

## Sue Almon Pesch

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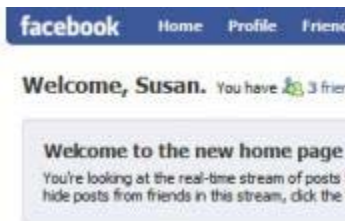
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# SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

## About Face! 10 Tips for Facebook Users

By Sue Almon-Pesch, CME



Facebook is making a good impression. I thought I would share some tips for business owner newbies and-or users who may have put their best face forward without a primer.

*\*Genuine thanks to colleagues, Kathy Nelson and Rick Itzkowich for their push to get me on Facebook. I joined kicking and squirming in December 2008.*

### 10 Easy Facebook Tips

1. Fill out your profile completely and accurately.
2. Add a photo of yourself -- it's very important. How will someone know to accept your invite to be a friend, if they can't be sure it's you.
3. Take time to set up your account and privacy parameters.
4. Try not to use your wall for personal conversations with others. Send them a message from fb. They'll be happy you did.
5. Add to your network by extending information or a gift to people with common interests. My gift is a once a week **QuoteAction** --

## "On-Line the Street"

### Sad to say . . .

The printed word is going by the wayside. In the not too distant past, press releases were referred to as "free ink." This meant you submitted a fact-based article about a company, new product or an upcoming event. The local newspapers would welcome your news. Editors would help get the word out and everyone would celebrate a win-win. With today's Internet news forum, I guess we could say -- go for "free pixels."

### TIP FOR SAN DIEGO BUSINESSES

Join the *San Diego Union Tribune's* community web site, [www.sdbackyard.com](http://www.sdbackyard.com). It's free. Just click on the "Join Now." Then click on "Stories" and "Post a Story." Share your

click here to get yours [www.tinyurl.com/bfco4w](http://www.tinyurl.com/bfco4w)

6. Get to know people's interests, likes, dislikes and goals. You may be able to help them along the way.

7. Invite your friends and contacts. I think high school and college groups are key for growing your community. My belief is in quality, not quantity.

8. Do become a "Fan" of companies, causes and organizations you really like and care about.

9. Post quality content--share photos of friends, news and event stories, informative websites, useful videos. Share your own content, but don't get carried away.

10. If you are a family member i.e. Mom, Dad, Grandparent, please respect the privacy of your children.

If you're reading my newsletter, we probably have some things in common. Invite me to be your friend. Susan Almon Pesch

[If you're not on Facebook, get your pix ready and join in.](#)

## Client Z58 Inc. PR Launch of GetPhotosTraining.com

*With over 900 online pick ups, the web site launch release has rec'vd over 170,000 headline impressions to date with more each day it stays live on PRWeb.*



### **New GetPhotosTraining.com Focuses on How to Break Into the Business of Paid Photography With Photographer Training**

*GetPhotosTraining.com is the creation of Internet entrepreneurs, Steve Weber and George Hart. A*

*lifelong passionate photographer, Weber saw the need for a website to teach photo enthusiasts how to make money in a photo business with photographer training. More than 50 unique, entertaining and exclusive videos provide the "how to's" of breaking into the business of paid photography on this subscription-based website.*

San Diego, CA (PRWEB) February 25 2009 -- Photo enthusiasts now have a website to learn the business of making money in photography. With Z58 Inc.'s ([www.z58.com](http://www.z58.com)) launch of GetPhotosTraining.com (<http://www.getphotostraining.com>),

start-up story, a new product, maybe an upcoming event . . . It's time to go online with your news and views!

### **Stats to Muse**

#### **Voicemail Stats**

How often do you leave voice mails?

44% All the time

42% Sometimes

10% Rarely

2% Never

Do you currently promote your product and/or service on your outgoing voice mail?

25% Yes, I do.

50% No, I don't.

25% No, but I think I will try this.

**Readers, let's become one of the 25% who will incorporate a "short blip" about our product or service in our outgoing message.**

SOURCE:

<http://www.mrcoldcall.com>

photographers get on-demand, entertaining video tutorials to help them turn their passion into a photo business. Most photo education websites cover the fundamentals of shooting photographs. With a paid subscription to GetPhotosTraining.com consumers gain access to more than 50 exclusive interviews featuring top-earning, self-made professional photographers. The experts share photography marketing and how they made the transition from 9 to 5 to being their own boss and living the American Dream.

In today's economic climate an individual may have lost their job and GetPhotosTraining.com is what they need to start a new career. The prospects of earning extra income from shooting weddings, portraits or stock photography look good when a spouse or partner has been laid off. GetPhotosTraining.com creators know the power of humor, fun and facts. The fast-paced, unique on-location videos teach what to do and how to do it, all the while inspiring viewers to get started. Subscribers easily stay interested while getting information at a surf shoot from the famed Swami's in Encinitas, California or behind the scenes of a bikini model shoot. The videos have been converted to flash for easy viewing with no downloads.

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