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1. **PayPal® Shipping Options:** PayPal® has vastly improved how users can customize their shipping options. When you log in to your PayPal® account, click on the “Profile” tab under “My Account.” In the right-hand column, click on “Setup Shipping Calculations.” From there, you can specify domestic shipping fees for each state. This can be a time consuming process. However, as you all know, shipping to the coast can be much more expensive than shipping within Wisconsin. Now, your shipping fees can reflect this and you won’t have to worry about the potential of actually losing money on a sale due to extravagant shipping expenses.
 2. **PayPal® Security Key:** PayPal® has recently started offering a security key to members as an extra layer of security. With this key, no one can access your account – even if they happen to get a hold of your password. At \$5 per key, the cost is minimal. For more information, go to <https://www.paypal.com/securitykey>.
 3. **Need a Logo for Your Business?:** Having a unique and identifiable logo for your business may well be the best way to create a recognizable name for yourself among existing and potential customers. Furthermore, a logo allows you to easily tie together all of your marketing efforts by giving them a similar look and feel. However, for micro-entrepreneurs, this can be expensive to obtain. If you’re tired of using generic clip art for your business logo or if you have no logo at all, contact me at kbriggs@westerndairyland.org. For a limited time, we are able to offer the services of a talented, young graphic design student at UW-Eau Claire to WCM members at no cost. She will work with members on a first come, first serve basis. To ensure she has enough time to work with as many of you as possible, I am limiting her time to one consult, one set of drafts and one revision of those drafts. After that, you will be given an electronic file of your logo for you to implement. Contact me, if interested.
 4. **Wisconsin Entrepreneurial Network:** A great resource for Wisconsin businesses is <http://www.wenportal.org/>. Particularly, the events calendar displays a wide array of classes and events for small business owners. Check it out!