just for FUN

On behalf of the Board of Advisors, *thank you* for reading eMonday News. Timely news for Women going places, doing things and making things happen every day in every way.

Warmest regards,

Heidi Richards Mooney, Founder & Chief Visionary www.WECAI.org – Self-proclaimed social networking expert

Ps. If you are receiving this newsletter for the first time in several weeks or months, and would like to continue to receive eMonday News, please be sure and Whitelist news@wecai.org and heidi@wecai.org. We have noticed several bounces since August and many of our members and subscribers have not been receiving our messages.

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WE Magazine for Women (Over 40)

WE Magazine for Women has hit the Internet News Stands and you can get your copy now. The theme of this issue is Communication, Collaboration and Celebration. And we want to celebrate with you. In this issue we have articles to help you “grow your business,” including Ten Ways to Reject the Recession and Build a Thriving Business, Wealth Secrets of Millionaires, What to do when sales flop and more. Our travel section is all about Switzerland, we have some great recipes for entertaining and five fantastic women to read about in our Women on a Mission section. All this and more. Grab your copy here: <http://wemagazineforwomen.com/WEMagazineWinter2008.pdf>

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Upcoming eWednesday Chats Schedule

#1 Friday, January 16, 2009 ~ Using Social Media to Grow Your Business with Debbie Weil, Author of highly acclaimed “The Corporate Blogging Book”

1 PM EST ~ Debbie Weil is a corporate & CEO blogging and social media consultant and sought-after speaker based in Washington DC. Her clients include Global 100 and Fortune 500 companies. She is the author of the widely praised The Corporate Blogging Book published in the U.S. by Penguin Portfolio, and also in Italian, Mandarin Chinese and a UK edition. She has written BlogWriteForCEOs, a leading blog on social media marketing, [since 2003](http://since2003). To learn more about Debbie, visit her online at www.debbieweil.com. In this session, Debbie will talk about blogging and other social media and how you can leverage it to grow your business.

To RSVP for this complimentary session, send a message to Heidi (at) wecai.org with “Social Media Session” in the subject line

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Wednesday, January 21, 2009 ~ Mind Your Multicultural Manners with Lisa Finan

11 AM EST ~ Lisa La Valle-Finan is the Creative Director of **getGlobalized**, An intercultural communication agency based in the New York/New Jersey metro area. As an intercultural specialist and writer, she is constantly developing ways to create a better understanding of people in diverse environments by emphasizing the importance of manners and cross-cultural understanding. Currently creates customized, cross-cultural competency workshops to facilitate cultural immersion and sensitivity. Highly researched and well-produced materials include workbooks, activities, PowerPoint, and lectures for a thoroughly engaging cultural experience about international and intra-office business, general travel, relocation, ex-pat and country briefs. Learn more about Lisa and her company at www.getGlobalized.org

To RSVP for this complimentary session, send a message to Heidi (at) wecai.org with “Mind Your Manners” in the subject line.

*** Wednesday, January 21, 2009 ~ ViralKungFu: Is your business in the game? The future of Internet Marketing with J. B. Glossinger**

1 PM EST ~ J. B. Glossinger is the founder of MorningCoach.com, an online community that has quickly blossomed into the world's largest personal development Website. From Argentina to Zimbabwe, loyal listeners in more than 80 countries tune in daily to hear his podcast, skyrocketing it to the top spot on iTunes Health. In addition to his work on MorningCoach.com, J.B. also founded the innovative media-marketing firm ViralKungFu, Inc., a company specializing in social and traditional media. JB is a personal development coach, a well-regarded keynote speaker and the author of *Get Out Of Neutral*. He has an MBA and a PhD in Metaphysics. You can no longer rely only on your traditional marketing plan. The Internet continues to explode with new and proven methods to target your market. If you want to continue to attract and retain customers, you need to have an effective Internet marketing strategy. During this interview, J. B will show you how to lay a strong foundation for your Internet marketing plan and more.

This session is EXCLUSIVE for Charter and Lifetime Members. If you are interested in attending, send a message to Heidi (at) wecai.org with “Viral Kung Fu” in the subject line.

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MEMBER TO MEMBER

#1 Grow Your Business Audio Program on sale thru January 31st. Original price \$97. New Year Special \$39.95 – go to www.GrowaMillionDollarBusiness.com to grab your copy of 17 interviews and 100 page manual.

#2 Stop Working In Your Business and Start Working On Your Business! Learn the Secret to Growing Your Company to a 6- and 7-figure Success WITHOUT Employees OR 90-hour Work Weeks! Go to <http://www.profcs.com/app/?Cik=2582870> for Complimentary 7 day e-course, “7 Massive Mistakes Entrepreneurs Make With Their Teams...and How to Avoid Them.

#3 The Power of Virtual Teams by Melanie Benson Strick ~ In this ebook, you will learn how How Virtual Teams Catapult Your Results, Increase Your Sanity and Free Up Your Time. This comprehensive ebook answers the following questions: What is a Virtual Team? WHO needs a Virtual Team? WHEN is the Best Time to Start Building My Team? WHERE Do I Go to Find My Team and WHERE Do They Work? WHY Should I Hire a Virtual Team? You will learn The Entrepreneur’s Mythical Business Model, The #1 Reason Why Entrepreneurs Fail to Leverage Their Time With a Virtual Team and more! **Go to Success Connections to order your copy today at <http://www.profcs.com/app/?Cik=2582865>**

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LinkedIn SkillBuilders Program

Learn two new professional skills a month in 60 minutes total! Join us for the January WECAI Skillbuilders presentations ~ **January 13th Colors to Success** with Melanie Kissell and on **January 27 Dr. Sally Witt** will be talking about Emotional Blocks. Our events take place on Skype. If you have not yet done so, download it at <http://www.skype.com/download/skype/windows>. Mac, Linux, and cell phone users can also find download links on the same page.

To attend this meeting, follow the three steps below. Step #1 is a one-time item you'll never have to repeat.

1. Find and add Lorna Hartman ([laracroft_1](#)) from WA, United States, to your Skype contacts. Be sure to identify yourself as a WECAI member in your Add request.
2. A few minutes before meeting time, open your Skype program and make sure your Skype window is up on your screen.
3. A chat request from Lorna will pop up. Simply accept the chat invitation. Room can accommodate both text and audio chat.

WECAI Skillbuilders is a complimentary program of the Women's eCommerce Association and open to members at all levels. Remember 2009 is the year of learning new ways to do business.

We hope to see you there!

Note: for time zones in your part of the world, visit <http://www.worldtimezone.com/>

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Member Resources

#1 What's my IP The fastest, easiest way to determine your IP address <https://www.whatismyip.com/> - **IP Address (Internet Protocol Address):** This number is an exclusive number all information technology devices (printers, routers, modems, et al) use which identifies and allows them the ability to communicate with each other on a computer network. There is a standard of communication which is called an **Internet Protocol standard (IP)**. In laymans terms it is the same as your home address. In order for you to receive snail mail at home the sending party must have your correct mailing address (**IP address**) in your town (**network**) or you do not receive bills, pizza coupons or your tax refund. The same is true for all equipment on the internet. Without this specific address, information cannot be received.

#2 Read Heidi's **Ten Tips to Start an Online Business** at <http://www.redheadmarketingblog.com/ten-tips-to-starting-an-online-business/>

#3 Want to know how to dispose of older computers? Check with local churches, schools and nonprofits to first see if they can use the equipment. You can also contact the National Cristina Foundation at www.Cristina.org with affiliates in every state.

#4 Check out **Suze Orman's 2009 Action Plan Book** (ALL ABOUT M.O.N.E.Y.) Suze and Oprah are giving it away. Just go to www.Oprah.com/download. But hurry, the deadline to download the book is January 15th. Thanks Raleigh Pinkskey (www.PromoteYourself.com) for sending me the link to get my copy.

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Just for FUN

#1 Are You Addicted to **Social Media**? Find out here:

<http://www.searchandsocial.com/images/widgets//social-media-expert.php>

#2 Take the WE Magazine for Women Poll ~ **What's Your 2009 Internet Strategy? Just visit:**

<http://wemagazineforwomen.com/431/>

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