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Dates to Remember:

1st - Daylight Savings Time ends

3rd - Election Day

11th - Veteran's Day

26th - Thanksgiving

In History:

1800 - President John Adams, the first president to live at the White House, moves in

1863 - President Abraham Lincoln delivers the Gettysburg Address at the dedication of the Gettysburg National Cemetery

1869 - Rutgers beat Princeton 6 goals to 4 in the first ever intercollegiate game of football

1918 - The Armistice ending World War I was signed

1936 - The first ever live entertainment television show was broadcast by the NBC towers atop the Empire State Building. Reporters watched the program on the 62nd floor of the RCA building on their "big screen" 12 inch TV!

1938 - Seabiscuit and War Admiral met for the "Match of the Century" at Pimlico Race Course

Little Bits:

The largest pumpkin pie weighed 2,020 pounds

Though many competing claims exist, the most familiar story of the first Thanksgiving took place in Plymouth Colony, in present-day

Windows 7:

Microsoft's new operating system, Windows 7, which became available on October 22nd, takes what's good from Vista—particularly security measures and good looks—and eliminates the elements that made users nuts. Here is a summary of what you can look for:

- Windows 7 is faster than Vista, offering quicker start ups and program launches, and improved performance, even when installed on older machines
- Sharing data across all PCs and mobile devices is easier
- Streamlined user interface and a cleaner desktop and task bar makes finding programs and files much easier
- Many programs that wouldn't work with Vista until patches became available will work with Windows 7. (Be aware, however, that Windows 7 was built on the same kernel as Vista, so if you are upgrading from XP to 7, many of these compatibility issues will still exist.)
- Improved alternative input options support, including touch, handwriting and voice
- Bundled with the improved Internet Explorer 8 web browser, which is faster and safer and features handy extras such as a Favorites bar to quickly access frequently visited sites
- Stopped the alarming potential security threat messages, opting instead for a more quiet Action Center.

Instead of trying to add a bunch of new features, with Windows 7, Microsoft spent their time polishing, optimizing and streamlining what they already had in place.

Social Networking: YouTube

I would bet you've received a link in your e-mail inbox to a video on [YouTube](#) many times — many posted by individual users and creators, but businesses are starting to use this method to promote 'viral' marketing as well. Chances are you can recall a recent video you've received as a forwarded message was a commercial for a product in another country, or maybe an ad for a local popular product that may not be appropriate for "typical" distribution methods, but is highly effective when delivered from an acquaintance via e-mail.

YouTube videos also offer a successful way to provide a 'live' demonstration of your product or service, or possibly video testimonials, when linked directly to your own website. Simply upload your prepared video to YouTube, then point your website visitors to the link.

Marketing: Ask for Referrals

Many business don't get referrals simply because they don't ask for them. Well, we'd like to change all that! **We'd love to receive your referrals!** There, I said it....whew! And you know what? It wasn't so hard after all!

There's no question about it — times are tough out there for many businesses right now. Yet those businesses surely have a long list of highly satisfied customers. That's the perfect place to start to increase your client list right now. Be sure to include both current and inactive customers to contact, and be sure to reciprocate. There is truly no better way to gain referrals than to give referrals.

This is the perfect time for small businesses to pull together to help one another out. Take a fresh new look at your approach to referrals — both getting and giving — and see what you can do.

Brushing Up on Sales Follow Up:

Entrepreneurs love pitching their wares to prospective customers. Salespeople are gifted with the talent to make new contacts and offer up their company's products or services. In these tough economic times, however, that likely won't be enough. More thorough follow up, as well as new and unique approaches, may be necessary.

It's key to remember that people don't buy when *you're* ready — they buy when *they're* ready. So, it's important to maintain some level of communication with them until that time comes. Use a variety of mediums so you're more likely to hit upon the method that works best for a potential client — e-mail marketing one time, direct mail the next, a simple phone call the next.

Look for ways to make your follow up personal. Taking the time to write a hand-written note carries a lot of weight these days vs. the myriad bulk pieces received on a regular basis. Include a mention of anything you can that's specific to the client — ask about a recent presentation outcome, congratulate them on their son's game, and so on.

In addition, stop selling some of the time. Position yourself as a provider of useful, thought-provoking information related to what you offer, or to what your client does. This gives you a way to stay in front of them without selling, and builds a level of trust and a relationship before you ever start to do business.

Change it up and keep it regular and close more deals.

Entrepreneur's Corner:

Many small business owners and executives are working harder than ever these days, toiling late into the night, taking on more projects, investing themselves in marketing outreach efforts, going in 10 different directions wearing multiple hats, all while trying to tuck family and personal needs into their overly crowded schedule. But the result may simply be exhaustion and not the

in Plymouth Colony, in present-day Massachusetts, in 1621. More than 200 years later, in 1863, President Abraham Lincoln declared the final Thursday in November as a national day of Thanksgiving. Congress finally made Thanksgiving Day an official national holiday in 1941.

In February 2004, a unique Morse code for the '@' symbol was introduced: ·-·-·- (Dit-Dah-Dah-Dit-Dah-Dit).

Coca-Cola's name is derived from the coca leaves and kola nuts used as flavoring. Creator John S. Pemberton changed the 'K' of kola to 'C' to make the name look better.

Contact Info:

Traci McKown
816-415-2310
tmckown@blueoaktech.com

into their overly crowded schedule. But the result may simply be exhaustion and not the improved business hoped for.

Studies in the fields of occupational health and environmental medicine show that, aside from increasing the risk of illness, chronic overworking actually makes people less productive and prone to injury. Not from lack of effort or ability, but simply from wearing down. Taking time to rest and refresh actually helps to save time and increase the chances of success.

It's time to relax! Relaxation is different for each of us, but it is imperative that you find and explore an outlet that works for you! Take a hike or a nap, participate in a sporting activity, see a movie, read a book, walk the dog, play with the kids, go camping....you get the idea! Take a break and see the results of your efforts improve!

On the Lyte Side:

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**“Install a patch for the update of the new version.
If that doesn’t work, install the new version of
the update for the patch. If all else fails, install
a patch for the new version of the update.”**