

Thank you for your continued business!

Your 30-Second Elevator Speech

Useful Business Resources

National Women's Business Center
www.wbiznet.biz/

Business Owner's Idea Cafe
businessownersideacafe.com

Business Writing
www.writerswrite.com/
buscomm/links.htm

Search Engine Watch
searchenginewatch.com

One Minute Millionaire
OneMinuteMillionaire.com

Email Marketing
ConstantContact.com

Inside this issue:

Elevator Speech	1
Intellectual Property	2
New Clients	3
Spotlight On	4
Employee Manual	5
Classifieds	6

By Gretchen Sherrill-Director of Business Development



Recently, I attended a fantastic workshop sponsored by The National Women's Business Center, "Marketing on a Shoe String", presented by Jay Kelly of Bella Consulting Solutions. Kelly offered an easy, effective formula for creating your essential elevator speech.

The idea is simple. You are in an "elevator" and someone asks you what you do. You have 30 seconds before one of you gets off the "elevator" to answer the question and potentially establish a new client.

Your Elevator Speech is your 30-second commercial for your business. The Elevator Speech can be given in two formats: static and interactive.

Static

Use the static format when introducing yourself in a workshop, meeting, or other setting that does not allow you to ask questions or explain your business further. In a static situation use the following steps to make an impression on your audience.

1. State your Name.
2. State your Company Name
3. State your Target Market
4. Explain why Clients Work with You

Example: Hi. I'm Gretchen Sherrill, Director of Business Development for MSW Interactive Designs. Our target market is small businesses seeking an effective Internet presence. Clients work with us because our process is not intimidating, we make their websites effective, we include ongoing maintenance, and we make ourselves accessible.

*Note—your unique selling proposition should never be service or price alone. Someone is always going to

be less expensive, and quality service is an expectation, not a discriminator.

Interactive

The Interactive Elevator Speech requires a bit more thought, but the odds are greater that this type of speech will yield either a sale or a referral. Use this approach at networking events, when approaching leads, or whenever asked detailed questions about your business.

Consider 6 points about your business that will persuade a consumer to choose your service versus a competitor's. Kelly refers to these points as 6 silver bullets. Bullets are **questions you ask the potential client**, questions that allow you to talk about your products and services and your unique selling feature in way that directly meets their needs.

1. Introduce yourself to the person and ask him or her about their business and/or needs first. **Listen to the reply** and determine whether this person is a potential client, potential reference, or neither.
2. Tailor your first "bullet" to present the best reason they should consider your service.
3. Follow up with five additional questions (or bullets) that explain in greater detail your 30 second elevator speech.

Make sure to use the features and benefits tactic of selling. Explain the features of your service and why they would benefit that person. Since you've been questioning them about their business (or needs), you can tailor your answers.

Create an elevator speech for yourself and one for your employees. When some one asks "And what do you do?" don't be stumped, struggle to explain, or give the same boring, ineffective answer.

Tell them what you can do for them!

Hot Topic : The Internet and Copyright Infringement

By Gretchen Sherrill

This article is the first in a series exploring frequent customer questions – answers we felt would benefit all.

The advent of new technologies has made access to information more readily available and convenient. These advances have also made misuse rampant. On March 29, the U.S. Supreme Court will hear arguments on yet another case involving copyright infringement and the Internet.



Frequent Question from New Clients

Since the World Wide Web is a vast source of images, articles and audio, the Internet is the perfect place to gather material for use on my website. It's free to everyone. Right?

Answer: WRONG—Copying images, text or audio from the Web (or any outside source) without express permission or payment for use is theft and your business could suffer legal ramifications.



Intellectual Property Theft is Just a Right-Click Away on the Web!

Many Web users unknowingly participate in theft of intellectual property. The navigation of the Internet allows the user to easily right-click and save an image, copy an article, or download a file in minutes. Novice users incorrectly believe these actions permissible. Materials on the Web are not "free" just because they are freely available.

What is Copyright?

According to the US Copyright Office, Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. **This protection also applies to any and all work published on the Web, including text, images, source code, AND META TAGS!**

Common Misconceptions

#1 The World Wide Web is public domain.
No—the Web is not public domain. Whether text or images are in a book or online, does not matter, the original work is protected.

#2 Only registered copyrights are valid.
Wrong. The owner does not have to pay to register a work with the US Copyright Office in order for the work to be protected. An original written, musical, or visual work is copyrighted upon creation. Registering is mandatory only if one intends to file an infringement lawsuit.

#3 There's no Copyright symbol or statement on the web page, so I can use text, source code, or images from it.
No, you cannot. You must obtain permission from the author or creator in order to legally use content, images, or source code from their website.

When do I need permission?

According to US Copyright law, express permission must be granted to use another's works. The copyright owner has the **exclusive right** to authorize others to reproduce, distribute copies, display, perform, or otherwise utilize his/her work publicly.

When it comes to your business, it's best

to err on the safe side. Always assume you need permission.

Give Credit Where Credit Is Due

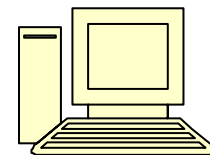
If the information on your website comes from an outside source, credit that source. Get permission for any audio image, photo, text, or source code that you intend to use for your website. Ask for the permission in writing and keep a copy for your records.

Our Policy on Text/Images Used on Client Websites

When a new web design client signs a contract with MSW, for liability reasons, we require that he/she guarantee unconditionally works are owned by the client and/or submit proof of permission when using another professional's work.

For the convenience of our clients, we also subscribe to a large database of royalty free stock images that we have license to use on client websites.

For more information on Copyright visit the US Copyright Office at <http://www.copyright.gov>



Check Out These Internet Resources

Pirated Websites
www.pirated-sites.com

The Digital Millennium Copyright Act
www.gseis.ucla.edu/iclp/dmca1.htm

A Great Big Welcome & THANK YOU to Our New Clients!



**Sandy Waggett, Owner
MSW Interactive Designs**

*We would like to welcome
our most recent new clients.*

*Your business is truly
appreciated and we are
THRILLED to be working
with you! This list includes
advertisers & web and hosting design clients.*

A C Mag's Events

Boca Raton, FL
<http://www.acmags.com>

A Christian Cabin Rental: TN
www.christiancabins.samsbiz.com

A Dusty Rose
Colorado Springs, CO

A Moment to Remember
Rocky Ford, CO
<http://www.rememberphoto.com>

A Wedding By Lisa
West Palm Beach, FL
<http://www.archwaymedia.com>

Affordable DJ : Colorado Springs, CO
www.AffordableDJ.com

**Agency.com : The Luxor, Circus Circus,
& Excalibur Wedding Chapels**
Las Vegas, NV
<http://www.agency.com>

AlureRing.com
Colorado Springs, CO
<http://www.aluring.com>

American Bounty Catering
Wilsonville, OR
<http://www.dancebeatdj.com/>

Answer LLC
Washington, DC
<http://www.answerdc.com>

Art Powell Photography
Knoxville, TN
<http://www.artpowellphotography.com>

Blind Man of America
Colorado Springs, CO
<http://www.blindmandofamerica.com>

BridalWhimsy.com
Richardson, TX
<http://www.bridalwhimsy.com>

Charlotte Geary Photography
Manitou Springs, CO
<http://www.charlottegeary.com>

Christina & Co
Ballwin, MO
<http://www.christinaandco.com/>

Covert Productions
Morrison, TN
<http://www.covertproductions.com>

Creative Focus Photo & Video
Parkland, FL
<http://www.creativefocusinc.com>

Dan Markworth Photography
Minneapolis, MN
www.markworthphoto.com

Dave Russell Photography
Centennial, CO
www.daverussellphotography.com

David Costa Enterprises
Mc Donald's : Destin, Florida
Niceville, FL
<http://www.mcdmc.com>

Emcee Squared DJ
Colorado Springs, CO
www.emcee2.net

Freeze Frame Multimedia
Boulder, CO
<http://www.freezeframemultimedia.com/>

Graham Taylor Photography
Denver, CO
<http://www.grahamtaylorphotography.com>

Hillpointe Events
Las Vegas, NV
<http://www.hillpointeevents.com>

Holden House
Colorado Springs, CO
<http://www.holdenhouse.com/>

I Promise To You
Sunny Isles Beach, FL
<http://www.ipromisetoyou.com>

Joanna B. Pinneo Photography
Longmont, CO
<http://www.joannabpinneo.com>

John Parker Band
South Florida
<http://www.johnparkerband.com>

Kane Foto
Aurora, CO
<http://www.kanefoto.com>

Ken Friberg Photography
St Paul, MN
<http://www.weddings.friberg.com>

Las Vegas Wedding Music
Las Vegas, NV
www.lasvegasweddingmusic.com

Loveland Inc.
Las Vegas, NV
www.inlasvegasweddingchapels.com

**Lynda Hanshaw Photography &
Videography LLC**
Colorado Springs, CO
<http://www.lyndahanshaw.com>

Majorie Shovlin Acupuncture
Washington, DC
www.marjorieshovlin.com

Memories by Marilyn
Colorado Springs, CO
<http://www.memoriesbymarilyn.com>

Microtel Inn & Suites
Colorado Springs, CO
<http://www.microtelinnco.com>

Moonriver Weddings & Events
Colorado Springs, CO
<http://www.moonriverweddings.com>

RCS Photography
Littleton, CO
<http://www.rcsgallery.com>

RR Global Travel Advisors
Minneapolis, MN
<http://www.rrglobaltraveladvisors.com>

Second Set of Hands
Aurora, CO
<http://www.secondsetofhands.com>

Smokey Mountain Leathers
Maryville, TN
www.smokeymountainleathers.com

Sweetly Wrapped Occasions
Las Vegas, NV
<http://www.wrappedoccasions.com>

The Platinum Group Realtors
Colorado Springs, CO
<http://www.platinumhomesales.com>

Victorian Heights
Sevierville, TN
<http://www.victorianheightsrental.com>

Weinhardt Party Rentals
Des Peres, MO
<http://www.weinhardtpartyrentals.com>

Wellington Place
Las Vegas, NV
<http://www.wellingtonlv.com>

MSW Customer Spotlights

New Concept Photography

One of Our FIRST Clients!

Joe Williamson and Daniel Bedell began New Concept Photography as part-time venture. In 2000, New Concept Photography approached MSW Interactive Designs to design and host their new website and to begin advertising on the newly developed SpringsWeddings.com.

Fast-forward to 2005, New Concept Photography has grown and prospered. Williamson retired from his full-time job with the local school district to run the business full-time. Dan continues to photograph full time, and New Concept has added a third photographer to keep up with all the work!

Fashions Fade

In the fashion & trend-conscious wedding business, keeping your portfolio current and your website fresh is not only a good idea, it's essential if you want to compete! Since their web site was designed in 2000, New Concept's portfolio has grown and the original web site was

definitely in need of a face lift.

MSW Interactive Designs revamped the original design to create a fresh, modern, yet timeless look that showcases the artistic works of New Concept Photography.

OLD 2000 Design



NEW 2005 Design

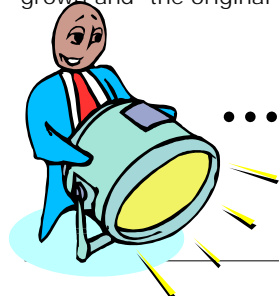


Their new Portfolio is organized by popular wedding locations in Colorado Springs.



NewConceptPhotography.com

Dan Bedell has his own nature and wildlife photographic venture beyond his work with New Concept. MSW-Interactive Designs is now designing a new eCommerce site to enable Dan to sell his award winning nature photography online. **Look for it in May!**



David Costa Enterprises



Mc Donald's I'm Lovin' It!

David Costa began his relationship with MSW-ID just a couple of months ago as a WhereBridesGo.com shopper, seeking items for his own wedding. In addition to purchasing from our wedding storefront, he followed a link out to our specialty gift store, EagleNestLane.com, and made additional purchases for his wedding.

David then found his way to our primary business site, MSWInteractive-Designs.com and contacted us directly. Impressed by the sites, the service, organization, convenience, and customer service, Costa requested information about our web-design and hosting services.

Costa owns and operates 6 McDonald's franchises in the Destin, Florida area. He was looking to do a site for his restaurants which would allow people to complete job applications online, reserve Mc Donald's birthday parties for their children, and enable customers to provide feedback about their McDonald's experience.

Following a telephone consultation to identify Costa Enterprises' target audience and business goals, the all new MCDMC.com site was launched.

Costa also takes advantage of MSW-ID's web hosting plan, which for a flat fee includes monthly website maintenance and updates.

Costa's new website works as an effective customer service tool, providing information on the company and their community involvement, offering an online Hiring Center for potential job applicants, allowing customers to easily contact any of the 6 stores, and to reserve those wonderful children's birthday parties!

www.MCDMC.com



7 Tips for Crafting an Employee Manual



By Gretchen Sherrill

A continuation of our Building a Winning Business Plan series.

An employee manual should serve to welcome new hires and provide a clear, organized overview of your company, while including essential employment legal language. Providing current and future employees with a manual is a necessary task that need not be daunting. Consider the following Seven Steps when crafting your company's employee manual.

1. Introduce Your Company.

- Craft a summary of your company for new employees.
- Add a welcome letter from the owner to make a personalized connection to that new hire.
- Include a brief history of your organization and your mission statement or organizational philosophy.
- Include a handbook disclaimer. A handbook disclaimer notifies employees that the company has the right to amend or change the handbook and that the handbook does not serve as a contract between the company and employee.

2. Explain Personnel Organization and Work Conditions

- Offer employees an organizational map of the company. New employees will better understand the responsibility of their position within the business.
- Explain what qualifies a full-time versus a part-time employee and discuss meals, break times and overtime policies.
- Discuss company property restrictions such as company policies regarding telephone, computer and email use.

3. Outline Employment Status

- Include the Equal Employment Opportunity (EEO) statement. Available online from the US department of Labor at <http://www.dol.gov/dol/topic/discrimination/>.
- Define your Employee Probationary Period.
- Address your Performance Review System. Include a copy of a blank Performance Evaluation form. Include frequency of review and the objective of a performance review.

4. Discuss Mandatory Benefits and Time-Off

Address the following benefits and consult both federal and state legislation regarding benefits:

- Workers Compensation Insurance
- Jury Duty
- Military Leave. The National Committee for Employer Support of the Guard and Reserve provides information to employers and employees contact them at www.esgr.org/
- Time off to Vote
- Family and Medical Leave Act. Contact the US Department of Labor at <http://www.dol.gov/esa/whd/fmla/>
- Other time off benefits: holidays, vacation, sick leave, etc can be paid or unpaid. A nice employee benefit package builds good morale and lessens employee turnover. Provide an outline of the leave request process and leave request forms to better ensure management of time-off.

5. Outline Payroll Procedures

- Explain pay periods, when checks are delivered, mandatory payroll deductions (such as federal and state income taxes) and what actions will be taken in the event of a payroll error.
- Provide an overview of timekeeping procedures and samples of any forms that must be completed by

employees.

- Make employees aware that falsifying time records leads to disciplinary action.
- ### 6. Define Grounds for Disciplinary Action

Setting guidelines will not only educate employees and help manage daily operations, but aids in protecting employers from problem employees.

- Define in detail your business's attendance and punctuality policy and the repercussions for any employee's failure to comply.
- List the steps for resigning from employment and provide check lists for return of company property.
- Include progressive discipline steps.
- Create a discipline documentation form with date, time and reason and place copies in employees' personnel file. Documentation is essential in the event that an employee must be terminated.
- Discuss probation, suspension and termination procedures. Clearly outlined policies on serious issues will help employees understand the consequences for disciplinary action.

7. Do Your Homework and Don't Delay.

Even if you have only a single employee, the absence of an employee manual may be a liability if you were ever subject to a wrongful discharge or discrimination claim. Don't put your business at risk.

Consult the following web sites for further information:

US Department of Education

<http://www.usdl.gov>,

The Small Business Administration

<http://www.sba.gov>,

Business Owners Toolkit

<http://www.toolkit.cch.com/>

Thank you for your continued business!

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We put the web to work for you!



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

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Visit <http://www.eaglenestlane.com>

Use coupon code MSWCLIENT

EagleNestLane.com features keepsakes, writing tools, business card cases, glassware, desk sets, travel items, golf gifts, and engraved gifts.

Web Hosting

Contact MSW Interactive Designs LLC for your Web Hosting needs and receive the First Month of Hosting free. Mention this Newsletter promotion!

Wedding professionals receive a FREE vendor directory ad package (a \$25 per month value) on one of our wedding portals as a hosting customer. For most sites, web hosting is \$30 and includes maintenance & updates.