



YOUR ISP NEWS



Volume 3 -- Issue 4

ISOC

April 2003

The Four Pillars of Marketing

Excerpted from Knock-Out Marketing: Powerful Strategies to Punch Up Your Sales

Personal selling refers to sales done face-to-face, when the prospect is right in front of you. It includes retail sales, professional services selling and a healthy percentage of B2B sales.

Advertising refers to paying for media space or time in which to sell your product at a distance.

Promotion is a short-term activity, directed at either the distributor or the purchaser to boost sales for a limited time through special pricing or other offers. Of course, the goal is for the short-term increase to lead to an incremental gain. Promotion can include advertising and personal selling.

Public relations is the marketing effort you undertake to expose your product to potential customers and other interested parties through the press, trade media and special media-related events.

Thinking of Starting your own Business?

Here's a List of 10 Things You Should Know before you get started:

1. Who are my competitors?
2. What are their financial resources?
3. How do they market their products or services?
4. How many employees do they have?
5. Where are they located?
6. How do they treat their customers?
7. What are their pricing strategies?
8. What are their main strengths, and can I meet -- or exceed -- them?
9. What are their biggest weaknesses, and how can I do better?
10. How will they react to my entry into their territory?



ISOC Customers

say it best . . .

It seemed like I tried all the Internet Service Providers (ISP) in the area, and when I needed something, they all treated me like I was bothering them! First, I went with Fuse, then AOL, then Earthlink. Finally a friend of mine told me about ISOC. So I decided to give them a try.

I have used ISOC as my Internet Service Provider for the past 3 years or so. Every time I called to ask a technical question or called to change my account in some way, ISOC would treat me like an old friend -- I really got to know my account manager and he knew me well enough to call me by my name.

About 6 months ago I decided that, I liked the service they provided so much, that I wanted to work for a company like that. -- And now here I am carrying on that One-to-One Customer Service that I enjoy getting, as a Residential Accounts Manager for ISOC.

Submitted by: Jon Murphy

Satisfaction Guaranteed

If you provide only 99 percent satisfaction, a million transactions mean ten thousand unhappy customers.



Byrd Baggett

Personal Web FTP Publishing Instructions

How to view your Personal ISOC Web Page

Viewing your Web Page is quite easy. In the Address box of your web browser type "<http://www.isoc.net/UserName>" replace UserName with your ISOC.NET login name.

How to upload your Web Page creation into your ISOC Web Page directory

You can use an FTP client such as WS_FTP. You can visit the software site at <http://bus.isoc.net/support/software.asp> to view a list of available FTP clients for download. After you install the FTP client, setup a NEW connection to <ftp.isoc.net> and set it to login with your ISOC username and password. This will log you into your personal Web directory. You can now use the client to upload your files into your directory.

You can also use Netscape or Internet Explorer to login to your Personal Web Directory. In the GO TO LOCATION or address box type:

"<ftp://username:password@ftp.isoc.net>"
Replace username and password with your ISOC login name, then hit enter. You are now logged into your Personal Web Directory. You can use the Upload File command found in the Netscape File Menu to upload your files. For Internet Explorer, simply drag and drop files into the browser window.

Please remember that the Main Page (the page that should be displayed first) of your Web Page MUST be named "index.htm".

Do You have . . .

. . . An interesting article, or something you would like to share in a future newsletter? If so, please submit it to 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.

Using ISOC's Webmail

ISOC's Webmail allows you to access your email from anywhere, as long as you have an Internet Connection and a Browser. It will allow you to view the files that have been quarantined as Spam and setup how you want to handle this type of file in the future. To Access Webmail, just follow these simple steps:

- Open a browser (Internet Explorer, or Netscape)
- Goto <http://mail.isoc.net/webmail>.
- Login with your full email address (username@domainname)
- Click Login

Note: Check mark the option "Log me automatically on this computer" If you wish to have your browser save your login information.

If you want to learn more about the things you can do with this exciting tool provided by ISOC, please visit:

[Http://bus.isoc.net/support/nt-webmail.asp](http://bus.isoc.net/support/nt-webmail.asp)

How About an Investment Tip?

When Investing, make sure you spread your money around to various stocks - a strategy called diversification.

This way gains in one investment can offset any losses in another.

Most investors diversify stocks and bonds - Invest in more stocks for a more aggressive investment and invest in more bonds or fixed income for the more conservative investor.

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. ISOC reserves the right to use or not to use your submission in part or in its entirety without further consideration for such usage.

To subscribe or unsubscribe to ISOC News on-line, just visit us at:

<http://bus.isoc.net/News.asp>

Setting the Margins in Microsoft Word

There are two ways to adjust the margin settings of a document. You can either grab and drag the margin controls on the ruler, or you can select File, Page Setup and click the Margins tab.

If you're working in a multi-page document, your best bet is to use the File, Page Setup method. As long as you have Apply To Whole Document selected, you can count on your margin settings to be applied to your entire document.

Adjusting the sliding rulers, on the other hand, applies the margin settings only to the current section by default. If you adjust the margin settings in the middle of a multi-page document, Word 2000 will automatically create a new section for the page with the new margin settings and apply them to that section only.

Sharing your Calendar in Outlook

One of the ways you can share your calendar with others is by publishing it as a Web page or e-mailing it to them.

To do this, select Calendar from the Outlook Bar and select File, Save as Web Page. In the following dialog, you can select a range of dates to publish, a background image, and whether the appointment details should be included. To see the results in your Web browser, select the option Open Saved Web page In Browser, and click Save.

Your Word for Today.

Constitutional (kon-sti-TOO-shun-ul)

Noun:

A walk taken regularly for one's health.

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



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Tech Corner

By: Gene Stotler - ISOC

Outlook Express is not allowing me to open or view attachments.
How can I fix this?

This is a new security feature in Outlook Express 6. To turn this security feature off, follow the instructions below:

- Open Outlook Express
- Click the tools Menu
- Click Options
- Click the security Tab
- Uncheck the option labeled "do not allow attachments to be saved or opened that could potentially be a virus"
- Click the OK button
- Close Outlook Express
- Reopen Outlook Express



Wisdom to Live by . . .

The true secret of giving advice is, after you have honestly given it, to be perfectly indifferent whether it is taken or not, and never persist in trying to set people right.

Hannah Whitall Smith, 1902

A true friend knows your weaknesses but shows you your strengths; feels your fears but fortifies your faith; sees your anxieties but frees your spirit; recognizes your disabilities but emphasizes your possibilities.

William Arthur Ward

It's never too late to be who you might have been.

George Elliot 1819 - 1880

Refer a Friend or a Family member to ISOC and get your next Month **FREE!!**

For details contact Kelly at 859-525-8730 or kcummins@isoc.net.