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1. Refund & Return Policy Changes: A recent update to your WisconsinCommonMarket.com web page control panel has relocated the field for Refund & Return Policies. Previously, this was a field you needed to fill out for each item you posted on your WCM web page. Now, you can compose your refund & return policy once - directly in your member information section. It will still display for each item you list, but this will save you time when adding new items. This is also a good opportunity for you to review your refund & return policy. The lack of an identifiable refund & return policy may cost you sales. Especially when shopping online, consumers want to know in advance what they can do if a particular item does not meet their needs or expectations upon arrival.

2. Gimp for Photo Editing: In the past, I have recommended Google's free download, Picasa, for editing your digital photos, which can be downloaded at <http://picasa.google.com/>. A WCM member has recently recommended another option, Gimp. Gimp is also free and can be downloaded online at <http://www.gimp.org/>. Whichever option you choose to edit your digital photos, make sure they are appropriately sized for optimal website viewing. Each image should be no more than 100kb or 400x600 pixels.

3. WCM Webinars: We are currently looking into offering webinars for WCM members. These webinars will be delivering audio and video online and will be accessible via broadband or dial-up internet connections. Topics will span from WCM user tips and techniques to issues relevant to small business owners. Because it would be quite difficult to physically bring everyone together in one place, I think online webinars may be a great option for networking and sharing within WCM. If participating in online webinars is of interest to you, please contact me as soon as possible at kbriggs@wisconsincommonmarket.com.

*If you have any tips or suggestions for future WCM e-Newsletters, please contact me at kbriggs@wisconsincommonmarket.com.

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