



Be Remembered at Networking Events

Memory hooks are excellent tools to use when you are introducing yourself to many people at networking events. A memory hook is something in your introduction that so vividly describes what you do, people will be able to visualize it clearly in their mind's eye. This visualization of your product or service makes it easier for them to refer you whenever they meet someone who needs your service.

A good memory hook doesn't have to be funny, but it helps. Here are some notable memory hooks:

- o Chiropractor: "You'll feel fine when your spine's in line." Or, "We're always glad to see you're back."
- o Dentist: "We cater to cowards."
- o Electrical contractor: "For your commercial and residential electrical needs...give us a call and we'll check out your shorts."
- o Hairdresser: "If your hair is not becoming to you, then you should be coming to me."
- o Lawyer: "Before you turn to dust, see me for your will or trust."
- o Maternity-shop owner: "We carry everything for you but the baby."
- o Plumber: "Remember, a flush is always better than a full house."
- o Therapist: "I have the owner's manual for your mind."
- o Water filter representative: "Either buy a filter or be a filter."

If you take the time to develop good introductions at group events, people will take notice. If you don't, you're losing a great opportunity to someone else who will.



How Smart Advertisers Avoid Common Pitfalls

The success of your advertising campaign will depend on the attention you give to the basics. If you make just one of the following top five mistakes that commonly trap first-time advertisers, you can wave goodbye to your advertising results.

1. Failing to budget for advertising in your business plan.
2. Not identifying target customers and determining the best ways to reach them.
3. Creating ineffective ads.
4. Underestimating the role frequency plays in the success of the advertising plan.
5. Failing to follow up on response generated from advertising.

Keep Your Site Simple

Yahoo!'s Web site is a fine example of using simple graphics to keep download wait-time to a minimum and make the interface simple for the user.

Excessive bells and whistles can be distracting to your visitors. Web page viewers want a site that's attractive, but also easy to use.

Excerpted from 101 Internet Marketing Tips For Your Business

Wi-Fi Wherever

*By Eric Bender
Entrepreneur magazine - May 2003*

If you're one of the 40 million Americans who spend most of the day on the road, the Internet may soon be just a "fill up" away. Not only are telecom giants like T-Mobile distributing Wi-Fi Web access across thousands of walk-in coffee shops and bagel emporiums, but new ventures also want you to drive up and log on in front of gas stations, burger joints and convenience stores.

Starting with 350 locations in Arizona, a Toshiba America / Working Wild partnership plans to turn some 8,000 Circle K markets and Conoco Phillips-affiliated gas stations into hotspots by mid-2004. Similarly, Cometa Networks hopes to be dishing up Wi-Fi at another 20,000 gas stations a few months later.

"In the top 50 metro areas, people will be no more than five minutes away from one of these, walking or driving," promises Steve Harris, former vice president of Cometa. You'll run into a fast-food joint or park outside a service station, flip open your notebook and start receiving e-mail or other files.

Satisfaction Guaranteed

At the end of the day, ask yourself, "Are all of my customers happy?"



Make sure all departments work together in pleasing your customers.

Byrd Baggett

Wisdom to Live by . . .

Forgiveness is the healing of wounds caused by another. You choose to let go of a past wrong and no longer be hurt by it. Forgiveness is a strong move to make, like turning your shoulders sideways to walk quickly on a crowded sidewalk. It's your move.

RealLivePreacher.com Weblog, July 7, 2003

It really doesn't matter if the person who hurt you deserves to be forgiven. Forgiveness is a gift you give yourself. You have things to do and you want to move on.

RealLivePreacher.com Weblog, July 7, 2003

It is easier to forgive an enemy than to forgive a friend.

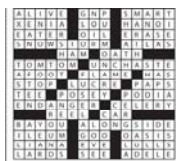
William Blake (1757 - 1827)

Your Word for Today.

Flippant \FLIP-unt\

adjective:

Lacking of the proper respect or seriousness; showing inappropriate levity



Flippant probably comes from flip. The noun form is flippancy.

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

Keep Customers Connected

It seems paradoxical in the midst of the information revolution that so many otherwise well-meaning Web site owners fail to offer fundamental information to site visitors--basic contact information such as address, phone, fax and e-mail.

Excerpted from 101 Internet Marketing Tips For Your Business

How to Keep Your Customers Clicking

Have you been wondering if your Web site is user-friendly? Keep the following in mind:



- o Keep your e-commerce strategy in focus.
- o Ensure your site loads quickly with a 56K modem connection.
- o Put full contact information on your home page.
- o Make sure your online message is clear.
- o Keep graphics clean and eye-catching.
- o Check that your Web site is free of glitches and dead ends.
- o Ensure that your site meets its objectives.
- o Enable visitors to find information quickly and easily.
- o Make sure your Web site meshes with the rest of your business.

Excerpted from Start Your Own Business: The Only Start-Up Guide You'll Ever Need

How to Reach us:

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ISOC Customers say it best . . .

Lauren:

Thanks for your assistance. Please pass this to John, as I don't have his email address.

I cant tell you how refreshing it is to be able to call or email you folks, get quick access, quick response and great follow-up -- As compared to calling *others* and getting 8 layers of IVR prompts, being on hold for 10 minutes, and hearing 35 times how valuable my business is while I continue to hold, and then get connected to a help desk person who I no doubt interrupted his reading of "Internet for Dummies".

Thanks again,

Leon

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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-- FREE -- Complete Internet Usage Gap Analysis

Let the Internet Professionals at ISOC review your current Internet Usage and Help you optimize your Connectivity, Design and Hosting to save you Time and Money.

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