

## Are You The Shoemaker Whose Children Have No Shoes?

by Deborah Chaddock Brown

How many times have you received an e-zine from a competitor, colleague or a friend and thought:

“Dang, I wish I had time to write a newsletter for my business.”

We do for everyone else's business, but not our own. I was just talking with a friend/colleague of mine who said that every time she receives my newsletter it's like a kick in the head. “I should be doing that for my business,” she tells me. She's right. YOU should.

Why have an e-zine?

- It's a monthly opportunity to put your company name in front of your customer
- It's a chance to share new product/service information
- It's an opportunity to provide tips/insights/industry trends to your audience
- It's fun and will help you loose those unsightly pounds you promised yourself you'd work on this year.

Yes – writing a monthly newsletter can help you loose weight! The moments in the day that you spend thinking and typing your newsletter are precious “non-eating” moments.

Okay – so that was a stretch.

But the reality is – having a newsletter to send out to an approved e-mail list, providing printed copies in your sales portfolio and uploading to your website is one more way for prospects to learn about you and your company.

So what's stopping you? Time? My mentor, Norma Rist of Norma J. Rist, CEO Consulting once said that the hours between 5am-7am are perfect for working on marketing efforts for your business.

Not a morning person?

How about jotting down thoughts during the commercials of 24 or American Idol or Lost. Those thoughts become an outline that become sentences that become a newsletter.

It doesn't have to be a flashy print project. No one has time to read a bunch of pages anyway!

So this month, set a goal of writing a few paragraphs that can be used in a newsletter format. And then give MailChimp a try. I did. They make it easy, affordable and provide information as to how many of you are actually reading the information I send!

Need help writing your newsletter? Give me a call – I'll make the process quick and painless – PROMISE.

You are receiving this email from AllWrite Ink because you purchased a service or have a business relationship with AllWrite Ink. To ensure that you continue to receive emails from us, add [deborah@allwriteink.com](mailto:deborah@allwriteink.com) to your address book today. To no longer receive our emails, send an email to: [deborah@allwriteink.com](mailto:deborah@allwriteink.com) with the message “unsubscribe” in the subject line.

## Be A Disc Jockey and Reach Your On-Line Prospects

Admit it. You've harbored a secret desire to be Howard Stern or Rush Limbaugh. Am I right?

Well, now's your chance.

BlogTalkRadio.com offers you a simple, easy way to host your own talk radio show. What a great way to connect, spread your message, market your business, reach out to prospects, peers and people!

It's simple. Set up an account and you can host a show that is 15, 30, 60 minutes in length. Your show is immediately registered on the Program Guide.

Think no one will tune in?

Have you been amazed by the YouTube trend? People want to see and hear what others have to share. This is just one more venue. Jump on the band wagon.

All you need is a computer, Internet connection, a phone and something to say.

## Looking for the Top Marketing Blogs? Todd And Has Them

Todd has a marketing blog called The Power to Connect and recently published the Power 150 - a list of his top 150 marketing blogs. He determined the list by a combination of Technorati ranking, Google page rank, number of Blog subscribers and a little of his own opinion thrown in for good measure.

Check it out. [www.toddand.com](http://www.toddand.com)

## Where is Deborah Speaking Next?

February 20 “G.R.E.A.T. Customer Service”  
Portage Lakes Career Center

February 26 Blogging for Business  
ABWA Beechwood 6pm