



smallbizlady:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions. #smallbizchat
smallbizlady:	Welcome to my co-host & social media PR pal @CathyWebSavvyPR & our virtual assistant @SoniaSchenker #smallbizchat
smallbizlady:	Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
smallbizlady:	We put out a link to the transcript on @SmallBizChat tomorrow a.m.; so don't worry if you miss a tweet or two. #smallbizchat
smallbizlady:	The Last 5 minutes of the chat will be available for pitches or your 140 character commercials. So be ready. #smallbizchat
smallbizlady:	A more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: http://bit.ly/3x5Gm2 #smallbizchat
smallbizlady:	Welcome James Tayo @eblogr a software developer 4 bloggers & Internet entrepreneurs http://entrepreneurblogr.com/ #smallbizchat
GetItGirlStyle:	RT @smallbizlady: Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
PatRobeck1ofHis:	Hi @CathyWebSavvyPR #smallbizchat
smallbizlady:	NOW on #Smallbizchat 8p ET 12/15 8p ET @eblogr Effective Email Marketing For Small Businesses; join us http://is.gd/iN6B6 #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady Welcome James Tayo @eblogr software developer 4 bloggers & Internet entrepreneurs http://entrepreneurblogr.com/ #smallbizchat
smallbizlady:	Q1: WHY IS EMAIL MARKETING IMPORTANT. HOW DOES IT HELP A BUSINESS GENERATE REVENUE? #smallbizchat
eblogr:	@smallbizlady thanks. I am happy to join you all the way from the UK. it's 1 am here but it's great #smallbizchat
LotusDev:	Join #SmallBizChat for Email Mktg for small biz
PatRobeck1ofHis:	Hi @SoniaShenker #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q1: WHY IS EMAIL MARKETING IMPORTANT. HOW DOES IT HELP A BUSINESS GENERATE REVENUE? #smallbizchat
PatRobeck1ofHis:	Hello @eblogr #smallbizchat
Morgan_LP:	RT @smallbizlady: Q: What's the focus of #Smallbizchat? To end small business failure by helping you succeed as your own boss #smallbizchat
eblogr:	@smallbizlady It is the most cost-effective way to keep in touch with your prospects, cheaper than traditional media #smallbizchat
eblogr:	@PatRobeck1ofHis hello! #smallbizchat

smallbizlady:	WHAT ADVICE WOULD YOU GIVE A SMALL BUSINESS OWNER THAT IS JUST STARTING ON THE INTERNET? #smallbizchat
MonyellesMKTG:	Hello Everyone! #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q2 WHAT ADVICE WOULD YOU GIVE A SMALL BUSINESS OWNER THAT IS JUST STARTING ON THE INTERNET? #smallbizchat
WithinEssence:	RT @SmallBizLady Q1: WHY IS EMAIL MARKETING IMPORTANT. HOW DOES IT HELP A BUSINESS GENERATE REVENUE? #smallbizchat
smallbizlady:	Q2 WHAT ADVICE WOULD YOU GIVE A SMALL BUSINESS OWNER THAT IS JUST STARTING ON THE INTERNET? #smallbizchat
Morgan_LP:	RT @eblogr: @smallbizlady e-mktg is the most cost-effective way 2 keep in touch w prospects, cheaper than traditional media #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A1 It is the most cost-effective way to keep in touch with your prospects, cheaper than traditional media #smallbizchat
soumyapr:	@SmallBizLady First, think of who you want to be to your customers and build a website around that #smallbizchat
eblogr:	A2 Take action. nothing will happen if you don't actually take action to actualize your dreams. #smallbizchat
PatRobeck1ofHis:	Look at what is working for others and emulate if it will work for you. #smallbizchat
Morgan_LP:	RT @eblogr: A2 Take action. nothing will happen if you don't actually take action to actualize your dreams. #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A2 2 web newbies: Take action. nothing will happen if U don't actually take action 2 actualize your dreams #smallbizchat
debbie_steg:	RT @smallbizlady: Q1: WHY IS EMAIL MARKETING IMPORTANT. HOW DOES IT HELP A BUSINESS GENERATE REVENUE? #smallbizchat
doggdaze:	Hey lady RT @MonyellesMKTG: Hello Everyone! #smallbizchat
CathyWebSavvyPR:	RT @eblogr: email is is the most cost-effective way to keep in touch w yr prospects, cheaper than traditional media #smallbizchat
CTChrisAdams:	@SmallBizLady A2: Talk 2 people online, just like u would if they walked in ur place of biz #conversations #smallbizchat
smallbizlady:	RT @soumyapr: @SmallBizLady First, think of who you want to be to your customers and build a website around that. Good point! #smallbizchat
bepromotable:	RT @CathyWebSavvyPR: RT @eblogr: email is is the most cost-effective way to keep in touch w yr prospects, cheaper than traditional media #smallbizchat
MonyellesMKTG:	@doggdaze Great to see you!! #smallbizchat

eblogr:	A2b Also do not over-analyse - Your product should only serve to add value with the minimal amount of features #smallbizchat
BenitaTyler:	RT @smallbizlady: Q2 WHAT ADVICE WOULD YOU GIVE A SMALL BUSINESS OWNER THAT IS JUST STARTING ON THE INTERNET? #smallbizchat
Morgan_LP:	@soumyapr I agree. And find your voice. Be yourself. #smallbizchat
CathyWebSavvyPR:	Welcome to the chat @doggdaze @debbie_steg @CTchrisAdams @Morgan_LP @PatRobeck1ofHis @soumyapr #smallbizchat
learntech:	a2: Know yourself, know who your best clients are, and speak to them #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A2b Also do not over-analyse - Yr product should only serve to add value w/ the minimal amount of features #smallbizchat
nofussacctng:	RT @learntech: a2: Know yourself, know who your best clients are, and speak to them #smallbizchat
eblogr:	@CTchrisAdams great point.. know what works and implement #smallbizchat
smallbizlady:	Q3 HOW SHOULD SMALL BIZ OWNERS GATHER EMAIL ADDRESSES FROM CLIENTS AND WHAT SERVICES DO U RECOMMEND FOR SENDING OUT EMAIL? #smallbizchat
debbie_steg:	RT @eblogr: A1 It is the most cost-effective way to keep in touch with your prospects, cheaper than traditional media #smallbizchat
CathyWebSavvyPR:	RT @soumyapr: @SmallBizLady First, think of who you want to be to your customers and build a website around that. #smallbizchat
Sagescript:	@smallbizlady An email newsletter is a good way to keep your name in front of customers and to educate. #smallbizchat
smallbizlady:	How to participate in #SmallBizChat http://bit.ly/S797e -- join in via tonight's tweetgrid: http://is.gd/iN6B6 #smallbizchat
debbie_steg:	@CathyWebSavvyPR thanks! #smallbizchat
debbie_steg:	RT @smallbizlady: Q2 WHAT ADVICE WOULD YOU GIVE A SMALL BUSINESS OWNER THAT IS JUST STARTING ON THE INTERNET? #smallbizchat
yourjobmyoffice:	RT @smallbizlady: How to participate in #SmallBizChat http://bit.ly/S797e -- tonights tweetgrid: http://is.gd/iN6B6 #smallbizchat
BenitaTyler:	A2 Get acquainted with internet marketing tools that can help you streamline the marketing process.#smallbizchat
eblogr:	A3a use an email service provider like Aweber. I recommend a third-party provider and not to try and use a free tool #smallbizchat
debbie_steg:	RT @eblogr: A2 Take action. nothing will happen if you don't actually take action to actualize your dreams. #smallbizchat
Sagescript:	@SmallBizLady I use ezinedirector but would like a program that has some templates to use.#smallbizchat



bepromotable:	RT @smallbizlady: How to participate in #SmallBizChat http://bit.ly/S797e -- join in via tonight's tweetgrid: http://is.gd/iN6B6 #smallbizchat
smallbizchat:	Now (8-9pm ET) on #smallbizchat 12/15 @eblogr on Effective Email Marketing 4 Small Biz link: http://is.gd/iN6B6
smallbizlady:	For even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
bepromotable:	GR8 advice RT @eblogr A3a use an email service provider like Aweber. a third-party provider & not to try and use a free tool #smallbizchat
eblogr:	A3b This is the core of your business and you do not want to trust this to a free service that has no support #smallbizchat
PatRobeck1ofHis:	@smallbizlady Thanks for the prepared tweetgrid. #smallbizchat
CathyWebSavvyPR:	How to participate in #SmallBizChat http://bit.ly/S797e -- join in via tonight's tweetgrid: http://is.gd/iN6B6 (rt grid) #smallbizchat
debbie_steg:	RT @smallbizlady: Q3 HOW SHOULD SM BIZ OWNERS GATHER EMAIL ADDS FR CLIENTS & WHAT SERVICES DO U RECOMMEND FOR SENDING EMAIL? #smallbizchat
debbie_steg:	RT @eblogr: A3a use an email service provider like Aweber. I recommend a third-party provider & not to try and use a free tool #smallbizchat
smallbizlady:	Please help!! Only 15 more votes needed to make Become Your Own Boss the #3 in book awards http://t.co/DNXYPFL #smallbizchat
BenitaTyler:	RT @smallbizlady: Q3 HOW SHOULD SMALL BIZ OWNERS GATHER EMAIL ADDRESSES FROM CLIENTS AND WHAT SERVICES DO U RECOMMEND FOR SENDING OUT EMAIL? #smallbizchat
eblogr:	@Sagescript @mailchimp has some great templates #smallbizchat
debbie_steg:	RT @eblogr: A3b This is the core of your business and you do not want to trust this to a free service that has no support #smallbizchat
PatRobeck1ofHis:	tFor even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A3a use an email service provider like Aweber. I recommend a 3rd-party provider; not a free tool [luv @Aweber] #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Please help!! Only 15 more votes needed 2make Become Yr Own Boss the #3 in book awards http://t.co/DNXYPFL #smallbizchat
smallbizlady:	Q4 HOW CAN SMALL BUSINESS OWNERS GET THE BEST RESULTS FROM EMAIL MARKETING? #smallbizchat
debbie_steg:	RT @eblogr: @Sagescript @mailchimp has some great templates #smallbizchat



debbie_steg:	RT @smallbizlady: Q4 HOW CAN SMALL BUSINESS OWNERS GET THE BEST RESULTS FROM EMAIL MARKETING? #smallbizchat
eblogr:	A4a You need to nurture engaged subscribers. If your emails help them, they will naturally come to trust you #smallbizchat
PatRobeck1ofHis:	@eblogr For small lists, can you just use your own email program? #smallbizchat
debbie_steg:	RT @eblogr: A4a You need to nurture engaged subscribers. If your emails help them, they will naturally come to trust you #smallbizchat
BenitaTyler:	RT @eblogr: @Sagescript @mailchimp has some great templates #smallbizchat
CathyWebSavvyPR:	Welcome 2 the chat: @PatRobeck1ofHis @BenitaTyler @bepromotable @Sagescript @learntech: #smallbizchat
CathyWebSavvyPR:	RT @learntech: a2: Know yourself, know who your best clients are, and speak to them #smallbizchat
GetItGirlStyle:	@BePromotable I agree...but alot of those emails are really trashed before they get to the reader. #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q4 HOW CAN SMALL Biz OWNERS GET THE BEST RESULTS FROM EMAIL MARKETING? #smallbizchat
eblogr:	A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
PatRobeck1ofHis:	@CathyWebSavvyPR Thanks! #smallbizchat
GetItGirlStyle:	@CathyWebSavvyPR your right..know the client. #smallbizchat
JDEbberly:	TING IMPORTANT. HOW DOES IT HELP A BUSINESS GENERATE REVENUE? #SmallBizChat
JDEbberly:	RT @smallbizlady: Q2 WHAT ADVICE WOULD YOU GIVE A SMALL BUSINESS OWNER THAT IS JUST STARTING ON THE INTERNET? #SmallBizChat
debbie_steg:	RT @eblogr: A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
doggdaze:	I have always used constantcontact for email marketing #smallbizchat
learntech:	A4: Get permission, be consistent, 80% quality information 20% subtle selling #smallbizchat (getting best results from email mktg)
eblogr:	@JDEbberly you can generate revenue by sending out offers to your list #smallbizchat
bepromotable:	RT @GetItGirlStyle: @BePromotable I agree...but alot of those emails are really trashed before they get to the reader. #smallbizchat
CathyWebSavvyPR:	A4 Be sure U give email subscribers useful content, not rehashed from yr blog. know what info they need #smallbizchat
JDEbberly:	RT @smallbizlady Q3 HOW SHOULD SMBIZ OWNERS GATHER EMAIL ADDRESSES FROM CLIENTS & WHAT SRVCS DO U RECO FOR SENDING OUT EMAIL? #SmallBizChat

Morgan_LP:	RT @eblogr: A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
JDEbberly:	RT @smallbizlady: Q4 HOW CAN SMALL BUSINESS OWNERS GET THE BEST RESULTS FROM EMAIL MARKETING? #SmallBizChat
CathyWebSavvyPR:	RT @eblogr: A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
CTChrisAdams:	@eblogr Thank you, Great point yourself. :) #smallbizchat
BenitaTyler:	A4 Ezines that are packed with value added content is one way to get results from email marketing. #smallbizchat
debbie_steg:	RT @eblogr: @JDEbberly you can generate revenue by sending out offers to your list #smallbizchat
bepromotable:	@GetItGirlStyle sorry 4 delay. On my cell joining in! Good pt. But u need multiple channels.#smallbizchat
smallbizlady:	Q5 HOW OFTEN SHOULD YOUR EMAIL LIST HEAR FROM YOU? #smallbizchat
Morgan_LP:	@CathyWebSavvyPR So true! It's an opportunity to show even more value. Since most just rehash, it's a chance 2 stand out. #smallbizchat
nofussacctng:	RT @eblogr: A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
eblogr:	A5a It depends, as a rule of thumb, it should be at least once a month and at most once a week for your regular schedule. #smallbizchat
debbie_steg:	RT @smallbizlady: Q5 HOW OFTEN SHOULD YOUR EMAIL LIST HEAR FROM YOU? #smallbizchat
JDEbberly:	RT @eblogr A2 Take action. nothing will happen if you don't actually take action to actualize your dreams #SmallBizChat
learntech:	RT @benitatylr: A4 Ezines that are packed with value added content is one way to get results from email marketing. #smallbizchat
eblogr:	A5b You want to communicate frequently enough not to be deemed a spammer #smallbizchat
bepromotable:	@CathyWebSavvyPR hi back! Dialing in for a bit from cell. #smallbizchat
doggdaze:	@smallbizlady I don't know what the rule is but I would send out a newsletter at least every quarter. #smallbizchat
JDEbberly:	RT @eblogr A2b Also do not over-analyse - Your product should only serve to add value with the minimal amount of features #SmallBizChat
CathyWebSavvyPR:	A4 Be Creative, in recent @smallbiztrends book awards some authors emailed their lists, got bump of 50-100 votes #smallbizchat
debbie_steg:	RT @eblogr: A5b You want to communicate frequently enough not to be deemed a spammer #smallbizchat
learntech:	I have opinion, eager to read what others think > RT @smallbizlady: Q5 HOW OFTEN SHOULD YOUR EMAIL LIST HEAR FROM YOU? #smallbizchat

CathyWebSavvyPR:	RT @smallbizlady: Q5 HOW OFTEN SHOULD YOUR EMAIL LIST HEAR FROM YOU? #smallbizchat
JDEbberly:	RT @eblogr A3a use an email service provider like Aweber. I reco a third-party provider and not to try and use a free tool #SmallBizChat
eblogr:	A5c But not infrequent enough for them to forget who you are #smallbizchat
CTChrisAdams:	@SmallBizLady Q5: case by case basis, but I think most biz hit their list too often, dilutes the msg #smallbizchat
bepromotable:	RT @learntech: RT @benitaylor: A4 Ezines that are packed with value added content is one way to get results from email marketing. #smallbizchat
GetItGirlStyle:	@learntech great point. I totally agree regarding the ezines. #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A5a It depends, as a rule of thumb, at least once a month and at most once a week 4 yr regular schedule #smallbizchat
CASUDI:	@JDEbberly always offer value and dont go overboard in the quantity department = A4 #smallbizchat
JDEbberly:	RT @eblogr A3b This is the core of your business and you do not want to trust this to a free service that has no support #SmallBizChat
bepromotable:	RT @nofussacctng: RT @eblogr: A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
glofly1:	RT @smallbizlady: Please help!! Only 15 more votes needed to make Become Your Own Boss the #3 in book awards http://t.co/DNXYPFL #smallbizchat
JDEbberly:	RT @eblogr A4a You need to nurture engaged subscribers. If your emails help them, they will naturally come to trust you #SmallBizChat
debbie_steg:	RT @eblogr: A5a It depends, rule of thumb, it should be at least once a month & at most once a week for yr regular schedule. #smallbizchat
CathyWebSavvyPR:	RT @doggdaze: I don't know what the rule is but I would send out a newsletter at least every quarter. #smallbizchat
eblogr:	@CathyWebSavvyPR true.. rehashed content doesn't cut it #smallbizchat
JDEbberly:	RT @eblogr A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #SmallBizChat
CASUDI:	@CathyWebSavvyPR A5 Less is more ~ but enough to remember you and that you give value #smallbizchat
smallbizlady:	Q6 SHOULD A SMALL BUSINESS HAVE A BRANDED E-NEWSLETTER TEMPLATE OR IS A TEXT ONLY EMAIL ENOUGH TO ENGAGE SUBSCRIBERS? #smallbizchat
Dan_Martin:	@CathyWebSavvyPR @eblogr Don't like the use of the word 'train' when it comes to customers. They are in control, not you #smallbizchat
Morgan_LP:	RT @CathyWebSavvyPR @eblogr: A5a It depends, as a rule of thumb, at least 1x a month & at most 1x a week 4 yr regular schedule #smallbizchat

GetItGirlStyle:	@CASUDI #smallbizchat I heard bells on that comment. RT dont go over board on quantity.
JDEbberly:	RT @smallbizlady: Q5 HOW OFTEN SHOULD YOUR EMAIL LIST HEAR FROM YOU? #SmallBizChat
debbie_steg:	RT @eblogr A3b This is the core of your business & you do not want to trust this to a free service that has no support #smallbizchat
PotatoPro:	Just joining! A5 think once a quarter is not frequent enough in todays information overload, minimum of once every month #smallbizchat
doggdaze:	RT @smallbizlady: Q5 HOW OFTEN SHOULD YOUR EMAIL LIST HEAR FROM YOU? #smallbizchat
BenitaTyler:	@getitgirlstyle You're right...how to get readers to open your Ezine? Interesting subject lines work for me. #smallbizchat
JDEbberly:	RT @eblogr A5a It depends, as rule of thumb, it should be once a month and at most once a week for your regular schedule. #SmallBizChat
CathyWebSavvyPR:	RT @CASUDI: A5 How often 2 connect w email list: Less is more ~ but enough to remember you & that you give value #smallbizchat
CathyWebSavvyPR:	RT @Morgan_LP: RT A5a It depends, as a rule of thumb, at least 1x a month & at most 1x a week 4 yr regular schedule #smallbizchat
JDEbberly:	RT @eblogr A5b You want to communicate frequently enough not to be deemed a spammer #SmallBizChat
bepromotable:	A5 I think depends on target audience as well. Find out how often by asking them. #smallbizchat
JDEbberly:	RT @eblogr A5c But not infrequent enough for them to forget who you are #SmallBizChat
smallbizlady:	My latest post: Small Business Checklist: 10 Important Tasks To Do Before 2011 http://bit.ly/dLLdge #smallbizchat
Morgan_LP:	@BenitaTyler Agreed. Subject lines are so critical. "Monthly Newsletter" isn't terribly compelling. #smallbizchat
CASUDI:	BTW I just deleted tons of email marketing today ~ too often, too much stuff w/o value ~ an imposition on me #smallbizchat
JDEbberly:	RT @bepromotable: A5 I think depends on target audience as well. Find out how often by asking them. #SmallBizChat
retaincustomers:	#smallbizchat Q5. A: how many times you are touching your customers in total (all methods) and think of freq of their purchase, then decide.
doggdaze:	@smallbizlady I think text emails are too easy to ignore. A template driven newsletter extends your brand. #smallbizchat
CathyWebSavvyPR:	RT @bepromotable: A5 I think depends on target audience as well. Find out how often by asking them #smallbizchat
debbie_steg:	gotta go - plane is landing - will catch the transcript! #smallbizchat
JDEbberly:	Okay - I think I have just barely managed to catch up to #SmallBizChat

Dan_Martin:	@CathyWebSavvyPR @eblogr Can't apply such strict rules. One of our specialists communities send daily emails which work well #smallbizchat
retaincustomers:	#smallbizchat Q5. A: often no more than monthly is a good rule of thumb. Sometimes even quarterly will do just fine. Don't bug customers.
CathyWebSavvyPR:	RT @CASUDI: BTW I just deleted tons of email marketing today ~ 2 often, 2 much stuff w/o value ~ an imposition on me [yes] #smallbizchat
CTchrisAdams:	@SmallBizLady A6: Text only,most turn off images in email anyway or think "Spam" when loaded w/images #smallbizchat
JDEbberly:	That is what I get for being 20 minutes late - Very sorry for that, @smallbizlady and @eblogr ;) #SmallBizChat
BenitaTyler:	RT @@SmallBizLady Q5: case by case basis, but I think most biz hit their list too often dilutes the msg #smallbizchat <good pt #smallbizchat
PotatoPro:	A5 We are very successful ourselves with daily news, but news is our product. You have to offer value whatever the frequency #smallbizchat
doggdaze:	RT @smallbizlady: Q6 SHOULD A SMALL BUS HAVE A BRANDED E-NEWSLETTER TEMPLATE OR IS TEXT ONLY EMAIL ENOUGH #smallbizchat
JDEbberly:	RT @smallbizlady Q6 SHOULD A SMBIZ HAVE A BRANDED E-NEWSLETTER TEMPLATE OR IS A TEXT ONLY EMAIL ENOUGH TO ENGAGE SUBSCRIBERS? #SmallBizChat
CASUDI:	@retaincustomers when starting sometime 1/4 is good ~ at onset subscribers feel U R not going to overload/impose on them #smallbizchat
learntech:	@morgan_lp Agreed, your subject and from lines are the most important parts of yr ezine, and the parts that most people w/ see #smallbizchat
JDEbberly:	RT @smallbizlady: My latest post: Small Business Checklist: 10 Important Tasks To Do Before 2011 http://bit.ly/dLLdge #SmallBizChat
Morgan_LP:	A5a Ask your audience how often they want to hear from you and in what format they prefer. #smallbizchat
PatRobeck1ofHis:	a6 I think text only, if they want to see images, link them to a webpage. #smallbizchat
bepromotable:	DITTO. RT @CathyWebSavvyPR RT @CASUDI: I just deleted tons of email marketing today ~ 2 often, 2 much stuff w/o value #smallbizchat
eblogr:	A6 In some markets, e.g insurance, you need to look professional. But the hassle is testing how your email is displayed #smallbizchat
JDEbberly:	RT @PatRobeck1ofHis: a6 I think text only, if they want to see images, link them to a webpage. #SmallBizChat
bepromotable:	RT @JDEbberly: RT @smallbizlady: My latest post: Small Business Checklist: 10 Important Tasks To Do Before 2011 http://bit.ly/dLLdge #SmallBizChat

Morgan_LP:	@learntech I sat in on training 1x. Guy said same thing. From line is most important followed by subject. #smallbizchat
JDEbberly:	RT @eblogr A6 In some markets, e.g insurance, you need to look professional. But hassle is testing how your email is displayed #SmallBizChat
CathyWebSavvyPR:	@Dan_Martin I think it varies - it really depends on the customer - what you have to offer #smallbizchat
smallbizlady:	Q7 DO YOU NEED CONTENT STRATEGY BEFORE STARTING AN EMAIL MARKETING CAMPAIGN? #smallbizchat
learntech:	#smallbizchat - Text email newsletters are very effective when the content is superb (@cjhayden and Robert Middleton come to mind).
BenitaTyler:	RT @JDEbberly: RT @bepromotable: A5 I think depends on target audience as well. Find out how often by asking them. #SmallBizChat
doggdaze:	RT @Morgan_LP: @learntech I sat in on training 1x. Guy said same thing. From line is most important followed by subject. #smallbizchat
PotatoPro:	A6 I would say full HTML - including pictures - is the standard today #smallbizchat
Noireboss1:	RT @nofussacctng: RT @eblogr: A4b Train your subscribers to always expect to receive valuable stuff from you, you get better results this way #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady Q6 SHOULD A SMALL biz HAVE A BRANDED E-NEWSLETTER TEMPLATE OR IS TEXT ONLY EMAIL ENOUGH 2 ENGAGE SUBSCRIBERS? #smallbizchat
JDEbberly:	Heads Up to my followers - For next hour I will be tweeting more than usual as I join SmallBizChat already in session #SmallBizChat
JDEbberly:	RT @smallbizlady: Q7 DO YOU NEED CONTENT STRATEGY BEFORE STARTING AN EMAIL MARKETING CAMPAIGN? #SmallBizChat
Noireboss1:	RT @CathyWebSavvyPR: RT @eblogr: A5a It depends, as a rule of thumb, at least once a month and at most once a week 4 yr regular schedule #smallbizchat
eblogr:	A7 Yes, It should be positioned to educate your subscribers about a topic they want to know about #smallbizchat
CathyWebSavvyPR:	RT @Morgan_LP: @BenitaTyler Agreed. Subject lines are so critical. "Monthly Newsletter" isn't terribly compelling #smallbizchat
JDEbberly:	RT @PotatoPro: A6 I would say full HTML - including pictures - is the standard today #SmallBizChat
doggdaze:	RT @smallbizlady: Q7 DO YOU NEED CONTENT STRATEGY BEFORE STARTING AN EMAIL MARKETING CAMPAIGN? #smallbizchat
Noireboss1:	RT @eblogr: A5b You want to communicate frequently enough not to be deemed a spammer #smallbizchat
eblogr:	A7 and at the same time pointing your subscribers to your services and products #smallbizchat

JDEbberly:	RT @eblogr: A7 Yes, It should be positioned to educate your subscribers about a topic they want to know about #SmallBizChat
econwriter5:	Whoa. #smallbizchat is already 6 questions in!
Dan_Martin:	@CathyWebSavvyPR Exactly! 'At most once a week' is misleading #smallbizchat
bepromotable:	Gr8 point. RT @CASUDI @JDEbberly always offer value and dont go overboard in the quantity department = A4 #smallbizchat
CASUDI:	@CathyWebSavvyPR BTW I unsubscribed & best message was ~Sorry to see you go. Remember... you can join again at any time.~ #smallbizchat
JDEbberly:	RT @eblogr: A7 and at the same time pointing your subscribers to your services and products #SmallBizChat
mentormarketing:	A7 you don't need content to send emails. #Smallbizchat
PatRobeck1ofHis:	I am in #smallbizchat, learning a lot.
smallbizlady:	If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us on Wed 8-9 ET #smallbizchat
doggdaze:	@smallbizlady They always say content is key. U can paint the prettiest picture but if u aren't sayign anything it's worthless #smallbizchat
JDEbberly:	@econwriter5 Yeah - I got here 20 minutes LATE and really had to scramble to try and catch up!! NEVER be late to #SmallBizChat
bepromotable:	RT @CathyWebSavvyPR: RT @Morgan_LP: @BenitaTyler Agreed. Subject lines are so critical. "Monthly Newsletter" isn't terribly compelling #smallbizchat
eblogr:	@JDEbberly better late than never... welcome on board #smallbizchat
smallbizlady:	For tips on #smallbiz success subscribe to Melinda Emerson?s blog at http://bit.ly/3x5Gm2 http://www.succeedasyourownboss.com/ #smallbizchat
bepromotable:	RT @smallbizlady: If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us on Wed 8-9 ET #smallbizchat
CathyWebSavvyPR:	A6 most commercial email templates include a text only version as not everyone can read it #smallbizchat
learntech:	Yes RT @smallbizlady: Q7 DO YOU NEED CONTENT STRATEGY BEFORE STARTING AN EMAIL MARKETING CAMPAIGN? #smallbizchat
CASUDI:	RT@eblogr A7 Yes, It should be positioned to educate your subscribers about a topic they want to know about #smallbizchat ///EDUTAINMENT
econwriter5:	RT @eblogr: A7 Yes, It should be positioned to educate your subscribers about a topic they want to know about #smallbizchat
CathyWebSavvyPR:	RT @CASUDI: BTW I unsubscribed & best message was ~Sorry to see you go. Remember... you can join again at any time #smallbizchat

doggdaze:	Thanks! RT @CathyWebSavvyPR: Welcome to the chat @doggdaze @debbie_steg @CTChrisAdams @Morgan_LP @PatRobeck1ofHis @soumyapr #smallbizchat
bepromotable:	RT @CASUDI: @CathyWebSavvyPR BTW I unsubscribed & best message was ~Sorry to see you go. Remember... you can join again at any time.~ #smallbizchat
smallbizlady:	My latest blog post: Best Start-up Business Resources For 2010 http://bit.ly/g2NtgN #smallbizchat
Dan_Martin:	#smallbizchat moves too fast with the questions IMHO.
Noireboss1:	those last few RT's are from #smallbizchat. Bloggers, You-Tubers, Product & Goods providers...follow this chat. Wed's @ 8pm! #gotherenow
PotatoPro:	I strongly disagree RT @mentormarketing A7 you don't need content to send emails. #smallbizchat
JDEbberly:	The reason you don't want to be late to SmallBizChat is because it moves Triplanetary FAST, 1000s of times light speed!! #SmallBizChat
smallbizlady:	last day to Vote for @SmallBizLady's book Become Your Own Boss in 12 Months at Small Biz Book Awards http://bit.ly/dXabHI #smallbizchat
CathyWebSavvyPR:	@CASUDI Idea: how about: when someone unsubscribes - ask them what info they'd want 2 see - learn from 'em #smallbizchat
JDEbberly:	@eblogr Thanks @eblogr !! :) I LOVE this topic so much! :) Thanks for co hosting! :) #SmallBizChat
smallbizlady:	Q7 HOW CAN YOU INCREASE THE NUMBER OF PEOPLE THAT SIGN UP TO HEAR FROM YOU? #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A7 Yes, It should be positioned to educate your subscribers about a topic they want to know about #smallbizchat
Noireboss1:	RT @CathyWebSavvyPR: @CASUDI Idea: how about: when someone unsubscribes - ask them what info they'd want 2 see - learn from 'em #smallbizchat
eblogr:	What would you send then. RT @mentormarketing: A7 you don't need content to send emails. #Smallbizchat #smallbizchat
BenitaTyler:	A6 I think content is what matters most. Many are doing a great job w/text only. Not worried about bells/whistle. Just value. #smallbizchat
CASUDI:	A7 as well as content strategy U need to really understand your readers/demographics/sociographics #smallbizchat
Noireboss1:	RT @JDEbberly: The reason you don't want to be late to SmallBizChat is because it moves Triplanetary FAST, 1000s of times light speed!! #SmallBizChat
CTChrisAdams:	@SmallBizLady A7: Produce things that are worth signing up for & be someone worth interacting with #smallbizchat
JDEbberly:	RT @smallbizlady: Q7 HOW CAN YOU INCREASE THE NUMBER OF PEOPLE THAT SIGN UP TO HEAR FROM YOU? #SmallBizChat

doggdaze:	RT @CathyWebSavvyPR: @CASUDI when someone unsubscribes - ask them what info they'd want 2 see - learn from 'em #smallbizchat
learntech:	RT @eblogr: A7 Yes, It should be positioned to EDUCATE your subscribers about a topic they WANT to know about #smallbizchat (CAPS are mine)
CathyWebSavvyPR:	RT @smallbizlady: Q7 HOW CAN YOU INCREASE THE NUMBER OF PEOPLE THAT SIGN UP TO HEAR FROM YOU? #smallbizchat
bepromotable:	gotta go. have fun til next time! #smallbizchat
Morgan_LP:	RT @CathyWebSavvyPR @eblogr: A7 Yes, It should be positioned to educate your subscribers about a topic they want to know about #smallbizchat
JDEbberly:	RT @CTChrisAdams: @SmallBizLady A7: Produce things that are worth signing up for & be someone worth interacting with #SmallBizChat
Dan_Martin:	@mentormarketing What do you need then?! #smallbizchat
Noireboss1:	RT @smallbizlady: If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us on Wed 8-9 ET #smallbizchat
CASUDI:	@CathyWebSavvyPR when I am in unsubscribe mode I am too busy to answer a questionnaire ~ #smallbizchat
PotatoPro:	frequency + branding RT @JDEbberly RT @eblogr A5b You want to communicate frequently enough not to be deemed a spammer #smallbizchat
doggdaze:	RT @smallbizlady: Q7 HOW CAN YOU INCREASE THE NUMBER OF PEOPLE THAT SIGN UP TO HEAR FROM YOU? #smallbizchat
JDEbberly:	Q7 You get subscribers by researching your niche - KNOW what it wants to learn then MEET that need - You'll get subscribers #SmallBizChat
learntech:	Yep! RT @jdebberly: The reason u don't want 2b late 2 #SmallBizChat is because it moves Triplanetary FAST 1000s of times light speed!!
PatRobeck1ofHis:	I run a BnB, my newsletter would be more about events locally and discounts. What else? #smallbizchat
CathyWebSavvyPR:	@mentormarketing Explain - what do you send if you don't sent content? #smallbizchat
CathyWebSavvyPR:	RT @PatRobeck1ofHis: I run a BnB, my newsletter would be more about events locally and discounts. What else? #smallbizchat
Morgan_LP:	@CTChrisAdams You've nailed it. Be "worth interacting with." #smallbizchat
smallbizlady:	My QA intv Year-End Tax Planning for Your Small Business http://bit.ly/enp9Dh #smallbizchat
JDEbberly:	RT @CASUDI: A7 as well as content strategy U need to really understand your readers/demographics/sociographics (HOME RUN!!!) #SmallBizChat
JDEbberly:	RT @smallbizlady: My QA intv Year-End Tax Planning for Your Small Business http://bit.ly/enp9Dh #SmallBizChat
Dan_Martin:	@CathyWebSavvyPR Is self-promotion like the links @SmallBizLady is posting allowed in #smallbizchat?



smallbizlady:	Q8 WHAT OTHER WAYS CAN I USE TO GROW MY SUBSCRIBER NUMBERS? #smallbizchat
CTChrisAdams:	Thank you! :) RT @Morgan_LP: @CTChrisAdams You've nailed it. Be "worth interacting with." #smallbizchat
JDEbberly:	RT @smallbizlady: Q8 WHAT OTHER WAYS CAN I USE TO GROW MY SUBSCRIBER NUMBERS? #SmallBizChat
eblogr:	A8a One strategy that is ignored is referrals #smallbizchat
JDEbberly:	Q8 Offer visitors to your blog free ebooks is one good way #SmallBizChat
smallbizlady:	@Dan_Martin at the end last five minutes everyone can pitch. #smallbizchat
CASUDI:	@JDEbberly also try and give a latest tidbit of industry news that is a first place they hear it ~ keeps em coming back #smallbizchat
eblogr:	A8b Encourage your subscribers to refer you. A good example of software that automates that is http://bit.ly/g8ycBY #smallbizchat
JDEbberly:	Q8 I have seen what Dave Navarro does - He gives away insanely good content - BUT You need to join his email list #SmallBizChat
PatRobeck1ofHis:	@Dan_Martin in the last 5 mins, all are to tweet an ad, she is the host of the chat. #smallbizchat
CathyWebSavvyPR:	@Dan_Martin @smallbizlady is the host of the chat - perpare your promo tweet for 7:55 for participants? thx #smallbizchat
Sagescript:	@PatRobeck1ofHis You could include recipes you use and info that makes your B&B unique. #smallbizchat
smallbizlady:	@retaincustomers My theme song is Golden by Jill Scott #smallbizchat
Morgan_LP:	@PatRobeck1ofHis What about tips for selecting the right BnB? Not all r created =. #smallbizchat
Dan_Martin:	@SmallBizLady But you're doing that every few minutes #smallbizchat
CathyWebSavvyPR:	@PatRobeck1ofHis thanks #smallbizchat
Noireboss1:	@AfrodisiacBlog follow the #smallbizchat discussion happening right now.
PatRobeck1ofHis:	The best source for real! RT @eblogr: A8a One strategy that is ignored is referrals #smallbizchat
doggdaze:	@smallbizlady I think creating a loyal community through social media & your client base will increase the # of signups. #smallbizchat
JDEbberly:	RT @eblogr: A8a One strategy that is ignored is referrals #SmallBizChat
CathyWebSavvyPR:	@PatRobeck1ofHis restauants U could send recipies, stories of where U get ingredients - tell yr co's stories! #smallbizchat
PatRobeck1ofHis:	Great idea! RT @Sagescript: You could include recipes you use and info that makes your B&B unique. #smallbizchat
smallbizlady:	@PatRobeck1ofHis thank you for telling him :) #smallbizchat
Morgan_LP:	RT @eblogr: A8b Encourage your subscribers to refer you. A good ex of software that automates is http://bit.ly/g8ycBY #smallbizchat
soumyapr:	@SmallBizLady give them an incentive to promote your biz #smallbizchat

smallbizlady:	RT @doggdaze: @smallbizlady I think creating a loyal community through social media & your client base will increase the # of signups. #smallbizchat
JDEbberly:	RT @eblogr: A8b Encourage your subscribers to refer you. A good example of software that automates that http://bit.ly/g8ycBY #SmallBizChat
CASUDI:	@smallbizlady I missed Q8 ~ I'm not used to so many Q's on chats :-) #smallbizchat
PatRobeck1ofHis:	OK, Good. RT @Morgan_LP: What about tips for selecting the right BnB? Not all r created =. #smallbizchat
Dan_Martin:	@CathyWebSavvyPR @smallbizlady Yes but makes conversation v hard to follow esp when links not relevant to discussion are posted #smallbizchat
JDEbberly:	Q8 Dave Navarro is a Genius - Just check out his blog: http://www.thelaunchcoach.com/ #SmallBizChat
soumyapr:	@SmallBizLady Test to see what kind of content your readers like to see (use tags to measure), then provide more of those #smallbizchat
smallbizlady:	@Dan_Martin they are commercial breaks like a tv show #smallbizchat
doggdaze:	RT @smallbizlady: Q8 WHAT OTHER WAYS CAN I USE TO GROW MY SUBSCRIBER NUMBERS? #smallbizchat
CASUDI:	@PatRobeck1ofHis: what about special recipes and feature decor #smallbizchat
PatRobeck1ofHis:	Thanks, good also. RT @CathyWebSavvyPR:restauants U could send recipies,stories of where U get ingredients -tell yr stories! #smallbizchat
PatRobeck1ofHis:	@smallbizlady Your welcome #smallbizchat
CathyWebSavvyPR:	@Dan_Martin noted. #smallbizchat
retaincustomers:	@PatRobeck1ofHis Include recipes from your inn - that would be a good addition. #smallbizchat
smallbizlady:	Q9 PEOPLE GET A LOT OF EMAILS. HOW DO I MAKE SURE MINE GETS OPENED? #smallbizchat
JDEbberly:	RT @soumyapr @SmallBizLady Test to see what kind content your readers like to see (tags to measure),then provide more of those #SmallBizChat
Dan_Martin:	@CathyWebSavvyPR @smallbizlady @PatRobeck1ofHis Won't be posting an ad as I think it goes against the spirit of Twitter chats #smallbizchat
flyingspatula:	A8 you are the expert - show people why and they come to you for products and great insight. #smallbizchat
PatRobeck1ofHis:	All these great ideas, I am set for awhile now! RT @CASUDI: what about special recipes and feature decor #smallbizchat
smallbizlady:	RT @soumyapr: @SmallBizLady Test to see what kind of content yr readers like (use tags to measure), then provide more of it #smallbizchat
CathyWebSavvyPR:	@PatRobeck1ofHis you could also intevue long time guests - who got engaged in yr restauant #smallbizchat
JDEbberly:	RT @flyingspatula: A8 you are the expert - show people why and they come to you for products and great insight #SmallBizChat

doggdaze:	RT @smallbizlady: Q9 PEOPLE GET A LOT OF EMAILS. HOW DO I MAKE SURE MINE GETS OPENED? #smallbizchat
CASUDI:	A8 get local Newspaper / publication do an article on your biz ~ Gr8 way to increase subscribers if U can #smallbizchat
eblogr:	A9a An interesting subject makes sure your email gets opened #smallbizchat
JDEbberly:	RT @smallbizlady: Q9 PEOPLE GET A LOT OF EMAILS. HOW DO I MAKE SURE MINE GETS OPENED? #SmallBizChat
PatRobeck1ofHis:	Thanks! RT @retaincustomers: Include recipes from your inn - that would be a good addition. #smallbizchat
mentormarketing:	Meant content aka article mrkting RT @CathyWebSavvyPR: @mentormarketing Explain - what do you send if you don't sent content? #Smallbizchat
JDEbberly:	RT @CASUDI: A8 get local Newspaper / publication do an article on your biz ~ Gr8 way to increase subscribers if U can #SmallBizChat
eblogr:	A9a Try to create a subject that promises something on the other end #smallbizchat
JDEbberly:	RT @eblogr: A9a An interesting subject makes sure your email gets opened #SmallBizChat
Dan_Martin:	@SmallBizLady Seriously?! #smallbizchat
JDEbberly:	RT @eblogr: A9a Try to create a subject that promises something on the other end #SmallBizChat
econwriter5:	RT @JDEbberly: RT @eblogr: A8b Encourage subscribers to refer you. Good example of software to automate http://bit.ly/g8ycBY #SmallBizChat
PatRobeck1ofHis:	@CathyWebSavvyPR We only do the Bnb, no restauraunt, but, still interview the guests is great. #smallbizchat
flyingspatula:	A9 provide incentives (like prizes or unique content) and give people a chance to unsubscribe #smallbizchat
CTChrisAdams:	A9:goes back 2 only using list when what u have is xtra special. Overuse makes people put up a wall 2 ur msg #smallbizchat
eblogr:	A9a You have to make sure you deliver on the promise though #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q9 PEOPLE GET A LOT OF EMAILS. HOW DO I MAKE SURE MINE GETS OPENED? #smallbizchat
smallbizlady:	Q10 WHAT OTHER ADVICE WOULD YOU GIVE ENTREPRENEURS LOOKING TO USE EMAIL MARKETING? #smallbizchat
CASUDI:	@CathyWebSavvyPR @PatRobeck1ofHis I like the local ingredients stories ~ they lure me :-) #smallbizchat
JDEbberly:	RT @flyingspatula: A9 provide incentives (like prizes or unique content) and give people a chance to unsubscribe #SmallBizChat
learntech:	Hands down, best list on this topic I've read so far Checklist: 10 Important Tasks B4 2011 by @smallbizlady http://ow.ly/3pXKL #smallbizchat
JDEbberly:	RT @eblogr: A9a You have to make sure you deliver on the promise though #SmallBizChat

doggdaze:	@smallbizlady Choosing the righth subject line is key. And again by establishing that loyal following. #smallbizchat
JDEbberly:	RT @smallbizlady: Q10 WHAT OTHER ADVICE WOULD YOU GIVE ENTREPRENEURS LOOKING TO USE EMAIL MARKETING? #SmallBizChat
Sagescript:	@CathyWebSavvyPR use a good subject line so email doesn't get lost #smallbizchat
doggdaze:	RT @smallbizlady: Q10 WHAT OTHER ADVICE WOULD YOU GIVE ENTREPRENEURS LOOKING TO USE EMAIL MARKETING? #smallbizchat
BenitaTyler:	A9 Add their name and a question in your subject line. #smallbizchat
smallbizlady:	@learntech thanks :) #smallbizchat
CathyWebSavvyPR:	@PatRobeck1ofHis you could include photos of what's in bloom on the grounds, birds at feeer - make yr biz personal #smallbizchat
PatRobeck1ofHis:	RT @CASUDI: @CathyWebSavvyPR I like the local ingredients stories ~ they lure me :-) #smallbizchat
CathyWebSavvyPR:	RT @Sagescript: use a good subject line so email doesn't get lost [agreed!] #smallbizchat
CTChrisAdams:	A10: Get your feet wet with a free tool like mailchimp before you invest a lot of money, do a lot of testing #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q10 WHAT OTHER ADVICE WOULD YOU GIVE ENTREPRENEURS LOOKING TO USE EMAIL MARKETING? #smallbizchat
smallbizlady:	A blog post w/ a more detailed Q & A w/ our guest comes out on Thurs. on @Smallbizlady?s blog: http://bit.ly/3x5Gm2 #smallbizchat
smallbizlady:	If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #smallbizchat
CASUDI:	@smallbizlady A9 ~ HEADLINE in subject ~ compelling easy download image and right to the point #smallbizchat
eblogr:	A10 A lot of people try to do it all. Content creation, marketing, product development. This is the fastest way to burn out. #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A9a Try to create a subject line that promises something on the other end #smallbizchat
learntech:	A9 - Being too cute in subject lines can backfire - make sure your email delivers what subject line promises. #smallbizchat
Morgan_LP:	RT @Sagescript: @CathyWebSavvyPR use a good subject line so email doesn't get lost #smallbizchat
PatRobeck1ofHis:	Just got some bird feeder shots! RT @CathyWebSavvyPR: you could include photos of what's in bloom on the grounds, birds feedn #smallbizchat
eblogr:	A10 Do what you are good at and love doing, outsource the rest #smallbizchat
JDEbberly:	RT @learntech: A9 - Being too cute in subject lines can backfire - make sure your email delivers what subject line promises. #SmallBizChat

BenitaTyler:	RT @learntech: A9 - Being too cute in subject lines can backfire - make sure your email delivers what subject line promises. #smallbizchat
flyingspatula:	A10 email marketing is a good addon for those that are interested. There r other outlets, like blogs, which have "pull" appeal #smallbizchat
JDEbberly:	RT @eblogr A10 A lot of ppl try to do all. Content creation, marketing, product development. This is fastest way to burn out. #SmallBizChat
econwriter5:	Forgot how quickly #smallbizchat movies.
JDEbberly:	RT @eblogr: A10 Do what you are good at and love doing. outsource the rest #SmallBizChat
econwriter5:	RT @CathyWebSavvyPR: RT @Sagescript: use a good subject line so email doesn't get lost [agreed!] #smallbizchat
smallbizlady:	Do you want to write for www.succeedasyourownboss.com I'm still taking Small Biz Writers Submissions http://bit.ly/a7msnF #smallbizchat
BenitaTyler:	sure is=>> RT @eblogr A10 A lot of ppl try to do it all. Content creation, mky, product development. Fastest way to burn out. #smallbizchat
JDEbberly:	@econwriter5 Yeah this is an INFORMATIVE but lightning-fast chat :) #SmallBizChat
smallbizlady:	Q11 WHAT METRICS CAN I TRACK SO I KNOW WHAT TO IMPROVE ON? WHAT TRACKING DEVICES DO YOU USE? #smallbizchat
eblogr:	@flyingspatula like that answer A10 #smallbizchat
flyingspatula:	A10 don't use email marketing like a mail merge or copy of your blog. Make it relevant and distinct to keep readers #smallbizchat
JDEbberly:	RT @smallbizlady: Q11 WHAT METRICS CAN I TRACK SO I KNOW WHAT TO IMPROVE ON? WHAT TRACKING DEVICES DO YOU USE? #SmallBizChat
CASUDI:	A10 Be patient ~ Rome was not built in day ///If it doesn't work switch focus &/or strategy #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A10 Do what you are good at & love doing. outsource the rest [re newsletters & promotn) #smallbizchat
eblogr:	A11 You should track your open rates and click rates at the minimum #smallbizchat
econwriter5:	@JDEbberly Totally agree. Quite informative. #smallbizchat
JDEbberly:	RT @eblogr: A11 You should track your open rates and click rates at the minimum #SmallBizChat
Dan_Martin:	@CathyWebSavvyPR In #CommsChat , which I regularly take part in, ads are frowned upon which makes content much more valuable #smallbizchat
CathyWebSavvyPR:	RT @flyingspatula A10 email mrketing is a good addon 4 those interested. There r other outlets, like blogs, w/ "pull" appeal #smallbizchat
eblogr:	A11 Most of the email service providers give you access to reports for daily, weekly or monthly statistics #smallbizchat

doggdaze:	RT @smallbizlady: Q11 WHAT METRICS CAN I TRACK SO I KNOW WHAT TO IMPROVE ON? WHAT TRACKING DEVICES DO YOU USE? #smallbizchat ##smallbizchat
eblogr:	A11 To increase your click rates, you will need great content #smallbizchat
JDEbberly:	@econwriter5 SmallBizChat is not to be missed. Use a new brain/computer interface to take notes ;) #SmallBizChat
JDEbberly:	RT @eblogr: A11 Most of the email service providers give you access to reports for daily, weekly or monthly statistics #SmallBizChat
JDEbberly:	RT @eblogr: A11 To increase your click rates, you will need great content #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q10 WHAT OTHER ADVICE WOULD YOU GIVE ENTREPRENEURS LOOKING TO USE EMAIL MARKETING? #smallbizchat
CTchrisAdams:	A11: Take a look at your bank account, that is the best metric to track :) #smallbizchat
BenitaTyler:	RT @eblogr: A11 You should track your open rates and click rates at the minimum #SmallBizChat
CathyWebSavvyPR:	RT @eblogr: A11 You should track your open rates and click rates at the minimum #smallbizchat
eblogr:	A11b Another good metric to track is to see which of your opt-in forms get the most sign-ups #smallbizchat
CASUDI:	@PatRobeck1ofHis and the birds and the bees haha #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A11 Most of the email service providers give you access to reports for daily, weekly or monthly statistics #smallbizchat
PatRobeck1ofHis:	When linking to a website, you will see that visitors came from your email program. #smallbizchat
doggdaze:	@smallbizlady I use the tracking tools that comes with constan contact. Those are sufficient for me. ##smallbizchat
JDEbberly:	RT @CTchrisAdams: A11: Take a look at your bank account, that is the best metric to track :) #SmallBizChat
JDEbberly:	RT @eblogr: A11b Another good metric to track is to see which of your opt-in forms get the most sign-ups #SmallBizChat
flyingspatula:	A11 # replies, use of particular coupons from emails, references, subscribers, new sign ups #smallbizchat
LizzHarmon:	RT @eblogr: A10 Do what you are good at & love doing. outsource the rest [re newsletters & promotn) #smallbizchat
CASUDI:	RT @eblogr: A11 You should track your open rates and click rates at the minimum #smallbizchat
CathyWebSavvyPR:	RT @CTchrisAdams: A11: Take a look at your bank account, that is the best metric to track :) [Gold Star Tweet] #smallbizchat
Morgan_LP:	RT @eblogr: A11 You should track your open rates and click rates at the minimum #smallbizchat
learntech:	@smallbizlady You're welcome. My biz theme songs are "Makin It" http://ow.ly/3pXSr & "Break my Stride" http://ow.ly/3pXSK LOL #smallbizchat
BenitaTyler:	good one ==>>RT@CTchrisAdams: A11: Take a look at your bank account, that is the best metric to track :) #SmallBizChat

doggdaze:	@smallbizlady I also use google analytics to monitor my website traffic during an email campaign ##smallbizchat
smallbizlady:	No more chats this year we're taking a Holiday Break 12/22/10 & 12/29/10 - enjoy the holidays & get ready for 2011. #smallbizchat
CathyWebSavvyPR:	A11 if yr open rate is less than stellar - do a survey, make some calls - ask readers why? #smallbizchat
PatRobeck1ofHis:	@CASUDI Right now, only the Christmas Cactus is in bloom, inside the house! #smallbizchat
CASUDI:	@eblogr: also understand who is opting out and if possible why? #smallbizchat
JDEbberly:	RT @learntech @smallbizlady YW. My biz theme songs: "Makin It" http://ow.ly/3pXSr & "Break my Stride" http://ow.ly/3pXSK LOL #SmallBizChat
CathyWebSavvyPR:	RT @doggdaze: I also use google analytics to monitor my website traffic during an email campaign [gd 2 add 2 open rate info] #smallbizchat
learntech:	RT @eblogr: A11 You should track your open rates and click rates at the minimum #smallbizchat
PatRobeck1ofHis:	@doggdaze I like Google Analytics #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: A11 if yr open rate is less than stellar - do a survey, make some calls - ask readers why? #SmallBizChat
smallbizlady:	Thanks to our guest James Tayo @eblogr a software developer 4 bloggers & Internet entrepreneurs http://entrepreneurblog.com/ #smallbizchat
doggdaze:	RT @CathyWebSavvyPR: RT @CTChrisAdams: A11: look at ur bank acct. that is the best metric to track #smallbizchat ##smallbizchat
flyingspatula:	A11 have a special landing page for each email - welcoming / building on the email topic. Track hits #smallbizchat
CathyWebSavvyPR:	RT @eblogr: A11b Another good metric to track is to see which of your opt-in forms get the most sign-ups #smallbizchat
UrbanJibaro:	Revenue streams are good, profit streams are better #smallbizchat
PatRobeck1ofHis:	Analytics, sheesh, I hate this keyboard my son install for his gaming. #smallbizchat
doggdaze:	Yep...it tells me everything I need to know. RT @PatRobeck1ofHis: @doggdaze I like Google Analytics #smallbizchat
CathyWebSavvyPR:	@eblogr yes - a good email provider will let you code each opt-in so U can track them #smallbizchat
BenitaTyler:	RT @eblogr: A11b Another good metric to track is to see which of your opt-in forms get the most sign-ups #smallbizchat
flyingspatula:	@CASUDI @eblogr is people are unsubscribing, chances are they aren't giving feedback #smallbizchat
JDEbberly:	RT @smallbizlady Thanks guest James Tayo @eblogr software dev 4 bloggers, Internet entrepreneurs http://entrepreneurblog.com/ #SmallBizChat

PatRobeck1ofHis:	Guests might not like me showing that, LOL RT @CASUDI: @PatRobeck1ofHis and the birds and the bees haha #smallbizchat
JDEbberly:	RT @UrbanJibaro: Revenue streams are good, profit streams are better #SmallBizChat
CathyWebSavvyPR:	@PatRobeck1ofHis chats also bring out he typos - our brains work faster than our fingers can keep up with #smallbizchat
Morgan_LP:	A11b Offer something only in your newsletter & see how many take advntg of it. Passive readers v. active loyalists. #smallbizchat
LizzHarmon:	Use a subject line that'll grab the reader & draw 'em in. #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady Thanks guest James Tayo @eblogr software dev 4 bloggers, Internet entrepreneurs http://entrepreneurblogr.com/ #smallbizchat
smallbizlady:	RT @ShawnDotchi: Call in#Ultraviolet Lounge @SmallBizLady speaks on Successful Biz 9p ET dial 641.715.3200 PW 384162# #join me #smallbizchat
Sagescript:	this chat moves faster than any I've seen! #smallbizchat
smallbizlady:	Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #smallbizchat
learntech:	RT @jdebberly: RT @UrbanJibaro: Revenue streams are good, profit streams are better #SmallBizChat
CathyWebSavvyPR:	@PatRobeck1ofHis but butterflies maybe - or the squirrrels antics a the b& B feeder - cute sells! #smallbizchat
PatRobeck1ofHis:	@CathyWebSavvyPR Especially visually oriented folks like me, I want it to all be out there NOW. #smallbizchat
JDEbberly:	RT @LizzHarmon: Use a subject line that'll grab the reader & draw 'em in. #SmallBizChat
flyingpatula:	@eblogr thanks! No point pushing emails. That's what old school memos and mail merges did. Whens the last time u read those #smallbizchat
smallbizlady:	Only a few votes needed to make Become Yr Own Boss the #3 book in Entrepreneurship books! last day 2 vote: http://t.co/DNXYPFL #smallbizchat
CathyWebSavvyPR:	RT @Morgan_LP A11b Offer something only in yr newsletter, see how many take advntg of it. Passive readers v. active loyalists #smallbizchat
elizabethcrouch:	RT @smallbizlady: RT @ShawnDotchi: Call in#Ultraviolet Lounge @SmallBizLady speaks on Successful Biz 9p ET dial 641.715.3200 PW 384162# #join me #smallbizchat
smallbizlady:	Get a free chapter of @SmallBizlady's new book: Become Your Own Boss in 12 Months http://bit.ly/asEgeR #smallbizchat
JDEbberly:	@learntech I LOVE disco!!! I love ALL 1970s and 1980s music - YouTube is my best friend :) #SmallBizChat
eblogr:	Thanks for having me on the chat! #smallbizchat
PatRobeck1ofHis:	@CathyWebSavvyPR Yeah, if they like cute, should I include my pic? LOL #smallbizchat
smallbizlady:	If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info. #smallbizchat



JDEbberly:	RT @ShawnDotchi: Call in#Ultraviolet Lounge @SmallBizLady speaks on Successful Biz 9p ET dial 641.715.3200 PW 384162# #join me #SmallBizChat
CTChrisAdams:	I help business in CT & beyond with marketing online using free 2 low-cost tools, Great meeting all in #smallbizchat
JDEbberly:	RT @eblogr: Thanks for having me on the chat! #SmallBizChat
paulswansen:	@SmallBizLady percentmobile.com #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady Only a few votes 2 make Become Yr Own Boss #3 in Entrepreneurship books! last day 2 vote http://t.co/DNXYPFL #smallbizchat
doggdaze:	RT @CathyWebSavvyPR: RT @Morgan_LP Offer something only in yr newsletter. Passive readers v. active loyalists #smallbizchat ##smallbizchat
nofussacctng:	RT @eblogr: A9a Try to create a subject that promises something on the other end #smallbizchat
JDEbberly:	@eblogr Thank you for co hosting the chat tonight! Have an excellent evening!:) #SmallBizChat
Sagescript:	Botanical skin care from herbs grown on our farm, formulating, ingredient consulting, micro testing. http://www.sagescript.com/ #smallbizchat
flyingspatula:	@SmallBizLady I've got nothing to sell but what's between my ears and a good conversation on business. #smallbizchat
JDEbberly:	RT @CTChrisAdams: I help biz in CT & beyond w marketing online using free 2 low-cost tools, Great meeting all in #smallbizchat #SmallBizChat
smallbizlady:	Thank you and happy holidays to @CathyWebSavvyPR our co-host and social media PR pal. #smallbizchat
JDEbberly:	RT @Morgan_LP Offer something only in yr newsletter. Passive readers v. active loyalists #SmallBizChat
CathyWebSavvyPR:	@PatRobeck1ofHis Can't tell - yr avatar image is 2 small - but put a shot of you taking photos, or "in action" maybe #smallbizchat
Sagescript:	Is there a transcript of this chat? So much to reread. #smallbizchat
eblogr:	don't forget to check out Viral List http://bit.ly/g8ycBY Wordpress plugin to help you grow your email list #smallbizchat
CathyWebSavvyPR:	@smallbizlady you are welcome - I enjoy helping to create this chat with our focus on helping small biz owners #smallbizchat
JDEbberly:	RT @Sagescript Botanical skin care from herbs grown farm,formulating,ingred consulting,micro testing http://www.sagescript.com/ #SmallBizChat
smallbizlady:	Thank you & happy holidays to virtual assistant Sonia @YourJobMyOffice, she'll get a link to the transcript out Thurs am #smallbizchat
learntech:	Great conversation on #smallbizchat thanks @eblogr for the expert advice, and @smallbizlady and @cathywebsavvypr And @yourjobmyoffice
CASUDI:	@eblogr TY for contributing value and inspiration to #smallbizchat



CathyWebSavvyPR:	@eblogr Great info from James @eblogr on email marketing #smallbizchat
PatRobeck1ofHis:	Visit The Bonny Peacock Bnb, the home of privacy! Close to Ohio Amish, ProFootball HOF, peace&quiet. www.TheBonnyPeacock.com #smallbizchat
POWERORGMath:	RT @BenitaTyler: sure is=>> RT @eblogr A10 A lot of ppl try to do it all. Content creation, mky, product development. Fastest way to burn out. #smallbizchat
JDEbberly:	RT @smallbizlady Get free chapter of @SmallBizLady's new book: Become Your Own Boss in 12 Months http://bit.ly/asEgeR #SmallBizChat
ezuniforms:	@SmallBizLady #smallbizchat @smallbizlady EZ Uniforms and Scrubs. Best prices and widest selection of scrubs and food service uniforms.
TONISMALLS:	RT @SmallBizLady: Get a free chapter of @SmallBizlady's new book: Become Your Own Boss in 12 Months http://bit.ly/asEgeR #smallbizchat
BenitaTyler:	RT @CathyWebSavvyPR @eblogr Great info from James @eblogr on email marketing #smallbizchat
LizzHarmon:	Love it ---> RT @JDEbberly: RT @UrbanJibaro: Revenue streams are good, profit streams are better #SmallBizChat
CathyWebSavvyPR:	Last emial tip - if U chang yr Phone# - be sure 2 change it in yr enewsletter & w yr mail house acct - they can delete yr acct #smallbizchat
Morgan_LP:	TYSM to @cathywebsavvypr @smallbizlady @eblogr for a great chat tonight! #smallbizchat
PatRobeck1ofHis:	@CathyWebSavvyPR Smaller is good, LOL, I will stick to the animal photos! #smallbizchat
CTChrisAdams:	@JDEbberly Yes very good chat #SmallBizChat
doggdaze:	@smallbizlady Thanks for the chat. Happy Holidays to you too. ##smallbizchat
smallbizlady:	I really count on @cathywebsavvypr & @yourjobmyoffice to bring this quality program to you each week We've done 83 shows. #smallbizchat
eblogr:	@JDEbberly was fun... great community on #smallbizchat
JDEbberly:	@eblogr Email list development is always a fascinating topic! #SmallBizChat
PatRobeck1ofHis:	For Sure! RT @Morgan_LP: TYSM to @cathywebsavvypr @smallbizlady @eblogr for a great chat tonight! #smallbizchat
JDEbberly:	RT @Minnapnw: Lady Gagaaa will be in a cam live chat for all her fans tomorrow!!! http://bit.ly/gxwqdh?odax #SmallBizChat
BenitaTyler:	Happy Holidays #smallbizchat from the Financial Messenger - http://www.tbsusa.com/
smallbizlady:	My team rocks. Christmas is m favorite time of year & I want you all to know that your faith is key to your biz success. #smallbizchat
CathyWebSavvyPR:	Happened 2 a former client . his acct/list was deleted - part of anti spam rules - phn # on act & in nltr must match #smallbizchat



rickophotog:	RT @CTChrisAdams: I help business in CT & beyond with marketing online using free 2 low-cost tools, Great meeting all in #smallbizchat
PatRobeck1ofHis:	Is there an easy way to follow chatters from here tonight? #smallbizchat
smallbizlady:	Merry Christmas! Keep Your Eyes Towards Heaven in 2011. I love small business owners. Be well. #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady I really count on @cathywebsavvypr & @yourjobmyoffice 2 bring this quality program 2 U wkly. 83 shows! #smallbizchat
CathyWebSavvyPR:	RT @eblogr: @JDEbberly was fun... great community on #smallbizchat
smallbizlady:	The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. #smallbizchat
JDEbberly:	RT @smallbizlady: Merry Christmas! Keep Your Eyes Towards Heaven in 2011. I love small business owners. Be well. #SmallBizChat
PatRobeck1ofHis:	Amen! RT @smallbizlady: Merry Christmas! Keep Your Eyes Towards Heaven in 2011. I love small business owners. Be well. #smallbizchat
CASUDI:	I'm collaborating w @yourjobmyoffice 4 email mktg 4 entrepreneur Ken of http://bit.ly/17TEJ7 ~ sign up & tell us how we do? #smallbizchat
JDEbberly:	RT @CTChrisAdams I help biz in CT & beyond with mrktg online using free 2 low-cost tools, Great meeting all in #smallbizchat #SmallBizChat
thesavvywahn:	RT @smallbizlady: The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. #smallbizchat
smallbizlady:	We're taking a Holiday Break - no #smallbizchat 12/22/10 12/29/10- enjoy the holidays & get ready for a happy new year
CASUDI:	@smallbizlady @CathyWebSavvyPR @JDEbberly I enjoyed revisting you all ~ what a great group #smallbizchat
JDEbberly:	RT @smallbizlady Taking Holiday Break- no #smallbizchat 12/22/10 12/29/10- enjoy the holidays & get ready for a happy new year #SmallBizChat
PatRobeck1ofHis:	@CathyWebSavvyPR Thanks again! #smallbizchat
JDEbberly:	@CASUDI We're glad to see you again too here on SmallBizChat :) #SmallBizChat
PatRobeck1ofHis:	I signed up at Linked-In, see you there also. #smallbizchat
butterflylost:	RT @smallbizlady: The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. #smallbizchat
CathyWebSavvyPR:	Hey @tweetgrid worked fine tonight !!! just like the old days - yeah!! n center column freezing #smallbizchat
PatRobeck1ofHis:	OK @CathyWebSavvyPR: #smallbizchat

BenitaTyler:	RT @CTChrisAdams I help biz in CT & beyond with mrktg online using free 2 low-cost tools, Great meeting all in #smallbizchat #SmallBizChat
JDEbberly:	@smallbizlady Merry Christmas right back to you, @SmallBizLady ! :) I look forward to every SmallBizChat !! :) #SmallBizChat
yourjobmyoffice:	Sorry u guys. I was monitoring chat + doing double duty tech support for client at same time. Will tweet transcript in a.m. #smallbizchat
CathyWebSavvyPR:	Happy holidays to @smallbizlady @soniaschenker & all my small biz peeps - thx 4 a great yr! #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: We're taking a Holiday Break - no #smallbizchat 12/22/10 12/29/10- enjoy the holidays & get ready for a happy new year
yourjobmyoffice:	#pitch Sonia, office ace 4 hire. Exec virtual office assistant. Non traditional college student + VA to #smallbizchat
CathyWebSavvyPR:	Transcript and blog post with more info from out guest will be out in the AM Thurs - lk 4 it via @smallbizchat & @smallbizlady #smallbizchat
Sagescript:	@eblogr @mailchimp Thanks, I'd never heard of MailChimp before, will check that out. #smallbizchat
CathyWebSavvyPR:	@PatRobeck1ofHis where in Ohio is yr B&B? I went to school at Witternberg Univ SW OH #smallbizchat
yourjobmyoffice:	@CathyWebSavvyPR @smallbizlady All the best you both for a healthy, safe and prosperous new year! #smallbizchat
learntech:	And to you RT @smallbizlady: Merry Christmas! Keep Your Eyes Towards Heaven in 2011. I love small business owners. Be well. #smallbizchat
smallbizlady:	RT @CASUDI: @smallbizlady A9 ~ HEADLINE in subject ~ compelling easy download image and right to the point #smallbizchat
CathyWebSavvyPR:	RT @yourjobmyoffice: #pitch Sonia, office ace 4 hire. Exec virtual office assistant. Non traditional college student + VA 4 #smallbizchat
GreenSoil:	Featured Home Business? Authentic Haven Brand http://bit.ly/b9S3TF is #smallbizchat
wileyccoyote:	RT @CathyWebSavvyPR: Transcript and blog post with more info from out guest will be out in the AM Thurs - lk 4 it via @smallbizchat & @smallbizlady #smallbizchat