

eMonday News – News for BUSY WOMEN on the GO!

September 21, 2009

FOCUS ON SUCCESS

"If you want to be truly successful, invest in yourself to get the knowledge you need to find your unique factor. When you find it and focus on it and persevere, your success will blossom."
Sydney Madwed

I love this quote. Because it is so true. I have learned this from experience. Do you have a tendency to be ALL OVER THE PLACE? I DO. Do you sometimes find it difficult to stay committed to one project through completion? I DO. Do you wish you knew exactly what you need to focus on so you don't waste time on all those extraneous things that won't really matter tomorrow? I USED TO! These days it has become crystal clear to me what needs to be done to feed my own passions and keep me moving in the right direction. One of those things is writing. The other is Social Media. I love everything about it! Meeting new people, learning new things, finding great resources, discovering new ideas... all of it. Even the time it takes to make it work. Especially the time. That's where the investment in yourself comes in. I have been learning all I can about social media and the internet the past few years and love sharing it with my own circle (that is you). What I learn, you learn and we all benefit. After all, our mission is to "help you do business on the web," and social media plays a large part in making that happen.

That's why we publish eMonday News. To share great resources, opportunities and people with our readers. And hopefully you find some (if not all) of it valuable. This issue is packed with solid information about maximizing your time online. Your feedback would be welcome. Let us know what you need. What kind of information you are looking for. And we will do our best to include it.

BEHIND THE SCENES: There's a lot going on as we get ready for the launch of our new Website design. As I mentioned in previous issues, Firelight Web Design in Wyoming is doing the redesign and they are a dream to work with. Stay tuned because the new site will be unveiled in Mid-October along with many new features! We are changing our membership levels to make it more enticing to join. STAY TUNED.

SAVE THE DATE: In honor of our re-launch (and 6 year anniversary) we are hosting a meeting in Fort Lauderdale (October 29, 11:30 to 1:30 at the Tower Club) in conjunction with the Broward Alliance Minority & Women Business Committee. An excellent program is scheduled as you will read below.

WE Magazine for Women is hosting a Video Advertorial Competition. If you have a how-to, motivational or advertising/pr video about your company get ready to submit them to this exciting event. Read below or Visit: <http://wemagazineforwomen.com/we-magazine-for-women-is-looking-for-winning-videos/> for more information. Also if you are interested in advertising in the Fall Issue, we still have a couple of Classified Ad spots available (see below).

Thank you for reading eMonday News, your source for opportunities, resources and updates about the world of ecommerce and social media. 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.

eMonday News September 21, 2009 (cont.)

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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 & Publisher

WE Magazine for Women

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Women in Ecommerce Events

SAVE THE DATE: October 29, 2009 from 11:30 to 1:30 Women in Ecommerce and Broward Alliance are hosting our re-launch luncheon with an informative program on growing your business on the WEB. Cost is \$37 paid by October 20th and \$45 paid by October 27th. This will be a sell-out event (seating is limited). A separate email with registration will be sent to our South Florida friends. Stay Tuned! (4) Sponsorships are available Tables are \$140 (including lunch) and [two additional sponsor levels](#). Sponsors will also be listed on our websites as a sponsoring company or organization, get complimentary ads in WE Magazine and more. If you would like to have a sponsor table, send a message to heidi (at) wecai.org.

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LinkedIn SKILLBUILDERS Looking for EXPERTS

Are you an expert on a topic you'd like to share with our members? We are now scheduling presentations for the WINTER Season (FALL IS COMPLETELY BOOKED). If you have a 30 minute (or less) topic that you would like to present to our members, contact Heidi Richards Mooney or Lorna Hartman via LinkedIn. When you present a Skillbuilders Session, your program is recorded for you and for our members to access ANY TIME! Your session is also promoted in eMonday News and on Twitter. Be sure to stop by and check it out at <http://www.linkedin.com/groupRegistration?gid=132611>.

Note: to learn more about Skillbuilders and see what other great guests and topics are scheduled, join our network on LinkedIn at <http://www.linkedin.com/groupRegistration?gid=132611>. You will be able to access ALL past recordings when you do.

eMonday News September 21, 2009 (cont.)

eMonday Resources, Tips and FRE^EBies

1. Search Engine Journal, established in 2003, is a 6 year old publication of Search & Social Media, LLC, which specializes in a community approach to the reporting of search engine news & the sharing of Search Engine Marketing knowledge & tactics ~

www.SearchEngineJournal.com

2. Infections are Everywhere! They can lurk in pictures you receive in html email messages. They can be in a banner from a brand name you recognize. Here's what to do: When something strange pops up that you don't understand or recognize, hit the Ctrl-Alt-Del to open up the Task Manager. Disable the trouble by shutting it down before it wreaks havoc on your computer and spreads. Use SYSTEM RESTORE to take your PC back to a previous restore point. Learn more about restore points at:

<http://www.microsoft.com/windowsxp/using/helpandsupport/learnmore/systemrestore.mspx>

3. Fr^ee Anti-virus scan: <http://totalvirus.com>

4. Have you seen RSS Zine yet? It is an excellent resource for turning blogs into ebooks, turning page documents and more – check it out at <http://tinyurl.com/rsszine> today.

5. Want to contact a Human being in a big company? Go to <http://gethuman.com>

6. Online backups: <http://mozy.com> and <http://carbonite.com>

7. SocialText enterprise collaboration platform includes social networking, wiki workspaces, a personal dashboard for each user, integrated weblogs for ongoing collaborative conversations, distributed spreadsheets and social messaging www.socialtext.com.

8. Protect against Internet Scams Subscribe with Scambusters ~ <http://www.scambusters.org> the #1 publication on Internet fraud.

9. Does Your Website Make the Grade in SEO? Read this article to find out: <http://speakingwithspirit.com/does-your-website-make-the-grade-in-seo/> (great tool recommendation)

10. All our website URLs come from WECAI Domains. Great support. GREAT PRODUCT. Exceptional Value. Check out www.WECAIDOMAINS.com today.

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OTHER ITEMS OF INTEREST:

#1 WE Magazine for Women is hosting a Video Advertorail Competition. If you have a how-to, motivational or advertising/pr video about your company get ready to submit them to this exciting event. If not, now is a great time to start creating one. Videos are one of the best ways to draw traffic to your site and if they are posted on WE Magazine for Women, YouTube and your site, that is three times the exposure. WE Magazine for women is getting tons of traffic (more than 1,300 unique visits a day) so why not boost your own rankings by entering? All entries will have the opportunity to be showcased on the WE Magazine for Women site and will be judged by members of our editorial team and readers.

eMonday News September 21, 2009 (cont.)

The winning videos will receive a half page ad in WE Magazine for Women for a year as well as other great benefits! Visit: <http://wemagazineforwomen.com/we-magazine-for-women-is-looking-for-winning-videos/> for more information.

#2 Do you need help with your Social Media Strategy? Here are two great articles to help you get started: Developing a Social Media Strategy 101, Part 1 ~ <http://searchenginewatch.com/3634650> and Developing a Social Media Strategy 101, Part 2 ~ <http://searchenginewatch.com/3634709>

#3 We MAGAZINE FOR WOMEN ~ Classified Advertising

For as little as \$5 (per line) you can have the opportunity to get your message read by thousands of women . and men. And we have a special rate for the Fall Issue ~ if you place one ad, you can have a second ad FREE (in this issue only)! Check out the details at: <http://wemagazineforwomen.com/classified-advertising-rates-and-policy/>. But you have to hurry! The deadline for the Fall Issue is September 15th! And space is limited.

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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?

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 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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C2003-2009 - WECAI.org is located at P.O. Box 550856 ~ Fort Lauderdale, FL 33355-0856.