

Thank you for your continued business!

Happy Holidays from the MSW Team



Sandy Gretchen Sherrie Duane Baxter

We all join in wishing you a very happy holiday season and a fabulous New Year.



Thank you for your business!

Useful Business Resources

Market It!
www.market-it.com

INC
www.inc.com

entrepreneur
www.entrepreneur.com

Industry Growth Outlooks
www.valuationresources.com

WomanOwned.com
www.womanowned.com

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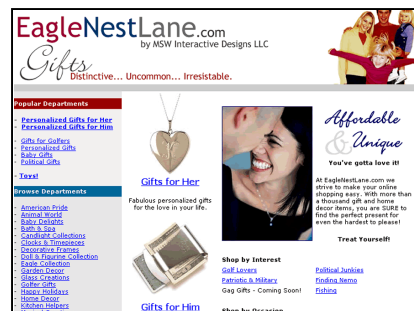
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Save 30% at EagleNestLane.com ALL YEAR!

Just a reminder to our clients, we have a special coupon code setup for you, your family, and employees at our online gift store, EagleNestLane.com.

Use coupon code **MSWCLIENT** to take 30% off any item in the store all year long. It's just one way we say thank you to our clients throughout the year and help you save some money on your gift shopping all year long.

www.EagleNestLane.com



FINALLY! A Spam Blocker That We Can Recommend

By Sandy Waggett

Until now, every time I received a phone call from a client asking about a good SPAM blocker, I have always made the recommendation NOT to use a SPAM blocker because they are notorious for catching and tagging legitimate email as SPAM. **No more!**

I believe I've found the perfect SPAM blocker and I am excited to introduce it to you. The product is called Cloudmark.

We tested this SPAM blocker in our office for two full weeks, and here are some impressive statistics:

1. Cloudmark processed 21,526 emails that arrived in my inbox over the course of two weeks.
2. Cloudmark caught 17,002 SPAM messages and moved them to a designated SPAM folder.
3. Of those 17,002 emails marked as SPAM, 0% were legitimate emails. Yes, you read that right ... ZERO!
4. Cloudmark also keeps estimated statistics on the time and money I saved in not having to sort the SPAM myself. It's a whopping 47 hours with \$945 saved in time not lost.

How does it work?

Unlike other SPAM blockers, Cloudmark is a subscription-based service for Microsoft Outlook and Outlook Express users. You download the utility from their website (there's a 30 day free trial). Once installed, Cloudmark goes to work on your incoming messages, checking them NOT against predefined SPAM rules (which sometimes allows real emails to get through), but against email that other subscribers to Cloudmark have reported as SPAM. In short, the Cloudmark community decides what is SPAM, so your personal and business messages never get tagged.

For example, I may still receive around 10 SPAMS in my inbox each day, but it's only because it's a SPAM message that someone has not yet reported. All I do is select the message, then click on a button in Outlook to "Report as SPAM". After I report it, none of their other subscribers will receive that message ... it will be tagged as SPAM for all future recipients.

During my testing period, I was MOST impressed with the fact that it tagged ZERO legitimate emails as SPAM. It did catch one newsletter that I subscribe to

as SPAM, but if I identify it as something I personally WANT to receive, even though someone else has marked it as SPAM, I can unblock messages from that sender so they will still come to me.

Finally, a SPAM blocker that truly works!

I highly recommend this product if you are plagued by SPAM in your inbox. It has made such a difference in my inbox. As you can imagine, dealing with a little over 300 legitimate emails over the course of two weeks, rather than 21,000 emails, has allowed me to come up for "air". It's also better for my clients, as I am certain we have accidentally deleted emails from clients in the course of clearing over 1000 SPAMS from our inbox each day.

Visit the Cloudmark website to download the free trial of the Cloudmark SafetyBar. It was PC Magazine's Editors Choice and won PC Magazines 4-Star Award.

I cannot say enough about this product. It truly makes a difference!

www.Cloudmark.com

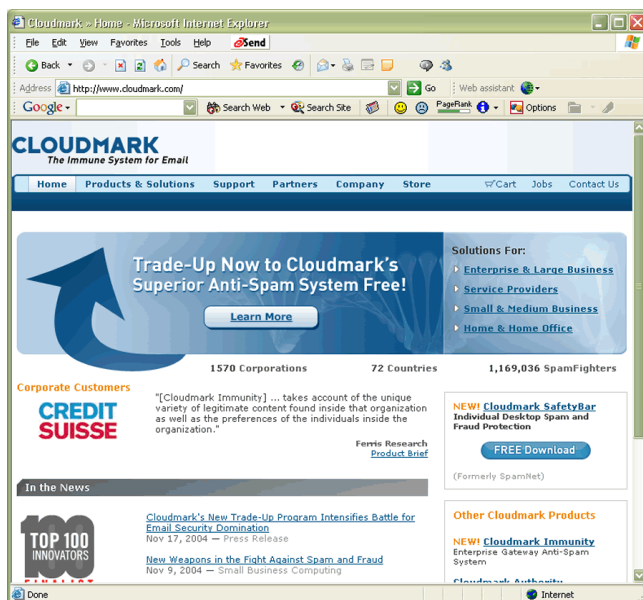
\$39.95 per year

PROS

1. **Easy to use with a very intuitive interface.**
2. **SPAM determination is made by Cloudmark subscribers (people) so your personal and business messages are not tagged. So accurate, it's scary!**
3. **Allows you to override the community for your own personal inbox.**

CONS

1. **Works only on Microsoft Outlook and Outlook Express.**



Meet Sherrie Thompson—Website Maintenance Assistant



Sherrie Thompson joined the MSW Team over a year ago as a website maintenance assistant. She is responsible for making edits to client websites, keeping our storefront product listings current, and for maintaining our wedding portals.

Sherrie has a Bachelor of Arts Degree in Biology and a Masters of Public Health from the University of Tennessee. Through the years, she has written environmental educational materials, taught chemistry and physics, and served as a health care administrator for a comprehensive hemophilia center. Her interests include University of Tennessee football, hiking, camping, and cooking. She has been with MSW Interactive Designs since August 2003. Sherrie and her family are currently living in Southwest Illinois, where her husband is assigned to Scott Air Force Base.

Welcome New Clients!

MSW-ID welcomes our most recent new clients! These clients joined us in Sept—Nov 2004.

Air Academy Band Parents Group
Colorado Springs, CO
<http://www.KadetKrew.com>

All About Honey moons
Denver, CO
www.allabouthoneymoons.com

Alps Boulder Canyon Inn
Boulder, CO
<http://www.alpsweddings.com/>

Anthony Duca Photography
Fort Lauderdale, FL
<http://www.tonyduca.com/>

Archway Media Services
St. Louis, MO
<http://www.archwaymedia.com/>

Best Western Inn & Suites
Colorado Springs, CO

Brides of America
Miami, FL
<http://www.BridesofAmerica.com>

Comfort Inn-South
Colorado Springs, CO

Cruise Planners
Centennial, CO
<http://www.plantocruise.com/>

Dance Beat Mobile DJ
Denver, CO
<http://www.dancebeatdj.com/>

Denash Photography
St Louis, MO
<http://www.denash.com>

Double Eagle Hotel and Casino
Cripple Creek, CO
<http://www.decasino.com/>

From This Day Forth
Boca Raton, FL
<http://www.fromthisdayforth.com/>

Gentle Portraits
Colorado Springs, CO
<http://www.gentleportraits.com/>

Jessica Perry Photography
Colorado Springs, CO
<http://www.jessicaperry.com/>

Kays Wedding Videography
Knoxville, TN
[kaysweddingvideography.com](http://www.kaysweddingvideography.com)

Lady Jane Floral
Woodland Park, CO
<http://www.ladyjanefloral.com>

Maize Music
Cincinnati, OH
<http://www.maize-music.com>

McFadden Music
Crescent Springs, KY
<http://www.mcfaddenmusicdj.com>

Memories & Memorials
Richardson, TX
www.memoriesandmemorials.com

Mindy Sonshine
San Diego, CA
<http://www.mindysonshine.com/>

Misha Belfer Salon
Denver, CO
<http://www.weddinghairstyles.biz>

Mundo De Soul
Denver, CO
<http://www.MundodeSoul.com>

Natural Aspects Photography
St. Charles, MO
<http://www.naturalaspects.com/>

New Beginnings Photography
Seymour, TN
<http://www.perfectweddingpics.com/>

Never Surrender
Aurora, CO
www.neversurrenderband.com

Peete & Company
Las Vegas, NV
<http://www.thepeetecompany.com>

PhotoEpic LLC
Lafayette, CO
<http://www.photoepic.com>

Script-o-Note Journals
Colorado Springs, CO
www.script-o-notejournals.com

Simply Elegant
Knoxville, TN
www.simplyelegantforyou.com

Studio 1331
Denver, CO
<http://www.studio1331.com/>

Sweet Chocolate Lady, Inc.
St. Louis, MO
www.sweetchocolateladyinc.com

Team Jensen
Colorado Springs, CO
<http://www.teamjensen.net>

Tiffany Custom Homes
Colorado Springs, CO
www.tiffanyhomescolorado.com

Updos to You
Las Vegas, NV
<http://www.updos-to-you.com/>

MSW Customer Lifestyle Properties Spotlights

Larry & Connie Wardenburg, the owners of Reece & Nichols Lake Ozark Real Estate, and their top-notch team of Realtors invite you to visit beautiful Lake of the Ozarks, MO on your next summer vacation!

Lifestyle Realtors offers gorgeous lakefront vacation rentals, as well as beautiful lakefront homes and condos for sale. Visit their websites to learn more!



LifestyleRealtors.com
Browse all their current listings and vacation rentals on their main company website, including Virtual Tours and links to some of the areas attractions.



Timberlake-Village.com
Nestled in a quiet cove at the 5 1/2 Mile Marker on Lake of the Ozarks, Timberlake Village can be reached via scenic highway W from Kansas City or St. Louis without the hassle of heavy traffic.

Lifestyle's websites include property features and amenities, virtual tours, video tours, aerial photos, and more.

Be sure to visit their other featured property websites.

Forest Pointe Condos
<http://forestpointecondos.com/>

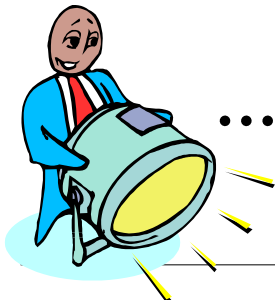


Waterford Landing Villas

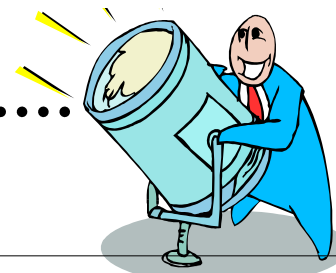


waterfordlandingvillas.com

Lifestyle Realtors has been a valued and repeat customer of MSW Interactive Designs LLC for the past 5 years, since 1999!



Historic Pinecrest



Nestled at the base of Mt. Chautauqua, Historic Pinecrest is pleased to share the history and majestic mountain beauty of their facility with you and your guests.

Regardless of whether you're planning an elopement or an event for 250, Pinecrest is a great location for intimate Colorado wedding ceremonies and receptions.

Jess Smith, owner of Pinecrest Event Center, Chapel, and Lodge is a long-time client of MSW Interactive Designs LLC and we've delighted in watching the growth of his business and his beautiful facility in Colorado.

MSW provided the initial design of

their website, as well as their host-



ing and advertising on our Colorado wedding portals. Jess adds frequent specials and bridal open houses to his website on a regular basis.

Features on his website include, photo tours of each of the Pinecrest facilities and the surrounding area,

wedding and corporate party package information, recommended links, and FAQs.

If you are in the Colorado Springs area, contact Jess at Pinecrest for a tour! It's an absolutely stunning setting for a wedding, reception, or corporate outing. They even offer special elopement packages!

PinecrestEventCenter.com

Historic Pinecrest has been a loyal and repeat customer of MSW Interactive Designs LLC for the past 4 years, since 2000!

10 Steps to Building a Better Marketing Plan



By Gretchen Sherrill

"Build a better mousetrap and the world will beat a path to your door. . . ."

This old adage provides good general advice. Every mousetrap endeavors to provide the same service—to catch a nuisance mouse. Yet, which mousetrap a consumer chooses depends how that mousetrap is marketed differently from the rest to entice the consumer to buy.

Whatever your "mousetrap", creating a marketing plan for your business is the ground work to entice those consumers to try your product first.

1. Research and Review

Research your industry and your business' role in that industry. Creating an overview of your business and how your business fits into the marketplace is the first step in developing your marketing plan. Consider addressing the following items:

- Define your business—are you the business leader? the Challenger? or a specialty, niche player in your industry? Do you have varied products and services? A company or organizational chart may be helpful.
- What is the business personality or image that you want buyers to envision when they encounter your business's services or products?
- How is your history, company philosophy or core competencies reflected in your products or services? Would articulating these values be meaningful to potential buyers?
- What are the consumer trends for this industry? Sales trends? Is geography or seasonality a factor? Any technological trends?

Determine what's going on in your industry and how it impacts your business. Doing your homework is essential.

2. Define Outcomes

Your marketing plan goals should result in selling your mousetrap. Map out clear, organized goals and methods for measuring your rate of success. Give yourself a timeframe for achieving results. Set realistic goals—doing the above review of your company and your industry will help.

3. Describe Your Product

Describe the items, services or ideas for future items or services that you provide. Potential customers need to know the details of the features and benefits your mousetrap offers.

4. Set Your Pricing & Payment Options

Review the pricing structure of your products or service. You may want to list the individual price of each product as well as the price range of products that fall into the same category. Flexibility in the price and services offered can sway potential customers. Do you offer discounts for long-term customers or bulk orders?

Summarize your billing/pricing structure: Do you accept credit cards, offer layaway or extended payment plans? Do you provide discounts for customers who pay in advance? What are your terms of sale?

Remember, price alone may entice the first purchase, but price will not drive repeat sales. Concentrating all your marketing efforts on low price, may eventually backfire as someone will beat that price.

5. Determine Promotion Tools

Promotion is the means available to achieve the desired end. Which tools will help you best accomplish your marketing goals? If a goal is to launch a new product in a new area to a new sector promotion tools maybe advertising in the local paper, giving away samples at the grocery store, conducting a workshop at a social or professional group...

Take action with your promotion tools: describe this plan of action, how it will be done, who will do it and when.

6. Determine Placement, Distribution, and Tactics

Think about the sales tactics and distribution methods that you will use to entice customers to purchase your "mousetrap".

How do you plan to complete the sale? Do you tend to be aggressive or take the relaxed, slower-paced friendly approach? Will you, other employees or contractors make these sales for you?

Review your distribution methods. Do you keep inventory, could you? Do you make or produce the items? How would customers return or exchange items? Is your business cyclical and if so how will you manage the slow period as well as the busy season?

7. Get Educated About Your Competitors

Educating yourself on your competitors, determining who they are and how they compare to you is essential in building a better marketing plan. Arming yourself with the knowledge of a competitor's prices, distribution methods, quality of service and their marketing efforts will allow you to determine how your company differs and how to compete.

8. Look at Strengths and Weaknesses

Analyze your company's strengths and weaknesses. Do you have a great product, but little money for advertising? Do you offer quality service, but are small staffed; therefore, limited the amount of business you can take on. Work smarter not harder by emphasizing what great things you CAN do for your customer.

9. Target Your Market

Although mice do not discriminate, YOU should when marketing your products and services. Consider the following criteria, how the people in these groups fit into your current or future plans and how you can best gain their attention.

Consider age group (children, teens, baby boomers, etc.) gender, marital status, ethnic or religious backgrounds, educational level, income status, occupation, hobbies or interests.

Once you have defined your target market, consider researching trade and consumer publications that are geared toward your target market. In addition, the U.S. Census Bureau has a wealth of demographic information.
<http://www.census.gov>.

10. Set Goals and Objectives

Set sales goals and implement marketing methods to achieve those goals. Build on your industry and competitor research, target marketing analysis, making the most of your company's strengths. Take into account your product, pricing, promotion, and placement. Use your company's financial data to create a timeline to achieve your objectives—a three year plan is a good start.

Create short-term and long-term goals. Monitor progress and modify objectives if necessary. By building a marketing plan that is uniquely yours, you have taken strides to clear the path that leads to your open and welcoming door.

For more marketing information visit www.sba.gov.

Thank you for your continued business!

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Email: info@MSWInteractiveDesigns.com

We put the web to work for you!

www.MSWINTERACTIVEDESIGNS.COM

Classified Marketplace



As a service to our clients, *Insights* will include a free marketplace to sell business related equipment, inventory, or the entire business! Contact us by email with your listings for the next edition at:

info@mswinteractivedesigns.com, or by phone toll free at 877-211-5492.

Some of Our Favorite Charities

The Humane Society
<http://www.hsus.org>

Promotes the protection animals, offers companion animal and rescue information and educational programs.

Angels of Mercy

www.mcleanpost270.org/oifoef.htm

American Legion Auxiliary Unit 270 volunteers help provide relief and comfort to injured service men and women who are flown from Iraq and Afghanistan to Walter Reed Army Hospital.

Angles of Mercy offers these combat casualties with clothing suitable for rehabilitation (physical and occupational therapy), receiving visitors, and venturing out

of hospital rooms as well as personal items such as books, games and electric razors for bedridden wounded service members.

Ronald McDonald House

<http://www.rmhc.com>

Ronald McDonald House Charities is working to better the lives of children and their families around the world by providing lodging for families of children undergoing medical treatment, offering a children's mobile healthcare service and scholarships.

Happy Holidays!