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## ACTSmart, American Computer Technologies Presents:

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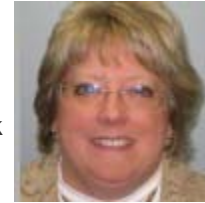
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Dear Pam,

Happy Memorial Day! Thank you to all of you, including David, who have served to keep this country safe!



Last Tuesday, we closed the office and took the team to the New England Business Expo at the Boston Convention Center. It was a great day and we each learned a lot.

No matter what courses I take, I can always get something out of them, especially a reminder of a good idea that I have forgotten or neglected.

Good weather tends to put many of us in vacation mode for the summer. Instead, we need to ramp it up a notch because our customers are also distracted and need more reminders to get them to act.

Here are some of the best ideas that we took away from our courses. See which ones can help make your marketing as hot as the weather!

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

### Lure 'em, Hook 'em and Hold 'em

Jon Kranz, author of *Copywriting For Dummies*, spoke about how to write "magnetic webpages." Some of his key points and suggestions:

~ Change the focus of your "About Us" page from all about your company to all about what your company can do for the visitor. People don't care about your business, they care about what your business can do for them.

~ Home page - "What You Know Meets What They Need". On this site you will find...

~ Use "Call To Action" graphics - "Request Your Report Now," "Call Now," "Sign Up For Our Newsletter."

~ Add a blog for visitor interaction

~ Offer reports that they can use.

**Intro** - Why is this report being written, how will it help you?

**Body** - Use headlines that start with an action verb

Use "call out" boxes with charts, quotes, cartoons, before & after examples or real life stories to enhance your information

Use numbered lists so there is no need for transition between points

**Conclusion** - Connect your content to action - Encourage the next step: invite them to call, a form to get more information or offer them a demo.

These are just some of his suggestions. I'm going to pick up his book "Copywriting For

Dummies;" I think he's got a lot of really good information.

### Customers Are Willing To Talk....

**...If You Are Willing To Listen.** Blogger John Cass spoke about Corporate Blogging. Before you tune out because you think "corporate blogging" is for the Fortune 500 companies, take a look at these statistics and see if these belong to any of your customers:



**Baby Boomers** (born 1946 - 1964) comprise 25% of the population (78 million)

**Gen X** (born 1965-1979) comprise 20% of the population (62 million)

**Gen Y** (born 1980-2001) comprise 30% of the population (92 million)

Where Baby Boomers changed society, so will **Gen Y** be changing our societal future. They have grown up with the internet, their social networking is changing the way we communicate (cell phones, texting) and how we buy (they are very comfortable buying online) To connect with **Gen Y** online, use social media to engage them. Develop compelling content they *want* to read.

What makes compelling blog content? According to Kranz:

**Transparency** - be open about who you are and what connection you have to the company

**Time** - writing a blog is a commitment. Be committed to writing regularly so you can start a relationship with the readers

**Dialog** - keep your writing honest so you can build trust with your readers

**Entertain** - write in an entertaining style and with personality

Use keyword phrases in your writing to attract the search engines and your audience.

Your **Gen Y** strategy will also work for **Gen X** and **Boomers**.

### Social Networking Facts

twitter

facebook

As of April, 2009:

Myspace has 71 million unique users

Facebook has 61 million unique users

Twitter has 17 million unique users, an increase of 2,565% in one year

Stop thinking like an advertiser and start thinking like a publisher - content is more important than ever before.

Ask yourself "Why should the customer have a relationship with our company?" If you are afraid of social networking because you are afraid of negative feedback, change your mindset. You are already getting negative feedback and social networking allows you to be part of the dialog. You need to know what customers are saying and be able to respond.

My first class ran long ("Managing your time by managing your tasks" how ironic is that!) so I wasn't able to get in to my second class - "Perfecting your 30 second elevator speech."

Joe Costantino talked about your 30 second elevator speech as a "Logo With Legs" I'll ask him to write an article for us on that soon. I know it will be excellent!

My last class was a panel discussion about building an influential social network and optimizing social media. Although all four panelists recommended using social media, they all admitted that it is not for everyone. Like anything else in business, it takes commitment and has a learning curve.

It's a "short week" for most of us. Make the most of it!

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell  
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