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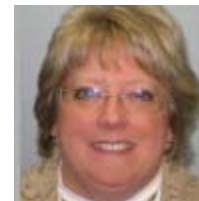
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Dear Pam,

First, I'd like to announce my new website MondaysMarketingMinute.com which will supplement this newsletter with additional information, resources and advice from marketing "Specialists." Past Monday's Marketing Minute issues will also be available so you can look back at past articles or refer them to a friend.



[Check out my video announcement!](#) There's more information about how I did this video on the new website - check it out!

On Monday, David and I attended the South Shore Ad Club's monthly meet. The topic this month was "The Price Is RIGHT? How to Price Your Work and Get Paid For It Too"

One of our favorite clients, John Topham, was a speaker. I'll share his tips for classifying your clients later in this newsletter. It's a really great way of utilizing your time more effectively and know who to spend your valuable time on.

On Tuesday, May 19th, we are closing the office and taking the whole team to the New England Expo for Business. We're each taking 4 courses. Mine are:

Managing Your Time By Managing Your Tasks
Perfect Your 30 Second Elevator Pitch
Marketing With Corporate Blogs
Building an Influential Social Network

George is taking different course than I am and we'll report back next week. I'll still be sending out my newsletter on Monday, Memorial Day so watch for it when you get back to work on Tuesday and have a SAFE, FUN Memorial Day Weekend!

It only takes a minute to find a new marketing idea ~ Let's Get Business!

Rating Your Clients



We are all working hard to get and keep clients. It's almost worse when a client of record doesn't pay their bills and The South Shore Ad Club's monthly event focuses on topics related to receiving payment. John Topham of [Damon, Topham & Company](#), LLC an Accounting, Tax and Consulting Services in Marshfield was one of the key speakers.

One of John's suggestions was to rate your clients - A, B, C and D. John stated the 20% of your clients are class C or D and they tend to take up 80% of your productive time.

How do you know how to rate your client? The "A" client appreciates your work and pays on time. The "B" client appreciates your work and may be a little slow to pay. The "C" clients don't appreciate your work and are slow to pay. The "D" client doesn't appreciate your work and has to be chased to pay their bills.

Stop wasting your time chasing C & D clients and focus on making the A & B clients happy.

Marshfield Chamber of Commerce - Socially Networked!



You can now get Twitter and Facebook updates from the Marshfield Chamber of Commerce. Kristin & Marie, our exceptional chamber secretaries will now be able to Twitter messages out to all Chamber followers so they don't have to wait for us to update the site. We also installed a Twitter reader right on the Chamber's website so those without Twitter can still get timely information. [Check out the reader](#) - it takes a moment to load and will give you an idea of what Twitter is all about!

Who else could use Twitter? I can think of 2 businesses immediately.

Local restaurants could Twitter their specials to increase business. I know we often make our dining decisions based on the daily specials. A notice on each table could encourage diners to follow them on Twitter - they are probably Tweeting on their cell phones as they wait for their meal anyway - they're the PERFECT adopter of this technology!

Retail stores could Twitter about spur of the moment sales and new products or services. They could even use Flickr.com to upload a photo of a new display. 140 characters is quick ad copy!

Give us a call if you'd like to get in on and take advantage of this social phenomenon!

Continuing Education



You may wonder where we get all the information that I report in this newsletter, on my new website and use to help my clients' businesses. George and I are continually taking online courses as well as live seminars, reading marketing newsletters and books, and listening to business DVDs.

One great source of FREE webinars is BrightTalk, an online collection of webinars by many presenters including John Jantsch of Duct Tape Marketing fame. Every Wednesday at noon EDT, John spend an hour or so interviewing other marketing gurus on a variety of subjects. Can't get to the computer at that time? His presentations are recorded and available. The only downfall is that you can't ask a question if you are not live, so it's a good incentive to make the time.

This Wednesday, May 20th, John's topic is "Just Get Started." It's sure to be as interesting as his others - [check them out](#). Then, take a look around at some of the other presentations available. You'll find them very worth while.

For more resources, check out my new website MondaysMarketingMinute.com

The new website is still a work in progress so be sure to stop by often for more information. Next week, we'll report back on our Expo courses as well as other interesting marketing information.

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell
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