

July 2007 Newsletter

If you are receiving this message, it means that either I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now July (Happy 4th!), I will be sending out invoices to any of you for whom I have done work in June, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

Blogging - This is one of the current "darlings" of the online world. For those of who who do not know, "blog" is shorthand for "Web Log". It is basically a web site, but one where a person posts information on a regular (daily or at least weekly for most...). It is kind of an online journal but, in this case, the information is for public consumption. In fact, the objective is to encourage people to come and visit your blog often and you can add sound, video, a method for people to subscribe to your blog so they will be notified whenever there is a new posting and dozens of other features to which have been assigned the term "widgets". After all these years, that term has finally really gotten something concrete for it to relate to.

There are numerous sites where you can go to start up a blog. Some are free and some you have to pay a monthly fee. If you just want to "test the waters", I would suggest starting out with one of the free ones. Google provides one at Blogger.com. WordPress.com has both a free version and a fee version and there are numerous others. Obviously you would have the availability to more "bells and whistles" at the paid sites, but if you know a little bit about what goes on "behind the scenes" you can often approximate the fancier stuff on your own.

I have had experience with a few of the blogging sites, have set a couple up (you know who you are... ;o}), and would discuss it with anyone who may be interested.

Marketing Tip - This is not so much a tip but rather something that people are doing now on a pretty regular basis. Some people find it annoying, but some people (again, you know who you are...) have already asked for me to do it. What it is is having a window pop up when you exit from a site. These windows can thank a person for visiting, offer an incentive to come back maybe and, in the case of marketing sites, often give the visitor a second chance to decide whether or not they would like to avail themselves of whatever it is you are marketing. It is fairly simple to do and again we can discuss this if you are interested.

To view archives of past newsletters, click [here](#)

Thank you all for your business (and potential business...)

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