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## Better Communication - August 2010

### Ah, Technology. Can't Live With It.

As I write this, my techno-fabulous husband is rebuilding my computer. I picked up a nasty something or other this past week. My desktop is dead in the water, and he's graciously loaned me his ancient laptop. The good news is that my desktop is being upgraded to newer versions of operating systems and software that I use the most.

Technology's consuming me lately. I love the freedom technology gives me - this laptop, my cute as a bug netbook, my TiVo with instant Netflix downloads, my smoking fast cable internet connection and VOIP telephone. Ultimately, though, these are only tools that I use to ply my trade (minus the Netflix, of course). They're not the reason for my being in business, only the facilitators.



And technology certainly doesn't replace the personal relationships that I've built and continue to build. Technology facilitates those, too, and allows me to serve people all over the world (Hi, Anthony in Romania!), keeping up with folks via email, Facebook and other social media.



One piece of technology I don't have is a cell phone. I know, a shocking confession in this day and age. I've never found the need for one. When I'm in my office, the telephone there works just fine. When I'm out at meetings, lunch or running errands, any messages I receive aren't going to interrupt those endeavors. I'm not a crisis PR expert, so for me and my clients, there's no such thing as a "writer emergency."

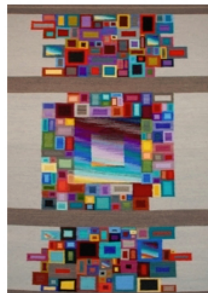
Technology has made all of our lives easier. At the end of the day, it's all about relationships, though. Are you using the technology available to you to connect with your current and potential clients? **Building a website, sending a press release, or crafting a newsletter are all ways to let them know you're there, and ready to help. And I'm ready to help you do it, too.**

## Success!

### [Donna Loraine Contractor](#), Fine Tapestry Artist

I love working with Kelly. She listens, has a keen eye and ear and the end result is always accurate, well written and timely. **Sometimes there just isn't enough time to do it all. I can concentrate on making art** and am assured that my calendar listings and press releases are accurate and on their way.

This work by Donna is called Fractured Squares, and unfortunately, it's already sold. See more of Donna's extraordinary fine art tapestries at her [website](#).



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### Free Tip!

Testimonials are a wonderful means of letting your customers talk about your products or services. Have you asked them lately to provide stories and examples of why they love working with you? You may discover some unique selling points you hadn't thought of before.

### Questions?

Questions about how to better get your message out? I'm happy to answer.



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