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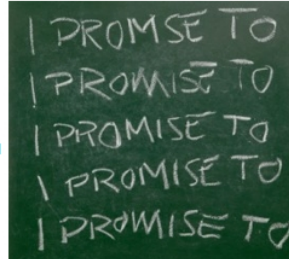


## Better Communication - October 2010

### Confession Time

Here's a confession. I don't always take my own advice. Blame it on writing stuff for other people all day long. Blame it on laziness. Blame it on the bossa nova. Whatever.

Here it is: I'm not very good at keeping my website up to date. I like to post these monthly newsletters there at the end of the month. Well, I was behind. I'm behind on posting testimonials and updating some content. I'm also not as good as I should be at updating my Facebook business page. My excuse? See the first paragraph.



What do I tell my clients when they experience the same falling behindness? I tell them that I can do it for them. Consistently. Regularly. On a schedule, even.

So that's what I'm going to do. Put updating my own website and Facebook business page on my calendar. The website will be updated at least once a month. The Facebook page, at least once a week - even if that's posting a link to a great article I've read, or crowing about a client success. There. I wrote it out for everyone to see. I guess I better make it happen!

**Need help keeping your own online presence up to date? I can help. Really. I can!**

## Success!

Michelle Vidal, [Essentials](#)

All I have to do is give Kelly an idea of what I am looking for. Regardless if it be a press release, brochure, or a bio, she writes it and gets it out to the people I need to reach. **Now with the push into viral marketing, I can hire Kelly to handle this also.** It is a much better pay-off of my time for me to do my work and let Kelly do hers. I get a positive response from clients, both current and prospective, when I have her take care of my marketing needs. Thanks Kelly!



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### Free Tip!

Finding yourself falling behind on updating your website, Facebook page or Twitter account? Forgetting to send your monthly newsletter? Put it on your calendar as an appointment for yourself. Believe me, it works!

### Questions?

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



Just [email me!](#)

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