

Coastal Power Women!

Professional Organization of Women Encouraging Referrals

American Business Women's Association (ABWA)
 Coastal Power
 Express Networking
 Myrtle Beach, South Carolina
 www.coastalpowerwomen.com

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Myrtle Beach Area Online Resources

The State of South Carolina Official Web Site

www.sc.gov

Myrtle Beach Area Chamber of Commerce

www.myrtlebeachinfo.com/chamber

North Myrtle Beach Chamber of Commerce

www.northmyrtlebeachchamber.com

South Carolina Information on the net

sciway.net

South Carolina Department of Revenue

www.sctax.org

Horry County Government

www.horrycounty.org

Georgetown County Government

http://www.georgetowncountysc.org/

Newsletters are informative!

Newsletters have lots of tips!

Well then, let the Coastal Power Women rock on with informative bits and pieces to help us ladies prosper in our businesses!

Please share your bits and pieces with everyone by submitting your marketing tips, articles, press releases, best practices, business resources, and even favorite recipes!

Send your newsletter ideas to Tammy Watier at Tammy@WatierDesign.com

The INBOX is waiting!

Inside this issue:

Networking at Coastal Power Meetings 2

Creating an e-mail signature in Outlook 2

How Healthy is YOUR Computer? 2

E-mail Marketing 3

Business Cards 3

Volunteer Control 3

Recipe Time 4

Next Meeting:

Tuesday
 March 13, 2007

12-1:30

Magnolia's Restaurant
 2605 N. Ocean Blvd.

Myrtle Beach, SC
 29577

Meet in the conference room.
 Buffet lunch \$10 per person.

Team Up for Press Releases!

Press Releases—Partner up with local businesses and get your business name out there by writing a newspaper article together.

For example, the gift basket maker teams up with the Mary Kay consultant to

create awesome gift baskets for special ladies! Brag a little about both businesses and invite customers to open houses and web pages.

Customers generally do business with people they

can relate to or know. Being in the local paper helps you be known.

Make sure the contact information is consistent and clear for all partners involved in the press release.



E-Mail Marketing

Emailing your customers is a great way to get information to them for free. Be very careful though with your email campaigns as unsolicited email can easily end up in the junk folder.

Keep your emails short and to the point and make sure the file size of any attachments are not too large.

Avoid collecting random email addresses or purchasing email lists and soliciting. You may quickly end up on a spammer list along with your entire mail server.

And if you have spell check, please use it. Once you hit the send button the email is gone!



Creating an e-mail signature in Outlook

Do you use Outlook?

Do you want to make it easy for people you email to contact you and visit your web site?

If so, you may want to consider adding an e-mail signature like the one below to all your emails to promote your business?

Sample e-mail signature:

Jane Doe
Specialty Business in Myrtle Beach
843.000.0000
you@yourbusinesswebsite.com
www.yourbusinesswebsite.com

Try setting up your email signature in Outlook using the steps below:

1. From the main Microsoft Out-

look window, on the **Tools** menu, click **Options**, and then click the **Mail Format** tab.

2. In the **Compose in this message format** list, click the message format that you want to use the signature with.

3. Under **Signature**, click **Signatures**, and then click **New**.

4. In the **Enter a name for your new signature** box, enter a name.

5. Under **Choose how to create your signature**, select the option you want.

6. Click **Next**.

7. In the **Signature text** box, type the text you want to include in the signature.

8. You can also paste text to this box from another document.

9. To change the paragraph or font format, select the text, click **Font** or **Paragraph**, and then select the options you want. These options are not available if you use plain text as your message format.

10. To add an electronic business card – vCard – to the signature, under **vCard options**, select a vCard from the list, or click **New vCard from Contact**.

11. Click **Finish** when you are done editing the new signature.

Steps above taken from Outlook help. Please consult your online help resources for setting up your e-mail signature.

How Healthy is *YOUR* computer?

Many of us today rely heavily on our computers to conduct business day to day. What would you do if your computer bit the dust today?

Got you thinking now? Perhaps you should consider making a list of things to do for your computer to keep it healthy.

Anti Virus Program

Make sure you have an antivirus

program running at all times. Kaspersky.com is an awesome program!

Set your anti-virus program up to get updates often and scan your computer at least weekly for viruses.

Disk Clean-up

In windows go to Start, All Programs, Accessories, System Tools, Disk Clean-up. Follow the prompts.

Disk Defragmenter

In windows go to Start, All Programs, Accessories, System Tools, Disk Defragmenter. Follow the prompts.

More computer health tips coming next month!

Submitted by Tammy Watier

Networking at Coastal Power Meetings

We are a Professional Organization of Women Encouraging Referrals! And encourage referrals is what we do best! How do we do it? We network! Coastal Power Meetings are buzzing with networking women. Get in on the buzzing at the next meeting.

Try to get to meetings a bit early to get in some valuable networking time. Bring plenty of business cards and grab a spot on the display table to show your materials. If you have handouts, try to get them passed out early to make sure members and visitors receive your information before they get away.

Coastal Power Meetings are a great place to pass out sample products and have drawings for prizes. Who doesn't like to win something? Do you have a special promotion? Bring along fliers and hand them out before and after the meeting.

Try this!

11:50 arrive early for Coastal Power Women meeting

11:50–12:00 passed out 20 fliers and spoke with 20 women

12:00–1:30 Coastal Power Women meeting

1:30–1:40 pass out another 20 fliers and speak with 20 women

Results—Priceless!



Business Cards

Business cards are easy to get, easy to change, and rather inexpensive today.

You can get a pre-designed business card from www.vistaprint.com for the cost of shipping and handling if you do not mind their advertising line on the back of your cards.

If you have the patience and skills required to print your own at home, purchase good quality non-perforated busi-

ness card sheets. The investment is well worth it for the image of your business.

When you have changes to your business cards order more or print more and do your best not to cross out information and write in the correct.

Don't feel bad if you crossed out information on your business cards, most everyone has been in that situation.

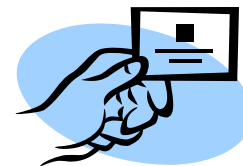
Whatever you do, remember to carry

your business cards with you everywhere you go.

Keep some in the car. Keep some in your pocket.

You never know when a business opportunity may pop up for you!

Have you given out business cards today?



Volunteer Control

One of the best ways to get the word out about your business and be helpful in the community is to volunteer.

Chances are there is an organization out there waiting for your skills.

Schools, churches, hospitals, and animal shelters are just the tip of the iceberg when it comes to volunteer opportunities.

For the self employed it is easy to find

yourself doing more volunteer work than paid work if you are not careful.

Pay close attention to your volunteer time. Set yourself an amount of time each week in which you volunteer your time and when you reach that limit, say no. It is quite all right to explain that your volunteer time has been reached and that you'll be happy to get to them when your schedule permits.

When your free time has been reached you will be surprised how many organizations will pay you for your skills. As hard as it may be, please try to accept their payment for the sake of your business. If your business fails chances are you will not be able to volunteer at all for anyone.

Volunteer wisely!

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PROFESSIONAL ORGANIZATION OF WOMEN
ENCOURAGING REFERRALS

Submit your Newsletter Ideas and Stories

email Tammy Watier at
Tammy@WatierDesign.com

Recipe Time!

Poor Man's Cobbler

1-21 oz can pie filling (your choice)

1 box jiffy yellow cake mix

Grease Baking Dish

Empty pie filling into baking dish

Spread dry cake mix evenly thru-out the pan

Mix together:

1 stick melted butter

4 tbsp brown sugar

2 tsp cinnamon

1/4 tsp nutmeg

Drizzle the above mixed topping over dry cake mix

Bake 1 hour at 350 degrees till slightly brown on top.

It's yummy, easy, and makes the house smell terrific!

Submitted by: Kimberly Dahlin

Tips for making dishes more nutritious without sacrificing an ounce flavor.

1. Limit sodium. Try the recipe with half the recommended sodium.
2. Reduce portion sizes. When plating, start with a smaller amount and see if that satisfies you.
3. Choose a flavorful cheese. "Use a variety with more flavor, such as Parmigiano-Reggiano
4. Sprinkle cheese, chocolate, or nuts on top rather than mixing into batters. As toppings, they deliver concentrated flavor.
5. Reduce sugar-crumble toppings. Half the amount is often enough.
6. Use egg substitute in recipes that call for more than one egg. A quarter cup equals one egg, cutting 5 grams of fat and 213 milligrams of

cholesterol from your recipe.

7. Increase low-calorie ingredients. For example, add extra vegetables to casseroles and fruits to breads, muffins, or snack cakes. This will increase the yield of your recipe without adding fat.

8. Finely chop nuts, bacon, olives, and other high-fat or high-sodium ingredients. They will distribute more evenly, allowing you to use less without sacrificing taste.

9. Add zing with citrus. A squeeze of fresh lemon juice can help brighten the flavors of veggies and meats without added sodium.

10. Use nonstick pans and cooking spray in place of oil or butter.

Submitted by: Robin Reynolds
Tips from Southern Living At Home Newsletter