

07/27/06

Greetings WCM Members & Partners:

In this issue:

1. Welcome Newbies
2. Thank You!
3. Peer to Peer Learning
4. WCM Promotional Materials

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### 1. WELCOME NEWBIES!

With two dozen new members, the Wisconsin Common Market experienced a bit of a growth spurt in the month of June! I look forward to what each and every one of these new members has to offer the WCM site, its customers and the WCM community!

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### 2. THANK YOU! THANK YOU!! THANK YOU!!!

Thank you to everyone that responded to my request for a sales report! If you have not yet responded, it is not too late. As detailed in my last email, please email [kbriggs@wisconsincommonmarket.com](mailto:kbriggs@wisconsincommonmarket.com) with an estimate of the gross sales your business has generated as a result of your Wisconsin Common Market web presence. Other “success stories” regarding contacts made, partnerships formed or publicity received as a result of your Wisconsin Common Market web presence are also welcome.

The sales reports that I have received so far indicate that while some of you are doing quite well, others are struggling. If you have not yet received a sale, PLEASE make a “test” purchase on your site. It is the ONLY way to know if you have set up your PayPal account correctly and it is functional. Furthermore, making a “test” purchase will give you the opportunity to know what you can expect when actual customers make real purchases on your site.

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### 3. PEER to PEER LEARNING

One of the great aspects of the Wisconsin Common Market is the ability to learn from each other within the WCM community. Whether you are a retail business owner, a farmer or an artist who works on commission, there are some “best practices” in the world of online marketing and selling that can benefit each and every one of you. I recently asked one of WCM’s more successful members, Darren Durman of The Merchant General Store in Black River Falls, for advice he may have for other WCM members. Here is what he had to say:

“Most of the contacts we have had are coming from search engine searches. Some of the listings I have on WCM seem to rank high in the search engines. It seems that the more products listed has helped increase traffic. A lot of the sales has been people doing searches for the specific products and have found us from there. I do have the WCM site

linked to my web site and my site linked to WCM. I also have gone in periodically and updated content of products which seem to help the search engines to pick up on something new. Sometimes it has been just a few word changes. I also feel the more that is in the description of the product will help with the search engines to pick up.”

The Merchant General Store can be viewed at:

<http://www.wcm1.com/themerchantgeneralstore/>

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#### 4. WCM PROMOTIONAL MATERIALS

You may or may not realize this, but each and every one of you is a member of the WCM Marketing Team! As you continue to add new products to your online store and hone your site text, you provide valuable content to the search engines who in turn direct new customers to the entire Wisconsin Common Market community. However, some of you may be wondering, “How can I go that extra mile?” I’m glad you asked! I have recently created some WCM promotional materials that are available for immediate download at: <http://www.wisconsincommonmarket.com/membershippacket.cfm> . Simply print and post at your retail store, craft table, art studio – where ever you may interact with customers! If you do not have a printer and would like a WCM Press Packet, please email me at [kbriggs@wisconsincommonmarket.com](mailto:kbriggs@wisconsincommonmarket.com). Take a look at what is available:

Brochure: <http://www.wisconsincommonmarket.com/WCMbrochure.pdf>

Table Tent for Business Owners:

<http://www.wisconsincommonmarket.com/wcmtabletent.pdf>

Table Tent for Partner Agencies:

[http://www.wisconsincommonmarket.com/wcmtabletent\\_partner.pdf](http://www.wisconsincommonmarket.com/wcmtabletent_partner.pdf)

Vertical Table Tent for Business Owners:

<http://www.wisconsincommonmarket.com/wcmtabletentvertical.pdf>

Vertical Table Tent for Partner Agencies:

[http://www.wisconsincommonmarket.com/wcmtabletentvertical\\_partner.pdf](http://www.wisconsincommonmarket.com/wcmtabletentvertical_partner.pdf)

Sign for Business Owners: <http://www.wisconsincommonmarket.com/wcmsign.pdf>

Sign for Partner Agencies:

[http://www.wisconsincommonmarket.com/wcmsign\\_partner.pdf](http://www.wisconsincommonmarket.com/wcmsign_partner.pdf)

Business Card Template (PDF file):

<http://www.wisconsincommonmarket.com/businesscardswcm.pdf>

Business Card Template (PUB file):

<http://www.wisconsincommonmarket.com/businesscardswcm.pub>

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