



From the Desk of David Streit:

This issue includes an article, "[What does your e-mail address say about you?](#)" If you're a business client, please read it. Using free e-mail services instead of a private domain (i.e. stephillassociates.com) undermines your company branding, making your firm look fly-by-night and unsophisticated. That's especially the case if you're using AOL and the major ISPs such as Comcast and Optimum. I've heard all the excuses; "My clients know the old address", "I don't know how to establish a private domain", "I don't want to pay for e-mail". None of these reasons are valid if you care about your branding. Private domains are cheap and easy to establish through an Internet registrar such as GoDaddy and Network Solutions. You can forward your old e-mail to the new address and reply to clients from your new account with a signature that advises them to note your new address. Believe me, they will adapt if they want to continue to communicate with you! Call me if you want to set up professional e-mail services for your business.

David Streit - Principal

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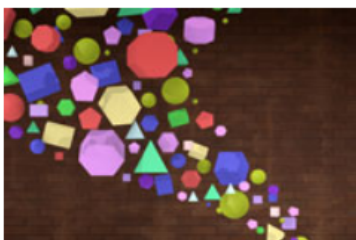


Tips for Reading the Room Before a Meeting or Presentation

Rebecca Knight, Harvard Business Review

Whether you're having a one-on-one conversation or presenting to a large group in the workplace, understanding the underlying conversations and reactions people have is vital. It's not enough to observe what someone says, you need to read between the lines and pick up non-verbal cues so you can build trust and get things done. The article provides several good tips that will teach you how to assess how people are responding to you.

> [read more](#)



4 Tips for Making Data Cleanup Easier & More Efficient

Mary Schacklett, TechRepublic

The world has become more data centric, and as a result many organizations are starting to drown in data. It is estimated that dirty data costs the US economy \$3.1 trillion a year, and as a result it's key for businesses to think about the process of cleaning up data. Learn four ways you can rethink your data cleanup and stay on top of this issue.



[> read more](#)



Do Your Clients Trust Your Team? 3 Ways to Ensure They Do

Ben Kirshner, Entrepreneur

Superior service for customers requires you to have a great company culture. A study by the National Business Research Institute, in fact, shows that happy workers often lead to happier customers. But how do you make that happen? Read this article and learn some easy-to-implement steps you can take to build a team that clients trust to take care of them.

[> read more](#)



Persuasive Tactics To Close Your Next Deal

Victoria Greene, Neuroscience Marketing

A good business deal should bring a benefit to both parties, but sometimes people balk at a deal that actually is beneficial for them. While this can be extremely frustrating, rather than manipulating someone to do what you want it's possible to ethically persuade them of the value of the deal. Learn six principles related to the psychology of persuasion that you can implement next time you have someone who has difficulty pulling the trigger.

[> read more](#)



What Does Your E-Mail Address Say About You?

Jim Schleckser, Inc.

While it seems like it would be a small detail, creating the proper email address for your business or as a professional says a lot about your intentions. While it's tempting to set up a free email address through a service such as Gmail or Yahoo, a start-up expert notes that doing so sends a message to potential clients that you're either behind the times or don't represent a real company. Getting a company URL and email address that is unique to your company is inexpensive, and it's worth your time as you begin to establish your long-term brand tied to your professional account.

[> read more](#)

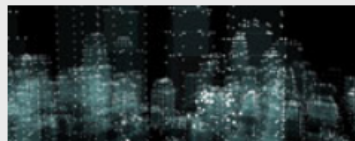
AND...VIDEO PICKS FROM OUR STAFF



Pots by Bots

3D technology has moved on to the world of pottery

[> see the video](#)



Digital Art Museum

Toyko opens immersive, digital art museum like no other

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No Spare Tire Needed

New designs leveraging 3D printing has amounted to an airless tire

[> see the video](#)

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