

E-Marketing Rule #4

Channel traffic through your website to display the most appropriate information to your niche audience. Structure your site so that it's appealing and useful to your viewers, regardless of which page they entered your site. Remember, with search engines, the site's homepage won't always be the first page visitors see. Create navigation links so that visitors are lead to the pages that meet two criteria: 1) the pages are interesting and 2) the pages market your service.

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Funny You Should Say That!

Just about everyone hates to speak in public. But sometimes we have to. Here are a few tips from professional trainers to help you win over your audience.

Public speakers, trainers and lecturers, know that the easiest way to create rapport with seminar participants is to use gentle humor.

Humor during a presentation:

1. helps you connect with the audience
2. makes you likeable
3. arouses interest
4. keeps attention
5. emphasizes points
6. disarms hostility
7. puts us on an level footing
8. makes facts interesting
9. creates a positive impression
10. makes details memorable

Secrets of the Search Engines

To increase the chances that your website will be found by search engines, include all relevant keywords in *metatags* that are part of the HTML code of **each** of your webpages.

Legal Software

Recently a mortgage company paid \$225,000 to settle a software piracy suit. The illegal use of software in the U.S. costs \$3.2 billion and 106,000 lost jobs.

These facts were reported by the Business Software Alliance.



What can you do to make sure your computer software is legal?

Here are five steps to help you get started on the right track:

1. develop a software usage plan.
2. take inventory of legitimate software assets
3. compare software actually installed to the legal inventory
4. vigilantly monitor software purchases and usage
5. require all staff to attend short semiannual refresher seminars

Unless you take responsibility to make sure all of your software is legally procured, you risk significant fines.

Disappearing Email

Are you worried about some of the private messages you've emailed? Could what you wrote come back to haunt you. Have you changed political parties and wished you hadn't written those nasty words?

If any of these situations are true, or if you are concerned about your online privacy, *Disappearing* may be just what you need.

The new software application for Microsoft Outlook email users renders the sent messages unreadable after a specified period of time.

Details online: dgl.com/itinfo/2000/it000821.html.

Send a Client Newsletter

Don't have time to write your own newsletter? Worried about your writing ability?

Send FastTips newsletters to your clients with your company's address preprinted on each copy. They're the perfect way to touch your clients and prospects twice a month.

Call for details.