



Your Website Coach



The Web CAN Make Your Life Easier – 6/5/08

So what can you do online? Just about everything! Normally I talk about the ins and outs of owning and maintaining your business website, as well as new technologies that can enhance your web presence. This month, I'd like to mix things up a bit and put the focus on how someone else's website can make your busy life a bit easier.

Most of us know that we can do our banking, pay our bills, buy gifts, order movies and much more on the internet. But did you know that you can have real, printed greetings cards sent for business or pleasure without leaving your desk? I was talking with Donna Buckley of Send Out Cards (sendoutcards.com/dbuckley) and I found that I can send any kind of card to my clients and it will be printed in my own hand writing and signature, or a standard font if that's my preference. Upon signing up with this service, I would fill out a form that I snail mail to the company. The form is then scanned and stored for use on each card I send. A real card is a special touch in business. So what if you've already purchased cards from the store and you just need to mail them but you're out of stamps? You may know that you can order stamps online from usps.com but did you know that you can order stamps with **your** picture or business logo on it? Yes, it's true according to John Frierson an Account Manager for the USPS. Now that's a memorable way to brand your business. You can also participate in their Customized Direct Mail program which allows you to create, stamp and mail postcards (business or otherwise) all without leaving your office. Actually, almost anything you can do in the brick and mortar PO can now be done online 24/7.

For those of you who frequently travel on business and spend a lot of time worrying about Fido who's in a kennel, Ryan Prater of Pet Ritz America (petritzamerica.com) can put your worries to rest. You can check on your pet via their live webcams and from what I've seen so far, "kennel" should be replaced by "Club Med". They have online reservations and they'll soon be accepting online payments.

It seems like all of us are working far more hours than we have in the past. I'd like to think that using online services will allow you to save enough time so you can see the light of day *with* your family and friends! So, go out and enjoy yourself!

Written by Christine Chubenko, christine@yourwebsitecoach.net