

# WECommerce News April 2013

*Tips, Tools & Resources to Do Business Online*



## WECommerce News Brief April 9, 2013

*"If your blog content is poor, posting once a year is too much."*

*If your content is great, post a minimum of once a week, daily is optimal."*

Yes, its been quite a while since you have seen a newsletter from Women in Ecommerce. Thanks for your patience!

We have so much news and so many new resources we thought that a simple email was not enough.

So here we are... with the latest news including our Members of the Month, new members, special events, upcoming programs... and much more.

But we promise to be brief! If any of the items below pique your interest, you can click on the link to read more.

Pay special attention to the post about the Top Ten Resources. Many great sites and tools to help you better manage your business.

Enjoy!

### Meet our Members of the Month:

- Priscilla Marotta: <http://wecai.org/6980/meet-december-member-of-the-month>
- Walethia Aquil of Grace and Charm: <http://wecai.org/7652/meet-walethia-aquil-member-of-the-month>
- Kathy Blanton of Ameribiz.net - <http://wecai.org/7803/meet-member-of-the-month-kathy-blanton>
- Regina Baker - <http://wecai.org/7945/meet-april-member-of-the-month-regina-baker>

• **Welcome New Members!** Did you know that since our last newsletter **34 members joined Women in Ecommerce at the Silver Level**, five members joined us at the Gold level; **17 new members joined us at the Platinum Level** -Kathryn Avery, Great Britain Sandra Slemp Fort Lauderdale, FL - Orit Rehany, Coconut Creek FL - Catherine Minnis, The Minnis Group, Miramar FL - Nancy Allen, WBDC Florida, Miami FL Wanda Gozdz, Golden Age Living Fort Pierce, FL - Cindy Beckles, West Palm Beach - Kim Gray, Emerging Virtual Assistants Fayettevill, NC, Ianthe Lambie, Fort Lauderdale, FL - Cindy Miripol, Aventura, FL- Deborah Rievman - Gail Franks, Boca Raton, FL - Maria Patterson, Netone Systems, Fort Lauderdale, FL - Gail Lax, Organizing Toolbox - Palm Beach, FL and Sylvie Laflamme, Quebec, CN. - Suni Stockler, Stockler Expeditions , Fort Lauderdale, FL and Irvine Foster, Mary Kay Cosmetics , Cooper City, FL. In addition, **SIX new members joined us at the LIFETIME level:** Christine Myers Virtual Assistant Services, Fort Lauderdale - Carolyn Zaumeyer, Women's Awareness - Fort Lauderdale, FL - Dianne Wright, Wright Images - Fort Lauderdale - Diane Prater, The Palm Beach Painter - West Palm Beach, FL - Marlene Bryant, Marlene Bryant LLC Miami, FL and Mindy Noble, Conquer Chaos - Fort Lauderdale, FL

• **Upcoming eWednesday Chat (FREE to attend): Creating Your Irresistible Brand** takes place on **April 10th at 3pm EST with Martina Zorc**, Founder&CEO of StarBrandStudio.com and hostess of the Skyrocket Your Biz Roundtable Martina will talk about How To Uncover and Communicate Your Irresistible Brand That Attracts Your Ideal, High Paying Clients - <http://wecai.org/7943/next-ewednesday-chat-content-your-irresistible-brand>

***Did you know? Platinum, Gold and Lifetime Members have unlimited ACCESS to ALL PAST eWEDNESDAY CHATS?***

• **Cashing in on Twitter:** If you have been wondering how to be more effective on Twitter, how to optimize your profile, get more followers and increase your credibility, check out [www.CashingInOnTwitter.com](http://www.CashingInOnTwitter.com) TODAY!

• Special Event WECAI South Florida is Collaborating on: Join the South Florida Chapter of Women in Ecommerce AND Social BIZ Members for YOUR POWER OF TWITTER Insider BEAUTY - **USE promo code: WECAI and save \$7 on your ticket!** Register before April 10th and receive extra "perks" for doing so <http://socialbizmemberseventapril2013.eventbrite.com/>

**Here are TEN Tech Resources to Save Time, Money and Help You do Business Online including:** The LDA Content Optimizer, Good Keywords, Rebel Mouse, Zoom.US, FollowUpThen.com, KeyRingApp, PeekYou, Google Translate Tool, Trunk.ly and our very own QR Code Creator. Visit: <http://wecai.org/7951/ten-tech-resources-to-save-time-money-help-you-do-business-online-for-april>

And finally, be sure and check out the **new look** of WE Magazine for Women - [www.WEMagazineforWomen.com](http://www.WEMagazineforWomen.com). Special thanks to Heidi Caswell of [Connect Simply](http://ConnectSimply.com) for all your help updating the site, navigation and more - it is TERRIFIC!

**Coming soon!** Cashing In On the WEB - Women in Ecommerce new affiliate program will be launching in two weeks. You will be able to promote our products, services and membership and make money when you do. A separate email will be sent with the launch date and how you can sign up!

Thanks for reading!

*Heidi*

Heidi Richards Mooney, Founder - Women in Ecommerce [www.WECAI.org](http://www.WECAI.org) ***"Empowering Women with the Educational Resources to Excel in Ecommerce since 2001"***

Publisher, WE Magazine for Women [www.WEMagazineforWomen.com](http://www.WEMagazineforWomen.com) ***"WE Inspire - WE Promote - WE Inform"***

**Phone: 954.625.6606**

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Pros!