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## ACTSmart, American Computer Technologies Presents:

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### In This Issue

3 Easy Steps To Keeping "Honest"

12 Week Marketing Challenge  
Recap

Success Coaching U Marketing  
Programs

[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](#)

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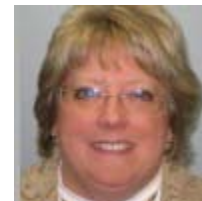
[Business Marketing Success](#)

[Persimmons Gifts](#)

[GemORama](#)

Dear Pam,

Did you miss last week's newsletter? I tried! Just couldn't get an internet connection that lasted longer than a few minutes. (I remember when DSL was high speed!) You'll see what happened:



Bonjour from the Ville du Quebec! David and I are on a little working holiday. We're staying in a wonderful little B&B just outside the old city's walls on the Rue de St Jean and I am sitting on our private terrace watching the sunrise. It's tre magnifique!

We were told about this little "shabby chic" establishment by our daughter in law's aunt and uncle who have stayed here several times. The hosts are warm and charming and the breakfasts are 4 star gourmet cuisine, just as promised. Which brings me to my marketing challenge for this week - "truth in advertising."

I am writing this with the hope of getting it to you - I'm not sure that it will arrive at the usual time because the "high speed internet" promised on their website is slow and intermittent at best. Since we planned to work during our stay here, this has been a burden. Of course, no one would advertise "lousy internet service available occasionally." Maybe "internet available" would have been more accurate.

We've run into several other inaccurate websites lately and it made me wonder how many customers are being ill-advised as they use a website as their main source of information. Two weeks ago, David and I took a 40 minute ride on a Saturday morning to a store whose website said they were open on Saturdays from 10 - 2 and we got there to find that they are closed on Saturdays. It would not have been so bad if it wasn't for the fact that I called during the week to ask their hours having run across another store that was closed for vacation. In the woman's defense, I had originally planned a weekday visit and neither she nor I mentioned Saturday as I confirmed her hours. Had I known, I would have made plans to go during the week. She lost a \$350 sale, though, since we went elsewhere.

We also recently went out for breakfast, only to find that they no longer serve it at that location. Again, the website was not up to date.

Yes, these are picky things; things that customers notice and are annoyed by. It puts that little glimmer of doubt in their minds that can eat into the rest of your marketing promises like a bad spot on an apple. We are in the process of updating our websites and are going to specifically look for anything that might cause a problem. It's something that costs nothing but a little time and can save you the loss of a sale, or a customer.

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

### 3 Easy Steps To Keeping "Honest"

1. Review your website and all other marketing materials quarterly. Do it today and you have a jump on the 4th quarter. Print out every page of your website and look at it with a fresh eye. Check it for correct spelling, grammar and punctuation. (Copy and paste the text into Word and let it do some of the work.) Be sure that your hours of operation are correct as well as any special or dated offers are still active.
2. Have someone less close to your business read it over and ask questions of anything that doesn't seem quite clear. Ask them to be critical (yes, we hate that part!) because it's better to have them do it than lose a customer due to an inconsistency.
3. Look it over one more time. Yes, it's redundant. And, it's when you will catch that one glaring problem that you didn't catch before because you "knew" what it said. This is why David proofs all Monday's Marketing Minute and Ellen proof reads all our Tech Tip Newsletters; I know what I want to say but I'm not always clear to everyone else.



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted.

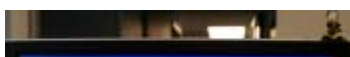
**Week 11:** Another challenge tip that is FREE (We love that kind!) Check everything for accuracy - your signage, paperwork, website, spelling, answering machine / voice mail message - EVERYTHING! Don't turn customers off with careless misrepresentation! Have a Happy, Healthy, PROSPEROUS week!

### 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

**MondaysMarketingMinute.com**



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Visit [MondaysMarketingMinute.com](http://MondaysMarketingMinute.com)!

### Success Coaching U Marketing Programs



#### Attend a **FREE** Marketing Workshop

How to Build a Foundation (Strategy) For Your Business

Tuesday, September 15th in Braintree

9:00 - 11:00 am

You will learn:

- Difference between strategic and tactical marketing
- How to identify your ideal customer or client
- How to work with people that inspire and energize you.
- Why people choose you, buy from you, expect from your type of business.
- How to develop a differentiation strategy that makes you memorable and unique
- How to clearly communicate what you do without sounding confusing or boring
- How you can become a member in the next Success Coaching U Group Marketing Program

***Space is limited to the first 20 business owners that reserve a seat in order to allow for the proper interaction.***

FREE but seats are limited, Please e-mail [joe@businessmarketingsuccess.com](mailto:joe@businessmarketingsuccess.com) and state "reserve my seat" and more information will follow

Visit

[www.successcoachingu.com](http://www.successcoachingu.com) [www.successcoachingu.com](http://www.successcoachingu.com) to download your free audio program  
- The 7 Marketing Mistakes Most Business Owners Make and How to Avoid Them

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