

hello

Indulge in Innovation

Happy August! Hard to believe there's only a month left of summer then it's back to the races. I hope you're indulging in your favorite joys of the season. This week, my son and I head up to the coast of Maine for a three-week vacation with my family; hopefully we'll make a dent on our summer bucket list items!

In the *E-Myth*, Michael Gerber teaches that "the difference between great people and everyone else is that great people create their lives actively, while everyone else is created by their lives, passively waiting to see where life takes them next." For me, the cool breezes and fresh, salty water are two great ways to clear my head and reflect on all that I want to create in my own life.

In addition to lobstering and eating lots of blueberry ice cream, I plan to intentionally set aside some creative time for innovating and working ON my business. This part of my work has become one of my most favorite activities related to running the business, an indulgence if you will. Perhaps it's the positive reinforcement of consistently seeing the ideas I've conceptualized in my head develop into tangible reality. There's no better high than to re-connect with the passion you have for your work, your business, your team and the people you serve. Wishing you a beautiful, happy, indulgent August filled with all the things you love!



-- Emily

go

For your calendar

- DoLectures USA: September 19-22, 2013; Hopland, CA
- INC Women's Summit: September 18, 2013; NYC
- NAWBO Women's Business Conference: October 3-5, 2013; Miami, FL
- Global Entrepreneurship Week: November 18-24, 2013; Worldwide
- Lean Startup Conference: December 9-11, 2013; San Francisco, CA
- SXSW: March 7-16, 2014; Austin, TX
- TED 30th Anniversary Conference: March 17-21, 2014; Vancouver, Canada

Don't forget about your quarterlies! Payments are due on the 15th day of the 4th, 6th, and 9th months of your tax year and on the 15th day of the 1st month after your tax year ends.

know

The latest entrep news you should know about

Businesses to Begin Selling on Yelp Yelp is allowing some businesses to make sales right from their personal Yelp profiles. Businesses will not need to opt into the new feature, nor will they need to pay for it. Yelp Platform, as it is called, will roll out category by category, starting with food pickup and delivery. Yelp will partner with third-party service providers, and existing customers will be brought into the platform, allowing ecommerce to happen seamlessly without clicking away to another site. Consumers will now be able to transact directly on the business listings they visit. Yelp will get a cut of revenue for transactions completed through its website, though percentages have not been disclosed.

Secret's Out: Now You Can Tell the Whole World You're Raising Money for Your Business The Securities and Exchange Commission voted to overturn the ban on publicly advertising that a private company is raising money ("general solicitation"). The lifting of the ban is one measure included in the Jumpstart Our Business Startups Act, or JOBS Act, that was signed into law in April last year. A founder of a company can now indicate on their Facebook page, Twitter feed and any other personal networks that their company is raising money. It is expected that the new law will be implemented in mid-September.

Google to Discontinue Adwords Tool for Websites Google will discontinue the Adwords External Keyword Research Tool, and launch Keyword Planner. The Adwords tool has commonly been used in determining which specific keywords a webmaster should target for search engine optimization (SEO) and pay-per-click campaigns (PPC). The major difference between the old and new tools will be in structure with the purpose of Keyword Planner being to help advertisers create new PPC ad groups and ad campaigns as quickly as possible. The shutdown date hasn't been confirmed, though it's expected to occur soon.

do

Do just one thing this month to improve your business

Create Easy Web Integrations with Zapier

Almost all online businesses are actively using at least a few web management tools to help keep things running smoothly. There aren't too many "all-in-one" services that do anything that a micro-biz would need. Most of us use email of course, maybe Evernote, perhaps Basecamp, FreshBooks and Mailchimp too—but they are all separate services. But, what if there was a way to automatically move information from one to another?

Enter Zapier. Zapier is similar to IFTTT in concept in that the user and create their own "recipes" – but Zapier focuses on user-created connections between web services ("Zaps") rather than linking actions based on specific types of information. Zapier will create connections between AWeber and Highrise, Twitter and Infusionsoft, or GoToWebinar and Google Contacts... it's up to you. "Zaps" are very customizable, with conditional filters and other options available, depending on the services being linked.

Zapier offers connections for up to 134 services, but many higher-end apps (such as Basecamp Next and Infusionsoft) are only included in a premium subscription, which begins at a very reasonable \$15/month. If you just want to try it out, a very robust free option should do fine. - Contributed by Mary Motz; ProVirtualSolutions.com



thrive



Permission to rest

Are you in awe that there are only a few weeks left in the summer? You had such great expectations for the summer, but instead of feeling productive and rested, you just feel exhausted. Although you have a lot of things that need to get done, you also have to give yourself permission to rest!

Giving yourself permission to rest is not just relegated to taking a vacation once or twice a year. In order to have your mind, body, and spirit operate optimally (so that you and your business thrive), you must incorporate rest into your regular routine. Here's how:

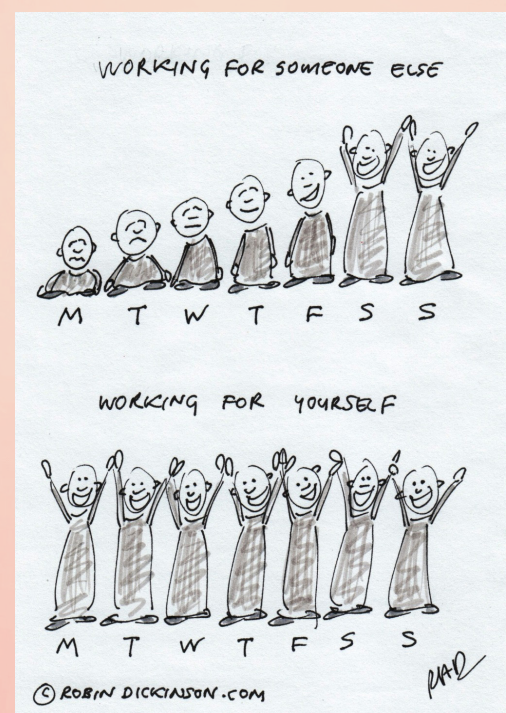
- Daily: average 7-8 hours of sleep each night
- Weekly: do 1 designated self-care activity (massage, yoga, nap, etc.)
- Monthly: designate one weekend each month that is a full rest weekend (no plans!)
- Yearly: book at least one relaxing trip per year.

- Contributed by Coach Ann Jenrette-Thomas, Esq., CPCC is a leadership and empowerment coach who specializes in working with women and multicultural professionals. CoachAnnThomas.com.

laugh



You're awesome



:: Watermelon is actually a vegetable. It's part of the cucumber, squash and pumpkin family. On average, Americans each eat 15lbs per year! ::

live



Like you own it

We're Loving the Summer of 2013!

How do you plan to wind down the summer of 2013? Mojito's on the beach, or camping in the woods? Below some of our team members share *their* favorite summer activities- *ah the beauty of working virtually!*

Cherie (Pennsylvania): Sitting around our fire pit with friends, food and good music!

Richard (Florida): Driving to the Keys to go snorkeling or taking a road trip to go tubing.

Emily W (Ohio): Spending time outdoors, soaking in the sun poolside with friends sipping on fruity cocktails. Boating on our lake, playing in our annual co-ed softball tourney and making memories with my kiddos!

Joe (New Jersey): Heading down to Long Beach Island and taking out the kayaks.

Emily M (New Jersey): Playing on the coast of Maine, scarfing down Mack & Manco's pizza on the Ocean City boardwalk after riding the ferris wheel with my son, seeing a concert at the Mann Music Center in Philly or Bon Jovi live at the Meadowlands!

love



A few of our favorite things

App: Uber

Everyone's private driver. Uber's mobile app connects passengers with drivers of luxury vehicles for hire. The company arranges pickups in many of the major US cities, as well as some markets abroad. Drivers have cars such as Lincoln Town Cars, Cadillac Escalades, and BMWs. Reservations are made by sending a text message or by using the mobile app that allows customers to track their reserved car's location. Visit them online: www.Uber.com or download the FREE app in the app store.

Website: TaskRabbit

Find safe, reliable help in your neighborhood! TaskRabbit is an online and mobile marketplace that allows users to outsource small tasks like grocery shopping or donation drop-off to fully-vetted people near to you. Users name the task they need done, name the price they are willing to pay, and a network of pre-approved TaskRabbits bid to complete the job. Yup, they're already operational in Philly, NYC, San Fran, LA, DC and more! www.TaskRabbit.com to learn more!

give



Charities our community loves



The Wounded Warrior Project provides programs and services to severely injured service members during the time between active duty and transition to civilian life. With the mission to honor and empower, WWP is the hand extended to encourage warriors as they adjust to their new normal and achieve new triumphs. WWP is equipped to serve warriors with every type of injury - from the physical to the invisible wounds of war.

Monthly or one-time gifts available! You can even make a donation in honor or memory of an individual. WoundedWarriorProject.org to donate!

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learn



Knowledge is power

Changes in US Patent Law

This past March, patent law made an important shift that all entreps should be aware of. The new system is known as "first-to-file" which means patents go to the first entity to file an application. In the past, if you could prove that you were the first to invent the product, you were awarded a patent. Additionally, patents will be judged against international inventions, not just those created in the US.

With these new rules: 1- Be sure to search the World Intellectual Property Organization's Patentscope and the European Patent Office's website. 2- Consider filing a "provisional application" which will hold your patent for one year-- only \$130 for provisional filing! The good news- the US Patent and Trademark Office is setting up pro-bono patent assistance centers across the country! Learn more: www.uspto.gov/inventors/proseprobono

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ask



Go ahead... pick our brains

How to Send Pre-Scheduled Emails

Ever wish you could find a tool to help you write an email now but send it later, without it sitting as a draft? It's possible and we'll show you how! With helpful tools such as **Boomerang**, **RightInbox**, and **Outlook's scheduling options** you can write up your email now and have it sent at the exact date and time you choose! You're in control!

For example, you can use this functionality to send reminders to yourself to pay bills, schedule birthday/holiday notes, send confirmation emails, make sure you're following up on leads and sales, or communicate more effectively with different time zones. Below is an overview of some of our favorite tools to easily automate your life and send email on your own terms- even when you're sleeping!

Boomerang for Gmail is a Firefox/Chrome plugin that lets you take control of when you send and receive email messages. You get to choose the schedule, set follow ups as well as reminders if you don't hear back. This awesome tool is now available for Mobile as well!

RightInbox integrates seamlessly with Gmail and lets you once again--be in control. RightInbox allows you to send emails scheduled for any date, any time along with reminders. But get this, RightInbox has the awesome feature of tracking when your email is read as well as if the recipient opens it and clicks on any attachments or embedded links. How cool is that?! (Not that you have time to stalk!) You no longer need to worry if your email was successfully sent.

How can we forget our ever so outstanding **Outlook**? It too allows us to control our scheduling. Compose a new email and look to your toolbar for a tab labeled "Options." Within this tab you are able to request a delivery receipt, request a read receipt, delay delivery and send direct replies to a specific person. By clicking on delay delivery, you can choose 'Do not deliver before...' and choose your desired date/time.

Extra Credit: Try Yesware for Gmail if you really want to trick out your email automation and track prospects! This free add-on for Chrome and Firefox for Gmail allows you to see who opens your email and clicks on your links and provides customized analytics including google maps integration! You can use it to set reminders to keep track of prospects, set it to sync seamlessly with CRMs like Salesforce and Zoho and create customized templates to quickly handle correspondence-- and these templates can even be shared with your team!

You're officially an efficiency ninja now!

meet



Our little black book of vendors we can't help but share

A Virtual Law Firm... Specifically for Entreps-- say what!? Meet Jessica Eaves Matthews!

Jessica is the founder of Leverage a Lawyer, the first national, virtual law firm for entrepreneurs and small businesses. Leverage a Lawyer provides affordable, accessible legal services and support for businesses at every stage of growth. Leverage Legal Group is the premier, global intellectual property and business law firm for the new economy. Jessica's team of exceptional, experienced attorneys provide world-class, flat fee legal services, virtual general and outside counsel, and in-sourced legal services.

Head over to: www.leveragelegalgroup.com for more information about Jessica and her firm!

share



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quote



"Put your car on cruise and lay back cause it's Summertime!"
- Fresh Prince

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