

Make it Your Business!

by Ellen Rohr



Turn up the Technology

We live in miraculous times! In a single lifetime (mine) the computer has morphed from a warehouse-sized adding machine to a pinpoint chip, which organizes energy waves bounced off orbiting satellites. Wow.

Are you embracing the technology? Or are you digging in your heels like a headstrong mule? Yes, you are going to feel awkward learning something new. However, do you really want to be on the sidelines during these exciting times?

Why should you bother to learn about the latest technozizmos? Here are a few reasons...

▷ **Entertainment to go.** Remember dragging around a Sony Walkman? It was nice to have portable music. However, the gadget was heavy and the music would skip if you skipped, or ran or walked too fast. My son bought me an iPod for Mother's Day. It has rocked my world! So light, so compact, so easy to use. Download iTunes from www.apple.com iTunes offers a super simple retail experience. Listen to, buy and organize your music with a fraction of the energy you used to create a groovy mixed tape in the '70s.

▷ **Stay in touch.** I don't have to convince you to use a cell phone, do I? You know how handy it is to be able to stay in touch while you are on the go. Consider upgrading your phone to Personal Digital Assistant (PDA) status. Check out a Treo, Blackberry or 'smart' phone. The extra features include a camera, email, Internet access, text messaging and the power to take your calendar and contacts with you wherever you go. And, check out the iPhone at www.apple.com It became available in June of 2007, but had me drooling until that time.

▷ **Connect with the big, beautiful, wonderful world.** My husband, Hot Rod, maintains relationships across the planet on The Wall at www.heatinghelp.com He gets to mentor people new to the hydronics world and he has a quiver of experts on whom he can call when he has a question. I am certain there is a similar site connecting people who share YOUR interests! Go to www.google.com and find out. Hot Rod is an eBay boy, too. He has sold over \$10,000 worth of "stuff" that I considered landfill fodder until someone else considered it fantastic find. Yesterday, Hot Rod bought a Jeep on eBay. Imagine that! All this connectivity by a guy who types one finger at a time. Make the worldwide-web more accessible with a lightweight,

wireless lap top computer. Click around www.dell.com, www.hewlett-packard.com and, natch, www.apple.com

Those are a few of the benefits of getting turned on to high tech. If you are dragging your heels, pick 'em up and dive right in.

If you are already techno-savvy, maybe it's time you turned up the volume.

Turn up the Techno...

A person who understands business basics is better equipped to survive and thrive than a person who does not. No bad thing comes from figuring out your assets from your elbow.

At Bare Bones Biz, we have a lofty mission: Worldwide Business Literacy. A person who understands business basics is better equipped to survive and thrive than a person who does not. No bad thing comes from figuring out your assets from your elbow. It is a good thing to discover where the money goes and how to make more of it. I am honored to help people learn business basics and I always learn something in the

process.

My commitment to our mission has made one thing clear: I can't achieve Worldwide Business Literacy with the handful of clients I am able to personally serve. I must leverage what I do and make this information available on a broader level. This column is a wonderful opportunity to do that. (Thanks, Team SB!!)

Today's technology opens up opportunities for me (and you) to reach more people.

CASH + PROFITS = SURVIVAL!

How long have you been struggling with slimy profits and weak cash flow? It's NOT the economy, your employees, your loopy family members or your too-cheap customers. The problem is YOU!

- Get REAL. It's time to FIX your financial problems.
- It only takes a moment to change direction.
- Seize this moment!

Join me for the Bare Bones Biz Teleseminar Series.

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