

iolite news

on the web at www.iolitewriting.com

a monthly publication for clients and friends of iolite writing services

November 2006

let us do your writing - so you can do your business.

Wearable advertising is just another name for a polo shirt with your business logo.

Some businesses give away t-shirts, baseball caps and mugs to clients. Why not? Everyone loves a freebie.

But wearable advertising works best when you wear your own business logo.

So sport your logo with pride. It's a great way to spark conversations at chamber of commerce meetings,

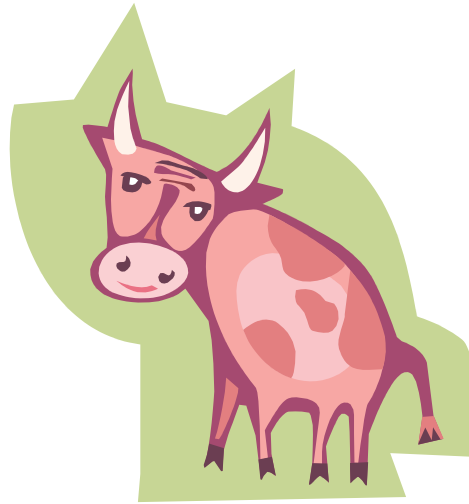


image credit: msword clipart

Brand yourself by wearing your logo.

conferences and other places. ("Oh, is that your business?")

If you need suggestions of shops that embroider classy business gear, send me an email.

Contact me:

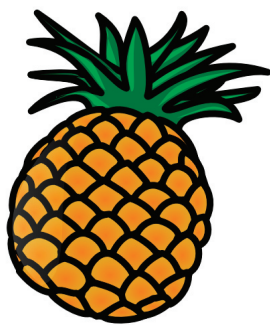
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Washington's recent deluge has ended. You can thank another pineapple express weather pattern for the delivery of record amounts of rain. The Snoqualmie River at Carnation set a new record peak of 70,500 cubic feet per second (cfs) on November 7. Get the full USGS scoop at <http://wa.water.usgs.gov/news/2006/news.newhiflo.Nov06.htm>

Get on the web.

If you don't have a webpage, you're missing out on an opportunity to meet new clients.

A simple webpage will do the trick. Just include your contact info, a picture of you or your place of work, a resume and a list of past projects.

A website provides a quick way for new clients to authenticate information about you.

Editors I meet online need to be able to verify basic info about me quickly.

Websites are cheap, too. You can buy a domain name for \$10, and webhosting costs \$5 per month. So if you do it yourself, you're looking

at just \$70 per year.

My business website is a do-it-yourselfer. The webhosting is provided by Logjamming (www.logjamming.com). Check out their website for more details.

I've helped several businesses create and maintain small, practical websites. So if you need help, give me a call.