

eMonday News – News for BUSY WOMEN on the GO!

May 11, 2009

These days every business is rushing to develop profiles in the social networking stratosphere so they too can jumpstart their WEB 2.0 marketing and promotions campaigns. Is your business well represented?

In addition to May showers bringing spring flowers, May is also bringing Showers of Internet Marketers jumping on the Social Media Bandwagon. With good reason. That is because social media is on the top of nearly every Internet Marketers mind. If you have a website that you use to promote products and services then you probably know just how important social media (social networking in particular) is to spreading the word about what you can offer your target audience. So over the next few months, we will be sharing more social media resources, links to topics of interest in social media marketing and more.

Thank you for taking time out of your busy day to read eMonday News. Be sure and reply with your comments, questions and even ideas for upcoming issues. And if you have a specific area you need help with, please let us know. Our goals are to help you grow personally and professionally by being your resource to eCommerce success.

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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

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WE Magazine for Women (Over 40) is coming to an inbox near you. Our Spring ISSUE is dedicated to Mothers and will feature 25 mother/daughter partners in business as well as Spain as a destination and more. Look for it in early May. We are also in the midst of redesigning WE Magazine's site/blog. If you'd like to submit content to us, send to heidi@wecai.org with "Article for WE magazine Blog" in the subject line. Check our Submission Guidelines here: <http://wemagazineforwomen.com/submission-guidelines/> and our Editorial Calendar here: <http://wemagazineforwomen.com/editorial-calendar/>

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DO YOU TWITTER? Tuesday Twitter Tutorials

"The most amazing thing is happening ~ My twitter followers are growing!!! Up to 56 in a short time...what fun! I think it is because I added "The Best Hair on Radio" to my bio! Thanks for the tutorial yesterday. you are AWESOME!!! ~ LINDA STEIN @lindasteinACN or <http://twitter.com/lindasteinACN>

On Tuesday May 12th I will be hosting a one + hour tutorial on a bridge conference line and if you don't have a Twitter account or don't really know what to do on Twitter this session could be just what you are looking for.

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For your convenience I will do two sessions this Tuesday. One at 2PM EST and one at 7 PM EST. You may of course attend both sessions when you register.

In this session we will cover:

- ~ How to set up your account,
- ~ How to write your profile
- ~ The most successful ways to Tweet (what to tweet that gets retweeted)
- ~ How to grow your followers
- ~ How to find people and topics on Twitter that interest you and more!
- ~ I will share at least a dozen Twitter tools and aps that are easy to use and can make Tweeting fun and help brand you on the fastest growing social network online!
- ~ You will also receive the audio file of the session.

If you are interested in attending, your investment is only \$10.00 and you may sign up with the PayPal link below. This includes a list of Twitter resources mentioned during the session AND the audio link to the presentation.

This is a hands-on tutorial and you will be given a tour of Twitter's tools and apps so you can easily integrate them into your Twitter profile.

Here's what you need to attend:

1. A way to access the teleconference bridge line (via phone) and a computer with high-speed internet access.
2. If you don't yet have a Twitter account and would like to be ready for the class, go to <http://twitter.com> and just grab your name. Hint: use the name you want to be known by online. It could be your name or your company name. It should be short and easy to remember. If you prefer to remain anonymous, then any combination of words and numbers will do. You decide. That's all you have to do. We will tackle Twitter together on Tuesday!

Remember, your investment to attend Tuesday Twitter Tutorials is only \$10.

To register, go to: <http://speakingwithspirit.com/join-me-for-tuesday-twitter-tutorials/> and click on the PayPal link in the invitation.

One more thing, class size is limited to the first 25 people who register. If you register and are unable to attend either session, not to worry. I will have makeup classes the following week. And you will also receive the audio file to download and listen to at your convenience.

If you prefer one-on-one Twitter coaching, drop me a line.

This basic course is for Twitter beginners ~ if you are already using Twitter effectively it is probably not for you. However if you know others who might be interested in attending, please forward this invitation to them.

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TWITTER ARTICLES OF INTEREST:

Reading Social Marketing Insight <http://online-social-networking.com/social-marketing-insight>

Public Service Announcement: Twitter is Addicting (Here's a 12-Step Plan to get Twitter under control) ~ <http://speakingwithspirit.com/public-service-announcement-%e2%80%93-twitter-is-addicting/>

SOME TWITTER TOOLS WE USE:

Twitpaper - Another site for 100% f.r.e.e. Twitter themes, layouts, and backgrounds. Site claims to add 5-10 new themes a day and will also design custom themes for fr.ee at <http://twitpaper.com>

TwitLookup - Just released, a new tool for twitter users which allows them to lookup dictionary, weather and more from twitter at www.twitlookup.com

By the way, these and many other resources, articles and tips are shared on our Twitter page for WECAI. To follow us on Twitter go to <http://twitter.com/WECAI>.

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MEMBER TO MEMBER

Have you heard? Edu-Marketing is the use of fr.e.e educational content to generate sales leads. Content includes white papers, special reports and exclusive studies often provided to collect email and mailing addresses of the people requesting them. (source: BuzzWhack) If you'd like to learn how to grow your educational content go to www.CashinginonInfoProducts.com today.

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LinkedIn SkillBuilders Program

SAVE THE DATE ~ the next Skillbuilders session will take place on May 19: Rosalind Sedacca (www.howdoitellthekids.com) ~ "Copywriting." Attend online in our new DimDim conference room. The Dimdim room link for the meetings: <http://webmeeting.dimdim.com:80/portal/JoinForm.action?confKey=skillbuilders>.

Note: to learn more about Skillbuilders and see what other great guests and topics are scheduled, join our network on LlnkedIn at <http://www.linkedin.com/groupRegistration?gid=132611>

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Member Resources, etc.

1. Complimentary White Paper: 6 Ways to Detect Online Fraud <http://news.quova.com/g/?HGGCPAIGLM>

2. If you designed your website in FrontPage you know that in 2006 it was discontinued. One great solution is KompoZer, which is available at <http://kompozer.net/>. You can also check out many FrontPage design alternatives suggested here: <http://www.msboycott.com/thealt/alts/frontpage.shtml>

3. NoteTab allow multiple files to be opened simultaneously in the tabbed interface that also includes a fully configurable toolbar with over 90 commands. Search and replace functions allow processing of all open documents or specified disk folders, and text copied from other applications to the Windows Clipboard can be automatically pasted in a chosen NoteTab document. <http://www.notetab.com/>

4. If you need inspiration to find a slogan for advertising or if you just need a laugh try this slogan generator. It puts your input into a random slogan selected from a list of hundreds of slogans used in US advertising since the mid 50's until today. <http://www.perbang.com/perbang.com.cms?aid=152>

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