

Monday's Marketing Minute

In This Issue

Top 10 Internet Strategies

Twitter

Dr. Ned Hallowell

[Join Our Mailing List!](#)

Quick Links

[Iron Clad Backups](#)

[Face First Boutique](#)

[Act Smart Web Design](#)

[Brevity](#)

[Constant Contact](#)

[Red Sox Nation Gifts](#)

[MarkGreenelaw](#)

[MatthewsElectric](#)

[Make A Referral Week](#)

[Dr. Joseph Santelli, DDS](#)

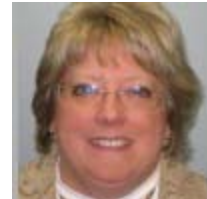
[McNeil Custom Homes](#)

[US Office Solutions.net](#)

[South Shore Living Magazine](#)

Dear Pam,

It's late Sunday afternoon as I write this. David and I are just back from Nashville and our heads are swimming with information, ideas and inspiration! Our small suitcase weighed in at 38 pounds - full of books, notebooks and pass outs. We haven't even gone home yet - we just had to stop at the office to put some new ideas in place - already.



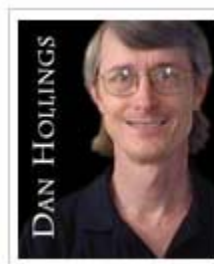
Gary Pica of TruMethods' **"Revolutionizing Your Business"** was a perfect opening presentation. He had us take off our watch and wear it on the other wrist to have us think differently, think outside the box. David and I wore our watches on the other wrist for the rest of the weekend and it worked - we both came back with a new, enthusiastic and energized attitude.

Gary cited Jim Collins' book "From Good to Great." In Jim's book, he notes that "water is hot at 211°. at 212° it boils, and with boiling water comes steam." Steam can power a locomotive. *One extra degree of effort makes all the difference.* And the one extra degree in business and in life, separates the good from the great.

See the presentation [212°](#) to get inspired - we were!

Now, let's get business!

Top 10 Internet Strategies



Internet Marketing Superstar Dan Hollings spoke for several hours; I've boiled it down to give you an idea of what we learned.

- 1. Be Mindful; Be Findable** - Think like your customer and use words that they would use. And, use other people's sites to help you get found. (This is called inbound links.)
- 2. Think Local** - Use Google's local search to bring you up in Google's ranks. (We'll be adding this as a service - more about it in our April Tech Tips Newsletter.)
- 3. Keywords are Key to your Local Success** - create/brainstorm a short, tight list of 5 to 15 keywords.
- 4. Use "Tags" in your website** - 1-2 tags (a tag is like a specific subject or category) per page to attract the searcher to that specific page - don't use all your "tags" on each page.
- 5. Use your city and zip code in your website** - add a page

for each city of your business covers a specific area.

6. "Fish" for visitors - Use your keywords, tags and locations to create very specific pages.

7. Post your content in other locations such as [Squidoo](#), [Hubpages](#), [Tumblr](#), [Swiki](#) and [YouTube](#).

8. BLOG!! - I *know*, it's hard! More in another issue about how to make your blog work harder for you.

9. Success from Your Site - make it friendly and knowledgeable, it should have your photo and it must have a way for visitors to contact you - and a way to opt-in and join a newsletter or contact list.

10. Link it all together - use text links within your site to link to other pages within your site - the search engines rank this highly.

11. Social Bookmarking - get your friends and local visitors to bookmark your site at [Digg](#), [Del.icio.us](#) and [Diigo](#).

12. Use Google Adwords (I know, he said 10 - these are 2 "bonus" strategies.

We'll be incorporating much of this as we build or redesign our clients' websites. We'll expound on them as we go - much of this you can do on your own.

Twitter!!



Dan Hollings was even more emphatic about the benefits of Twitter and I took pages of notes. Like many other older (over 30?) adults, I discounted Twitter as simply a time wasting fad of the young. **WRONG!!** The room buzzed (and "Tweeted") about how much business our fellow business owners had gotten because of Twitter! I'm not kidding - we will be using this social phenom ourselves and will be offering a "Business Owner's Guide to Twitter" seminar by May 1st. We'll let you know...

Dr. Ned Hallowell, MD



Dr. Edward Hallowell is a Harvard trained psychiatrist and best selling author. He spoke about his newest book "***Crazy Busy: Overbooked, Overstretched and About to Snap.***"

Does the title sound like your life? It certainly sounded like ours! His gift to us was his "31 Day Program That Will Put You Back In Control of Your Crazy Busy Life." Each of the 31 days is laid out in 7 steps to help you make progress. His suggestions:

1. Protect and Use Your Morning Burst - don't waste your best time doing email or talking on the phone - use it to your full advantage.

2. Refuse to Rush - when you rush, you go from calm, collected and concentrated to frustrated, frantic, forgetful and other "F" words. Proceed with necessary speed but don't rush.

3. E.Y.E.S.

Exercise - optimal for brain function

Yoga, meditation or prayer

Eat - well, avoid junk food, additives and excessive alcohol. Eat whole foods, drink water.

Sleep - get enough and you'll function your best mentally. Enough is the amount it takes you to wake up without the alarm clock.

4. T.I.O. - Turn It Off - "screensucking" the mindless sending and receiving of emails, surfing the Net and working your Blackberry during meetings. They rob you of time and energy.

5. Pattern Planning and Rhythms - put recurring obligations into your schedule so they are done at the same time every day/ week/ month. It frees up your mental energy and allows you

to work at a better pace.

6. Cultivate "Lillies" and avoid "Leeches" - "Lillies" are the projects and people in your life that you find rewarding and worth your time. "Leeches" are the people/ projects that wear you out and waste your time.

7. Prioritize - Each day, name the Top 3 things you want to get done and do them. Getting 3 things that matter done every day will give you a great feeling of accomplishment. Pick up a copy of his book [Crazy Busy](#) to help tame your life.



A few, final words: We started each morning at 7am and finished around 9pm. Robin Robins, our "drill sergeant" kept everything to the tightest schedule I have ever seen! Each speaker was carefully timed and no one was allowed to run over. We had 10 minute breaks between speakers - not a minute more and we also had to use that time if we wanted to buy a speakers' book, get more information or just take a deep breath before the next round.

When we left for Nashville, we told our team that we would evaluate the conference and decide if we would continue with the program for another year. After all the many ways we've benefited from this experience, we can't be kept away. At Boot Camp, we realized that change is about learning and improving. Change is not a negative thing, it's the most positive thing we can do for our clients and our team and we are committed to keeping up our momentum of change.

My head is about to burst... more next Monday.

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
ACTSmart, American Computer Technologies

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to pam@goamerican.com by pam@goamerican.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ACTSmart, American Computer | 769 Plain Street | Unit L | Marshfield | MA | 02050