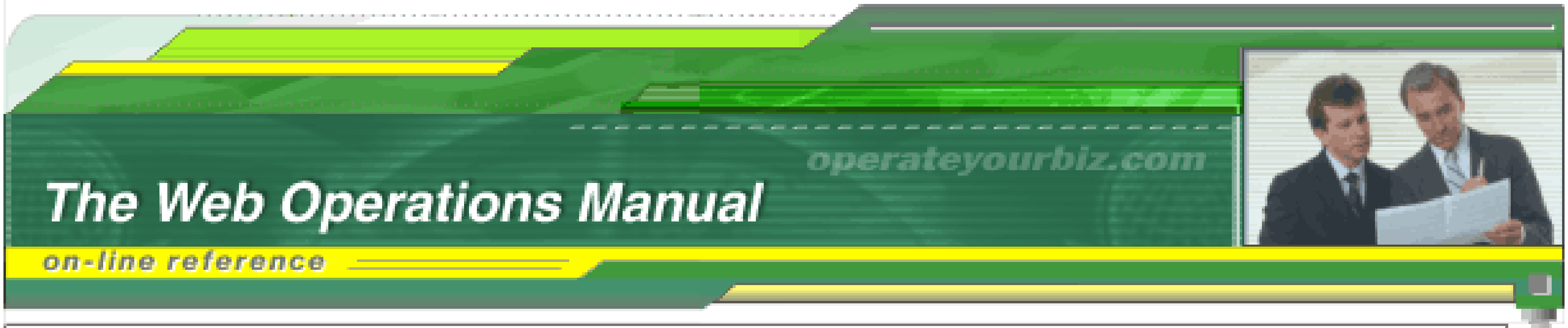


Web Operations Manual

Start of any Business Day, early A.M.

6:00 AM: Turn on ICQ to check for new customer messages, express email letters, and ICQ system notices, resulting from the ICQ contact information appearing on the website.

Tip *If you have an ICQ number, you have a communication center url of your own, which you can provide to your website visitors!*

In order to give your visitor's your ICQ communication panel URL, all you have to do is provide them with the following URL: http://wwp.icq.com/YOURICQ#

For example, because our ICQ number is 8554540, our url would be: http://wwp.icq.com/8554540

Make sure to note that the url begins with WWP, not WWW as they usually do. WWP stands for "World Wide Pager".

You may want to take your WWP url, and include it on your company site, near your other contact information, so your customer can contact you, right through your site. You may also add the WWP url to your outgoing email messages!

If you don't have your own ICQ program, you can download it, for free, from here: http://www.icq.com

When using the ICQ communication center on your site, make sure to include "anyone may add me to their contact list", in YOUR ICQ preferences, so the customers can contact you, for help, without having to wait until YOU grant authorization. That way, they can message you at anytime, even while you're offline.

One drawback of having anyone being able to contact you, at anytime without authorization is that you will definitely receive a lot of junk messages, and requests for chats in general, that have nothing to do with your business, but they are simple to deal with by using the "Add to Ignore List" feature that ICQ provides.

Anytime someone contacts you, and you don't want to receive any further messages from them, highlight their name on your contact list, and from the menu that appears, click on MOVE TO IGNORE LIST, like this:

Once you click that, any messages received from that person will be deleted.

Respond to any new ICQ *messages* which enable you to "reply" to the customer, using ICQ. An email Express message, or an ICQ Pager message should be sent through Eudora, or your favorite email program, and NOT via the ICQ email feature.

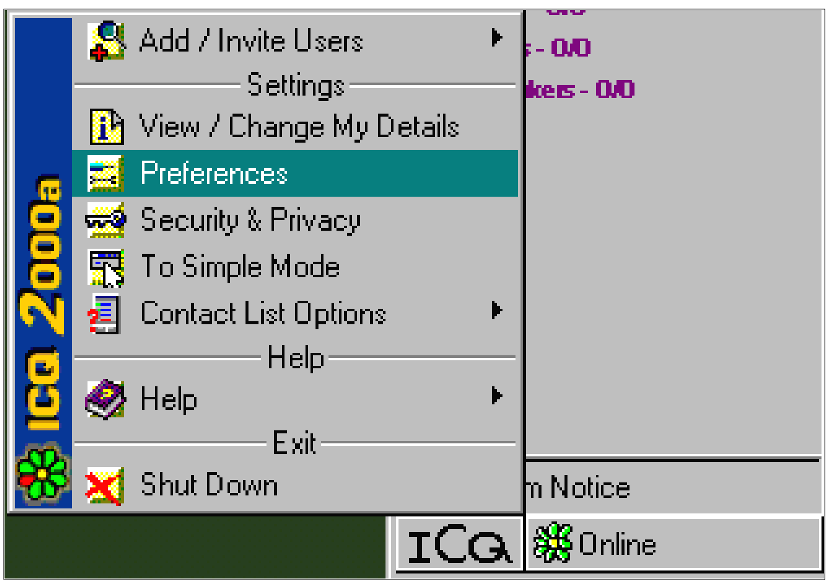
The reason for this is because eventually, you will need to search for an email "history" on a customer, and if the email is not contained inside your main program, you won't be able to easily find past messages. Additionally, you won't have your favorite stationary on hand, or signature files.

Tip *You can set up ICQ so that when you click "Reply" to an ICQ Email Express message, it actually opens in Eudora.*

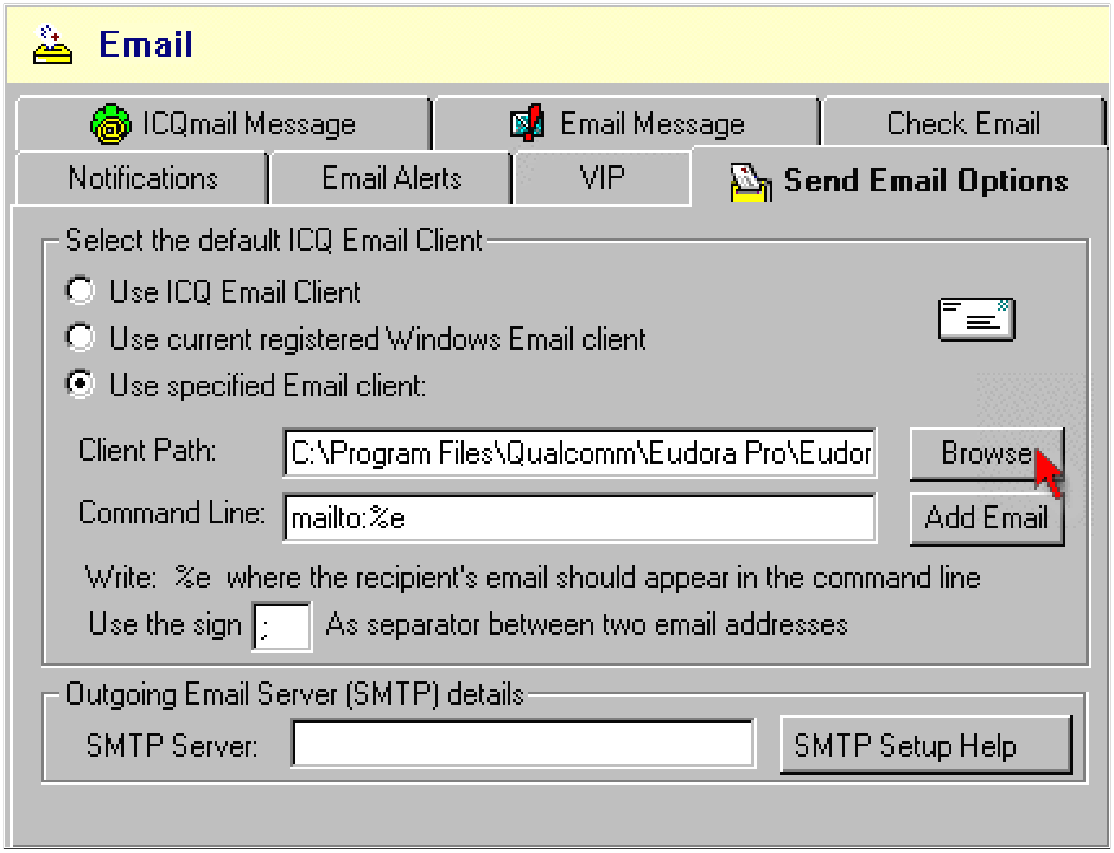
Here's how:

Make sure your ICQ program is open. Then, click on the ICQ button, next to the green, or red flower at the bottom. (If you're online the flower will be green. If you're offline, it will be red.)

Once you've clicked the ICQ button, a small menu will appear, like this:



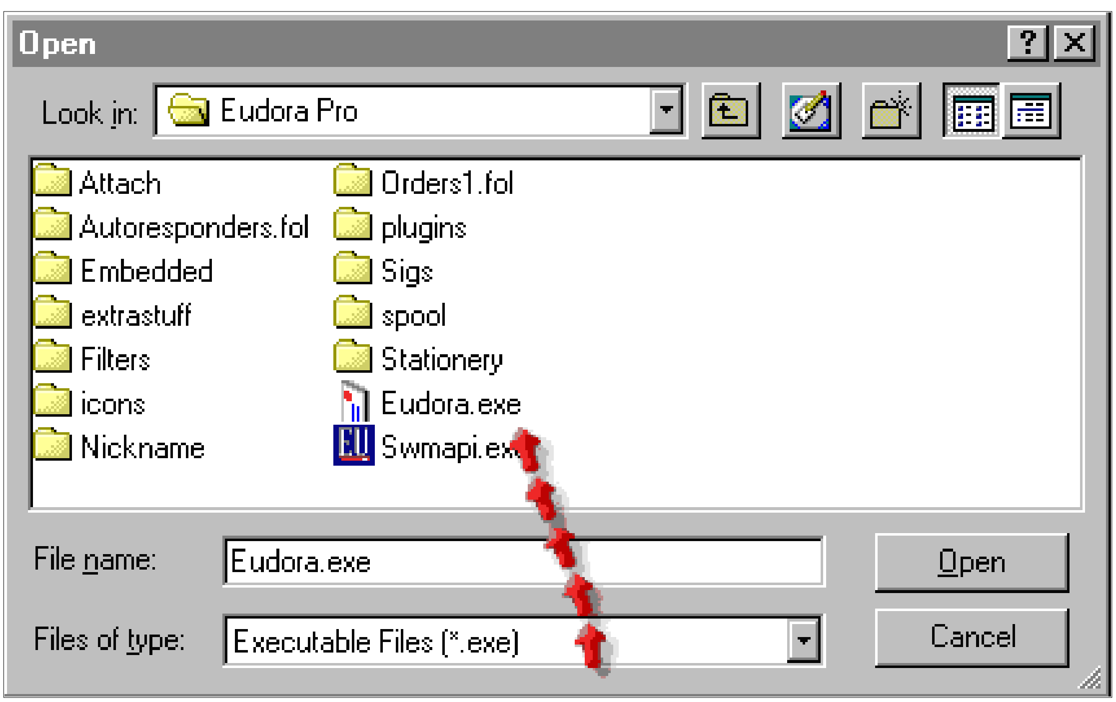
Click on "Preferences". Doing so will bring up another window, which enables you to edit, and change your preferences. What you want to do is locate the feature for EMAIL, from the choices on the left. Once you've clicked EMAIL from the left, the following will appear on the right hand side:



1) Make sure you have selected the "SEND EMAIL OPTIONS" tab from across the top of your window. If it's selected, you should see the same screen showing above.

2) Click the BROWSE button, as shown above, with the red mouse arrow.

A Windows Explorer type of window will then appear, like this:



What you want to do is go into your Program Files, and choose your Email Program. In this case, we have chosen Eudora Pro, and the program name of eudora.exe

3) Select the .exe for your mail program, and then click OPEN.

4) Then, click the APPLY button at the bottom of the window showing underneath, and that's it.

Next time you receive an incoming ICQ Email Express message, you will be able to click the default ICQ Reply button, and your main email program will open right up. Type the reply to the customer, and click SEND as you normally would, with any other message. It's a real time saver, and makes it easier to search their History.

IMPORTANT: MAKE AN "ICQ" NOTE FROM ANY MESSAGES THAT ARE NOT ABLE TO BE DEALT WITH IMMEDIATELY.

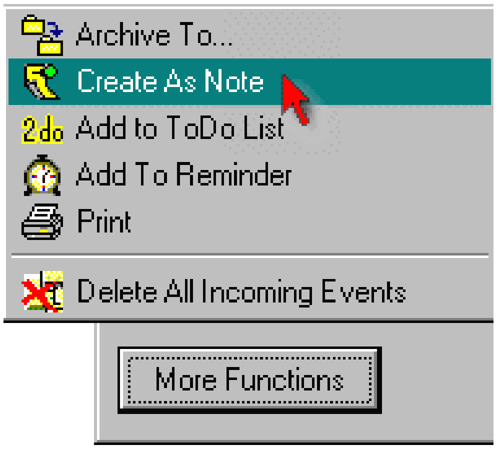
ICQ allows you to create "ICQ Notes", which are very helpful. *If you receive an ICQ message that you can't deal with immediately, make a "Note" of it. The note remains on your desktop, until YOU remove it after it's been dealt with. You can add to the notes, and keep a daily running list of things to do...*

The great thing is, even if you reboot your computer, the note will re-appear, until you choose to either "Hide" it or "Delete" it!

HERE IS AN EXAMPLE OF HOW TO CREATE AN ICQ NOTE:

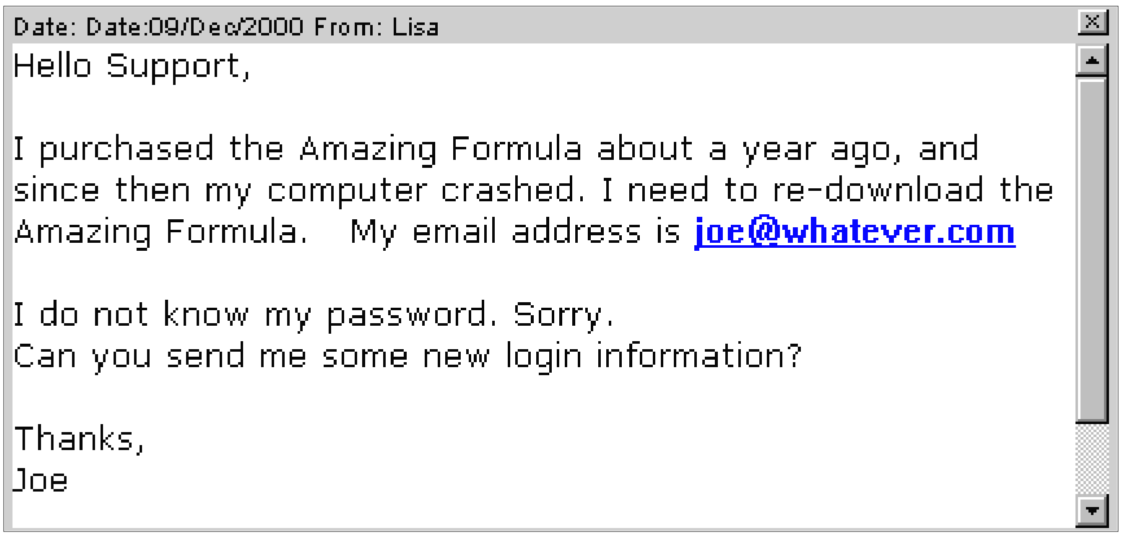
1) You receive a message from someone on ICQ.

2) Open the message,and click on "MORE FUNCTIONS", as shown below:



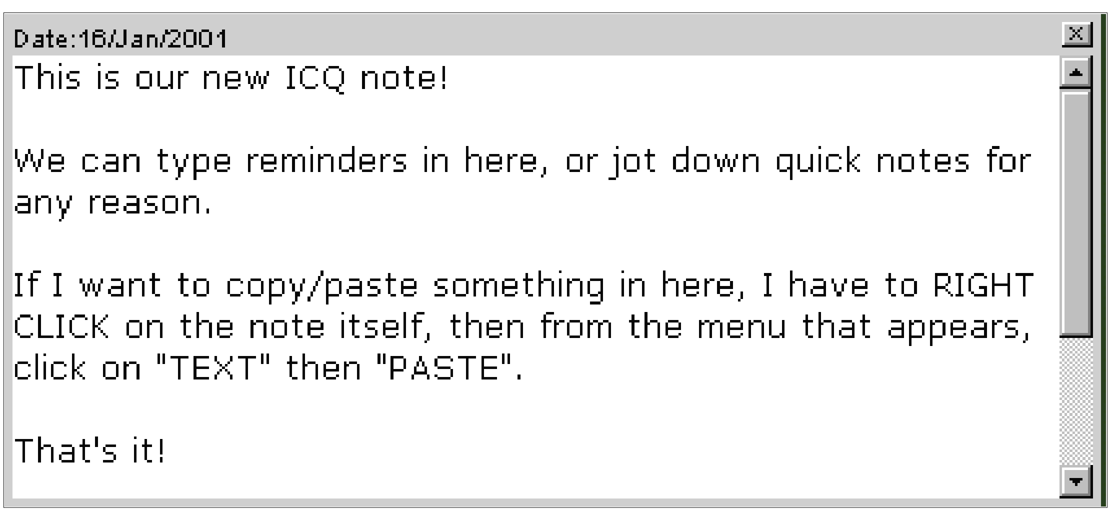
After clicking "More Functions", choose "Create as Note", as shown below:

Upon doing so, the following will appear on your desktop. This is the ICQ Note!

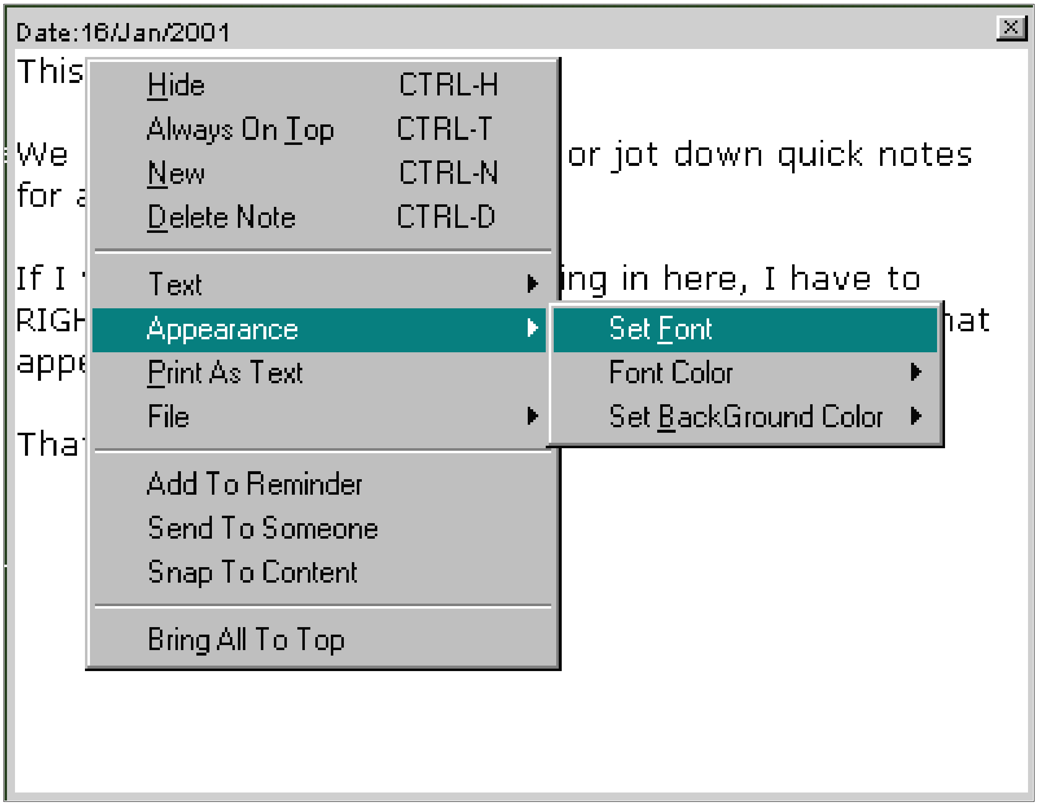


Until you actually "Right Click" on the note itself, and choose "hide" or "delete", it will remain there. You can actually use one note, for lots of things, as it allows you to type additional information on the existing note. The background color, font type, and font color are customizable as well!

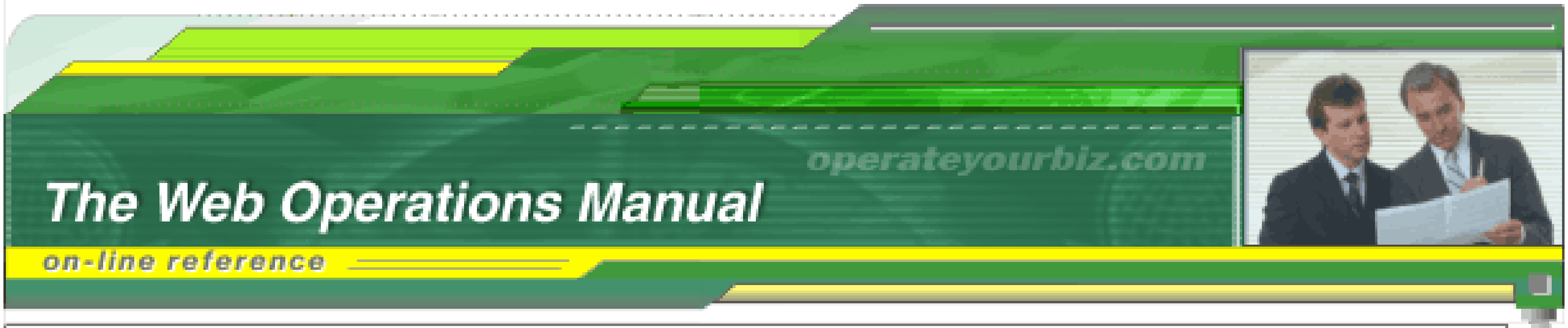
If you want to write yourself a quick note, simply open up a new ICQ note, and type into the message area, like this:



If the default font isn't something you want to use, you can change them, or the background color, by right clicking on the note, and making your choice from the drop down menu, like this:



If you have numerous ICQ messages, email letters, and pager messages, it may take you up to twenty minutes to respond to them, as long as you are organized. The short cuts noted above are a great time saver.



6:15 AM: One of the best customer service programs that you can use, (in my opinion) is Human Click. If you don't have this on your website already, you'll definitely want to check into this by visiting http://www.humanclick.com

At the time I am writing this, they offer three versions.

- Free Version
- Human Click Express
- Human Click Pro

We use Human Click Pro, because we like to save copies of our chat transcripts, but you may be able to get by with their FREE version. It really depends on how much traffic you receive, and how busy you are. The Pro version allows you to use advanced options, such as Canned Responses, and the ability to push pages. Either way, definitely choose one of them, unless of course you're already using another similar service, such as http://www.LiveHelper.com or http://www.itotel.com

I've never used ITotel.com, so I can't vouch for their services, but I've used LiveHelper, and it's pretty good, especially since it allows you to take remote control of a customer computer.

The "remote control" is a great benefit, especially for persistent login problems, or order form problems. The remote control feature lets you "see" what the customer sees, and when you move your mouse on your system, it moves on the customers computer. That allows you to login for them, or complete the order form, while they watch. It runs off of Active X, so the customer must have that enabled, however, the majority of new browsers have that as a default feature, so they won't have to fiddle around with their settings.

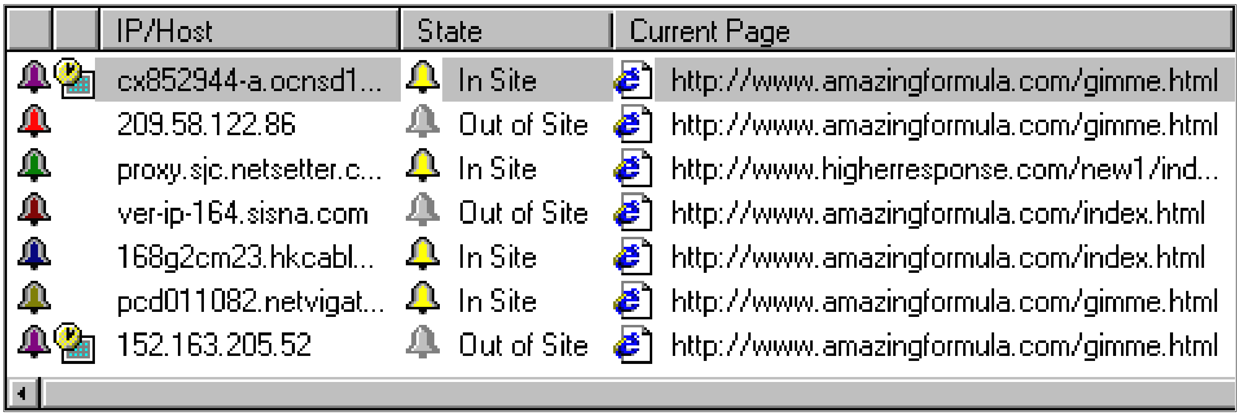
Ideally, you can use both Human Click, and Live Helper. A good idea would be to use Human Click for general chats, and embed the Live Helper code into a "Troubleshooting" page, so if the customer needs it, you can push that page onto their browsers in Human Click, then get them to click the Live Helper icon, and go from there.

The remote control feature does require a few minutes to load, even on a cable modem, however, it's really worth it in my opinion. If the customer gets worried that their mouse is moving, without their touching it, or panics in any manner (since you can access ANYTHING that resides on the desktop) they can close the window, at anytime.

Assuming that you've got at least the free version of Human Click on your system, turn it on, providing you are ready to respond to any chat requests that may arrive immediately.

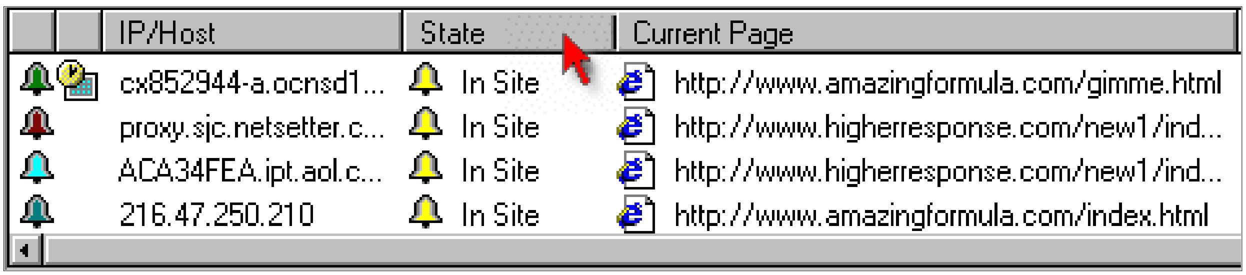
Once Human Click has been activated, the ideal thing to do is to sort the visitors, so that any "in site" visitors will appear at the top of the Operator Window.

Without sorting, this is a small screen shot of how it would look, which is obviously somewhat disorganized:

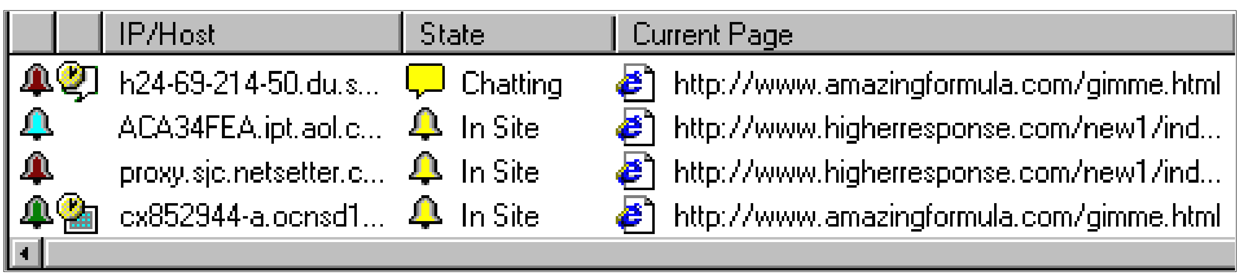


You can see above, that the "In Site" visitors (which are the important ones!) are mixed in with the "Out of Site" visitors, who can't possibly request assistance from you.

You want to click on the "STATE" button, and sort them, starting with ALL the "In Site" visitors, like this:



That way, if anyone requests a chat with you, you won't have to scroll through the many visitor's, in search of the person who needs help. You don't want to keep them waiting, so sorting as mentioned above allows you to have a view like this:



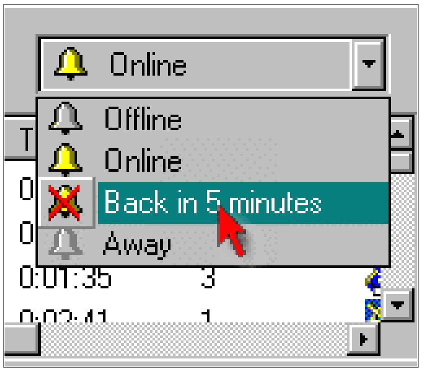
The person needing help is right there at the top.

For the most part, you probably won't receive any Human Click messages immediately upon going online, therefore you can move the window to your system tray, and continue on with other things. If anyone requests a chat, a window will appear on your screen, asking you to accept the chat. Of course you accept the chat IMMEDIATELY upon seeing the request window, to avoid the customer experiencing any sort of delay.

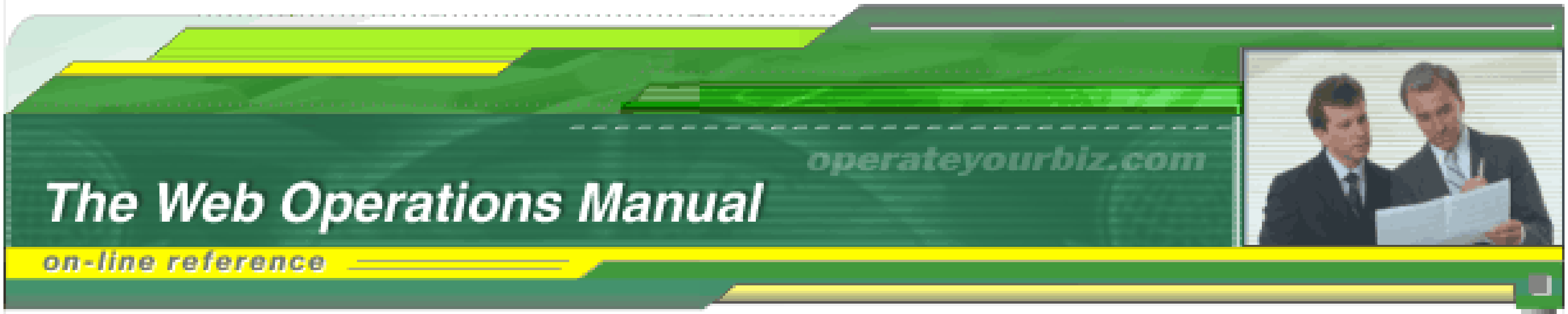
Depending on your internet connection, and whether or not you are the primary registered user of Human Click or simply an extra operator, there may be a delay in the time the customer requests the chat, and the time the request box appears on your screen, so always accept the chat immediately, before the customers leaves the site thinking no one was there to accept.

If you need to leave your computer for a few minutes, you can choose "Back in Five

Minutes" from the operator window, like this:



When you return back to your computer, don't forget to change it back to "ONLINE" mode. If anyone requests a chat while you are gone for five minutes, the request box will appear on your screen, and it won't default to email like it does if you go offline.



6:20 AM: Open Eudora (or your preferred email program), and start the download of any new mail. *Start with your own personal mailbox. This is where you will find responses from customers, who you have already corresponded with, that may have additional questions, or problems. These are the most important messages you will receive in the morning!*

Ideally you should have your own personal email address, such as you@yourcompany.com, one for support, such as support@yourcompany.com and any other accounts you deem necessary. When you reply to a support request, the return address will be your personal one.

Depending on how your company is set up, you will also have many other email addresses as well.

How to know which email addresses you may need:

No matter what you are selling online, you will definitely want to have a info@yourcompanyname.com email address. All general inquiries from your visitors should be directed there. This should be the main email address displayed on your web site.

If there is more than one person working with you, they will each need their own name@yourcompany.com address, as will you. When sending mail back and forth to everyone in your company, you won't want them all going to support@ or service@.

Tip Whatever you do, do not use a web based email address, such as companyname@yahoo.com. It looks really unprofessional. It's also very difficult to provide email support through the Yahoo web site. Although you can set your default mail program to download your @yahoo email, and work through their, you won't want to rely on their service to get your business done.

If you offer a service specific to customers only, you can use the address of: service@yourcompany.com address, however support@ will always usually suffice.

Make sure that you provide the support@ email address to your customers only, so their email isn't mixed in with general inquiries. By far, providing support to your existing customers should be the most important thing. Of course you can't delay responding to new inquiries, but definitely download the support mail before the general inquiries.

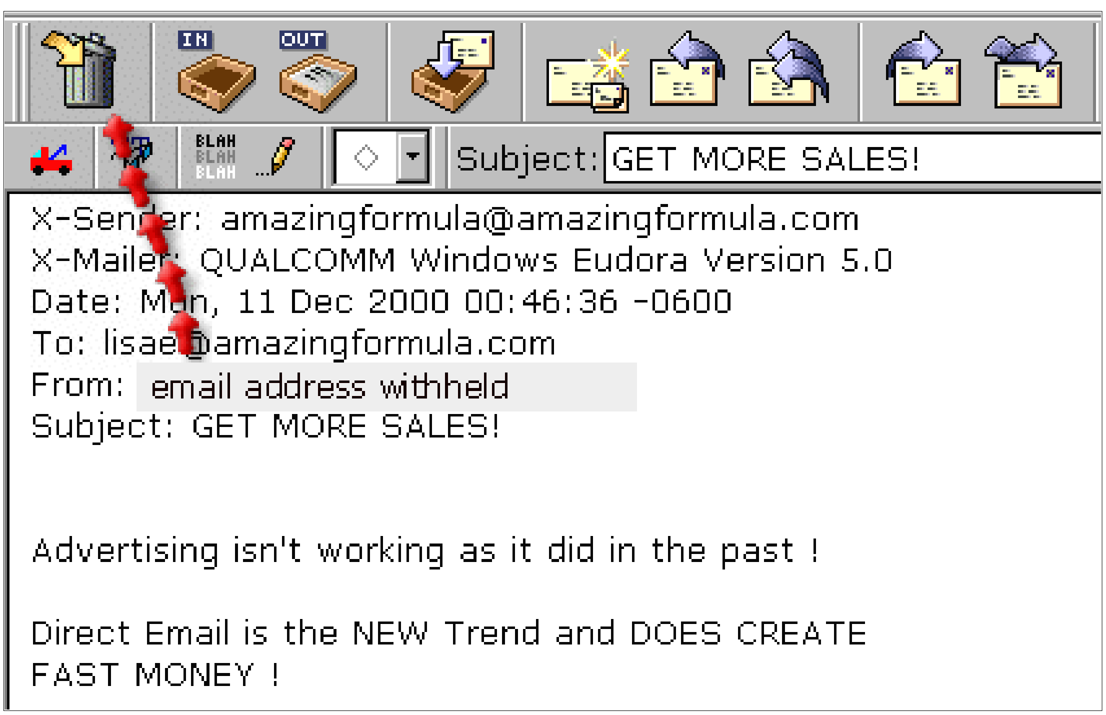
Tip You can probably set up as many email addresses as you want/need, with your hosting company, as most of them provide you with unlimited aliases.

Many of the email letters you will receive each day, sent to any of the email addresses that you have will be unsolicited spam letters, but you can never be sure, so you must open each one manually, and scan through it quickly unless it's glaringly obvious, such as "MAKE $40,000 IN TEN DAYS - GUARANTEED". Those can be automatically deleted upon sight!

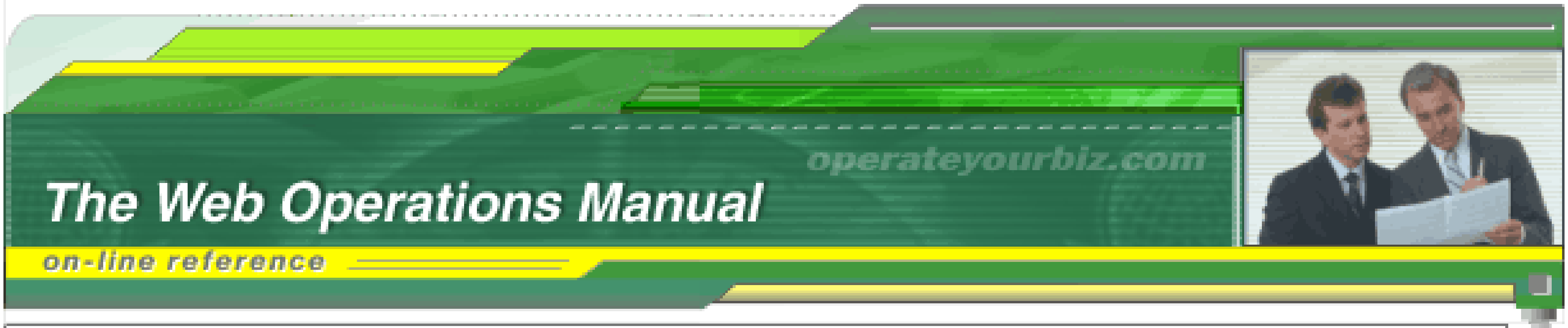
Tip Don't attempt to request to be removed from unsolicited email letters of that nature. Chances are that you'll never hear from them again after the first letter, however, if you actually click the "Reply" button and asked to be removed, they'll know there is a live person at that email address, and you will surely receive a lot more email from them in the future. Any links found that say you should click on them to become removed are usually always fake, so don't bother yourself. It's quicker to delete them. If you are using Outlook or Outlook Express, I believe you can use the "Block Sender" feature, so they can't contact you again, but definitely make sure the mail isn't from a customer first.

Tip Start with the first unread message in your mailbox, and use the "down" arrow in Eudora, to move your way through the messages. Every time you click the down arrow, the next message in your mailbox appears on your screen. You can toss any spam letters into the mailbox very easily with this system, and it prevents you from having to manually double click each message open.

The red arrow above shows how to use the toolbar's down arrow, to scroll through the mail. While doing so, any letters that need trashing are easily dumped into the trash, by clicking the Trash Can image on the top left of the toolbar, while the message is open, like this:



If you come across an email that needs a response, simply click the reply button, and start typing. Now, of course the message the person wrote to you must be included in the response, so they know what the original conversation was. Do not just assume that the person will know why you are emailing them. You must quote the original message.



Many people do NOT craft email responses very well simply because they don't know what is, or isn't acceptable. They will click reply, and start typing at the bottom of the email. This is NOT correct. Don't make the customer scroll through their entire original message, to find your response at the bottom. It's rather unprofessional.

We have provided numerous screen shots below, to show you how to take an incoming email message, and respond to it, properly.

Here is an example email, which you will receive quite frequently. Many people are wary of buying products online, especially from a company that is new to them, therefore, when they receive a password that they can't get to work, they usually panic thinking they've been scammed, and send a letter quite similar to the one below.

> Subject: Help!
>
> Hello,
>
> I am not able to obtain the product I bought, because my password does not work. Why doesn't it work? I want to get the product I paid for!!
>
> An immediate response is expected!
>
> Joe

As you can see from above, this person provided NO information that will be helpful to you, in quickly resolving their problem. They are upset, and want an immediate response, but failed to provide helpful information, that may enable to you to assist them, without having to spend time figuring out:

- Who they are
- What product they bought
- What their login information is
- What login link they were using
- What exactly happened when they tried to login

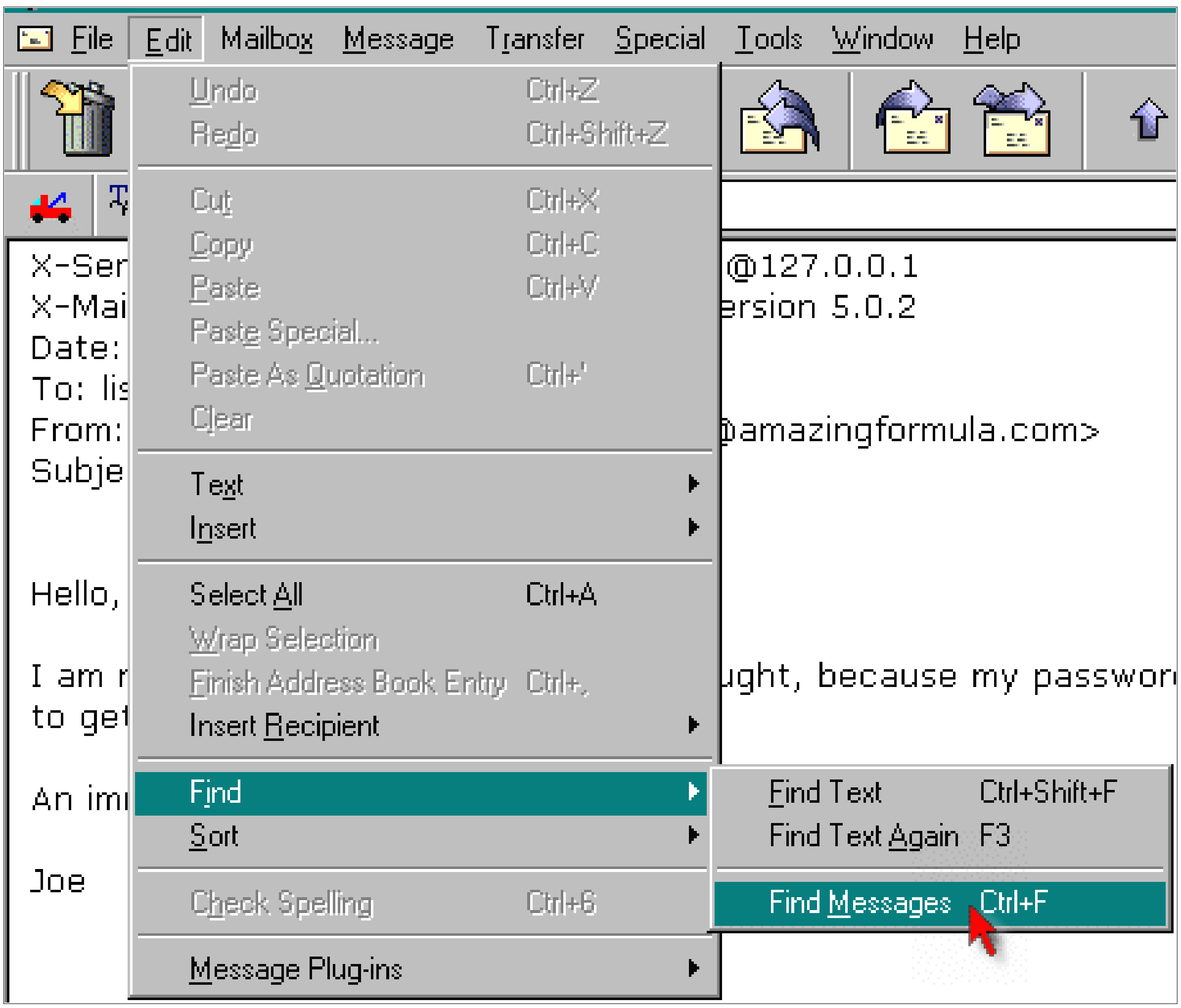
Few customers provide information, so you must look it up, and then respond, as fast as you can, with assistance. If you sell more than one product, you need to know which one they bought, before you can help them. Don't rely on the customer to provide this information, and unless it can't be helped, don't be lazy, and email them back asking them to provide it. If they've already bought something from your company, you should know exactly what that was!

At this time, we do not know who this person is. His name is Joe. That is all we know. So, we take his email address (joe@whatever.com), and use our FIND function in Eudora, to get a copy of his Order Confirmation, or any other past correspondence, which WILL provide the info we need, to proceed.

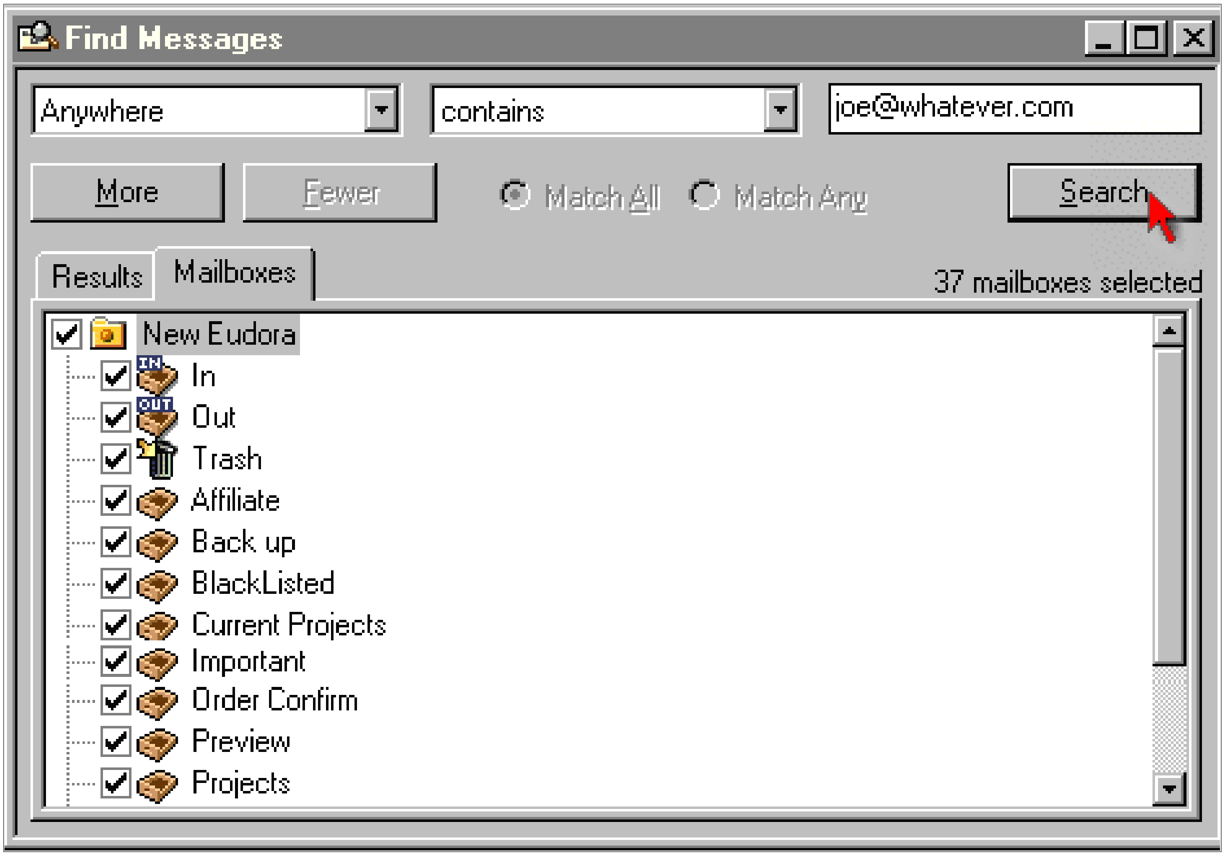
Tip Make sure your order form is set up to send you a copy of all purchase confirmations. You WILL need them in the future, for a situation like this. Because we receive an email notification each time a customer buys a product, we have a product purchase history for everyone, and we use this all the time!

Here is how to use the FIND function.

1) Click on EDIT, then from the list choose "FIND", as shown below:



Once you have clicked "FIND MESSAGES", you will see something similar to the following.

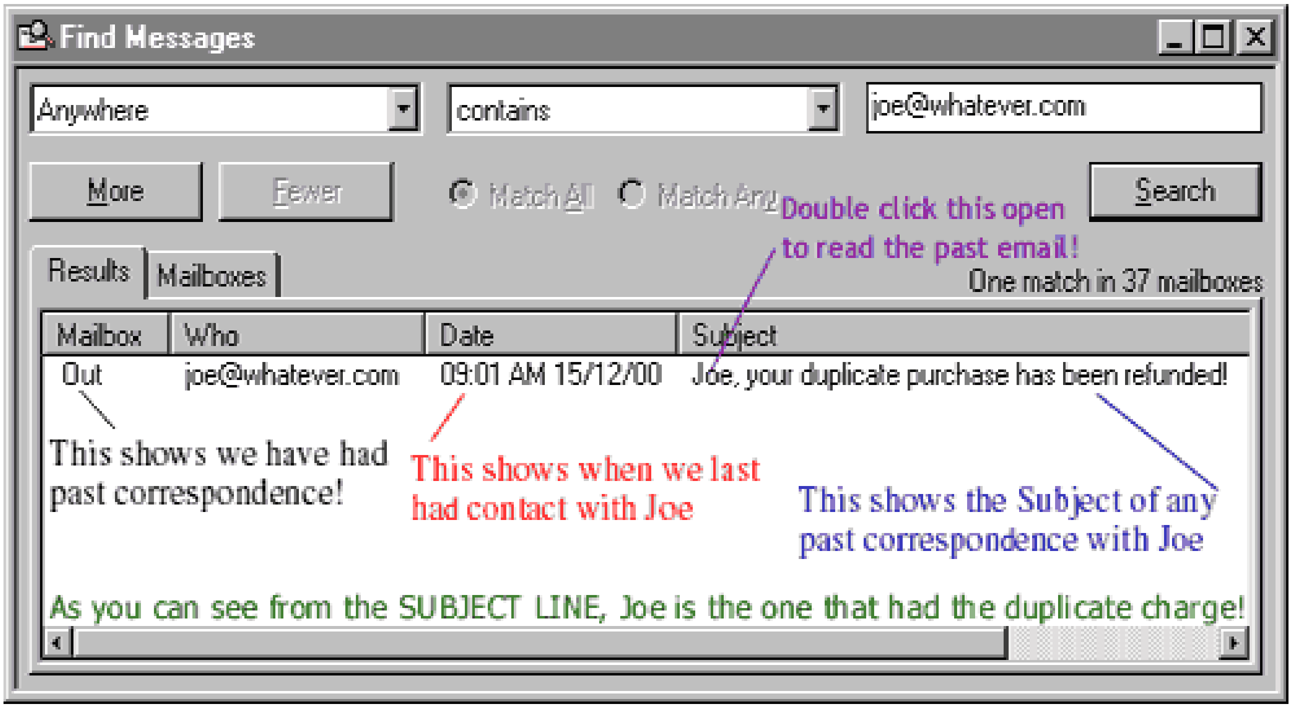


You must select the mailboxes where you think any helpful correspondence will be, (or just select the first checkbox, to search all accounts), then, type your search keywords into the space on the top right hand side.

For our example, we will search on Joe's email address, because that is all the info we have to use. I really wouldn't want to search on "Joe", because there will be too many results found.

Once you've entered your search keywords, you can then click "Search", as shown above.

If any results are found, it will bring them up, in the window, like this:



The results will be displayed in the box showing above. You can see that an outgoing letter was sent to this person in the past, in regards to a duplicate charge.

In real life, I would have much more past email than this, such as the "Order Confirmation", their "forwarded mail" indicating they've been added to our autoresponder, and much more. For our example, we are showing only one past contact, but there are really much more than that.

Tip If you're using the GetResponse autoresponder system, you can change the settings so that you receive a single report from each person that emails your responder address, or daily/weekly report of the same. We use the single report, so as soon as Joe's order went through, we know it, because the order form is set to forward the letter to the responder adding them to the sequence, which then sends a copy to us!

More on the use of autoresponders is provided later!

The old email we managed to find in Eudora tells us that Joe bought one of our products, but was accidentally double billed. Since the letter we found is my response to him regarding the duplicate order he accidentally processed, it says inside which product he bought, and the date his order was processed because when I originally emailed him, I ADDED that information there, on purpose.

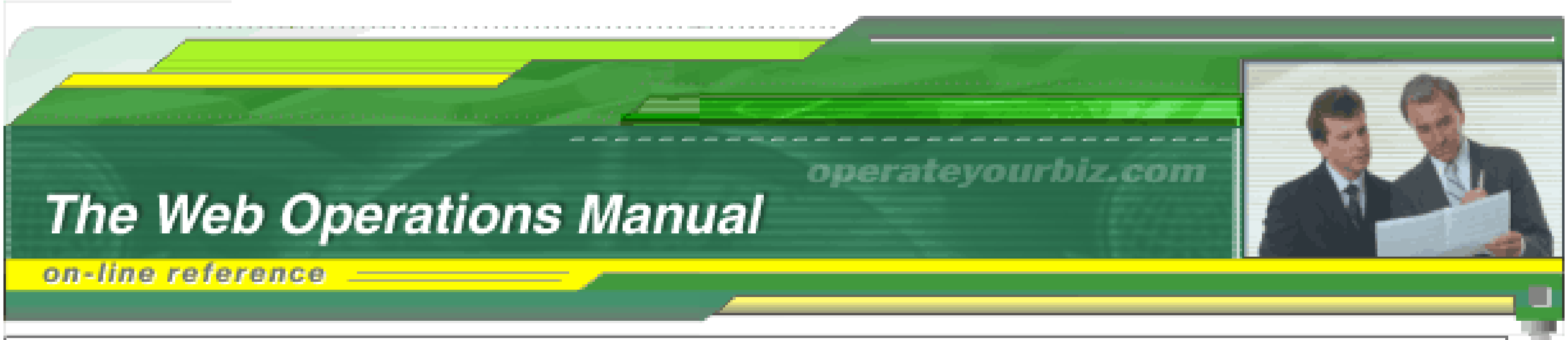
The reason for including that information in a reply is twofold. First, Joe receives an email telling him his purchase of XXX , on XX date was refunded in the amount of $XX. Since the letter went through the outbox, we have a copy of it there, forever.

Now that we have the name of the product Joe bought, I can then search our password files, and locate his login information!

Once we have his password, we can test it for errors, and either help him login with what he was originally issued, or provide him with a new one. (Usually it's always easier to provide a new one, especially if the first one was difficult to enter.)

Tip *If you have a password protected site, and are issuing a unique password to everyone, make sure to program it, so that no lowercase "i" or "l" are used.*

Additionally, if the person is reading their email with Arial fonts, the i's and l's look very much the same. The same rule goes for the number 0, or the letter O. Don't use those characters, and you will prevent a lot of login problems! Your programmer should be able to deny those characters from being issued!



If you were not able to find any results with your FIND function, but can confirm the person did in fact make the purchase, issue a new password, but make sure to tell them in an email message that they must ONLY use the new login information.

You'd be surprised at how many people will request a new login, but when it arrives by email, they either won't see it, or simply won't use it, and continue to try with the old login they were first issued. Also provide the login link, and username in your response. Never just send the password on it's own assuming they already have the rest of the information.

Here is an example of how we email Joe back, so that our response is easy to read.

The first thing you should do, IF using Eudora, is highlight the message that you want to quote in your response, as shown below, THEN click reply. Doing so will quote ONLY that part of the message, so you don't have the headers, or other email information to worry about!

I am not sure if this function is available in Microsoft Outlook, but do now it is not available in Outlook Express. It is extremely useful, and once you've grown used to it, you won't want to work without it.

Here is a what the incoming email looks like when you've highlighted it, prior to clicking the Reply button.

```
Subject: Help!


Hello,

I am not able to obtain the product I bought, because my
password does not work. Why doesn't it work? I want to
get the product I paid for!!

An immediate response is expected!

Joe
```

Once we've highlighted ONLY the text we want to quote back, and have clicked reply, this is how the outgoing email will be formatted:

At 08:47 AM 15/12/00, you wrote:

> Hello,
>
> I am not able to obtain the product I bought, because my password does not work. Why doesn't it work? I want to get the product I paid for!!
>
> An immediate response is expected!
>
> Joe

Now, we really don't want the "At 08:47 AM...." stuff there, so we remove that, and remove anything else we don't want, then type our message above, and below that, like this:

Dear Joe,

> I am not able to obtain the product I bought, because my password
> does not work. Why doesn't it work? I want to get the product I paid for!!!
> An immediate response is expected!

We are sorry to hear of the problem you have encountered, while attempting to login to <Product Name Here>.

I have tested your username, and password and they seem to be working fine on my system, however, to avoid any further frustration on your part, I have gone ahead and have created you a new password to use.

Here is the new login information you will need to gain access:

Login Page Link:
http://www.companyname.com/loginpage

Username: joe@whatever.com
Password: password

Simply click the link provided above, then enter in your username, and then the password, and click the OK button. That will take you directly to the product download area.

If your login problem persists, please let me know immediately!

Signature File Here

Do not send a message that looks like this, because it is not easy for the customer to read.

Subject: Re: Help!

At 08:47 AM 15/12/00, you wrote:

> Hello,
>
> I am not able to obtain the product I bought, because my password does not work. Why doesn't it work? I want to get the product I paid for!!
>
> An immediate response is expected!
>
> Joe

Hello Joe,

This is where your message would be typed, with your signature file below.

Your Signature Here

As long as your response is easy to read, is well formatted, and contains all the information that Joe will ever need, you can send it. If it's well written, the only reply you should get back in return is a "Thank you!!" message, or something similar.

Of course you should spell check the outgoing email first, to avoid any typing errors. If you're using Eudora, you can have it automatically alert you of typo's, so you can fix them, prior to sending it.

Our example below shows what Eudora looks like, when it spots a typing error:

Hello Joe,

In respsonse to your request for assistance, here is your new login information, to access the product:

Login Page Link:
http://www.loginpageurl.com

Username: joe@whatever.com
Password: example

Simply click the link above, and enter in your username and password, to access the product download site.

If you have any further problems, please let me know.

Your Signature File

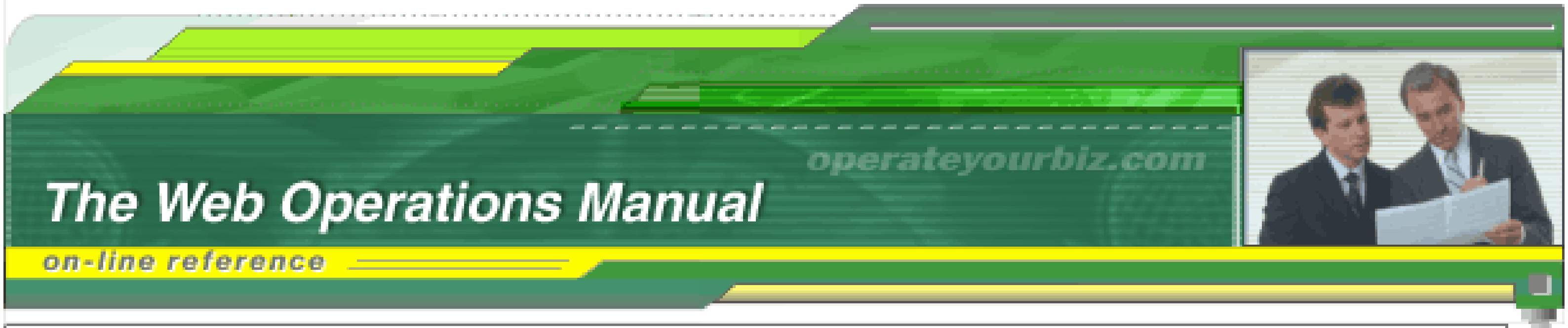
You can see the typo is underlined in red, so they are easy to spot. If you're not sure how to correctly spell the word in question, Eudora allows you to "right click" on the misspelled word, and choose the correct spelling underneath, like this:

If you use a specific word a lot, and Eudora always underlines it, saying it is misspelled, when it's not, such as a URL, you can ADD it to your dictionary inside Eudora, by clicking on ADD at the end of the drop down menu!

When you first start using Eudora, you will want to add a few words in there right away, such as the following commonly used words:

- http://
- www.
- .com
- URL
- yourdomainname

When Eudora first encounters all of those words, it will tell you they are misspelled, so add them in right away, and save yourself some time!



EMAIL ATTACHMENTS AND COMPUTER VIRUSES.

Here is a good rule of thumb to use when dealing with attachments:

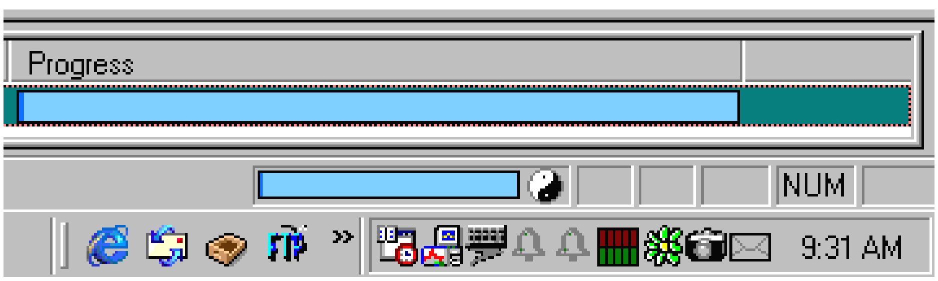
Never open them, until you have scanned them with your antivirus program first.

If you're not sure who they are from, don't open them, ever. A lot of people send .doc files, by email, as opposed to actually typing their message into the email body. You must email them back, and request they copy the message from the .doc file, and paste it into the email, then send it back. You can use a canned response for this, so you don't have to type the same email over and over again.

When dealing with small or large amounts of email, you should have some sort of anti-virus email protection working for you, in addition to your regular antivirus software.

A good choice in this area would be Norton AntiVirus 2000, or the latest version they offer at the time you are reading this. Their email protection scans each message FIRST, before it downloads to your computer! You can then safely say, (providing your virus definitions are updated constantly!) that your mail will be virus free, although you still shouldn't open email attachments, unless you KNOW the person that sent them, and are 100% certain they're safe.

While your email is downloading, Norton Anti Virus email protection is hard at work, reading each email message, BEFORE it arrives in the mailbox. Here's a shot of how it looks, while your email is downloading. (It's the little grey envelope, on the taskbar)



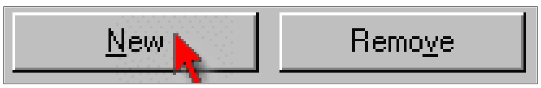
Obviously it's very unobtrusive, sitting in your system tray, and uses up a very small amount of system resources! Depending on which anti virus program you use, you may NOT have the extra email protection. If you're not sure, check with the HELP file of your program.

USING EMAIL FILTERS TO SAVE TIME SORTING

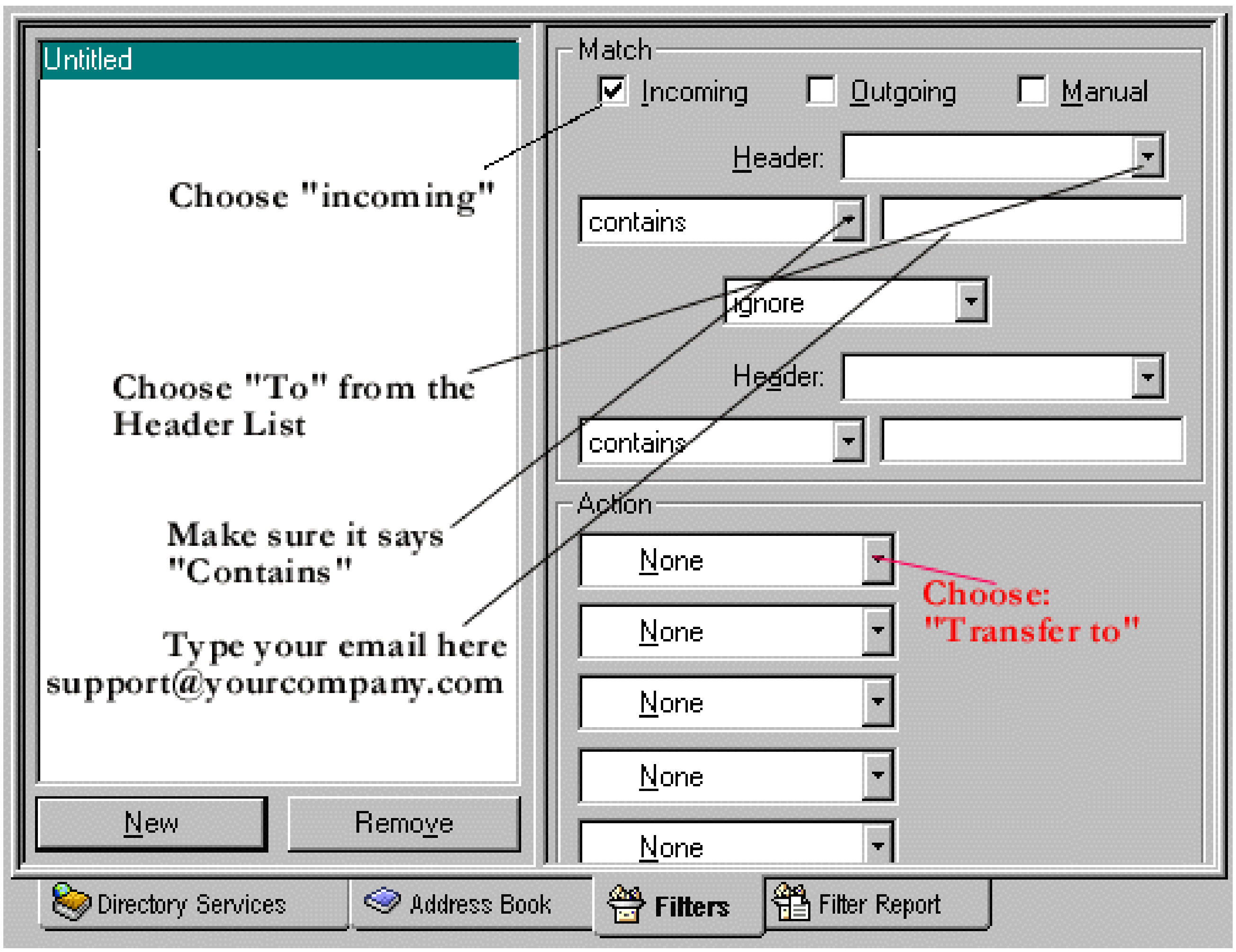
The use of email filters saves having to sort a lot of common email, such as order confirmations, support requests, or just about anything you repeatedly receive. Ideally, you should have all the support requests filtered into a special mailbox. That ensures the messages are not mixed up, lost, or overlooked. It's easy to set up mail filters in Eudora. If you're not sure how, you can use the example below, or, check the help file in your email program.

Here is how to open your filters, in Eudora:

Once your filters open up, you will want to create a new one, for support requests. Click on NEW, from the choices near the bottom left hand side of the open window.

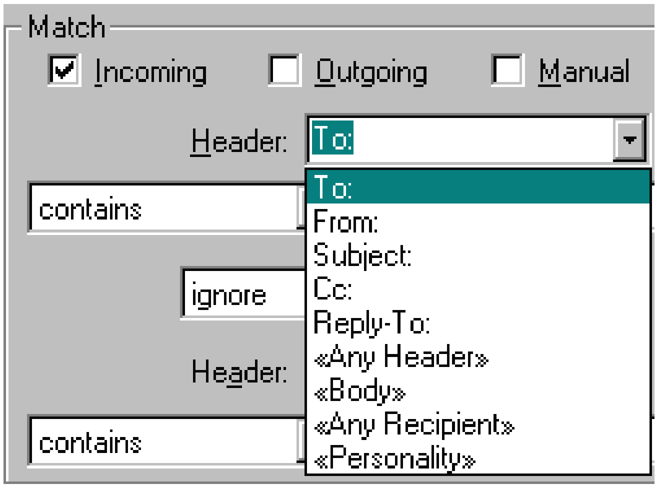


A new window will appear after you click NEW. It looks like this:



Select: "Incoming"

Then click the drop down arrow by "header" and choose "TO" from that list, as shown below.



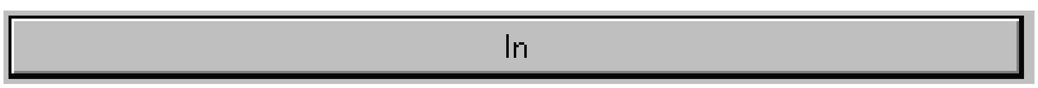
Make sure it says "Contains" as shown above.

In the space beside "contains" type your support@ email address. Generally it would be: support@yourcompany.com

There are two sections labelled "contains" and "Header" but you don't need to fill in the last two. Only the first ones are required. If you are confused, check our example at the end of this section, which shows a fully completed mail filter.

The next step is to choose the "ACTION". In this case, we want to choose "Transfer To", as shown below:

Once you click "transfer to" the following will appear, on the left hand side:

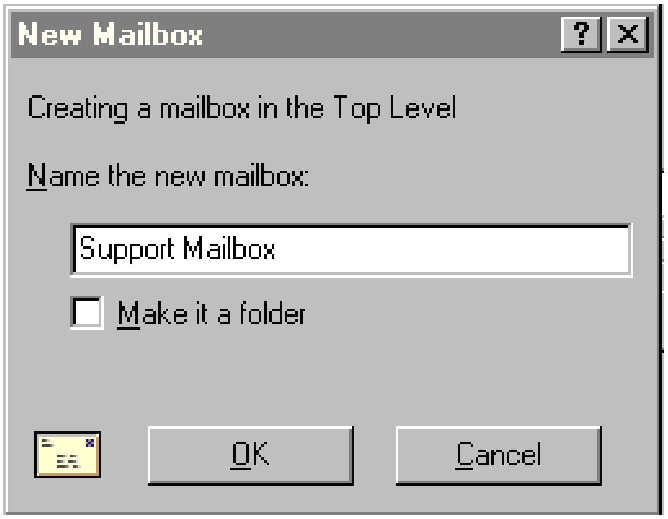


You obviously don't want your support@ mail filtered into the inbox, so you have to click where it says "in" and choose your mailbox from the drop down list. If you haven't yet made a mailbox labelled "Support" then you can do that now!

Choose "NEW" from the list that drops down, similar to this one:

A new box will appear, asking you to name the new mailbox. You can name it "support" or whatever you want to call it.

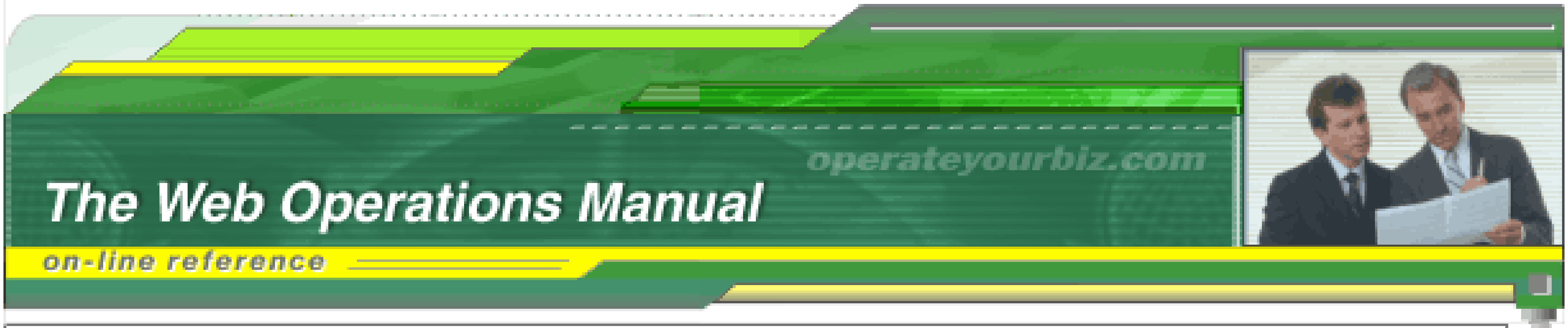
In our example we called it "Support Mailbox".



Once you've done that, then click OK. The long bar on the right hand side that previously said "in" will now say "support mailbox".

All you have to do is click on that, and all the mail addressed to "support@yourcompany.com" will then be filtered into that special mailbox!

When you are done making your filter, you can close the filters section, by clicking the X on the top right hand side. A window will appear, asking if you would like to save the mail filter. Definitely choose YES or else you'll have to create the filter all over again.



7:00 AM: Check for voice mail messages, and transcribe all messages into a special "Voice Mail" notebook regardless of whether you need to send them to someone else, or not.

DO THIS EVEN IF YOU'RE NOT YET FINISHED RESPONDING TO YOUR MORNING EMAIL.

Someone may leave a voice mail support request so you can't leave this too long.

Do not use the "Voice Mail Messages" notebook for other purposes. Use it only for this task. (More on this below!)

Any people that ask to be called back at a later time, or date are marked with the specific callback time.

NOTE: Not many customers ask you to call back "at YOUR convenience". Be prepared to call back when they ask you too, but don't go overboard with this.

If you call someone more than three times, at the time they requested, without reaching them, leave a message and tell them perhaps it may be easier for them to email their questions or problems to you, or have them call you, on your direct line, so they don't get forced to leave another voice mail. Don't ever ask anyone to leave more than one voice mail, in an attempt to reach you unless it absolutely cannot be helped.

NOTE: It's a good idea to use many notebooks, for varying purposes, such as:

- Voice Mail Messages
- Customer Callbacks
- Important Information
- Hours worked
- Things to do (also using ICQ notes)
- Current Projects
- Refunds & Chargebacks

Let's go over those notebooks, and their purposes:

Voice Mail:

When transcribing voice mail, start with the message number, the time the message was left, the person's name, the content of their inquiry, their callback number, and finally, their "best time to call".

If you can't clearly hear a message, listen to it again, even if you are a virtual assistant that is calling long distance.

If you aren't able to resolve a phone number, save the message, and try the number as you heard it. If you get a wrong number, you can always listen to the message again, in an effort to guess the number or have someone else dial in to the voice mail, and see if they can dechiper it for you. If not, there is one last thing you can do.

Take the person's name, and using your email program "FIND" function, check to see if there are any past email messages received from this person. If so, check to see if their signature file contains their correct phone number. If not, check your customers order, and if they've placed their order in the past, their number WILL be there. I have successfully found many numbers using this method!

Tip: You should definitely make it required that they provide their telephone number when ordering from you. You will sometimes need that info at a later date.

If you are a virtual assistant, you will probably need to send a copy of the voice mail messages to someone else at the company, so they are familiar with how many calls they are receiving, who is calling, and why they're calling.

Type the voice mail messages from the notebook, into an email, and send a copy to whoever needs it.

The "voice mail" email message should look like this, showing the time, name, phone, email, and comments.

Here are the new voice mail messages:

=====================================

Message #1

Time: 10:38 AM
Name: John Doe
Phone: 555-555-5555
Email: johndoe@wherever.com

Comments: He has a few questions about "The Amazing Formula", and "Gimme My Money Now!". He isn't sure of the difference between them.

I am calling him right now to respond to his question.

===

Underneath the comments, you should include a note indicating what you will be doing about the call, such as "I am calling him right now" or "This is a personal call for you. I am not responding to it.", if the call does not concern you personally.

Make a new entry in the same email, such as "Message One", "Message Two", etc, for each new message, then send them, with a subject line of:

SUBJECT: Voice Mail - Date - Month - Mail Check #1

Tip: Check the voice mail three times a day (or more if you receive a lot of calls) so that way, anyone needing a callback won't have to wait too long to hear from you.

IF you are the one doing the customer callbacks, you should use a separate notepad than the one for "Voice Mail", so you can then prepare the list of customer callbacks for that specific day, as covered below.

Customer Callbacks:

Anytime you are required to return a customer call, you should make an entry in your "Customer Callbacks" notebook. Start each new day, by adding the date at the top of the page. Before you add any new entries to this new day, you will need to go back to your last page, and transfer over any calls that are not yet fully dealt with.

You may think it's a lot easier to leave them on the last entry page, but it's not. Within 3 days, you'll have a hard time remembering to return to the old pages, and make those calls. Simply transfer them over, and add a short note beside them that says "Original call, insert date, insert month". At this time you've surely tried to contact them, and in most cases, you would have had to leave a message. So, write next to the listing, something like this: "left message Fri. Dec. 8th, 4:00 PM". Also include what their original call was about, because you'll never remember the next day! (You may think you will, but you'll have a ton of other new information in your head by then.)

Important Information:

This notebook contains things such as passwords that you won't want to keep on your computer, phone numbers for your merchant companies, fax numbers for chargeback information, contact information for programmers, accountants, or just about anything you either don't want to store on your system, or anything important enough that should be recorded in two places.

If your computer crashes, you will NEED to have that info handy. Unless you remember ALL your login usernames, and passwords, write them down in this notebook. You'll be glad you did. For instance, if you need to create a new username for someone, you NEED the admin password. The customer shouldn't have to wait until you email someone for that password, just to create theirs.

Hours Worked:

If you are a virtual assistant, or need to keep track of your hours for any reason, you will want to store them in an "Hours Worked" notebook.

Tip: Anytime something is very important, store itoffline in a notebook, in addition to having a copy on your computer, AND a copy of everything burned onto a CDROM! You won't regret spending the extra time backing everything up.

Things To Do:

These are NOT projects. These are little things that need attention throughout the day, such as "Change the copyright notice on a page" or "Order more bookcovers", etc. If you are on the phone when these things are requested, you can jot them down while talking.

AFTER that, you should make an ICQ note as well, because that same notebook may be put aside within minutes, and you may not remember that one little thing hasn't been taken care of.

With the ICQ note, it remains on the desktop, until it's been taken care of. Very effective! You can also use it to add new notes, anytime you like.

Current Projects:

Use a LARGE notebook for this!

This should be a whole notebook in itself. This is where new project ideas and instructions are written. Since you'll probably always be coming up with new ideas for a product, or ways to improve your current service, you will need a project notebook to store your information.

Whether you come up with a new idea, you will want to write it down right away, so you don't forget, and after spending so many hours online, you might prefer to write these things into a notebook, while you are away from the computer.

When the project is done, you can use a highlighter, and mark it as "DONE" in the notebook.

Refunds and Chargebacks:

THESE ARE VERY IMPORTANT.

IF you are a virtual assistant, or work away from the office, you may not receive a copy of the actual chargeback letter sent from your merchant bank, therefore, it's good to use a specific notebook to record the necessary information given to you by the person who received the chargeback letter. I suggest that you do NOT store this information on your computer, as each chargeback does contain the customer's credit card number, and expiry date, and you don't want that information left on your system.

The info you will usually always need to process the chargebacks are:

- Customer Credit Card Number
- Expiry date
- Date of Original Purchase
- Amount of Chargeback
- Number to fax documentation back to
- Reference Number
- Reason for Chargeback

The original purchase confirmation must be researched, and upon finding it, you then need to search for the customers name. Once you receive a chargeback (and if you are processing credit card orders on your site, you WILL get these now and then) you need to act immediately.

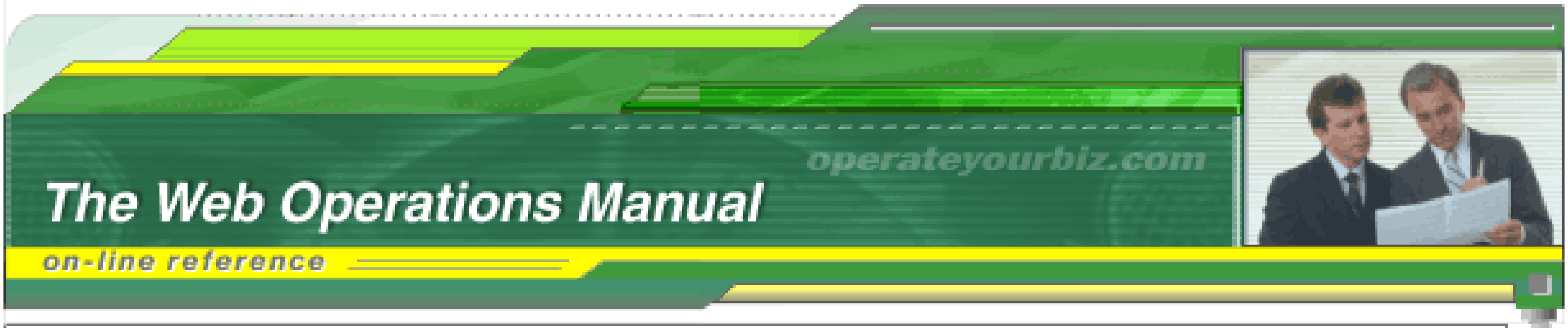
A good thing to do first, is to contact the customer by telephone, and ask them why they issued the chargeback. A large majority of the time it will be for non possession of credit card, however, the odd few will simply have forgotten your company name, or don't recognize it, on their statement. If that happens, what you need to do is ask them to fax you a signed document, stating that they did in fact place the order, and simply forgot.

Once you have received this faxed document from them, you then take it, and along with a copy of the original chargeback, or in the very least, the reference number, you fax it to the merchant bank, as proof the chargeback request is not valid.

You should then be able to mark the chargeback as having been dealt with, however, always contact the merchant company first, to make sure it's a closed file.

If the reason for the chargeback was "Non Possession of Card" that means a fraudulent charge was put onto the person's credit card, in which case, a refund must be issued immediately, and proof of the refund, original purchase, merchant number, reference number, and any other necessary information is then faxed to your merchant bank.

This is done in the hopes the chargeback will be reversed, and if you act on it, within the alloted period of time they give you, it should be credited to your account, and not count against you.



7:15 AM: Finish responding to any email that has not been dealt with as this time. Don't leave any over "for later". You'll never fully catch up! Depending on how much email you receive, and how fast you type, it may take you hours to finish all of it, especially if a long, and detailed response is required.

If you sell a lot of products, you're going to have a lot of customer support, but there are certain things you can do to cut that time down, and we cover some of those in another section.

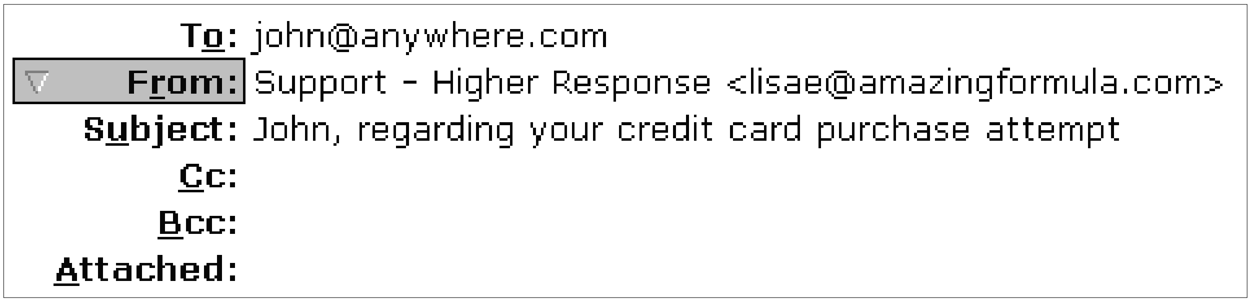
8:30 AM: Check for order problems, duplicate orders, or any orders that seem questionable from the day before that you have not already dealt with by email. This is done by logging into your payment processing system, and requesting a report for the previous day's transactions. (Ideally you should do this multiple times during the day as well, to catch any problem orders shortly before, or after they occur.)

If you see someone who had a problem placing their order, such as someone who tried to order by credit card, or electronic check, but was declined, you should email them, or call them if they are located in the US, or Canada. If they are overseas, use email.

If you see someone who did have a problem placing their order, and you think that you can provide helpful information to solve their problem, send them an email similar to this:

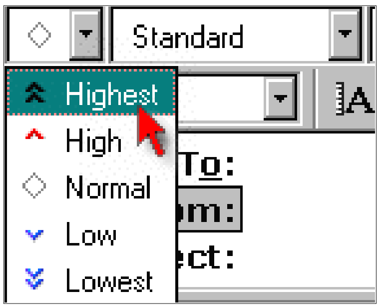
> Dear Name,
>
> While reviewing our recent transactions, it has come to our attention that your attempt to purchase our product, "The Amazing Formula", using your credit card, was not successful. We apologize for any inconvenience our online order form may have caused you.
>
> The most common cause of a failed credit card purchase attempt, is that the credit card numbers were not entered correctly. When entering your card number, make sure you do so, like this, to avoid errors: 1234567812345678
>
> If you attempt to enter spaces 1234 5678 or dashes 1234-5678 between the card numbers, your purchase will be declined.
>
> In the event you would like to return to the online order form, and purchase "The Amazing Formula", you are more than welcome to do so, using the following link: http://www.amazingformula.com
>
> If you run into any further problems, please do not hesitate to respond to this email.
>
> Sincerely,
>
> Lisa Edwardsen - Customer Support
> Email: lisae@amazingformula.com

The subject line of that email should explain clearly as to what the message is about, like this:



To: john@anywhere.com
From: Support - Higher Response <lisae@amazingformula.com>
Subject: John, regarding your credit card purchase attempt
Cc:
Bcc:
Attached:

If you like, you can send that high priority, by marking it with the PRIORITY function in Eudora, like this:



Tip The email written to assist the customer in overcoming their ordering problems should be saved as "Stationary", as with any email that you frequently write, over and over again. That way, you can use it again in the future.

The subject of Stationary, and canned responses is covered in another section.

If you find a DUPLICATE ORDER in the last day's transactions, you can safely assume it was NOT done intentionally by the customer.

You MUST REFUND THIS PURCHASE IMMEDIATELY, and contact the customer to inform them that you have:

- Found a duplicate purchase
- Have refunded the purchase

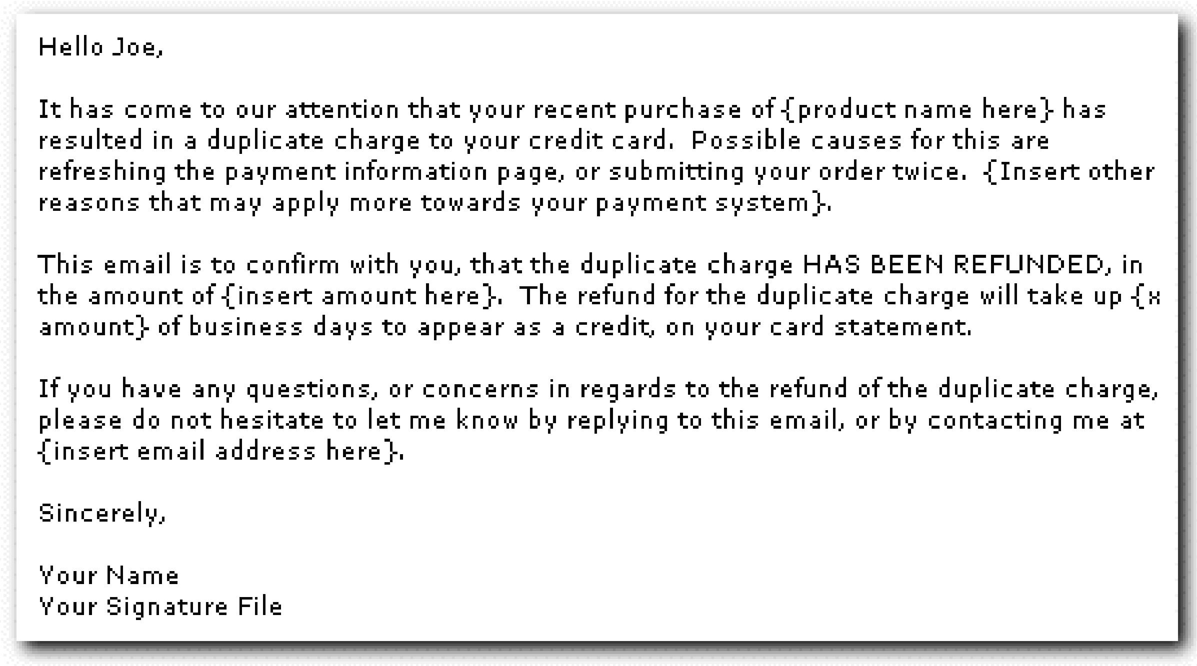
This is what a duplicate order usually looks like if you use the payment processing services provided by Verisign:

Oct 28 2000 1:45PM	PD01194096	Joe Smith	97.00
Oct 28 2000 1:46PM	PA01160983	Joe Smith	97.00

Naturally the names and information above are not real, but it gives you a pretty good idea of how to instantly spot a duplicate charge. In most cases, the duplicate charges are right after one another, or so close, that you can see them by viewing the same day's transactions. Keep in mind that just because you can't see a duplicate charge, like the one above doesn't mean one hasn't occurred.

The customer may have placed their order at 11:59 PM, and then again at 12:02 AM, which would technically be two separate days. Make sure to always take note of your orders each day, and you shouldn't have a problem, providing no glitches in service have occurred to prevent you from seeing all transactions.

After processing a refund, for a duplicate purchase, you need to send the customer an email, which says something like this:


Hello Joe,

It has come to our attention that your recent purchase of {product name here} has resulted in a duplicate charge to your credit card. Possible causes for this are refreshing the payment information page, or submitting your order twice. {Insert other reasons that may apply more towards your payment system}.

This email is to confirm with you, that the duplicate charge HAS BEEN REFUNDED, in the amount of {insert amount here}. The refund for the duplicate charge will take up {x amount} of business days to appear as a credit, on your card statement.

If you have any questions, or concerns in regards to the refund of the duplicate charge, please do not hesitate to let me know by replying to this email, or by contacting me at {insert email address here}.

Sincerely,

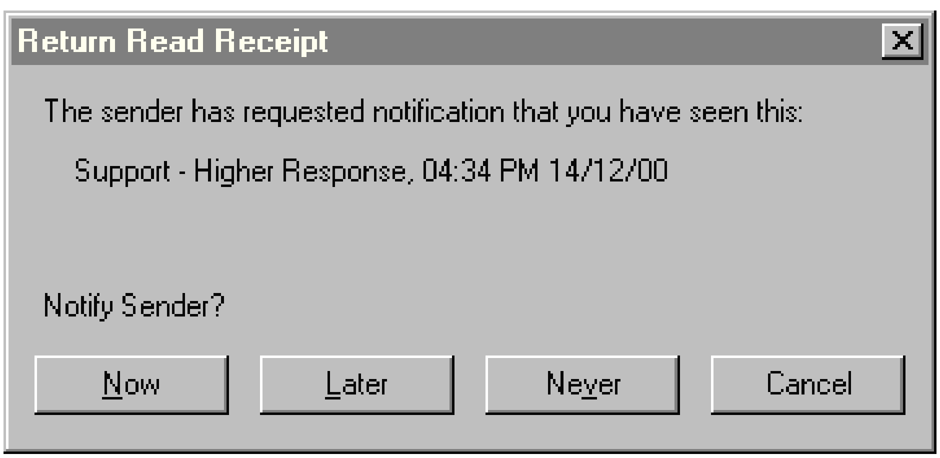
Your Name
Your Signature File

Depending on the email program you are using, you may even be able to request a "Return Receipt" so the customer can confirm with you that they have received your letter, and are aware that the charge has been refunded to their credit card.

A return receipt is an email that is included along with your letter, that asks someone to reply back, to confirm that they have received it. When the customer has read your email, and clicks to close the message, a box appears, asking them to confirm they received the message!

(This is especially great for refund confirmations, or duplicate charge notifications!)

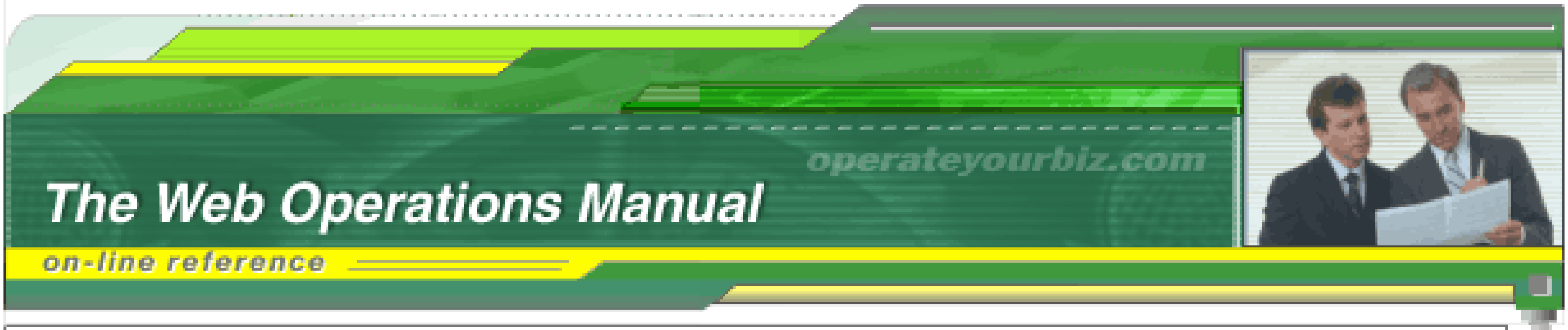
Here is an example of a "Return Receipt" request:



The customer can choose to NEVER confirm receipt, and there is nothing you can do about it, but for the most part, they usually do click "NOW", or "LATER" in which case, you do get confirmation back.

If you use Eudora Pro, you will have this option. I believe it is available with Microsoft Outlook, since it IS an option with Outlook Express.

NOTE: Not all email programs are capable of handling this request. Eudora allows you to request them, and also be a recipient of them, but not all programs will show the customer the request. I believe web based email may not accommodate them either.



ISSUING CUSTOMER REFUND REQUESTS:

When you receive an email from a customer, that requests a refund, process it immediately!

Do not wait, thinking that you'll do it later, because if you do wait, you may forget about it altogether. It will then go from a simple refund, to a complicated chargeback, and you really don't want that to happen.

Depending on which type of payment processing system you are using, it should be really easy to process a refund. You should NOT need to request that the customer provide you with his/her credit card number, unless the purchase was a very long time ago, as in nine, or ten months!

When you process a refund, it is a very good idea to keep a copy of the transaction receipt, in a .doc file, which is of course saved to a floppy disk, and/or burned onto a CDROM for future use. Since the refund confirm won't contain their credit card number, it's safe to store them on your system.

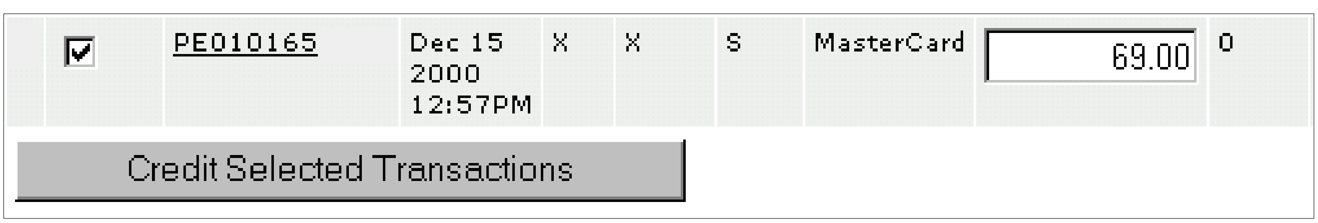
Tip You never know when you may need to provide proof of a refund, so keep a copy of it, for as long as you can. There are many other things that you'll need to hang on to, and those are covered in depth, in another section.

You may want to name the .doc file: ***(Insert Month) Refunds.doc*** or something that easily indicates which month is associated with the file. It's a good idea to use a separate one, for each month. It saves having to dig through one long file, to find proof of a refund, months later.

Also, if you process a manual charge for a telephone order, keep a copy of that too. If you don't and you need to process a refund for that person, you will need their transaction ID, and that may be the only place you can find it!

Depending on which type of payment processing system you use, it may be quite easy to process a refund. Verisign/Signio allows us to search transactions by day, and process a quick credit.

All we have to do is find the original purchase order, (which we copy, and paste into the .doc file) then going by the Transaction ID, we do an "auto credit".



Once the credit has been done, we take the confirmation message, and paste that into the .doc file, right underneath the original transaction information.

Below are the results of your transaction requests:

Original Trans ID	New Trans ID	Amount	Result Code	Reason
PE010165	PG01017	69.00	0	Approved

If you are not be able to issue an "auto credit", you might be able to do the refund, using the TRANSACTION ID number alone. If that isn't an option with your payment processing system, you wil then have to enter the customers credit card number, expiry date, name, address, phone number, etc.

If that is the case, it will take considerably longer to process the refund, because you'll have to locate, or request all that information first.

Once the refund has been processed, you MUST immediately email the customer. Here is an example of what to say, to inform them their refund has been processed:

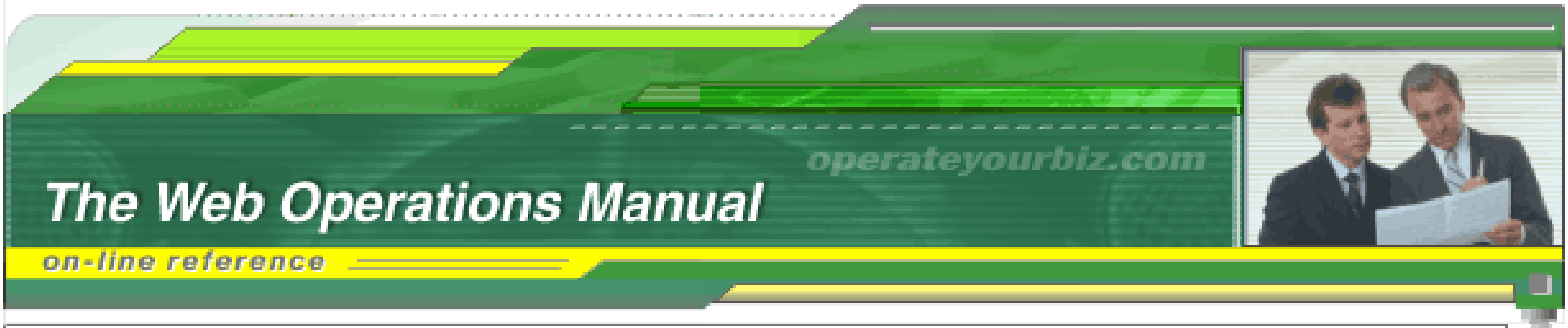
```
Hello Joe,

> I would like a refund for the purchase I made yesterday.
> Thank you.
> Joe

This email is to confirm that your refund has been issued,
in the amount of {$0.00}, for your {Insert Date Here} purchase
of {Insert Product Name Here}.

The refund will require up to {Insert amount of days} to appear
on your card statement, as a credit.

Sorry that you were not satisfied with your purchase.
If you have any questions in this regard, please let me know.

Your Signature File
```

Right after the refund has been processed, the results recorded, and you have emailed the customer with confirmation, the next thing you want to do is DISABLE the password they were given. Doing so will ensure they are no longer able to access the product, or the product download site, since they've been refunded, which is very fair. If someone requests a refund, because they are truly unhappy with their purchase, they won't be using it any longer, and won't need a working password.

There will always be a handful of people that are happy with the purchase, and will be using the product, but do request a refund. Simply process those requests, as you would any other. There is nothing you can do. However, if you have someone that buys a product, and immediately requests a refund, then buys another product from you, and does the same thing, you may have to deal with them in a different manner.

This subject of what to do regarding many consecutive refund requests is covered in another section, in detail.

In most cases, you can have someone set up an "admin" section for you, where you can issue passwords, change passwords, and disable passwords. You pretty much can't get by without it if your customer have to login to a web site to receive their product from you, so check with your webmaster, or programmer and see if they can create a login admin area for you to use.



What happens after 8:30 AM?

You may notice that our day begins at 6:00 AM, and seemingly ends at 8:30 AM, however that is not so. Essentially, during the first few hours of the day, you will want to take care of the following duties, which are very important:

- Customer Service
- Email
- Voice Mail
- Refunds
- Chargebacks
- Order Checking

Once you have completed the above noted, there will be much more to accomplish. Many of the remaining hours in the day will be filled with a repetition of the previously noted items, such as:

VOICE MAIL:

- The voice mail should be checked numerous times per day.

For instance, we use the following schedule:

7:00 AM - First mail check of the day

- The first mail check of the day allows us to gather any messages that were received, since leaving work the day before. Many people from other areas of the World, such as Australia, or the UK are online in the middle of the night, so you will receive quite a few voice mail messages during the night. Make sure that when you are returning their calls, that you don't call THEM during the middle of the night.

To find out what time it is, anywhere in the world, check out:
http://www.worldtimeserver.com

World Time Server provides the most accurate current local times of any world clock on the Internet. It makes real time adjustments for Daylight Saving Time. No matter what time zone a country or city is located in, this site is your best resource for determining any time, anywhere.

12:00 PM - Second mail check of the day

- This leaves a five hour window for new calls to arrive. It's not unreasonable to have to wait this long for a callback, however, depending on how many voice mail calls you may receive in any given day you may want to do your 2nd check of the day at 10:30 or 11:00 AM.

4:00 PM - Last mail check of the day

- This leaves a four hour window for new afternoon calls to arrive, and be responded to prior to your leaving for the day. Of course not everyone asks to receive an immediate callback, so you must log those into the "Callback" book as discussed earlier.

EMAIL ACCOUNT DOWNLOADS:

Throughout the day, all email accounts are checked, up to ten or more times each. It may sound outrageous to check the mail that many times, however it really is necessary. You can set your email program to automatically check the mail for you every thirty minutes, or you can do it manually.

Some people prefer NOT to have it manually checked, because you may not be sitting there when a virus arrives in the email download. Each time a virus is found, your antivirus might ask you what you would like to do.

Apparently it's preferable to try and repair the virus, however, to date, that has never worked for any of the more common viruses I have ever received. The next best choices on how to deal with them are to either delete the attachment, or send it to quarantine. If you're not sure what to do, send it to the Quarantine.

You really don't want to leave any customers waiting for assistance, or support, therefore make sure to check your email accounts at least once per hour. The average amount of email received per day from all accounts combined can be quite high, depending on how busy you are. Naturally, a large majority of those letters may be spam, or junk mail.

Of course, if you do a special product promotion to any customer list you may have, be prepared to receive up to four times as much mail as you usually do, and be prepared to provide just as much extra customer service.

Not all of those letters will be customer questions regarding the new product, or from customers needing assistance placing their order.

For each time you send an email to your customer list, there will naturally be a lot of mail received for such things as:

- Lost passwords for previously purchased products
- Lost Reseller ID numbers, or requests for the Reseller Account Login URL
- Requests for refunds regarding previously purchased products
- General questions from past, and new customers related to all products
- Requests to be removed from the mailing list

Your previously set mail filters should help reduce the amount of "Mail Sorting" you need to do.

RETRIEVING OR CHANGING CUSTOMER PASSWORDS:

No matter what, each day you will receive requests from customers to find, or issue new passwords. If a customer is not able to login with the password they were issued, make sure to test it first, prior to issuing a new one. You definitely won't want to send the same password back to the customer even if it's working, however, if a system issued password does not work, you will at least be aware of it, and will be able to address the problem.

If a customer is not able to login with a difficult to use password, make sure to change it to something much easier for them to remember. That will help avoid additional future problems. Always try to forsee additional problems, and take care of them in your original reply. The customer will definitely appreciate it.

Some administration systems are set to issue passwords like: vg9T32mMx which are obviously difficult to use. If a customer has a problem logging in, change it for them right away, to something like: 934567

CHECKING BOUNCED EMAIL ADDRESSES:

This is a common problem that must not be overlooked. Each day, you will receive email with subject lines such as:

Mail Delivery System	03:25 PM	Mail delivery failed: returning message to sender
Mail Administrator	08:25 AM	Mail System Error - Returned Mail

Some of those MAY contain usernames, and passwords for new customers that just placed their order, but entered their email address incorrectly on the order form. You MUST review each bounced email, and attempt to re-send it.

Tip it's ideal to have two form fields on your order form, which both require the email address. That way, the customer is less likely to make a typo, however, even with both required fields, you will still get the odd "non deliverable" email.

If the email does contain a set of login information for a customer, you have to find a way to get that information to the customer, without delay.

If you can see an obvious error, such as the email address being entered as: customername@aol.co then fix the address, and send the letter out again, without delay. Obviously in this case, it should have been: customername@aol.com

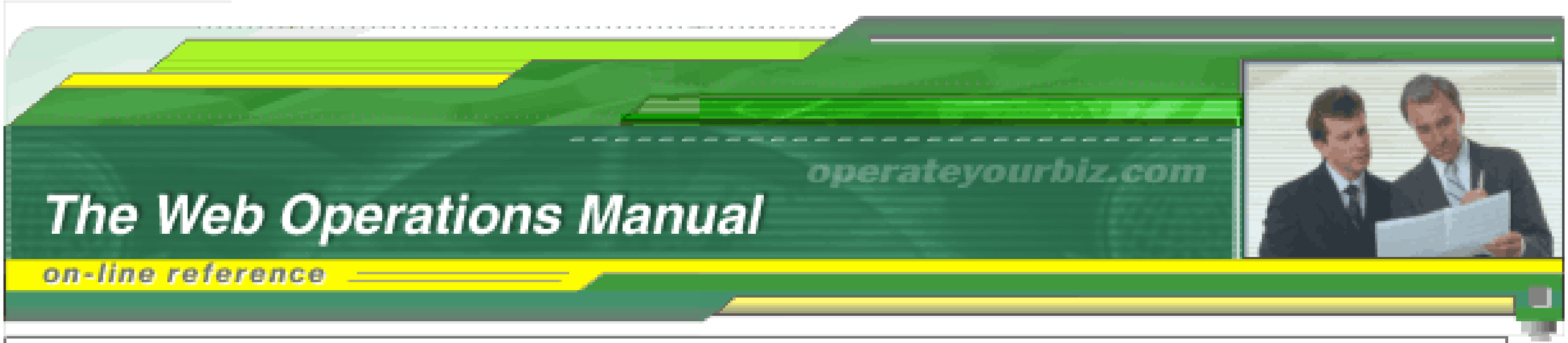
Sometimes, people that are new online put the www. before their email address, which obviously isn't correct. If you received a non deliverable email, that starts out with www.joe@whatever.com then you have to remove the www. prefix, and re-send the message.

What if you can't fix the email address?

If the customer doesn't receive their login, don't assume they will come looking for it. They can just as easily request a chargeback, for non receipt of the product!

If you can't fix the address, then you must call them. Make SURE you have a REQUIRED form field on your order form, for their telephone number. Don't rely on the email address alone.

If they are not there when you call, leave a message if they have voice mail, and enter them into the customer callback book, so you can do a follow up call the next day. Don't give up on this until you hear back from them, indicating that the product was received. Use the "Return Receipt" function in your email program if you ARE able to email them, so you have confirmation they received your letter.



OTHER IMPORTANT SUBJECTS - COVERED IN DEPTH

This section deals with a variety of other important subjects, that you will need to know. They are listed in no particular order.

CUSTOMER SUPPORT TUTORIALS:

Anytime a situtation occurs repeatedly that requires you provide support, such as a customer informing you they are having problems downloading your product, or completing the order form, you will want to create a short, visual tutorial that you can offer them. This is a great time saver, and is VERY helpful to the customers. It also reduces the time you need to spend responding in depth to the same customer problems over and over.

As time goes by, your list of much needed tutorials will increase. They will probably end up covering the following areas:

- Downloading your products in .exe and/or .pdf format
- Printing your products in either format
- Completing your order form for credit card orders
- Completing the order form for checking account orders
- Logging in to your password protected sites
- Overcoming "declined" purchase error messages

Of course, depending on your product/service, your tutorials may vary. Create them at your own discretion.

In order to create a customer tutorial, you will need to be able to create a .html page to place on your website server. You then provide the web site address to the customer, for the specific tutorial they will benefit from.

Since pretty much all tutorials are made to include visual screen shot images, you will need a SCREEN CAPTURE program to use.

There are many screen capture programs you can choose from. If you don't want to pay for the screen capture software just to take a few screen shots, there are always freeware versions you can use, but they will provide you with less options.

Some of the more popular Screen Capture programs include:

Screen Print Gold

Snag-It

Capture Express

Grabbit

Capture Eze

You may want to download a few of them, and try each separate one, then keep the one you find easiest to use! Most of them allow you thirty days with which to evaluate the product.

SAVING TIME BY USING PERFECT KEYBOARD:

One of the best programs I have found to use when providing customer support is Perfect Keyboard. http://www.softwareutilities.com

When you repeatedly type the same phrase, email address, or web site address over and over again during the day, you are doing one of two things.

- Causing extra stress on your wrists from typing too much
- Using your time that could be better spent on other things

It's simply not necessary to type the more common items more than once to record it as a macro in Perfect Keyboard, so that you can use them over, and over again.

For instance, throughout the day, I find myself having to provide the company url many times. Instead of typing: http://www.amazingformula.com all I have to do when Perfect Keyboard is on (if you set it to launch on start up of your computer, it will sit in your system tray, using very little resources) is this:

.af

That's it!

Since it requires that you type the period key before the short phrase, you don't accidentally trigger it when you don't mean to.

I've used many of these keyboard shortcut programs before, and they all require that you do things like hit CTRL+SHIFT+F8 or whatever it may be, in order to launch the macro. That is way too difficult. Plus, it's not easy to remember them when they are that difficult.

With perfect keyboard, your biggest worry is not to make two macros that start out with the same characters.

When Perfect Keyboard is on, sitting nicely in my system tray, and I type .af it expands to this: http://www.amazingformula.com

When I type this:

.vm1

It expands to this:

Here are the new voice mail messages:

==================================

Message #1

Time:
Name:
Phone:
Email:

Comments:

==================================

Everything is formatted exactly as it was when you recorded the macro into the program, so all you have to do in the case of the voice mail messages is fill in the blanks.

There are many things you can use this for, such as:

- email addresses
- web site addresses
- form letters (templates)
- letter introductions
- product names
- signature files
- filling out forms
- hard to remember passwords
- launching other programs, (Example: when I type .note, Windows Notepad automatically opens!)
- pre-written HTML code for page templates
- inserting date and time
- and just about anything else you can think of.

Instead of writing:

In the event you are in need of further assistance, do not hesitate to respond to this email message.

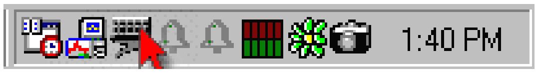
We type:

.in

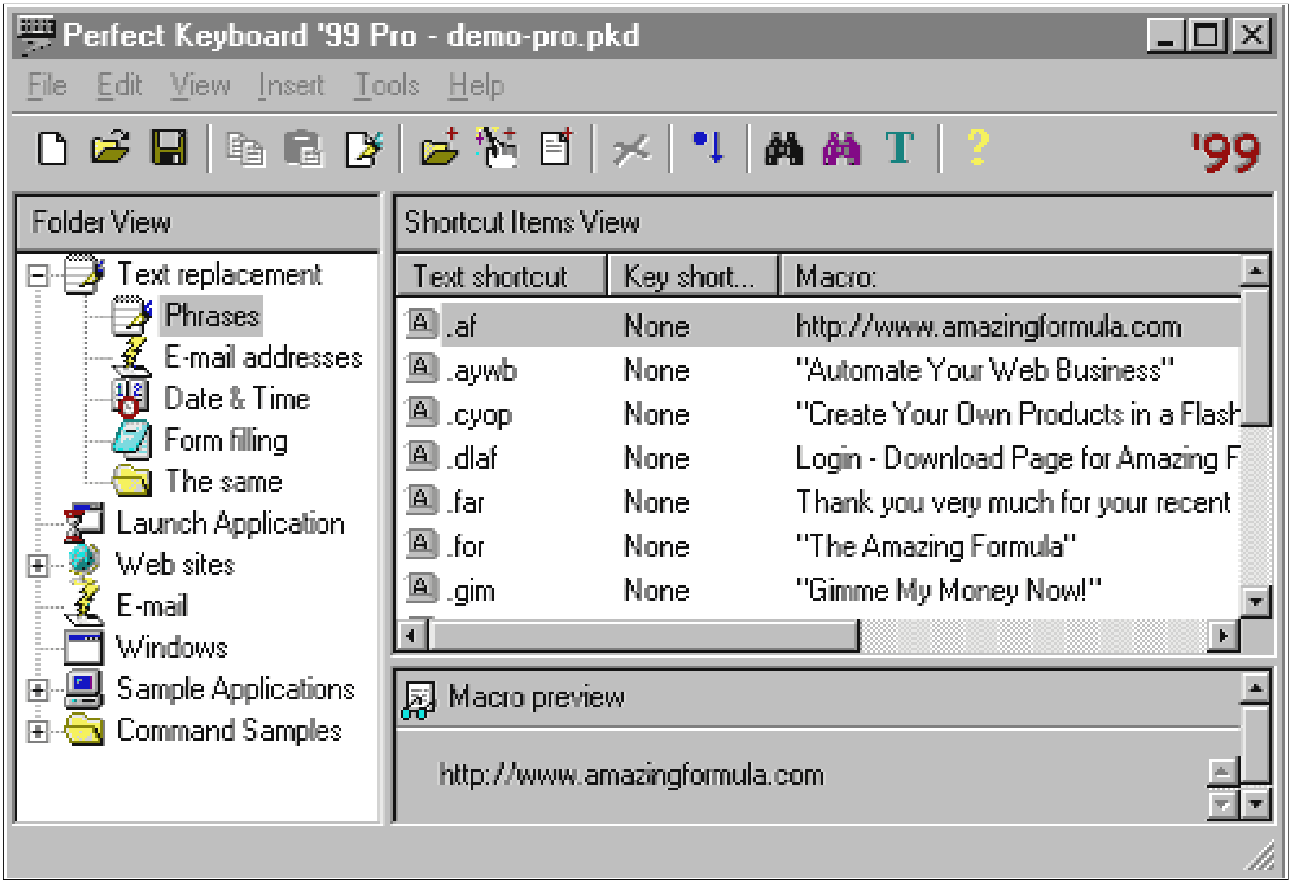
As I mentioned above, it's a great time saver!

HERE IS HOW YOU USE PERFECT KEYBOARD:

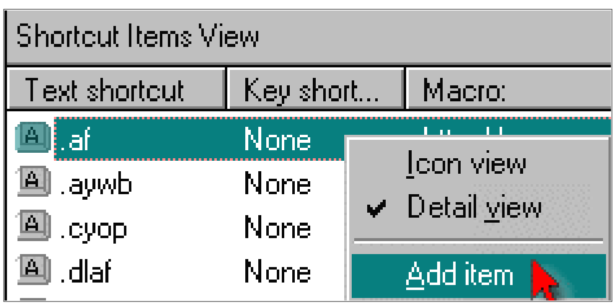
When you've downloaded Perfect Keyboard to your computer, you will need to specify your macros. This is really easy. Simply open the program by clicking the icon from your system tray, as shown below with the red arrow:



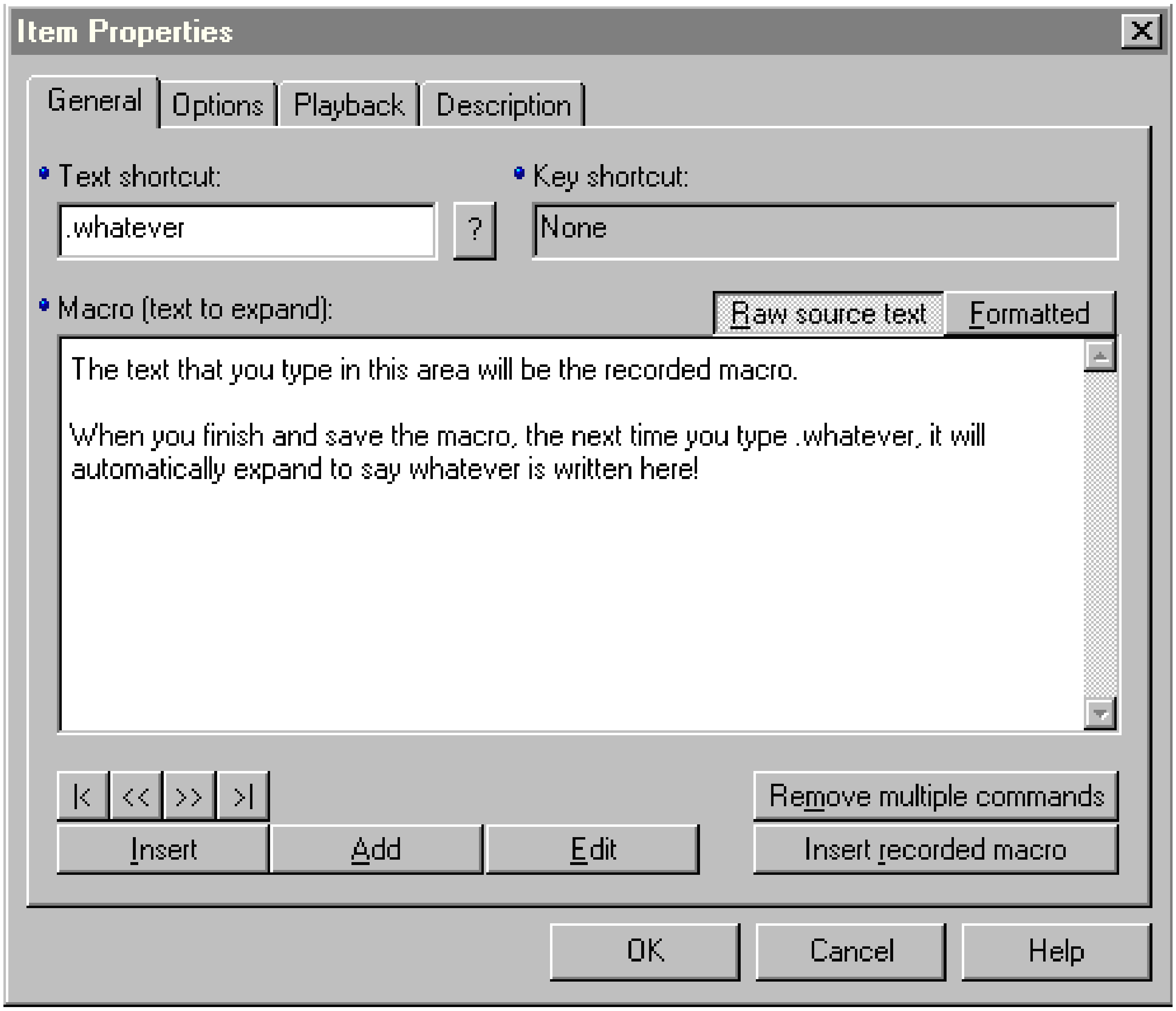
Doing so will bring up the program, like this:



Move your mouse over to the "Shortcut Items View" area, and RIGHT CLICK. Doing so will bring up a small menu, like this:



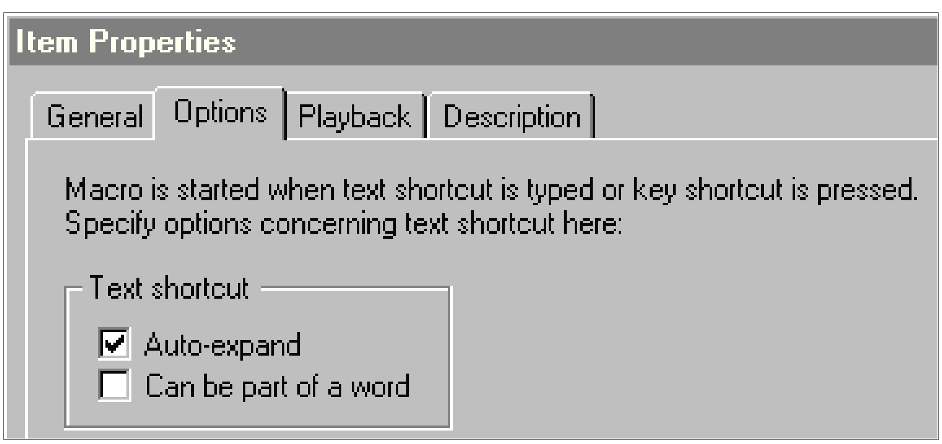
Click on "Add Item", and a box will appear, that looks like the following screen shot. Before taking the screen shot for this example, I included some instructions in the text box below, so you can see what fields you need to complete.



The first thing is the "Text Shortcut" field. This is where you enter your .whatever that will launch your text when needed.

The second thing you need to do is to type in the "Macro (text to expand)" into the larger form area, as shown above. Simply type the sentence, letter, product name, or whatever you want, exactly as you want it to appear when activated.

When you've written your text, the next thing you need to do is to click the OPTIONS tab from across the top, and check off "Auto-Expand" as shown below.

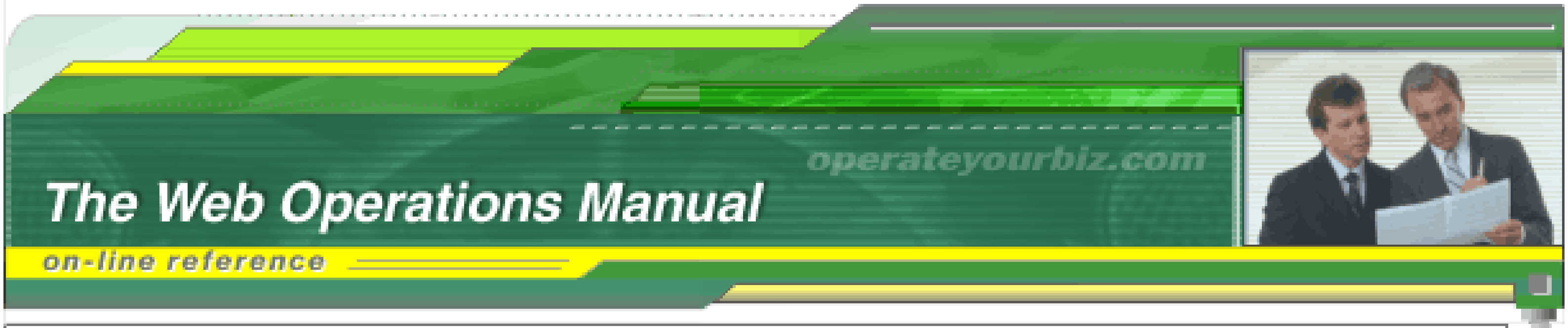


You can also have it launch as part of a word, if you like.

There is one last thing to do before you're done, and that is to click the "Description" tab across the top, and enter a proper description for the macro.

Example: typing .af expands to be "The Amazing Formula", therefore, I have used exactly that, for the description. When you're done, click FILE, then SAVE. That's it!

Next time you find you're about to type the same text over again, for which you've already created the macro, simply type your .whatever, and it will expand immediately, saving you lots of time!



OTHER IMPORTANT SUBJECTS - COVERED IN DEPTH

Unsolicited Email (Spam) Complaints:

No matter how many precautions you may take, such as requiring your subscribers to "double opt-in", you will receive some spam complaints. These can be from people that simply forgot they did in fact request to receive your ezine, or product information, and upon receipt of your email, view it as outright spam.

It is very important that you keep a copy of every single "subscribe me" request that you receive. I think a lot of companies include this notice at the end of the email they send out, but may not in fact actually have the original request on file. Always keep these, because you'll never know when you will need them!

If someone who opted in to your mailing list sends a spam complaint to an organization like Spam Cop, what happens is this:

Spam Cop requires that the person first sign up with them, for a free account, if they aren't a member already. Once the person has signed up, they can report the spam in one of two ways.

They can use the form provided on the spam cop website, or, send the offending email, with FULL headers, to spamcop@spamcop.net

I *believe* at that point (*having never used Spam Cop personally*) Spam Cop sends them back a reply email, which allows them to add some comments to the complaint such as "I did subscribe to this ezine, but my repeated attempts to unsubcribe were ignored", or, "I never asked to receive this information from xxx company". When they've completed the form, and have pasted in both the FULL email headers, and the body of the message, they send it back to Spam Cop, so they can start to take action on behalf of the recipient.

When managing your online business, you probably won't have time to report all the junk mail you will receive as spam. It's much easier to send the unread letter straight to the trash!

Since most spam contains a URL for a company offering products or services, what Spam Cop does is goes to that domain, and scours the site, for any email addresses or domain names they can find. (I am not entirely sure if that is correct, but I believe that is how it works.)

They look for things such as hosting company URLS, payment processing company urls, autoresponder services, and anything else they can find, for companies that are providing the alleged spammer with a service.

Once they've found that, they then send an email to all the service providers, indicating that their customer is sending unsolicited email.

This prompts the service providers to contact your company, with a letter similar to this:

> **Hello,**
>
> Please be advised that we have received a spam complaint, which includes your company URL.
> If this practice continues, we will have no choice but to disable this domain.
> Remove this email: joe@whatever.com from all mailing lists to avoid further complaints.
>
> **FYI:**
>
> **The use of unsolicited bulk email or spam is strictly prohibited!**
>
> Please note that spam are prohibited on all servers.
>
> Spammers are caught 100% of the time in the present internet. Though still not unlawful in some places, it is now possible to press civil charges for spam. The penalty can be a monetary value as much as $25,000 in some states in the US. If you are unable to pay the fines levied against you by the courts, you are considered "In Contempt" of the court, and can get 60-750 days in jail.

When you receive a notice of this nature, you must act on it immediately.

Find the original "subscribe me" request by searching on the email address for the alleged spam recipient, and AFTER you have removed the person from every single mailing list you have, then send a reply email to Spam Cop, AND your service providers, which includes the notice of removal, and a copy of the original subscribe request.

Indicate the person *did in fact opt in, or ask to receive your information*, and you have provided proof. Also tell them that the person has been removed from your mailing list.

Obviously when your hosting company is threatening to shut you down, it is not good for business. If your hosting company receives too many complaints against you, they will shut down your account!

Once your hosting account is terminated, you won't even be able to access your FTP server, and none of your customers will be able to access your site. If your autoresponder service shuts you down, you lose your customer list. If your payment processing system shuts you down, you won't even be able to take orders once you have moved your domain. In some cases, the hosting company will charge you a "clean up" fee, for clearing off your server.

IF YOU OPERATE YOUR OWN RESELLER PROGRAM, THE CHANCE OF RECEIVING SPAM COMPLAINTS IS MUCH, MUCH HIGHER!

If you already have, or are creating your company Reseller Program, make sure you include something similar to the following, in the Reseller Program Agreement which should be required reading prior to anyone joining.

No Spamming:

As an affiliate member, please be aware that promoting our products, or

company name via unsolicited email is absolutely forbidden. This also includes posting to Newsgroups, and the use of FFA (Free for all) pages, in ANY manner.

Breaking this agreement will result in the termination of your account, and any, or all commissions owing will be withheld.

Of course you may word your agreement in any way you like, and the above noted is simply a sample notice.

What happens if your affiliate member is accused of spamming?

If a member of your affiliate program is accused of spamming, the circumstances surrounding the issue will be pretty much the same as if you had done it yourself.

Your hosting company doesn't care whether or not it was you, or one of your affiliate members. The fact remains that the domain name included with the spam letter is hosted on their server.

They will send you a warning, similar to this:

Please advise your customer that spamming is not allowed on our network. If your customer continues with this practice we won't have any other choice but to disable the domain.

When you receive a spam complaint, regarding unsolicited email being sent out by one of your resellers, here is what you have to do:

If the complaint was sent from Spam Cop, you should contact all service providers included in the complaint, and inform them that you are taking immediate action in this regard. Explain to them that the person is a reseller for your company, and that you will fully investigate and deal with the problem right away.

If the spam complaint was forwarded by the actual email recipient, and not done on behalf of any anti-spam organization, then you must contact that person, and inform them that spamming is not permitted by your company, and that you are taking immediate action against the offender. Assure them that you will do everything you can to prevent their receiving any further email from this person, and that, as a result of their actions, their reseller priveleges may be revoked.

IF the person that forwarded the spam to your company did NOT include the full email headers, you must email them back, and ask them to forward the email again, with the full headers intact. You may need them to help identify the spammer.

Once you have the original spam letter in your possession, you should read it thoroughly to make sure it was definitely sent unsolicited.

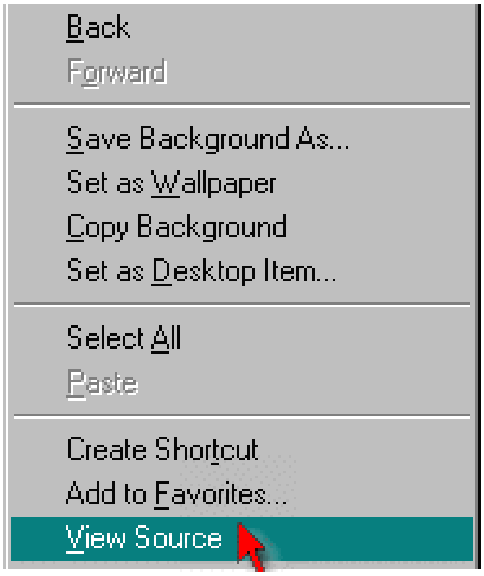
Included in the body of the letter will either be the actual reseller URL, or a domain name of their own, which leads to a site that DOES contain the reseller URL.

Many people that purposely spam others don't include their reseller link in the body of the email. They use a "fly by night" domain, that they get for free, and on that site, you will usually find a redirect script that hides their actual URL.

Because many redirect scripts change the page very quickly, you only have a few seconds to get to view the source code, which WILL contain their Reseller ID number.

Here's what you do.

Click the link in the body of the unsolicited email, and immediately once the page starts opening in your browser window, get ready to RIGHT CLICK and click on "VIEW SOURCE", from the drop down menu, like this:



If you're not fast enough, and the page redirects too fast, just try it again, until you get it.

Once the source code opens up, you can then scan through it, for the URL, and ID number of the reseller. If the page contains a lot of code, you won't want to bother reading the entire thing, looking for the Reseller URL, so it's much easier to use the SEARCH function in Notepad, and search for your domain name.

Once you click FIND it, any reference to your URL will be highlighted in the source code. When you find the URL, simply look for the specific reseller ID number, as shown below.

When you have the ID number, check your adminstration area, to find the Resellers name, and email address.

Then, send them an email, similar to this:

Dear <Resellers Name>,

My web host just received a spam complaint about you from someone using the spam cop service. I assume you received an email about this via spam cop already.

My web host has requested that you be removed as a reseller. You need to provide proof that whoever complained actually opted in to your list, or we will very unfortunately have to terminate your reseller account.

My web host is enormously strict about this, as most are. They are threatening to disable our domain if they receive even one more complaint. That is why I have to take actions like this.

If you can provide proof the person who complained opted into your list, please forward it to me immediately.

Thanks,

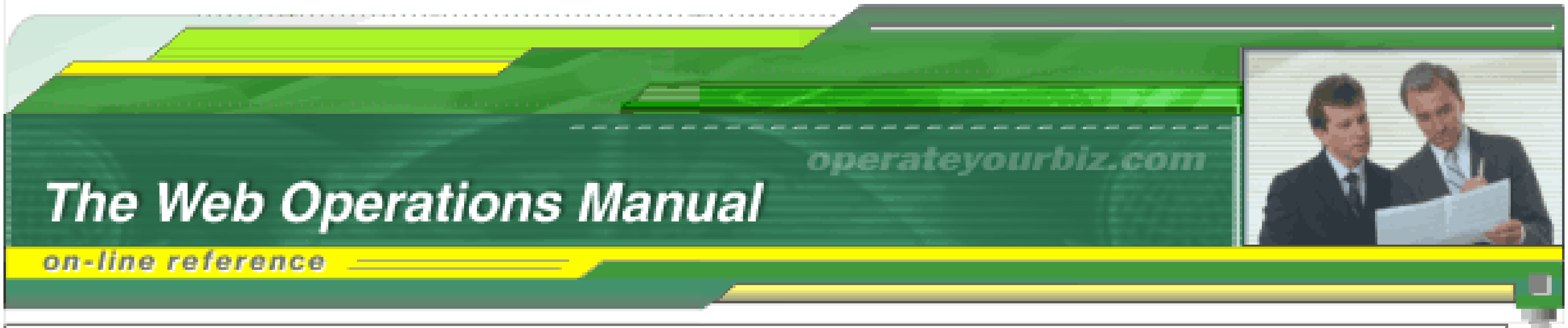
<Your Signature File>

If the person is not able to provide proof that the spam recipient asked to receive that information from them, then you will have to disable their reseller account, and inform them of this, by email.

If they are able to provide proof, you must forward that to the person who complained, and, if they used Spam Cop, or something similar, send them a copy too, with an explanation that the email was not spam.

If your policy is to withhold reseller commissions in a case like this, make sure to inform whoever takes care of paying your resellers, and inform them NOT to pay on this account.

The AssocTrac software is really great to have in this case, as it allows you to DISABLE a reseller account with the click of a mouse button, and include a note, as to the reason why. Then, all you have to do is contact whoever takes care of paying your resellers, and tell them to watch for DISABLED accounts, prior to creating checks for that month.



OTHER IMPORTANT SUBJECTS - COVERED IN DEPTH

DAILY CASH FLOW REPORT:

One of the most important things you will need to do each morning is your cash flow "Daily Report". We use a special software program to create ours, which makes it a breeze to do, and takes less than a few minutes each day!

In order to compile your daily report, you will need the following 3 things from the last twenty four hour period:

- Number of Orders Received for all products
- Number of Refunds Processed for all products
- Number of Unique Visitors that came to your site

Your goal is to figure out your "Dollars Per Unique Visitor", therefore you need to know how many sales you made, how many refunds you processed, and how many unique visitors came to your site.

If your sales are down, or your refunds are way up, you'll want to keep informed of this and by taking only few minutes each day, you can create a running report that will give you insight into what exactly your situation is.

You can obtain the number of orders, and refunds from your merchant admin area. You can obtain the number of unique visitors through your stats tracking system.

If you don't have a stats tracking system in place, don't worry. We cover setting up the very popular "Web Trends Live" service near the end of this manual.

For more information on the software used to create the daily report please visit: http://www.statsprogram.com

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DEALING WITH ORDER PROBLEMS:

While you are collecting the data for the Daily Report, and are totalling the number of sales made, and refunds processed the previous day, make sure to also pay careful attention to FAILED orders.

These are usually visible in your administration area, for whichever credit card company processes your orders.

Regardless of which company takes care of your card processing, you should be able to see the following, at a glance:

- Successful Orders
- Declined Credit Card Orders

- Failed Electronic Checking Orders
- Refunds you have Processed

If you use Verisign/Signio, these are available in your "Daily Activity Report" or "PayFlow Link Reports". Accessing this date through PayFlow links main screen is preferable, because included on one page it shows the customers name, the price, and name of the product they tried to order, and what the response was.

If you're processing system does not offer you access to the important data we have mentioned, you should ask if they are able to provide it to you. It is terribly important that you be able to view, and act upon declined, or duplicate charges without too much trouble. The successful orders should take care of themselves, but you're the one that has to deal with the customer chargebacks if a duplicate charge goes unnoticed!

If you click on the Transaction ID (which is not showing in example below for security reasons) it allows you to click and see further information, such as the customers address, telephone number, email address, etc. *This is very helpful information for the customers who's orders were NOT successfully processed.*

The main screen also shows the processing code, so you can easily see who's order was declined, and in many cases, why it was declined.

Our example below shows a handful of orders, however, the "1000" code shows us that these people attempted to order via electronic check, but were declined. This is usually caused by incorrect or missing electronic check data, such as the routing number.

Joel	S	69.00	1000
Joel	S	69.00	1000
David	S	127.00	0
Dave	S	69.00	0
Phyl	S	127.00	0
Jim	S	97.00	0
Veronica	S	69.00	0
Gabriel	S	69.00	1000
Gabriel	S	69.00	0

You can see the first person in the list tried twice, with no success. He needs to be contacted, with an offer of assistance.

Do not wait too long to contact this person. If you wait 2 or 3 days, chances are this person won't even remember what the were ordering in the first place!

In order to contact this person, we click on the Transaction ID number for the failed order, and obtain the telephone number, and email address, so that we may contact him/her.

For the first contact, email is fine. Chances are, if someone tries twice to order, they *really want the product*, and won't mind receiving a helpful email, and a follow up telephone call if you don't see their order come in anytime in the next few days.

Tip Ideally, you should take the person's name, email address, and telephone number for the declined orders, and add them to a dated list on your desktop after you contact them for the first time. Later on, when you see that their order has been successfully processed, you can remove them from your list. That way, no one is overlooked.

You can create an ICQ note for the "dated list" mentioned above. Each time you load ICQ, (which should be in the early morning), the note will appear on your screen!

You can also use a spreadsheet in Microsoft Excel, or Microsoft Works, but you may find that it's not as easy to access, and probably won't be something you care to keep open all day. Depending on how much RAM you have, it may suck up too many system resources, and crash your computer!

At the time I am writing this I have 184 MB of RAM, and on some days, depending on how many programs I have open, I simply can't risk opening an Excel file when it's not necessary. The ICQ note is already open on my desktop, so in my opinion, it's far superior to a spreadsheet.

IMPORTANT OFF TOPIC TIP: *Always, always save your work frequently. While writing this specific page, I crashed my system twice and lost all content each time. Right now, I'm on the third re-write!*

If you email someone, and offer assistance with their order, but don't see any new order from them within 3 days, you can always call them, and offer to accept their order over the phone.

Tip Prior to calling the person on the phone who's original order attempt was unsuccessful, make sure to open up your transaction terminal, (if you don't keep it open all day), and any administration area you may need to create this person a username, and password. That way, they don't have to wait on the phone while you get prepared!

When you have processed their order on the phone, ALWAYS be sure to add them to your autoresponder series, so they can receive any follow up messages you use, just as if they'd placed their order online. This is especially important if your autoresponder is set to submit a receipt upon receiving an order.

If your autoresponder is not set up to send instant customer receipts, you definitely need to start doing that now. If not, you may find during the month of February and March, all you're doing is sending customer receipts for income tax purposes! Quite certainly your time can be better spent...

The second person to receive a "1000" code in the example above tried to order twice as well, however we can see that on the second try, his order went through, without difficulty. We do not NEED to contact him.

If you have some spare time, you can certainly send this person a follow up email at the time you see their order has been processed. In the email make sure to state you are aware he/she had a few initial problems ordering, and that if they do have ANY further trouble from that point on, that you are available to provide customer support.

If possible, offer some tips that may help prevent any future problems, such as "When logging into the password protected area, make sure you don't use any CAPITAL LETTERS, or else you will receive a login error."

If I was the customer, after having some initial problem I know I would feel better receiving an email from the company, with an assurance of immediate support, should I need it in the future. I believe this is especially true for people that just made their first online purchase.

Transaction Reponse Codes - What do they mean?

Each type of transaction has it's own response code. You must familiarize yourself with what these mean, because if someone has a problem with their order, and requests a real time Human Click chat with you, you will need to know at a glance exactly what the problem is, and won't have time to go digging through HELP files to figure out what a 12, or 1000 code means.

At first it's hard to remember all of them, so you might want to print them out, with their meanings, and leave this by your computer somewhere, for easy reference. If you consult with the HELP system provided by your processing company, you should find the list there.

Tip If you're able to, try and keep the merchant transaction window open all day that allows you to access your order reports. If you get into a chat with someone who crashed prior to viewing the "Your order has been approved" page, they'll want to know the status of their purchase, and won't want to wait while you open your browser, access the admin area, and dig around for any signs of their order.

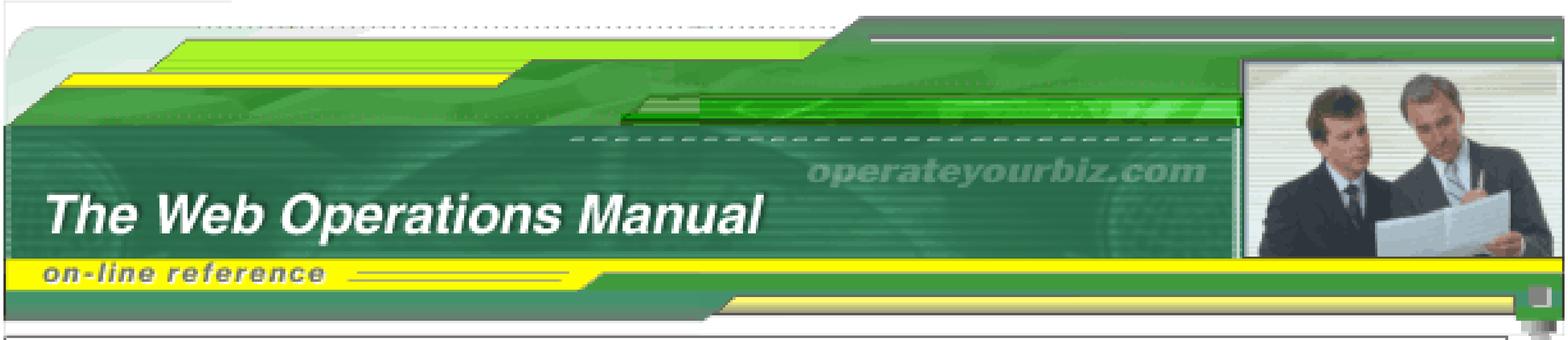
Additionally, if you can get it set up, it's ideal to have an email go out automatically containing helpful information, and troubleshooting tips for order problems, the minute someone's order has been declined. That way, if, or when they open their email program to contact you by email for help, the "troubleshooting tips" page will already be there, waiting for them. It should have a subject line similar to the following, so it can catch their attention:

<Name>, we see you had problems ordering <product name>

Or:

<Name>, assistance for ordering <product name>

Tip If you've already created your visual screen shot tutorials covering the subject of order problems, you can simply include a link in the email, leading to that web page!



OTHER IMPORTANT SUBJECTS

WEB TRENDS LIVE TO TRACK YOUR UNIQUE VISITORS:

In order to create your "Daily Report", as mentioned in Chapter Thirteen, you will need to know how many Unique Visitors you've had the day before.

If you're not using any sort of tracking system, (we are not referring to a visible "hit" counter that counts every single image on your page as 1 hit because those results are not reliable) then you may want to sign up for an account at Web Trends Live. http://www.webtrendslive.com

At the time I am writing this, Web Trends Live offers three packages. The smallest package is FREE, and is the "Personal Edition". Only weeks ago this package was $29.95 per year, however they seem to have changed this to a Free service.

The only drawback of using the FREE package is that you only receive your reports online in .html format, and they require you to display a small button on your site, similar to this one:

(They do allow you to choose from a range of button colors!)

The next package offers you the choice of .PDF, .HTML, Word, Excel, Secure .HTML and other wireless access features, in addition to allowing multiple users to access the reports, and also offers you daily scheduled reports of the last days traffic, sent to you, by email.

If you really don't care to include the button on your site for esthetic reasons, then you can use other tracking services, that allow you to display an invisible gif image instead. One such place is http://www.thecounter.com

I have used the service provided by the Counter in the past, however in my experience, although the service is good, the options are not as robust as those offered by Web Trends Live.

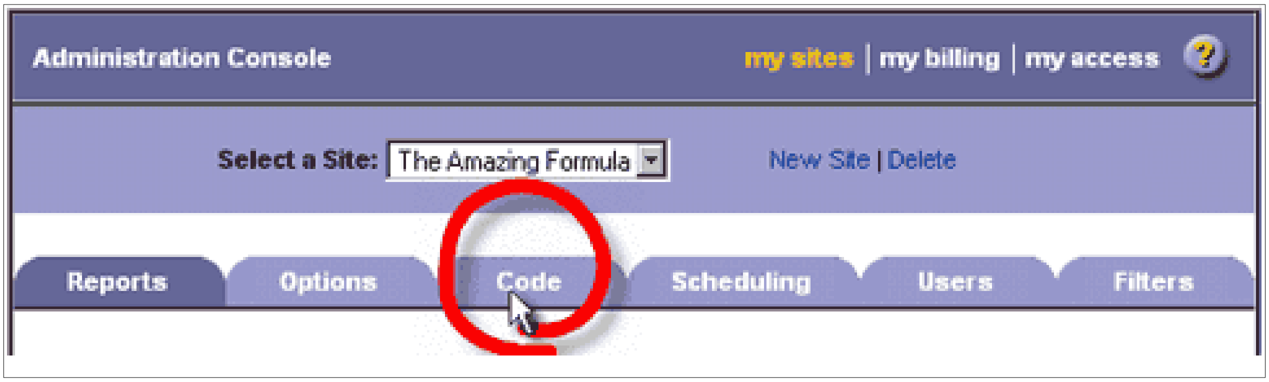
For our example, we will use the FREE Personal Edition package from Web Trends, which does require the button be added to your site.

Once you've created your account with Web Trends, you need to login, and obtain the HTML code, which you need to place on each page of your site that you want to track.

Although it's not required to place the code on every page, if you do have more than one product page, or sales letter, you may want to place the code on each of those.

Simply visit http://www.webtrendslive.com and locate the "Login" area.

Once you have logged in, and are inside the administration area, you will see the following, on the right hand side:



Click the tab that is labelled "Code".

Doing so will bring up a new window, which will show you the different ways you can implement the code, into your site.

Basic Tracking Code
For Personal Edition sites and sites not needing to implement custom code.

Use an Include File to Implement Your Code
The preferred method for implementing the WebTrends Live tracking code.

Customize Your Tracking Code
Needed if tracking content groups, eCommerce data, or server clusters.

For our example, we use the basic tracking code.

Simply click the link on the Web Trends Site, to bring up the basic code. It will be ready for you to copy/paste.

Highlight the text in the box that contains the HTML code, and once you've copied it all, you must paste it into your webpage.

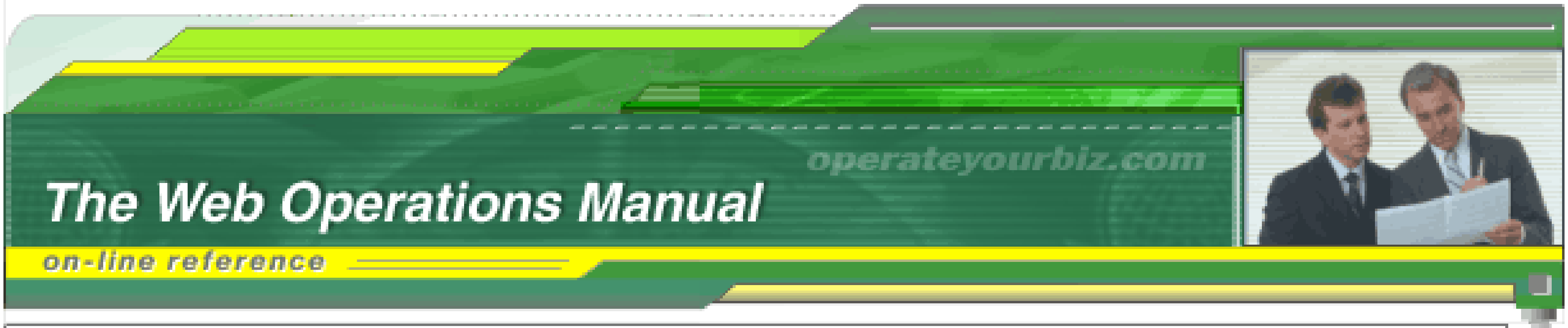
IF YOU ARE USING A WEB PAGE EDITOR, SUCH AS DREAMWEAVER, FRONT PAGE 2000, OR HOT DOG:

Read the list of possible problems resulting from the use of a WYSWIG editor.

Apparently there can be resulting problems if you don't insert the code properly.

When you've done, save the page, and upload that to your server.

Anytime after that, you can login, and view your stats!



OTHER IMPORTANT SUBJECTS:

WEB SITE MAINTENANCE

In addition to tracking your site statistics, you also need to keep track of various problems that occur on your web site. These would include such things as broken links, 404 page errors, broken .gif or .jpg images, order form problems, pages reported as NOT loading, and pages that take too long to load.

We currently use online resources to assist us in these areas:

- Link Checking
- Reporting Downtime
- Optimizing your Website Images
- Search Engine Ranking
- UseNet Newsgroup Monitoring

Link Checking:

It's not uncommon for someone to email you, and tell you that there is a broken link on your site, without specifying where.

Some people do take the time to include the non working link pasted into an email, which is a great help, but most don't. If they have, you can click the link from right there inside the email, and check it for yourself.

Tip *ALWAYS thank anyone who reports a problem on your site immediately, for taking the time to assist. It only takes a minute, and they deserve a quick thanks.*

If the link works for you that has been reported, you can assume it may have been a temporary glitch, however, if it definitely is broken, you have to fix it immediately, unless you are too busy right at that time.

If you're not able to fix it right then and there, make an ICQ note of it on your desktop, so you don't forget!

If you do NOT know where the broken link is, but one has been reported you will have to go searching for it, however, there is a program you can use to find any broken links, without having to do so manually.

Two companies that provide this service are:

http://netmechanic.com

http://websitegarage.netscape.com

I believe both offer you a free trial, or allow you to use the most basic service for free, however, if you want their advanced maintenance services, you will have to pay.

One resource which we've used at no cost in the past, to check links is http://www.NodeWorks.com however as with many other services of this nature, it may not be free for too much longer.

They regularly check your site for broken links, and email you a report of any problems. Apparently, while they are in Beta testing, they will monitor 200 links for you, at no cost, each month.

Another resource which has come to my attention as something worth checking out is provided through Link Alarm. http://www.linkalarm.com

In addition to monitoring your site links, they also monitor bad email addresses that may exist on your site. They do charge $52.00 US per year at the time I am writing this.

Two final resources that are definitely worth checking out are:
http://www.htmlworks.com/
http://linktool.com/

Monitoring password protected areas:

If someone reports that "There's a broken link on your product download site", but don't tell you specifically where on the page itself, you can't use an online service to find it, because the page is probably going to be contained inside a password protected area.

You have to search for it manually. If you have a lot of products, and a lot of download sites, here's a tip to make it easier.

Take the person's email address that reported the broken link, and see which product they bought, using the FIND function in Eudora. Then, once you know which product they bought, you can then visit the associated download page, and quickly click the links to locate the non working one. You will have to click on each link yourself, but at least you can determine which page contains the problem.

Reporting Downtime:

Anytime your server experiences some downtime, you can register with a service, to inform you this has occurred. I believe some of them will actually contact you on the phone, or page you, however a basic one to use will send you an email, and inform you the server is down.

One such service is: http://www.NetWhistle.com

Netwhistle.com watches your website for you, for a monthly fee. If it ever becomes unavailable, they will send an email to you or your pager gateway with detailed error information.

Naturally when you register for this service, don't use your actual domain name email address, since you'll probably not receive the notification until the server's back up and running again. It's preferable to register with an email address other than that, but one that you do check numerous times per day.

Another option, which offers three packages is: http://www.atwatch.com

@watch.com will visit your site at pre-determined intervals, up to 288 times per day, checking for downtime. It also provides a multitude of other features. Click the URL above to read a description of all the features, for each package they offer.

**I've never used @watch.com however the seem to offer a large amount of features, for even the least expensive package!*

A third option which seems to be very popular is: http://www.netmechanic.com/monitor.htm

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Optimizing your website images:

Ideally, the load time for your home page should be very fast. I've heard that if your site doesn't load in 8 seconds, you will lose 1/3 of your visitors. I'm not sure how true that is, since I've also heard that figure is 15 seconds. For now, let's assume that figure will be approximately 10 seconds.

If the page takes too long to load, there is a large chance the visitor will use the Back Button, and leave your site, or type in another URL into the address bar.

Usually the file size of your actual .html pages isn't the problem. It's the file size of your images. They need to be optimized.

Tip The smaller the file size, the more image quality you lose. This is especially true with .JPG images.

How to optimize your web site images quickly, and easily:

1) You can use an online service to check the load time of your images, and tell you which ones should be optimized. The service in our example also optimizes them for you, and allows you to choose which ones you want to use!

If you would like to use this option, here's what you do.

Visit: http://www.netmechanic.com/toolbox/power_user.htm

Once that page loads, fill in the URL of your site, in the first form field.

For the second form field, choose what you would like to test. Right now, you might want to check off only "Load Time Check".

The third choice is to decide how many pages you want checked. For now, choose 1 page only.

Leave sections 4, 5, 6, and 7 blank, then click on TEST NOW for step 8.

Once you click the Test Now button, a new page will open. It may take a while to load, as it is performing the test right then and there.

(When I ran the test while writing this, the top said "Link check" however it was in fact checking image file size, so don't think a problem has occurred.)

When the test is done, a new page will load. This will give you the results of how fast your site takes to load. It will rate you from 1 to 5 stars, and will tell you the load time. Next to that it says "View a Detailed Report". Click on that link to view each individual image test.

Each image will have a blue hyperlink that you can click on. When you click the link, it takes you to a new page, specifically for that image. On that page you will find the original image, file size, and load time. One really great benefit is that right then and there you can choose from a number of already optimized images.

Better yet, you can hold your mouse button over each optimized image to see the original, and move the mouse back off, to view the difference between the two.

If you want to save the optimized ones, simply save them with the original file name, and then upload them to your server space, to overwrite the older slow loading ones.

*If you don't want to use the optimized images they offer you, simply make a note of which ones you want to reduce, then use an image editing program to optimize them, or a special program designed specifically for this.

Here are some other choices:

http://www.spinwave.com

Spinwave.com provides you with two online services:

• Gif Cruncher

• JPG Cruncher

Each are located online, so you can visit the site, upload your image quickly, then crunch the file size, and then re-save the image back to your hard drive.

I believe both types of crunchers are also available in a downloadable program, which is ideal if you have a large number of images to optimize.

Here are some online resources you can check out, for both .gif and .jpg images:

http://www.gifwizard.com/

http://www.gifoptimizer.com/

http://www.gifworks.com

http://www.jpegwizard.com/

Here's a downloadable program that looks pretty good, and apparently does not recompress your .jpg images, so the quality stays the same!

http://www.jpg.com/products/wizard.html

(The program is free, unless you want to do batch compressions)

Tip It's far better to optimize each image separately. The same level of compression may not be right for ALL your .jpg images!

If you're looking for an inexpensive graphics program to use, to take care of your optimization, I highly suggest "Paint Shop Pro" by http://www.jasc.com

I've used it many times simply to compress .jpg images, and when using a setting of 20% for the compression, the results are excellent! A 27 KB file size can be reduced to 6 KB or 8 KB, and you won't even notice!

Monitoring your Search Engine Ranking:

Here are some free, and pay resources that you can use, to monitor where your site is listed in the Search Engines. You can also have them monitor your competitor's site URL's, and inform you when changes have been made!

Tip It is very important that you know where your site is ranked, especially if the majority of your visitors find your site through the major search engines. It's also important to know when, or if you're suddenly dropped from the engines, since that can cause you to lose a lot of your traffic!

http://informant.dartmouth.edu/

The Informant allows you to enter three separate keywords, per account, and monitor up to five URL's. I use this resource, and have it set to contact me every 3 days, with a new report.

The report will include the top 10 for some of the major engines, and will show you which sites are NEW to the index, or have been updated, and the changes were noticed by the Search Engine.

http://www.webposition.com

If you're looking for search engine submission, and monitoring services, then definitely check out Web Position or Web Position Gold!

http://www.netmechanic.com/powerpack/tracker.htm

For free, Net Mechanic will monitor your ranking in the Top 15 Engines, and will send you a report by email once per week. The free service also gives you access to the "Problem Alert" which tells you if you've been dropped from the top 40 listings.

Click the link provided above, then follow the instructions on that page to start your weekly monitoring.

One final resource that seems interesting is http://www.spyonit.com

In addition to monitoring your URL's, it also monitors any mention of your name!

UseNet Newsgroup Monitoring:

Monitor Usenet newsgroups for posts that mention your company name, or any other keyword/phrase that you want to monitor. A free service that provides you with these features is TracerLock.

Their company site is located here: http://www.peacefire.org/tracerlock/

The Web Operations Manual

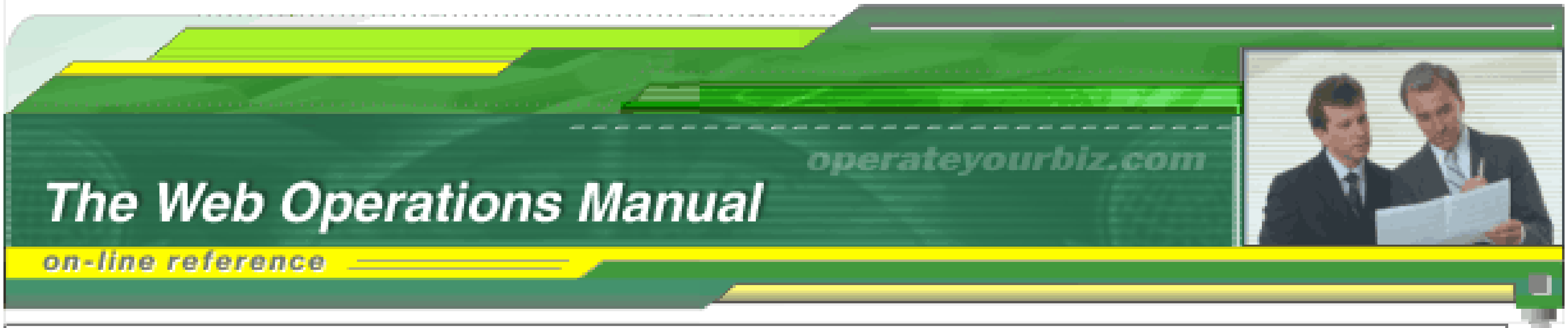
on-line reference

operateyourbiz.com

As part of our daily business operations, we receive many Human Click chat requests. A portion of these chat requests are included on another page, should you care to read them. You may find them helpful.

Of course, the customer names, email address, and other private information have been removed from the transcripts.

READ CHAT TRANSCRIPTS!



If you're using Human Click on your company site, you may want to read through the following sample chat transcripts as you might find them quite helpful to see what variety of questions are asked during a chat, or what kind of customer support problems you can solve this way!

Basically, any customer support problem can be solved through Human Click, especially if you are using more than the free version, so that you can Push Pages. As mentioned before this is very handy when someone is having a problem reaching a specific login URL.

The chat transcripts below have been altered in a way that removed the customers personal information, names, email addresses, and login information.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: Hi Lisa-just wanted to be sure. I can sign up for your reseller's program without any purchase or fees, correct?
Lisa: Yes, that is correct.
Lisa: What I suggest you do is send an email to: resellscoop@getresponse.com for full details.
visitor: The only difference is waiting for the 4th sale.
Lisa: Then, after you've read the program details, you can complete the application form.
Lisa: Yes, that is exactly correct.
visitor: Okay, thanks.
Lisa: I wasn't sure if you were aware of the sales requirement, or not.
Lisa: That is why I suggested you send for details.
Lisa: You are welcome.
visitor: Thanks.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: can i download later and still get the bonuses?
Lisa: Yes, you are welcome to return to the download site at anytime, and obtain the main program, and the bonuses.
Lisa: The username and password you were issued does not expire.
visitor: can you give me the site address please?
Lisa: For the download site?
visitor: yes.
Lisa: It is:
Lisa: http://www.amazingformula.com/af
Lisa: If you ordered the Gold version, the URL is different.
Lisa: Did you pay $69 or $99 for "The Amazing Formula"
visitor: thank you Lisa
Lisa: You are welcome.
Lisa: I just checked your purchase, and the link provided above is the right one for you.
Lisa: Disregard my last question.
Lisa: Have a great day.
visitor: have a nice day.
Lisa: Bye!

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: i just ordered and my id/pass does not work
Lisa: May I have your name please?
visitor: – – – – –
Lisa: Okay – – – . One minute please.
visitor: ok
Lisa: Here is your new login information:
Lisa: Username: – – – – – –
Lisa: Password: – – – – – –
Lisa: Login Page Link: http://www.amazingformula.com/afgold
Lisa: I can leave this window open, while you login with the new info, to make sure you don't have any new problems.
visitor: ok, one sec
visitor: i am in! I will start downloading now. Is this going to be my password going forward?
Lisa: Yes, that will be your permanent login information.
visitor: thank you and have a good day

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: hi i ordered the formula a little while ago, i have the username, password, order id, but i can not find the place on the web to get instant access
Lisa: Did you order it from: amazingformula.com?
Lisa: Or did you order it from higherresponse.com?
visitor: yes
Lisa: Okay, thanks.
Lisa: Your login link is:
Lisa: http://www.amazingformula.com/af
visitor: many thanks
info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: it seems i am having trouble gaining access to the amazingformula.com/af
Lisa: May I have your username, and password please?
visitor: username email password ----
Lisa: Your username is not: email
Lisa: Your username is your email address.
Lisa: Whatever you entered on the order form in the space for your email address is what your username will be.
visitor: ok what a fool i am!!!!
Lisa: No problem.
Lisa: Do you want me to keep this window open while you give it another try?
visitor: no its ok thanks bye
Lisa: You are welcome.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: hello, I ordered a product about a week ago and id like to return it
Lisa: May I have your name please?
visitor: ----------
Lisa: It is ideal for you to send your refund request to: support@amazingformula.com so that we may have a copy of your email request.
Lisa: If you can send your request to the address above, it will be processed this morning, and a confirmation letter will be sent to you, informing you that it has been taken care of.
visitor: is there any info i should send in the email?
Lisa: No, just sent the request that you would like a refund for the product you bought.
visitor: thanks
Lisa: As long as you include your name in the email, we can process it, without delay.
Lisa: You are welcome!

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: yes,
visitor: hello
visitor: hello hello hello there
Lisa: Did you have a question about our product?
Lisa: Or a problem placing your order?
Lisa: Sorry for the delay, however I am on two chats simultaneously right now.
visitor: yes, i want to know if I can order and pay by money order from Canada in US $
Lisa: Yes, you sure can.
visitor: how do I go about it?
Lisa: Okay, what you need to do is
Lisa: Send a money order, made payable is US funds, to our company in Texas.
Lisa: I will provide you with the address.
Lisa: Along with your payment, include a piece of paper in the envelope, that contains your full name, and correctly spelled email address.
Lisa: We need that information, so we can send you the product login/download instructions upon receipt of your payment.
Lisa: Send the payment, and information to:
Lisa: Higher Response Marketing, Inc.
Lisa: 5636 Spring Valley Rd. Suite 18b
Lisa: Dallas, TX
Lisa: 75240
Lisa: Immediately upon receipt of your payment, we will contact you by email, and will provide your username, and password to access the product you are buying.
Lisa: If you are interested in purchasing "Gimme My Money Now!", then the price will be $97 USD.
Lisa: Depending on where in Canada you are located, it may take up to seven business days to arrive at our office.
visitor: thank you Lisa, Bye
Lisa: You are welcome. Have a great day.
info: Chat session has been terminated by site operator.
info: Chat session has ended

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: what or where do I put admin value fo CO.
Lisa: If you do not have your own company, then simply enter your first, and last name in that space.
Lisa: It's not required that you enter a company name.
Lisa: If you do not have a TAX ID, then you can enter your Social Security Number in that area.
visitor: Thank YOu
Lisa: You are welcome.
info: Chat session has ended

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: yes you may. my name is ------. I ordered marlon's amazing formula, but my hotmail account deleted the information i need to get into it. how can I get back there?
Lisa: Hi---, if you give me a few minutes I can send that to you, by email.
Lisa: Did you have another email address that you want me to use, to send the login, other than your hotmail address?
visitor: Great, I'm at -------------   Thank you
Lisa: Okay, I will find it, and send it in a few minutes.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: yes. I want to know more about the ebook.
Lisa: All of the information regarding "The Amazing Formula" is provided on the page you are reading right now, however, if you have any specific questions, I would be happy to answer them for you!
Lisa: I see that you've just changed the page, to another product we have, entitled "Gimme My Money Now!".
Lisa: They are two completely different products.
visitor: how can I redeem my money if the product really don't work?
Lisa: If you already have your own product, and website, or are selling products for another company, such as through a reseller program and do NOT want to create your own product, then I would suggest "The Amazing Formula" as the better product for you.
Lisa: Our products are fully guaranteed.
Lisa: If you purchase "The Amazing Formula", or "Gimme My Money Now!", and find anytime in the next 365 days that the product is not something that you care to keep, all you have to do is phone us, or email us, and let us know.
Lisa: All refund requests are processed immediately.
visitor: thanks for the info. I'll consider buying it now :)
Lisa: You are welcome.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: Hi, where do I sign up for Marlon's affiliate programs?
Lisa: You can sign up here: http://www.amazingformula.com/newsignup.html
Lisa: You can also go to this URL and read the information regarding the program http://www.amazingformula.com/redhot.html
visitor: okay, thanks.
Lisa: You are welcome.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: I got a time out waiting for the confirmation page, I've checked my email but nothing yet???
Lisa: Okay, please wait a moment, while I check your order status. Thanks!
Lisa: May I have your name please?
visitor: Sure, ----
Lisa: Thanks---. One second while I search through the most recent orders.
Lisa: Was this a credit card order, or did you use the Electronic Check feature?
visitor: Credit Card
Lisa: Thanks!
Lisa: I am sorry--- but I am not able to see any order placed by you.
visitor: Is it safe to try again then?
Lisa: I can see our orders up to a few minutes ago, and do not see one that belongs to you.
Lisa: Yes, it is safe to try it again.
Lisa: When you are entering your credit card number, make sure not to use any spaces, or dashes between the card numbers.
visitor: Thanks for your help Lisa.
Lisa: It should be entered like this: 1234567812355678
Lisa: In one long string.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: is is in a book or do i have to download it
Lisa: The product you are referring to is a web based product which means you access it online, through a password protected area.
Lisa: You do not have to download it.
Lisa: You get a special username, and password, and a special link to use, to login, and read it!
visitor: does it also come in a book to
Lisa: No, it does not. Nothing is sent in book form. It is accessed online only.
visitor: i am very slow on line
Lisa: You can take all the time you need to read it.
Lisa: You can login, and read it anytime you like, for as long as you like.
Lisa: There is no rush.
visitor: is there any kind of book you know of that i can buy to read about computer
Lisa: I would suggest you check with amazon.com and search for "Beginners Computer" Books.
visitor: ok yhank you,i will come back to your site later,& thanks again
visitor: bye
Lisa: You are welcome.

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: Can I order by credit card Visa or Mastercard from the UK
Lisa: Yes, you certainly may!
info: Chat session has ended

Chat Transcript

info: Please wait for a site operator to respond.
info: You are now chatting with 'Lisa'
Lisa: Hi, May I help you?
visitor: Yes. I just bought The Big Course the other day and since I
visitor: haven't had time to read it yet, I wondered
visitor: if Gimme My Money now is included in that?
Lisa: No, "Gimme My Money Now!" is not included in the Big Course.
Lisa: It is sold separately, and is not included in that package.
visitor: Thank you. That answered my question. Have a good evening.
Lisa: You are welcome!
Lisa: Have a great night.