

WeCommerce News

Resources for Women to Leverage the Internet & GROW Your Business

January 28, 2011

*"[Computing] is just a fabulous place ... because it's a place where you don't have to be a Ph.D. or anything else. It's a place where you can still be an artisan. People are willing to pay you if you're any good at all, and you have plenty of time for screwing around.
Alan C. Kay former fellow at Apple Computer Inc. 1972 Rolling Stone article*

That statement has never been truer! Computers and the Internet have certainly leveled the playing field for large and small businesses. You can look larger than life online even if you are only renting a small 400 square-foot office or even work from your home. The Internet also offers you many opportunities to grow into the Larger-than-Life image you can create because every day there are ways to increase your business, increase your following and increase your knowledge. It truly is amazing.

In fact many of our members started out as one or two person operations and have grown to a larger workforce, giving the economy a shot in the arm. One such person is Rosana Santos of [Big Chef](#). She is an award winning business-owner who is helping her community by continuing to grow her business and hire new staff. She and her company have been on almost every major media in South Florida and several others in the US and Brazil. According to Rosana, *"I believe all female entrepreneurs can make a difference and improve the quality of life for their employees and their families while contributing to the community"* (quoted from La Prensa - a bi-lingual newspaper serving communities living and working in San Antonio and surrounding areas in Bexar County, Texas). Rosana is active in dozens of local, national and virtual communities and serves as President-Elect of Women in Ecommerce™ South Florida Chapter. Kudos to her! Stop by her [business online](#), visit her on [Facebook](#) and tell her congratulations!

If you and your company make the news be sure to send the information to me so it can be included in a future issue of WECommerce News.

The next issue (Spring 2011) of **WE Magazine for Women** will be dedicated to Women in Jazz. We are looking for companies to showcase their wares in that very important issue. If you would like to get your company in front of people in the music industry and the fans who follow, drop me a line at heidi (at) wemagazineforwomen.com.

Recent blog posts include: Automate Your Systems to Make More Money Online! ~ How to Choose a Good Domain Name ~ Is your Website Springing a Leak? ~ Advertising Your Product Via Mobile Marketing ~ 5 Ways To Generate Website Traffic for FREE! and More. Read these at <http://bit.ly/WECAIBlog>.

And BTW, if you have an expertise in a subject you feel our readers (both of WE Magazine and Women in Ecommerce) would be interested in, be sure and let me know. We would be delighted to share your content with our members and guests.

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Warmest regards,

Heidi Richards Mooney, Publisher, WE Magazine for Women, Founder & Chief Visionary
www.WECAI.org, Social Media/Internet Mentor & More

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WELCOME 41 NEW MEMBERS

In the past 6 weeks 41 women have joined Women in Ecommerce. **Please help me welcome the following Platinum Members:** Joan Cartwright of [Women in Jazz](#), Elena Gomez of [La Cigueña del bebe](#), Mary Brand of [Fred Astair Dance Studios](#), Crystal Williams ~ [Styles By Crystal](#), Doris Bodnar of [The Bodnar Group](#), Susan Kingsley of [Pronto Progress](#) and Chadia Meroueh of [AutoTech and Body](#). You will be reading more about these ladies in upcoming issues and online!

Our **Newest GOLD Member** is Lauren Perez of LVP Solutions, LLC

Our newest Silver Members to Women in Ecommerce™ are: Lourdes Sampera Tsukada, Martine D., Ann Peckham, Jane Starets, Mary Harris, Becky Padgett, Kim Cera, Solange Oliveira, Joyce Hansen, Cami Carter, Sandie Pope, Anouk de Jonge, Debbie Jacobson, Pat Morgan, Sandra henderson, Tina Adolfssn, Dr. Deb Brown, Queen Vincet, Elayne Garber, Danielle Giacco, Jennifer Watson, Beth Kroll, Pat Cray, Laura Riggs, Pamela Doto, Cindy Morus, Isabelle Richardson, Jessica Noguera, Cindi Blair, Genean Craig, Sheena Kwaterski, Sara Doctofsky and Jane Henderson

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MEMBERS IN THE NEWS

Congratulations to our Member of the Month for January: Lauren Perez, of LVP Solutions, LLC in Weston, Florida enjoys over 20 years' experience working to protect intellectual property rights (IPR) and facilitate free trade in branded goods. Read about her here: <http://bit.ly/WECAIJanMOTM>

Congratulations to our WEBSITE of the Month for January: Sunflowers and Seagulls Promotional Services located in Brighton Colorado make-me-seen.com owned by Claudia Beck. Claudia is a lifelong artist, graphic designer and owner of Sunflowers and Seagulls Promotional Services. Read about Claudia's company at <http://bit.ly/WECAIJanSOTM>

Check out the 2011 List of Women Bloggers to Watch just publishes in WE Magazine for Women. A few of our members have been listed. See if your friends and favorite bloggers made WE's newest list: <http://bit.ly/WEBloggers2011>

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EVENTS & SAVE THE DATES!

On Thursday January 27th the South Florida Chapter hosted their bi-monthly meeting. The topic was "*How to Use Mobile Marketing to Attract More Customers to Your Website*" with Jeff Sass, VP Marketing & Business Development at MYXER. Watch the live presentation on our new [VIMEO Channel](#).

FR.EE TELECLASSES:

Tuesday February 1st at 11 AM EST ~ Join Heidi Richards Mooney publisher of WE Magazine for Women as she interviews the amazing women behind **The Power of 3, Three of the World's Top Marketing Experts in Million Dollar Business Building, Media Marketing & Internet Marketing** Debbie Allen, Tracy Repchuck and Marie O'Riordan. Find out more here: <http://bit.ly/WEPowerof3>

Wednesday February 2nd @ 5PM EST ~ **Protecting Your Business: What you Must Know about Trademark, Copyrights and Patents to Run Your Business Online** with Lauren Perez, President of LVP Solutions. For more information and to join us for this FREE teleclass visit: <http://bit.ly/IPRTeleclass>

Local Chapter Meetings:

SAVE THE DATE! March 17, 2011 South Florida Chapter Meeting all about Internet Marketing Magic with Marsha Belinson. Check the WECAI Calendar for updates: <http://bit.ly/WECAICalendar>

April 12, 2011 ~ Blogging for Business Hands-on Workshop coming to South Florida. Stay Tuned! Check the WECAI Calendar for updates: <http://bit.ly/WECAICalendar> on this and other programs.

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Nominate Your Favorite Woman in Ecommerce!

Women in Ecommerce is getting ready to publish our very first list of Women in Ecommerce™ to Watch and we need your help. Do you know a woman doing business on the web that is both successful and well-known in her industry? If so, we'd like to know about her.

Here's the criteria:

Must be a woman run website or online business (coaching, consulting, retail, wholesale, professional services, ecommerce solutions provider, etc.). The individual must use the internet to promote her business either in the form of a blog, website or social network where her customers can connect to do business with her.

If the business is owned by more than one individual, the company must be at least 51% woman-owned.

Woman must be at least 18 years old and in business at least 2 years.

Woman must be easily contacted and found online.

To nominate your Favorite Women in Ecommerce™ send us her name, Company Name (if applicable) and the URL where we can find out more about your nominee.

Self-nominations welcome.

The 2011 list will be unveiled in early 2011.

To nominate someone, send a message to Heidi (at) wecai.org with *Women in Ecommerce™ to Watch Nomination* in the subject line.

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WECommerce News Top Ten Resources, Tips and FREEBies this issue

"The Internet is the most powerful magnifier of slack ever invented." ~Author Unknown

1. Want to know more about how to integrate Video into your Marketing Mix? If so, watch the **Internet Marketing Sweetie FREE Training Video** with Melissa Ingold and Carrie Wilkerson
2. **FreeGraphics.com** is a great place to create cool 3D graphics.
3. **Quora** is a continually improving collection of questions and answers created, edited, and organized by everyone who uses it. The most important thing is to have each question page become the best possible resource for someone who wants to know about the question.
4. **MakeUseOf** has The 4 Best Free Alternatives To Microsoft PowerPoint.
5. With **Social Submitter** you can easily submit the whole site to up to 160 social and bookmark sites at once!
6. With **AddtoAny.com** you can Add, Share and Subscribe widgets to your site. This way visitors can easily post the site on Facebook, Twitter and other Social sites.
7. Use **Invoice Journal** to send invoices anywhere to anyone for free.
8. **Woopra.com** offers Free Website Tracking and Analysis.
9. **Gamification 101 Whitepaper** ~ Learn how you can use gamification to engage your customers in this complimentary whitepaper.
10. **RssZine** ~ Bloggers, Podcasters, Authors & Speakers have a TON of CONTENT that can be re-packaged into book or magazine format using this super-simple software.

BONUS: How to get word of mouth ideas **from fans:**

When you're looking for new ideas on how to create conversations, don't forget to look to the group who often know best -- your fans. Three ways to do it:

- 1> Look for unexpected topics
- 2> Accommodate the superfans
- 3> Ask them

Get the Whitepaper at Gas Pedal

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Etc.

Are You Enjoying This Issue? If so, please pass it on to all of your friends and colleagues. Even better, send them to www.WECAI.org to sign up and they will receive two FREE Special Reports (E-mail Marketing Strategies" and "Why You Need an Internet Presence) and an Audio Brief (Components of a Good Website Design) just for signing up! The sign up box is on the left hand side below the MENU.

Miss an issue? You can now view past issues of WeCommerce News Archives on our new site! Go to: <http://bit.ly/NewsArchives> and check it out.

Need a new domain? Want to transfer your domain and save money? Need inexpensive hosting, email accounts and more? Check out WECAI Domains at www.WECAIDomains.com

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