

# ADMINISTRATIVE VIEWS

Accurate Business Services (Contact: [Jeannine@Accbizsvcs.com](mailto:Jeannine@Accbizsvcs.com))

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## Moving into the Future

**T**he future, at times, can be a scary thing. The economy in the U.S. seems to be more positive of late, but translating that growth into expanding my business, is somewhat more complex. Although I have found it easier to find new clients interested in building a business relationship, I have also found that the expenses necessary to expand my client base have increased dramatically. Costs for advertising, marketing, printing, utilities, gasoline, and even healthcare have all taken dramatic increases over the past year. As a family, none of us has been fortunate enough to increase our incomes to keep pace with the increased costs of living.

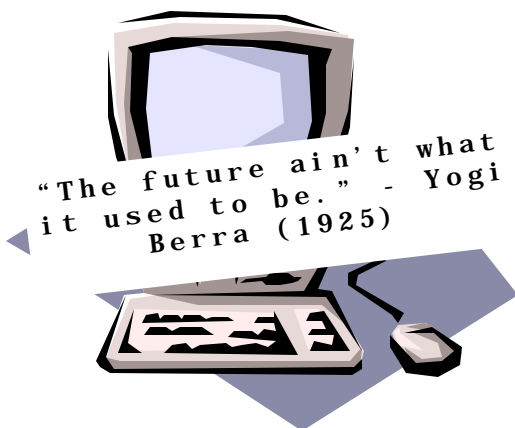
As a business owner, I am torn

between offering quantity, or quality. I don't want to have to take on more business than I can handle to make ends meet. I want to continue to provide quality and value to each and every client, and be able to make a living at it. I think we all have this same dream for the future. We want

**“As a business owner, I am torn between offering quantity or quality.”**

to live comfortably, be charitable, giving back where we can, and leave our mark in some way, shape, or form. So how can we accomplish this? I believe we can make changes in the way we look at business, find new ways to minimize what I call controllable expenses, such as utility costs, equipment costs, office supplies, etc., and take advantage of all the new technology and resources available to us. We need to educate our clients to understand the added value and benefit we provide them, and discuss how those benefits may assist them in minimizing their expenses, creating a more profitable situation for both of us. We need to work together to find reasonable solutions to our needs, and build a better, and stronger future.

I can't be afraid of what lies ahead, and I won't minimize my level of quality or client benefits to offset the higher costs the future may hold. I will look at new options to old processes; I will find ways to do more with less; and I will be more open to understanding how I can work together with clients, peers, family and friends to make the future as bright as it can be, one step at a time.



## E-Mail Marketing for Website Owners By Neil Street

**W**hen you own a website, you can do a lot more with it besides being up and running on the Internet. One powerful website "add-on" is the ability to collect the email addresses of visitors to your site, and "stay in touch" with current and prospective customers by means of an email marketing system. Email addresses collected at your site can be combined with email addresses collected by offline means, and through an email marketing system you can communicate in one easy step with everyone on your list.

The system is easy to set up, very affordable, and often yields profitable results far in excess of your investment.

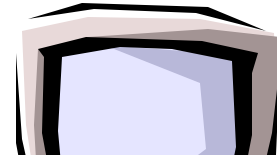
Email marketing has come a long way in recent years, and now, through a managed system, you can send messages out to your list in an attractive, graphics-enhanced, email format. An email marketing system is useful for just about every business. Some uses that come to mind include newsletters, new product or services announcements, special offers and promotions, changes in your business, advice columns, and so on. It is a rare business that cannot benefit from improved communication with clients, and professional email marketing is one of the easiest communication methods available.

On your website, you need to set up a short form that collects visitors' email addresses, and each new email address is automatically added to your email marketing list. Email addresses

gathered offline can be added manually to your email marketing list. You then prepare your newsletter, or other communication, input it into your chosen template, and you're ready to email everyone on your list, with a professional looking html-enhanced email. Each communication that goes out through the system is formatted into whatever graphic "look" has been

designed for your system. Typically, it will echo the look of your website. One of the best features of the email marketing system is that it recognizes the settings of the recipient's computer, and if they are not set up for graphic emails, it will simply arrive at their desktop as a plain text email. No longer does the sender have to worry if the recipient can "see" their email correctly.

Not only does this system let you send as many messages as want in one step, it lets you do some tracking, also. You can track how many recipients actually opened the email, and how often. This can be of help in measuring the interest level in a particular communication. Finally, it is very easy for a recipient who does not want to be on the list to "unsubscribe." Email marketing has gotten a bad rap in recent years, as the lines have been blurred between valid marketing and spam. But when properly used, it is a powerful marketing tool, that allows a website owner to "keep in touch" with many clients and prospects with no more effort than it takes to compose a single email.



**“You can track how many recipients actually opened the email and how often.”**



*Neil Street is co-founder of Small Business Online, based in Wilton, CT., a website design, management, and promotion company dedicated to the Internet needs of the small business.*

*His website is at <http://www.smallbusinessonline.net> Send email to [neil@smallbusinessonline.net](mailto:neil@smallbusinessonline.net) He can also be reached at (203)761-7992 .*

## **It's Okay to Say "NO"**

As entrepreneurs, employees, parents, friends, etc., we often find ourselves in situations that require a commitment on our part to fulfill the needs and demands of clients, employers, children, family and friends. For many of us, saying "no", or not being able to fulfill a want or need translates into failure.

For some reason, we have designed our personal and business lives to include being all things to all people. As my buddy Dr. Phil would say, "So how's that working for you?"

I know for me, it wasn't working very well at all.

In placing myself in that role, I found myself working 60-70 hours a week, chasing the wants and needs of others, but losing focus on myself, my business, and my ability to move forward.

I'm pleased to say that I'm over that now! And all because I took that first step...I told someone, "no".

Miraculously, the sun continued to rise and set, and my stress level decreased dramatically. The person I'd said "no" to, didn't admonish me for saying it, nor did they think I was so terrible that they'd never speak to me, or do business with me again.

What newfound freedom...I didn't HAVE to be all things to all people,

and the world continued to spin in spite of my unwillingness to fulfill everyone's wants and needs. For me, the real culprit was myself, my desire to please everyone, and my thoughts of someone not approving of or liking me, had taken me on a destructive path.

Since I had this "ah-ha" moment, I have said no quite a few times, even to a level of turning down business I didn't feel was a good fit for my particular skills and strengths.

Incredibly, people now have more respect for me, they're more reasonable with their

demands, and certainly much more understanding of me and my time.

I'm more in control of my hours on and off the job, now just working 40-50 hours a week, and enjoying much more success in my personal and business lives. I hope that you will be inspired to take a closer look at how best to focus your energies into those things at which you excel, your strengths, and your passions, and to focus on them, rather than becoming absorbed in trying to be what someone else would like you to be. I believe you will find that you can provide more support, guidance, and value into each and every relationship you share, in every aspect of your life, by reminding yourself it's okay to say, "no".



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**Accurate Business Services**

P. O. Box 206  
Arnold, MD 63010-0206  
Toll Free 1-888-547-6392  
www.accbizsvcs.com  
Jeannine@accbizsvcs.com

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Focus on the things that you get paid  
well for doing...  
Hire a VA  
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**What's inside:**

- Moving into the Future
- E-Marketing for Website Owners
- It's Okay to Say "No"

**Internet Finds**

**H**ere are some great  
Websites:

This quarter our Internet  
finds are geared towards  
Realtors.

Looking for assistance in  
website creation:  
www.AdvancedAccess.com

www.Number1Experts.com

Transaction coordination:  
www.gurunet.com

www.settlementroom.com

Listed and sold postcards:

www.expressdocs.com

www.expresscopy.com

www.quantimail.com

Neighborhood information:  
www.eneighbors.com

www.connectingneighbors.com

Newsletters:

www.Realtytimes.com

Miscellaneous:

www.myhomeownersclub.com

