

eMonday News – News for BUSY WOMEN on the GO!

November 9, 2009

"It is more important to know where you are going than to get there quickly. Do not mistake activity for achievement." Mabel Newcomber

What a great quote to begin the week. So often in life we find ourselves doing things that while they may be necessary, do not move us in the direction of our goal or life plan. Do you find that to be true? Do you find that sometimes at the end of a really busy day, you are left wondering what it is you actually achieved? In fact, for those of you who value time (and I will assume we all do) then you know how important it is to “manage” or “spend” your time as wisely as possible. And yes, STUFF happens that can get in the way of achieving your daily goals. That is a given. When that happens I take it as a wake-up call to re-examine my own priorities and look inside for what really matters. And that’s another topic for another issue.

One of the time-management principles that help me in achieving my goals is the simple 80-20 rule which simply means that 80% of your progress will come from 20% of the actions you take on a day to day basis. The real secret is in know which actions to take to get you there. And if you don’t know what your goal is, it will be like running around the block. You end up exactly where you started! Here’s a little exercise that may help you in discovering how effective your actions are and re-define which actions you need to take to get you there. It is called an **Effectiveness Audit**. And it is really quite simple to do. Every morning and every evening take 5 minutes to reflect on the activities you do/did today. Give them a score from minus 5 to plus 5 (-5 to + 5). A +5 score will be a major advancement toward achieving your goal and a -5 will be something that not only did nothing to help you toward your goal it likely hindered your getting there. Zero (0) is neutral and the activity did nothing either way toward achieving your goal. Add up your scores and if you are in the minus at the end of counting those points, then it is time to reassess 1. What you really want to achieve and 2. How you are going to do so.

You can run around the block all day long and if your goal is to loose weight then that is a *good activity, but if your goal is something different, then maybe its time to change directions.*

In this issue:

WE Magazine for Women Fall Issue is Live!

South Florida Chapter Launch a HUGE Success!

Complimentary Teleclass Wordpress Security: Covering Your Assets

What are you doing November 19-20?

eMonday’s Top Ten Resources, Tips and FRE^EBies this week

Please Support our Sponsors

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

Warmest regards,

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

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WE MAGAZINE for Women Fall Issue is now Live

And it is jam-packed with important information, ideas and tools to help you succeed in business and life as well as inspiring stories of accomplished women including our Cover Girl, Jennifer Storm ~ Victim Witness Assistance Program www.victimwitness.org, our back cover featuring Tara Montague Mary's Place Pediatric Rehab www.marysplacerehab.com. And 13 other amazing women which you can read more about in the Women's Hall of Fame section.

In addition to all these great women, the articles submitted by our editorial team and other journalists include:

Scotland ~ Land of the Brave

A New Reality on Luxury Brands

Feng Shui at Work

Celebrating our Authentic Bodies

Whisky, the Water of Life

The Girls Guide to Gadgets and Goodies

Be sure to read all these articles as well as our regular features. By the way, if you are so inclined, I'd love to hear your thoughts. Feel free to drop me a line (<mailto:heidi@wemagazineforwomen.com>) and let my team and I know how we are doing and more importantly how we can make WE Magazine for Women THE WORLDS BEST MAGAZINE for WOMEN.

You can view this issue in PDF at <http://wemagazineforwomen.com/pdfs/fall2009.pdf>

Or you can visit this link for our new Turning-page version:
<http://www.rsszine.com/samples/Fall2009/>

Also, be sure to check out the WE Magazine for Women website at www.WEMagazineforWomen.com. The premier issue of the Women's Holiday Gift-Giving Guide will make it's debut at the end of the week with lots of great gift ideas for this holiday season as well as articles and tips to help you have the best holiday yet.

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South Florida Chapter of Women in Ecommerce Launch a HUGE Success!

On October 29, 2009 54 women gathered to learn, network and have some fun in lovely downtown Fort Lauderdale. The meeting kicked off introducing the new President of the Chapter, Suzannah Richards of New York Life Insurance and new President-elect, Rosana Santos of Big Chef Online. Suzannah shared some of her plans for the coming year including gathering a new team to help guide the chapter. Several women raised their hands to join our board of advisors. You will learn more about them in the coming weeks. Maria Harrison did an excellent job of showing how we can participate in Social Networking to Grow our Ecommerce Business and even shared her Powerpoint Presentation with the group. You can access it here: <http://iclarityonline.blogspot.com/2009/10/how-to-use-social-media-to-grow-your.html>

ay News November 09, 2009 (cont.)

Our gratitude to the sponsors who took part in our festivities by showcasing their wares. They included Jewels of the Kabbalah <http://jewelsofthekabbalah.com/>, Silpada Sterling Silver, Big Chef Online (www.bigchefonline.com), Italian Designer Sunglasses, Poken Girl <http://tinyurl.com/POKENGurl> and Intelligent Office www.iosouthflorida.com.. They helped make the day fun and fresh. Women love to shop and they made it easy by offering their products “on the spot.”

Several women walked away with fabulous prizes including CD’s from The Key West Symphony, Pokens, Books, Gift Certificates and more.

A special thank you to the Entrepreneur Council of the Broward Alliance <http://www.browardalliance.org/> for helping us spread the word about Women in Ecommerce!

Our next meeting will take place on Thursday January 28th 2010 at the Tower Club in Fort Lauderdale. If you are interested in being a table sponsor or supporting our event, or attending our event, drop me a line to heidi (at) wecai.org with “JANUARY 28TH MEETING” in the subject line. Look forward to hearing from you!

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Join us this Wednesday at 11 AM EST. for **Wordpress Security: Covering Your Assets.**

Join Heidi Caswell of Connect Simply www.ConnectSimply.com and Heidi Richards Mooney of Women in Ecommerce as they chat about what to do when your Wordpress sites get hacked. They will discuss the importance of upgrading, added security and more!

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

See you there!

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What are you doing November 19-20?

If you are in the Orlando area or plan to travel to Orlando next week, check out the **Executive Girlfriends Group Fall Retreat**. Click here for more information and to get your tickets: <http://www.executivegirlfriendsgroup.com/specialevents.html> A portion of all ticket sales will be donated to Wings to Fly, a national non-profit organization that promotes life-long self-esteem in young women.

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eMonday Top 10 Resources, Tips and FRE^EBies

#1 Check out eMarketer’s Complimentary whitepaper **Optimizing the E-Commerce Experience** to learn how product reviews and recommendations can increase your ROI, how web analytics are driving traffic to sites and the future of ecommerce. All this and more at <http://bit.ly/28G98C>

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#2 If you are into Luxury Shopping Online check out www.Ruelala.com, www.Gilt.com, www.Ideeli.com and www.HauteLook.com, online destinations that feature sales on designer clothes and accessories for a limited time.

#3 Download this complimentary ebook ~ **Content Marketing Playbook: 42 Ways to Connect Customers** at www.contentplaybook.com

#4 Mikogo is an easy-to-use cross-platform desktop sharing tool, ideal for web conferencing, online meetings or remote support. <http://www.mikogo.com>

#5 Are you on the road a lot? LogMeIn.com provides free remote access to your computer from another computer. Free or 120-minute free trial for upgraded version ~ www.logmein.com.

#6 Check out the Women Category www.wemagazineforwomen.com/women on WE Magazine for Women. We are on the lookout for Women on the Move, Women on a Mission and Women in Business. If you fit one of these criteria, we may feature you on our website in the coming months.

#7 **KnowEm** checks the availability of your brand name, user name or vanity URL on 120 popular Social Media websites ~ www.knowem.com

#8 XTRANormal has tools for creating animations, and created a commercial for my business. Pretty simple, really, at least for talking heads. In addition to its text-to-speech capability you can also have your characters walk from point to point on the "set", and there are a number of canned gestures and facial expressions. Fairly easy to use ~ <http://xtranormal.com>

#9 Crispy News.com provides the software and hosting for you to build your own community news site (like digg) for complimentary. <http://www.crispynews.com/>

#10 This video was sent to me by a friend and I found it fascinating. It is rather long so you may want to watch it in stages. You will learn more about wonders of water than you ever imagined. I highly recommend you check out **THE SECRETS OF WATER, IT'S STRUCTURAL SIGNIFICANCE, & IT'S MYSTICAL PROPERTIES** when you can set aside some time: <http://bit.ly/4l13gc>

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This issue brought to you by **Commercial Creation Center**: VIDEO is where it's at in SEO.

Do you ... recognize the importance of engaging and retaining visitors to your site with audio and video, but don't know how to create or put multimedia up on your web site?

*need to increase your search engine rankings but don't want to spend thousands of dollars on paid advertising?

*"do-it-yourself" whenever possible, but still want the comfort of always having an expert on hand to offer help whenever needed, or to do the project if you don't have the time to complete it?

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As a Commercial Creation Center member, you will:

~ **be able to** quickly, easily and AFFORDABLY market your business online **with the simplest and most effective multimedia tools available, and more importantly,** retain an expert in multimedia and social media marketing to personally help you...

All this for only \$19.99 a month!

Learn more about the live expert help you will receive to promote your business for pennies a day. Go to <http://tinyurl.com/CCCWECAI> and see what it's all about.

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