

YOUR ISP NEWS



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Tips for Effective Email

With today's email glut, it's more difficult than ever to persuade prospects and customers to open your emails.

Use the following ideas to get those messages opened, read and acted upon.

1. Make your subject line sing.

Can you boil your message into just a few words that will compel the recipient to open your email? Think: if I were receiving this message, would I bother to open it?

2. Get to the point.

You should begin your message with the most important information. Beating around the bush or launching into a detailed anecdote is like coming out and begging the recipient to hit the delete key.

3. Stay on topic.

What's the primary message you want to communicate? Figure that out, then stick to it. Don't stray or you will water down the impact of your email.

4. Offer direction.

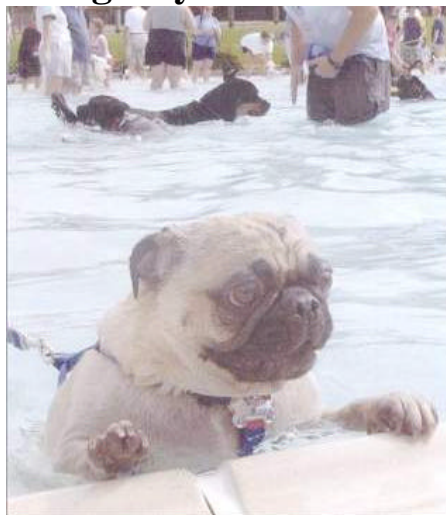
Give recipients a specific action to take. Don't just suggest they visit your webpage - ask them to sign up for a newsletter, register to win something, email you back -- anything that will move you in the direction of a sale.

Build a Dynamic Site

Not every change on your Web site will be warmly embraced. When you make changes that aren't well received, you'll hear about them quickly enough. Fortunately, you have the power to alter whatever prior changes you've made that haven't gone down as well as you might have hoped. The Internet is dynamic, and your site needs to develop an element of dynamism as well.

Excerpted from 101 Internet Marketing Tips For Your Business

Dog Days of Summer



Word-Of-Mouth

People are much more likely to listen to the recommendation of a friend than to respond to a mass-market campaign. They tend to trust the opinions of their close friends and family. So viral marketing may not reach as many potential customers as a mass-market campaign, but the ones that it does reach are more likely to become customers.

Excerpted from 101 Internet Marketing Tips For Your Business

Educate Site Visitors

Provide your visitors with good information about your product. This might include studies that have been done on your product, testimonials from other customers who have purchased your product or general, rich information about your product and not another sales pitch.

Excerpted from 101 Internet Marketing Tips For Your Business

Accepting Debit Cards

Consumers like debit cards because they eliminate the hassle of writing checks, offset the need to carry wads of cash, and ensure security, thanks to a customer-activated secret personal identification number (PIN).

Excerpted from Start Your Own Business

Put your money in a bank that will help your business grow

To make sure you are putting your money in a bank that will help your business grow, ask these questions.

1. Is it necessary to maintain certain balances before the bank will consider a loan?
2. Will the bank advance a line of credit, and if so, what are the requirements?
3. Does the bank have limitations on the number of small loans it will grant or the types of businesses to which it will grant loans?
4. What is the bank's policy on the size or description of checks deposited to be held for collection?
5. Will checks under that size be credited immediately to your checking account balance? (This question is very important, and you must press for a definite answer.)

If you do not have a previous business account to serve as a reference, some banks will hold all checks for collection until they develop experience with you. Whether the bank exercises this precaution may depend on your personal credit rating.

Excerpted from Starting a Home-based Business

Hire a Strong Team Leader

When hiring employees, remember that good team leaders remain focused on the team's mission.

They know how to identify their major objectives and are not diverted by minor issues.

They help control the direction of the team rather than allowing something else to control it for them.

Excerpted from Attracting & Rewarding Outstanding Employees

Use these Tips to Ensure Customer Satisfaction

1. Continually stress the benefits, not the features, of your products or services.
2. Exceed your customer's expectations.
3. Don't focus on price. Point out the total value of your products.
4. Send thank-you notes to your customers expressing your appreciation for their continued business.
5. Ask customers for feedback--and then follow their advice.
6. Try to greet your customers by name, and remember some important information about them.

From Get Smart: 365 Tips To Boost Your Entrepreneurial IQ

Here's a Quickie

While talking with someone, pay close attention to body language. A change in position or facial expression may indicate you have hit a hot button.

Free up disk space

Change the Size of your Recycle Bin.

You might be surprised at the amount of space Disk Cleanup saves by emptying the Recycle Bin. By default, Windows allocates up to 10 percent of each drive for the Recycle Bin. This method made sense when drives were measured in megabytes. But these days, you can set the amount as low as 1 percent for a large drive by right-clicking on Recycle Bin, choosing Properties, setting the new percentage, and clicking on OK.

Remove Unused Programs

To get rid of never- or seldom-used programs, launch Add/Remove Programs from the Control Panel and examine each item. Don't meddle with items that are completely unfamiliar; they may be required by the system. But if you find a standalone application that you no longer use, get rid of it! Depending on the program in question, Add/Remove Programs in Windows 2000 and XP reveals the size of the installation, as well as how recently and how often it was used.

Satisfaction Guaranteed

If your departments don't communicate effectively with each other, you can be sure they aren't communicating with your customers either.



Byrd Baggett

Wisdom to Live by . . .

People who ask our advice almost never take it. Yet we should never refuse to give it, upon request, for it often helps us to see our own way more clearly.

Brendan Francis

I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite.

G. K. Chesterton (1874 - 1936)

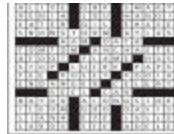
I have found the best way to give advice to your children is to find out what they want and then advise them to do it.

Harry S Truman (1884 - 1972).

Your Word for Today.

pugnacious (puh-G-NAY-shuhs)
adjective:

1. Disposed to fight; inclined to fighting; quarrelsome; fighting.



From pugno, pugnare, Latin for "to fight," which in turn is from pugnus, "fist." The English word pugilist ("a boxer") is related

The American Heritage® Dictionary of the English Language, 4th Ed

How to Reach us:

ISOC
73 Cavalier Boulevard
Florence, KY 41042-5182
KY: (859) 525-8730
Fax: (859) 525-8737
OH: (513) 528-8730
Toll Free: (888) 292-1719
<http://www.isoc.net>
editor@isoc.net

ISOC Customers say it best . . .

To whom it may concern within ISOC: I would like to commend Jessica Bradford for her customer service and support during an unintentional lapse in our domain registration.

Through no fault of ISOCs, it turns out I had TWO domain registration accounts set up, and the one I knew of wasn't the one that held the necessary domain registrations. Jessica diligently worked to contact the registrar on my behalf and, as rapidly as they responded, got me the answer and helped me get the domain re-registered. Subsequently, she got everything back up and running within 24 hours of the re-registration.

Most importantly, she maintained her calm, professional demeanor despite the fact that I was in "Full Panic Mode" and was demanding answers and solutions that didn't exist! She did a great job!

Thanks,

Robert C. Kranz, Principal
Cincinnati Growth Partners LLC
www.CincyGrowth.com

Read all about it!

The current Newsletter is now available at <http://bus.isoc.net/News.asp> for you to review and pass on to your friends and family.

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For details contact Jon
859-525-8730

jmurphy@isoc.net

