

Book Review Courtesy of Halton Hills Library

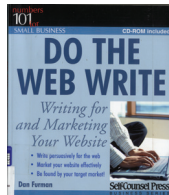
Do the Web Write: Writing for and Marketing Your Website

By Dan Furman ISBN: 9781551808321 ©2009

The New Community Rules: Marketing on the Social Web

By Tamar Weinberg ISBN: 9780596156817 ©2009

Review by Beverley King, Halton Hills Public Libraries



Is your website just a checkmark on your business to-do list? This is a mistake. It's just not that simple anymore. The attitude that your website can be forgotten when it's crossed off the to-do list isn't a healthy approach. What does a neglected website do? Usually not much. If you neglect your website it's easy to think you didn't hire the right web designer or you rationalize that the internet just doesn't work for your business.

Online marketing and the internet change rapidly. It's easy to feel lost. Internet opportunities are often underestimated. Sometimes small business owners fail to take advantage of the marketing opportunities the web offers. I think it's fair to say that every small business owner needs a website. The purpose and complexity of that site depend on the nature of your business. Making a website isn't tough. Making it do something worthwhile for you or your customers is a challenge. A simple site describing products or services and listing contact information is a good foundation. Adding specific details and valuable content is another layer. Integrating some social media may help you connect with your customers. You can include blogs, videos, or maybe a twitter feed.

In *Do the Web Write*, Dan Furman focuses on content writing. Like most Self Counsel Press books, it's conversational and

easy to read. He spends most of the book outlining what pages to include on your site and how to write effective content for each page. Toward the end he delves into search engine optimization and press releases. My favourite chapter is the bonus chapter that highlights little things I dislike on business sites like outdated blogs, hidden phone numbers, irrelevant multimedia, and other meaningless clutter. Another bonus is the CD included with the book that has lots of samples and forms to help beginners.

Are you looking for something more advanced? Take a look at *The New Community Rule: Marketing on the Social Web*. It's an encyclopedia of social media marketing. The first half of the book explains why social media is important for business. I like how Weinberg explains social media marketing. It "is about listening to the community and responding in kind." Listen to your customers. Monitor your reputation. Actively engage your customers. It sounds like a common sense approach to me.

The second half of the book provides information on popular social media sites today. For example, Weinberg walks you through the most popular social bookmarking tools like Delicious, but she also explains some lesser known social bookmarking tools. She also includes information on what the tools can offer your business.

NEW TO US, OLD HAT TO THEM!

By Tracey Wellon, TY Virtual Assistant

Entrepreneur? Manager? Technician? Crazy? Overwhelmed? All that, and more. Starting your own business is all of the items on your to do list, that you think of ahead of time, and a lot more that you didn't foresee. We become the "Know-It-All" in the company. But do we? There is help out there.

We go to networking events to meet new people and try to drum up new business. We walk away learning something new each time. What books to read (*Outliers* by Malcolm Gladwell, *The E Myth Revisited* by Michael E. Gerber), which events to attend, who to get to know. You find out who does what in the community. We find out things about ourselves that we didn't know before. And that most of us are scared to be there and talk to people face to face. What do you say? How do you describe your business for each unique individual? Surprise! Ask them about themselves and

their business. Make it easy for both of you. And someone once said to me, hang out by the food. You find people that can help you.

Heaven forbid that you have a competitor attending as well. Contrary to popular belief, talking to your competitor is a great thing. You just might find out that they do something completely different than you do and they just might turn out to be a great asset and pass on their experiences and wisdom. And some of the anxiety disappears. You didn't shrivel up and disappear never to be seen again.

My competitors and assets lately? Pat McLeod of Tiburon Business Services and Mary Judge of Virtually Working for You. Virtual Assistants: people that help take the mundane, but necessary tasks from you, so that you can concentrate on using your skills on money making matters.

Special Waste Drop-off Days



To make the recycling of household hazardous waste and electronic waste more convenient to residents, Halton Region is holding Special Waste Drop-off Days throughout the year.

Special Waste Drop-off Days are for Halton residents only. No commercial wastes are accepted.

Date	Location
Saturday, April 24, 2010 8 a.m. to 2 p.m. (part of the Town of Halton Hill's Earth Day event)	Robert C. Austin Operations Centre 11620 Trafalgar Road, Georgetown
Saturday, July 24, 2010 9 a.m. to 3 p.m.	Halton Regional Centre 1151 Bronte Road, Oakville (Please note: this location is not the Halton Waste Management Site landfill)
Saturday, September 25, 2010 9 a.m. to 3 p.m.	Burlington Closed Landfill 291 North Service Road, Burlington
Saturday, October 23, 2010 9 a.m. to 3 p.m.	Mohawk Racetrack (Parking Lot) 9430 Guelph Line, Campbellville

The following materials will be accepted for collection free of charge:

Household Hazardous Waste (HHW)

- **Acceptable materials include:** pesticides, paint, stains, motor oil, antifreeze, varsol, fuels, cleaners, pool chemicals, pharmaceuticals, propane tanks, household batteries, car batteries, and fluorescent tubes and bulbs.
- **Unacceptable materials include:** needles, syringes and lancets, asbestos, commercial and industrial waste, PCBs, explosives, and ammunition.



Electronics

- **Acceptable items include:** computers, stereos, phones, TVs, VCRs, DVD players and computer monitors
- **Unacceptable materials include:** metal and appliances, microwaves, vacuums, and scrap metal

Tires, reuse materials (clothing, etc.), metal and appliance are **not** accepted at the Special Waste Drop-off Days.

If you are unsure whether an item will be accepted at a Special Waste Drop-off Day, call Halton Region by dialling 311 or 905-825-6000, 1-866-4HALTON (1-866-442-5866) or TTY 905-827-9833.

If you are unable to attend the Special Waste Drop-off Days:

- Household hazardous waste and electronics can be dropped off free of charge at the Halton Waste Management Site, 5400 Regional Road 25, Milton.
- Visit www.dowhatyoucan.ca for a list of retailers and community organizations that take back select household hazardous waste and electronics for recycling.

Please let us know as soon as possible if you will have an accessibility or accommodation need at a Halton Region hosted event or meeting.