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## ACTSmart, American Computer Technologies Presents:

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Dear Pam,

David and I just got back from a week in Nebraska for training for our new office management software, Tigerpaw. We started implementation about a few months ago and knew it is so comprehensive that we would need help learning what the "Best Practices" for set up and utilization are.



Although having us both out of the office for a week was a big commitment and a burden for our team, we all know how important it was for us to move forward on our pursuit to excellence.

We had the benefit of knowing several of our fellow classmates who are members of our accountability group. The time we spent with them made learning fun and we were able to share information about business practices and solutions that benefited us all.

As we wrap up our 12 week marketing challenge, I encourage you to look for ways to continue your business education and to find like-minded people to share it with. It has made such a big difference in the way we run our business!

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

### What should I do first?

If you have been too busy to take advantage of our marketing tips or you haven't known quite how to begin, if you can only do one thing, be sure to ask these 3 questions of your website from a visitor / potential customer's view:

- 1. Am I on the right site?** Clearly define your offer and / or services. If you have a storefront, a logo, a look and feel for your business, carry it through to your website so those who know you can feel comfortable that your website is an extension of your brick and mortar business.
- 2. Can I trust you?** Put your best testimonials on the home page along with your BBB logo, logos of other organizations to which you are a member and, especially, your guarantee. Don't let the visitor get cold feet because they can't tell if you are a "fly by night."
- 3. How can I contact you?** Get your phone number in their face, right there above the "fold" if that is your preferred method of contact. If you'd rather an online order, get your shopping cart button right where they see it. Put a few of your most popular items right there on the home page.

Once you have these 3 elements covered, you can go on and take some of our other marketing suggestions. Since most of them point to your website, your website needs to be up to speed to

capture those potential new customers.



Thanks for taking the "12 Week" Marketing Challenge with us. If you haven't had the opportunity or you started late, set aside a few hours to work on your marketing uninterrupted.

**Week 12:** 3 easy answers can make your website effective!

Have a Happy, Healthy, PROSPEROUS week!

### 12 Week Marketing Challenge Recap

Just in case you missed a week or you are new to our newsletter, here is a recap of our 12 Week Marketing Challenge and a link to the newsletter that covered that subject:

1. [Turn Your Website Into a Lead Generating Machine](#)
2. [Write An Article, Get Valuable Results](#)
3. [Write a Blog](#)
4. [Offer a "White Paper" or Free Report](#)
5. [Send a Newsletter - printed or email](#)
6. [Networking and Your "Talking Logo"](#)
7. [Yellow Pages.com](#)
8. [Linked In](#)
- 8 1/2. [Take Time Out to access your plan](#)
9. Issue a Press Release
10. Good Customer Service
11. Check everything to be sure it is accurate and understandable
12. Be sure to do these 3 things if you do nothing else!

### MondaysMarketingMinute.com



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