



specializing in speaking, training and consulting on marketing issues, was started in 1990.

2.\*\*\*\*\* RESOURCE REVIEW \*\*\*\*\*

This month I recommend the book "Million Dollar Consulting" by Alan Weiss to anyone who makes their living giving advice.

3.\*\*\* TIPS, TRENDS, STATS AND STRATEGIES \*\*\*\*

According to ActivMedia Research, mid-sized companies that conduct business online were the most successful in 2000....61% with revenues from \$100K - \$999K reported profitability. Smaller companies generating between \$10K - \$99K came in second with 57% reported profitability.

4. \*\*\* INSIDER IN-SITE - "Insider" sites of the month \*\*\*

Best web site of this month.....

What else - [www.MarketingCoaches.com](http://www.MarketingCoaches.com)

Also visit [www.buzzkiller.net](http://www.buzzkiller.net) to find the list of the most offensive words to journalists. Use .net not .com!

5.\*\*\*\*\* QUOTE OF THE MONTH \*\*\*\*\*

"My goal is to consistently give business owners the best and latest tips, tricks and information on marketing their business," Caryn Amster

6.\*\*\*\*\* FUNNY STUFF - Topical Humor \*\*\*\*\*

A guy did system support in a law firm. One day, he had to log a user off and then back on. He entered her initials and then she gave me her password.

Her password was "genius".

After three tries and the system telling him "access denied," he asked her how to spell it.

She said, "G - E - N - I - O - U - S."

For more jokes online go to <http://www.jokes4me.com>

7.\*\*\*\*\* SURVEY ON LINE \*\*\*\*\*

Last month I asked what your best marketing vehicle is?

I got a flurry of replies. Thanks to all of you.

> "My e-mail newsletter the Business Woman's Advantage, and referrals from successful clients who talk about their coach," says Mershon Bell - To subscribe to her newsletter



