



Scottsdale Express Network Newsletter
October 2008

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OFFICER GREETINGS!

Greetings from your 1st Male President, Mike Hayashi

Thank you to everyone who attended September's meeting. It was a terrific way to send our beloved past President, Norma off to her new home in Nebraska. This year is about growth, quality and support for new & veteran members, as well as special guests and visitors. I have a list of the topics I teach in one of my training sessions that I thought appropriate to share everyone as some of the goals for each and every meeting:



- Leveraging your expertise to potential clients
- Finding advocates, sponsors and new customers
- Positioning yourself as the authority in your field
- Knowing the hot topics that attract high interest
- How to get a positive response every time you speak

Here's a recap of my goals for those of you who missed last month's Newsletter:

#1 Provide a wealth of new information or raise ideas to a new level to help you start or increase your business. Everything shared with you from our Board and Guest Speakers is a gift of love or just ink on paper. It all depends

[Register for the](#)

[October 14 SEN meeting now!](#)

[Explore the benefits of ABWA!](#)

on you.

#2 "Release the Guardian Within!" Instill a burning passion in you to make the changes in both your professional and personal life and then practice - the way you did to learn how to: Swim, Read or Ride a Bike.

#3 Inspire you to seek more information and to begin a lifestyle worthy of other women wanting to emulate. You are now the expert in your area of expertise.

The phenomenal women who have built the Scottsdale Express Network to be one of the best in the State are here to assist you in every possible way. Welcome to a new beginning, and remember my personal tagline and my theme during my time in office:

"A Woman's Place is in CONTROL!"

Remember our October's Goal: Register yourself early and bring 1 guest! See you all Tuesday, October 14th.

Mike Hayashi, M.Ed.

TakeControlSelfDefense.com

Contact: (480) 221-0044

THE SEN MISSION

The Mission of Scottsdale Express Network is:

To provide a fun, supportive and nurturing environment to help our professional members grow and prosper through networking, continuing education, recognition and leadership opportunities.

OCTOBER 14 PROGRAM

Building Your Sales Organization in the Social Media World presented by Dave Cooke

If you are having trouble finding customers, try finding them where they are looking for you--the Internet. There is an exciting, powerful and productive world on the Internet known as social media. It is where businesses go to do business. It is where your business needs to live if it is going to thrive. For most business owners, social media is a familiar term, but a foreign concept.



You'll get an overview of:

ABWA'S PROUD CODE OF CONDUCT



1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

NETWORKING CORNER

Some Additional Opportunities to Learn and Network

Visit the [Scottsdale Chamber of Commerce](#) Web site for a number of great networking activities.

Other Events:

SCOTTSDALE CHAMBER OF COMMERCE

INSPIRE Luncheon Series, an opportunity for you to expand your network and meet leading Arizona women. In an intimate setting, high profile speakers share the values and experiences that have shaped their success.

Luncheons are held on the 3rd Wednesday of each month from 11:30am - 1:15pm at the Orange Tree Golf Resort, 10601 N. 56th Street. Seating is limited to 70 so register early!

October 15: Janna Boomersbach, author and journalist

Cost for Members is \$35 in advance; \$45 day of event
Cost for Non-members \$45 in advance; \$55 day of event

Contact Kristi Hall at khall@scottsdalechamber.com or 480/949-6288

1440 N. 87th Street, Scottsdale, AZ 85260

<http://www.phoenixchamber.com/>

201 N. Central Ave., Ste. 2700

Phoenix, AZ 85004

(602) 495-6484

THE BUSINESS JOURNAL

Power Bash 2008

Thursday, October 16, 2008 5:30 - 8:30 p.m.

Phoenix Art Museum, 1625 North Central Avenue, Phoenix, AZ 85004

Join the Phoenix Business Journal and their sponsors as they celebrate and salute the 2008 Power Players and the Valley's most influential Global Leaders for their leadership, professionalism and dedication to our community.

Individual tickets are available for \$75. Cocktails and hors d'oeuvres will be served.

Register at <http://phoenix.bizjournals.com/phoenix/event/#register>

ABWA ARIZONA REGIONAL COUNCIL

Next Council Meeting, Saturday, October 11



What To all ABWA members:

The quarterly meeting of the Arizona Regional Council will be Saturday, October 11, 11:30 a.m. at the Rock Bottom Brewery
21001 N Tatum Blvd
Phoenix, AZ 85050
480-513-9125
(Tatum and the 101)

Be sure your chapter / network delegate attends to elect new officers.

If you are going to attend, please e-mail Ruth Breen at:

r.e.breen@att.net or send by mail to

542 S. Higley Rd., #88

Mesa, AZ 85206

(Remember: If you state you will go and no show, you will be charged.)

A SLICE OF ABWA

The Company Connection



The ABWA Company Connection will help you connect with other ABWA entrepreneurs nationwide. The Company Connection® is an optional add-on service provided to business owners and those whose jobs are entrepreneurial in focus. The Company Connection offers you the opportunity to be included within a valuable online directory of member business owners. The listing is a marketing tool for promoting your business or services within your region and around the country.

A membership in the Association's Company Connection program also increases your visibility as a woman-owned business for those corporations and government agencies that are actively seeking woman-owned or minority-owned business enterprises(also known as WMBEs) for their supplier diversity programs.

Annual Company Connection membership fee
Members: \$50; Nonmembers: \$175

To join the American Business Women's Association Company Connection program, click:
<http://tinyurl.com/49v23x>

SEN BOARD MEETING MINUTES



September 8, 2008

6:15 pm to 7:25 p.m.

In attendance: Mike Hayashi, Kim Hollenback, Norma Earl, Paula Cummins, Katheryn Morton and Donna Tucker

Not attending: Donna Thompson and Laura Falschetti

Mike led the meeting at the Paradise Bakery on Scottsdale Road:

The new mission statement was reviewed and approved. D. Tucker will see that it is put on the Web site when the last newsletter is ready in PDF to put up also.

Mission: To provide a fun, supportive and nurturing environment to help our professional members grow and prosper through networking, continuing education, recognition and leadership opportunities.

Mike made us aware that we are still in need of a VP of Programming and VP of Education.

The standing rules that D. Tucker and Kim Hollenback reviewed were sent out to members and will be voted on at the September meeting.

Audit Committee: Janet Maxwell and Donna Tucker need a third member to complete the audit committee.

Board Meeting Schedule: After discussing with members, Mike thought maybe the 1st Thursday of the month might work - 6 p.m. at the Paradise Bakery on Scottsdale Road.

The board discussed future activities, luncheon accommodations and speakers:

- Beginning in October, we will have only 2 choices for lunch
- November program is Steven Conner who talks on Enneagrams / personality types
- Ideas for other programs: Time management; getting referrals; one-page business plan; life balance (Kim and Mike)

We are being charged a \$9 service fee from Chase Bank. Katheryn will talk with Donna Thompson to see what can be done about that.

Newsletter: Paula suggested ads in the newsletter? Decided \$25 per year / \$3 per issue; she will announce opportunities in the next newsletter; schedule will remain the same - 2 weeks after the general meeting.

Display Board: Paula will recreate the display board by the October meeting.

We still need a delegate for the Arizona Regional Council of ABWA; D. Tucker is the alternate.

Norma and Katheryn will work on the budget for the next board meeting.

Fundraising: Still thinking of a after-hours networking event at Jobing.com in April. We'll need a committee and a program.

Meeting Notices / Logistics: Kim will continue to manage the VP of Programming responsibilities until we find someone to take her place.

Norma has asked Betsy Ingram to install the new officers at the September meeting.

National Conference is in Covington, Kentucky, on October 2-4, 2008

Respectfully submitted,

Donna Tucker, VP of Communications and Education

HOW DOES YOUR WEBSITE MAKE ME FEEL?

How well does your Website connect with your visitors? Significantly enhance the response rates, sales, and ROI of your Web investment by paying attention to your human interactions on the net.

by Philippa Gamse, CMC

When people think about the Internet, they think about technology. When people hear that I am a Website strategy expert, they see me as a "techy type."

But for me, the most intriguing aspect of your online business isn't about the technology. It's about human connections, and how you can create these in a virtual environment.

It's commonly understood that "people buy emotionally, not intellectually." Even when people think they're making a rational decision, powerful subconscious factors come into play. To sell effectively, we're told to anticipate our customers' needs, to demonstrate that we "feel their pain," and to respond to clues in their body language and tone of voice.

In the "real world," we do this very well. And we know that if we can have a direct, in-person conversation, there's a pretty good chance that we'll close the sale or keep a happy customer.

For the online visitor, your Website is the next best thing to that in-person conversation with you, your colleagues or employees. And since so many people are researching products and services on the Web, it's critical that your site has maximum impact in persuading them to take the next step with you.

So how does your Website connect emotionally with your visitors? Do they feel listened to, understood, and appreciated by your Internet presence? Are you instinctively meeting their real needs? Do your existing customers feel supported and valued when interacting with you online?

Or are you failing to evoke the crucial emotional responses which can significantly enhance your response rates, sales, and ongoing return on your Web investment?

The Critical Emotions for Web site Success

I've been working with client Web strategies in a wide range of industries since 1995. Based on this experience, I've identified some key emotions that you need to evoke in your online visitors to create and sustain a profitable relationship.



How well your Website does this can have a major effect on the visceral, instinctive reactions of your visitors and their propensity to buy from or connect with you.

In total, I have 20 criteria for emotional connectedness that I suggest for any Website. That's too many to discuss in this article, but let's look at a few highlights:

Do I Feel Recognized?

When we first meet in a business setting, we're introduced, or we introduce ourselves with some statement about what we do, and why we should connect with each other.

When we talk with customers or prospects, it's important to show very quickly that we understand their issues and needs, and that we have ideas and solutions to address these.

The most important task for your home page is to accomplish this initial introduction. You've heard the "ten-second" rule about how long a visitor will stay on a site that doesn't engage them.

So, does your home page really tell me what you do? Does it speak to me in specific terms that make very clear what services you provide, and what type of customers or clients you work with? Does it use language that I'll understand even if I don't know the jargon of your industry or specialization?

Sounds simple?

There are astounding numbers of Websites that fail to provide basic information on the home page.

If your goal is to get the customer to visit your store, does your home page clearly show your location and how to get there? Every time you force the visitor to make a decision, such as "Do I click on the Contact Us page to find their address?," you open up the possibility that they'll make the wrong choice (from your viewpoint), or worse still, they'll just leave.

And is it clear to me whether you can - or would want to - help me? Are you geared towards corporate bulk buyers or small businesses or both? Do you operate nationally or only in your immediate location? Will your visitors know what you mean by generic terms such as "business systems" or "total business solutions" or should you be more specific as to what you offer?

Do I Feel Engaged?

As we continue our "real-world" conversation, we start to find common points of interest, whether personal or professional. We begin to feel that we can relate with each other, and this helps to build our business relationship.

So your Website has to make the visitor feel drawn in - that they want to know more about your business, your products, and your services - but again, from the viewpoint of their needs and interests. And you have to give the visitor a clear sense that you want to find those points of connection and to learn more about them.

If the visitor doesn't feel invited in, if they feel left to themselves to find their way around - if they're overwhelmed, confused, or simply not interested in your site, they'll leave.

Does your site present a bewildering array of manufacturers, products, or options without any guidance as to selecting from these? Think about the conversation that you'd have with a customer in your store. You'd find out what they were looking for, and then you'd ask a number of questions to help them find the right solution for their needs.

So how can you mirror this process online? You could offer a "Help Me" page that guides visitors through some Frequently Asked Questions or other choices and provides links to recommended products based on their answers. You could incorporate an interactive chat facility with a customer service agent during office hours or access to a searchable knowledge base.

Do I Feel Convinced?

If the visitor is seeing your business for the first time, they need to be comfortable that you are who you say you are, and that you can deliver what you promise.

One of the most important elements in establishing this part of the connection is to show the "faces" of your business. Have you noticed how many Websites don't name any of their owners or the people that customers will interact with? It's much easier to have a conversation when I know who I'm talking to!

Customer testimonials and other third-party endorsements are critical elements in establishing trust - they say far more about you than your own marketing statements. How many sites have we all seen that trumpet "nationally recognized" or "premier provider . . ." ? Prove it!

Include client quotes and success stories right across your site where they're front and center as visitors are engaged in your content. If you win an award, tell the visitor what that means for them in terms of how you were evaluated.

Do I Feel Motivated?

Towards the end of our "real-world" conversation, we'll hopefully close a sale, or we'll talk about some next steps, or we might say "Let's stay in touch." To do that with our online visitor, we need to persuade them to buy something, or to tell us who they are, and give us permission to reconnect with them.

Too many Web pages trail off with no call to action or directions about where to go next. If you don't issue a clear invitation, you again leave it to the visitor to work out what to do - and you run a big risk of losing them.

So at every point on every page where the visitor might be thinking "Tell me more," or "How do I get this?," provide a clickable link to the next step, to your shopping cart, to your newsletter subscription page, or to whatever you want them to do. Don't wait until the end of the page - they may never get there! Look for the emotional "tipping points" on every page where they're ready to talk more with you and grab them in the moment!

Diluting the Connection

Of course, it's all too easy to undo all the good feeling that we create by frustrating or annoying the visitor or simply by giving them a dead end.

One of my favorite bugbears is the site search engine that allows me to enter my query and then tells me "No results found. Please try again with different search terms."

How is that supposed to make me feel? What was wrong with my keywords or my parameters if the search page allowed me to select them? Am I being stupid? Or do you really not want to help me?

Your visitor is clearly looking for something and has taken a step towards connecting with you. So how about a results page that lets them know that you can't immediately answer their question, but offers a link to your contact form so that they can send a question or some tips or suggestions on how to find more information.

The ultimate customer service feature is an opportunity to interact with a live assistant - if your site offers this utility, the search-results page is a perfect place to maximize its visibility.

So how "Emotionally Connected" is your Website?

I hope that I've sparked your curiosity enough to take a fresh look at your Website.

Think about specifically why visitors are coming to your site, what might be on their minds, and review your copy and navigation accordingly. Think about new customers and existing ones, employees, media - everyone who might have a reason to visit. Are you doing everything that you can to create an "emotionally connected" experience for everyone?

The right mix will gain you significantly higher time spent on your site, more calls from pre-qualified leads, more signed contracts, happier repeat customers, attention from new markets, offers of strategic alliances and collaborations, and insights

into creating successful new products and services.

About The Author

CyberSpeaker

Philippa Gamse, CyberSpeaker, is a Web strategy consultant and professional speaker. How does your site rate against Philippa's twenty emotionally connected criteria? Visit <http://www.CyberSpeaker.com/> to find out.

pgamse@CyberSpeaker.com

Tel: (831) 465-0317