

## *E-Marketing Rule #3*

*Create more than an online brochure out of your website.*

*Create depth of content so your niche will experience your talent and knowledge in multiple, varied venues.*

*Do more than duplicate the text & images of your collateral; use the net's media to interact.*

*Post newsletters, e-zines, auto-response email addresses, questionnaires, and surveys.*

*Give your clients media choice.*

*Let your clients feel in control of the interaction.*

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## *Touch Your Clients Biweekly*

Keep in touch with your clients about every other week. If you're not sharing information with each of your clients at least twice a month, they're in touch with one of your competitors—bet on it!



If you're not a newsletter writer or you don't have the time to commit to 15,000 biweekly phone calls, use the FastTips newsletter to keep your name in front of your clients and prospects.

Send FastTips newsletters with your company's address preprinted on each copy.

Call for details.

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## *Search Engines Rule E-Commerce*

A recent survey of online buying habits reported that 42% of those who bought from e-commerce sites originally found the site through a search engine.

## *Local Area Networks Vulnerable*

Users of Microsoft Windows peer-to-peer networks risk losing data from unauthorized sources.

Microsoft acknowledged a serious security holes in its Windows peer-to-peer networking services (these services are available free as part of all version of Microsoft Windows.

Learn how to close these security holes, read online: [dgl.com/itinfo/2000/it001102.html](http://dgl.com/itinfo/2000/it001102.html).

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## *Digital Signatures*

It's now legal. U.S. law grants digital signatures the same legal weight as handwritten signatures. Electronic contracts are as binding in court as paper contracts.

Unless you understand how this technology works and what steps you must follow to protect our digital signatures, you risk losing your ability to digitally sign documents. Bruce Schneier is a respected author that specializes in this topic. Pick up one of his books today.

## *Codes Cracked*

The Code Book by Simon Singh is a history of cryptography (the making of codes and ciphers) and cryptology (the opposite function).

At the end of Singh's book is a \$15,000 challenge to the first person who successfully solves 10 progressively difficult ciphers.

A team of Swedish computer scientists used the equivalent of 70 years of computer time to correctly decipher all 10 ciphers.

Seventy computer years! That's amazing, and each of the 10 codes are much simpler than the codes used to protect today's e-commerce transactions.

So, the next time some tells you that e-commerce isn't safe, just remember it took 70 years to crack even the most simple computer codes.

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## *Check First, Before Upgrading*

Before installing any software upgrade, contact your IT department or your computer consultant. Run the idea by them...your upgrade may cause unintended conflicts.