



# YOUR ISP NEWS



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## How to make your message stick

How many times have you heard these boring words from the airplane flight attendants: "Please keep your seat belts fastened until the plane comes to a complete stop."

I remember one flight attendant saying, "If you'd like to not suffer the embarrassment of falling down in the aisle, please keep your seat belts fastened until the plane comes to a complete halt." Her added comment got a good laugh, and the passengers stayed seated.

The use of descriptive words helps you paint a picture for your listener. Words create images, and whether you're talking about a dog, the budget deficit or seat belts, you can make your message colorful, interesting and memorable with imagery.

*Excerpted from:*

Attracting & Rewarding Outstanding Employees

## How to copy that Excel chart to another program.

*By Helen Bradley*

When you've added a chart to a worksheet, you can copy it by selecting the image and then holding down the Shift key as you click on Edit | Copy Picture | As Shown on Screen.



This will reproduce the chart exactly as you see it in Excel when you paste it into another program, such as Outlook or Adobe PageMaker. (Using the regular Edit | Copy function will sometimes cause the formatting to change.) This method also works to take a picture of a selected range.

## Use Testimonials to your advantage

*YAHOO! Small Business*

One way to get feedback about how good of a job you're doing is to collect testimonials from customers who are pleased with your business.

Either send them a follow-up questionnaire where they can write in comments, or call customers following a sale and ask a few questions. Then ask if you can use their comments in your marketing materials--this will flatter them and help you tremendously. People respond to testimonials from others in their industry or someone in their particular circumstance. Once you know a prospect's needs, you can whip out your file and share the testimonial that best mirrors his or her need.

In addition, the process of collecting testimonials is another good way to do on-the-spot market research. You'll learn lots by asking for feedback, and this affords you a way of keeping in touch with your customer base. Just calling for a "testimonial update" is a sure way of staying connected to your clients.

## How to add pictures to your Excel charts

*By Helen Bradley*

To replace the bars or columns in a chart with images, first right-click on the bars, columns, or series. Choose Format Data Series, click on the Patterns tab, and select Fill Effects. Go to the Picture tab and click on Select Picture. Choose an image and click on Insert. Select the Stack option and click on OK twice. Repeat this for the other chart series. Alternatively, you can select individual data points and add a different image to each.



## Don't neglect your Web Site

All too often, entrepreneurs become caught up in the excitement and novelty of launching their sites, which is understandable. In the first weeks and months after a site goes up, much attention is given to all aspects of it.

As the months roll by, a curious but predictable phenomenon ensues. In all too many businesses, the Web site is treated with benign neglect. After all, we did a great job; we arranged a highly effective, user-friendly site that meets the needs of our targeted niche. What more do we have to do? As it turns out, you have to inspect your site on a regular basis. Why? Because, quite frankly, things change.

*Excerpted from:*

101 Internet Marketing Tips For Your Business

## Change text case in Word with a simple keyboard stroke

Word's Format | Change Case... dialog offers five different options, but the three options that you need most often—uppercase, lowercase, and title case—are available by selecting the text and pressing Shift-F3 until the text is in the case you want.

## Outlook speaks English

*By M. David Stone*

If you need to enter an appointment based on a day instead of a date—two weeks from Thursday, say—you don't have to use Outlook's pull-down calendar to find out what the date is. Instead, you can simply type "2 weeks from Thursday" or even "2 wks from thurs" in the appropriate date field, and Outlook will (usually) come up with the right date. Other plain-English expressions that work include "Christmas," "first tues in nov," and "2 mo from next tues."



## Are you keeping Excellent Service a Secret?

I recently received an email with an interesting Tag Line that made me wonder if I was keeping secrets. The Tag Line was:

***If you like what we are doing, "Please don't keep us a secret!"***

What a simple request, but how often do we forget to tell the good story -- we surely don't hesitate to tell others when we receive bad service.

I think it goes with the old saying, "When I am right, no one remembers, but when I am wrong, no one forgets".

So, as the Tag Line says, "If you like what (someone) is doing, Please don't keep it a secret"-- Tell somebody - Today!

Original email signature:

If you like what we are doing, "Please don't keep us a secret!"

James F. Rodd  
Senior Financial Representative  
New England Financial  
625 Eden Park Drive #1150  
Cincinnati, Ohio 45202  
(513) 621-9000 phone

## Where did these files come from on my system called File0000.chk and what do I do with them?

By: Kim Komando  
Newsletter@komando.com

These files are created by ScanDisk, a windows utility that checks the condition of your hard drive and corrects problems it finds.

One common problem is lost allocation units. This is generally garbage that Windows failed to clean up. ScanDisk collects this information and puts it into a file with a name like File0000.chk.

You can open these files in Notepad to check their contents. In all likelihood, they contain junk and can be deleted.

## Satisfaction Guaranteed

If you are doing the same things this year that you did last year, you're probably losing ground.

*Byrd Baggett*



## Wisdom to Live by . . .

You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do.

*Eleanor Roosevelt (1884 - 1962)*

Experience is not what happens to a man; it is what a man does with what happens to him.

*Aldous Huxley (1894 - 1963)*

Human beings, who are almost unique in having the ability to learn from the experience of others, are also remarkable for their apparent disinclination to do so.

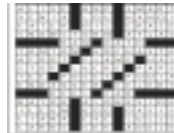
*Douglas Adams (1952 - 2001)*

## Your Word for Today.

**exacerbate** (Ig-ZASS-ur-bayt)

*verb:*

To render more violent or bitter; to irritate; to exasperate; to make worse; to embitter, as passions or disease.



*Exacerbate* is from Latin *exacerbo*, *exacerbare*, to irritate, to provoke, to aggravate very much, from *ex-*, intensive prefix + *acerbo*, *acerbare*, to make bitter, to aggravate, from *acerbus*, bitter.

The American Heritage® Dictionary of the English Language, Fourth Edition

## 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](mailto:editor@isoc.net)

## ISOC Customers say it best . . .

I have been using ISOC as my ISP since 1995 or 1996. During that time I have had numerous problems; most of them caused by my own lack of knowledge. Through all of this the ISOC support group has patiently and expertly helped me to resolve whatever issues came up. Gene Stotler in particular has been most helpful and polite even though, I am sure, he was muttering under his breath about the dummy on the other end of the line.

In this world of so many multiple choices based on price and gimmicks there are three reasons why I have stayed with ISOC over the years:

1. Customer Support.
2. The ability to prepay for a year's service instead of having the monthly charge put on my credit card or have it withdrawn from my banking account.
3. The virus protection software for my e-mail.

Best regards,  
Jim Roberts

## 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.

If you have an interesting article, or something you would like to share in future newsletters, please submit it to [editor@isoc.net](mailto:editor@isoc.net). ISOC reserves the right to use or not to use your submission in part or in its entirety without further consideration for such usage.

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