



INSIGHT CONSULTING PRESENTS TIPS FOR INTERNET MARKETING AT WOMEN'S NETWORK FOR ENTREPRENEURIAL TRAINING

Glen Ellyn, Illinois, March 2, 2004—Peggy Morrow, Insight Consulting, LLC principal, presented "Using the Internet to Market Your Business" at the Women's Network for Entrepreneurial Training (WNET) at the College of DuPage on March 2, 2004.

"Most businesses these days have web sites, but they often struggle to find ways to use them more effectively," Morrow explained. Among her recommendations:

- Focus your web site content to effectively promote your business
- Make your web site easy to use
- Promote your web site
- Send email to stay in touch with customers
- Join special interest groups for education and networking
- Exchange content-rich information on your web site for leads
- Learn more about competitors' strategies, products, and pricing
- Measure Results

The Women's Network for Entrepreneurial Training (WNET) at the Small Business Development Center, College of DuPage, appeals to women business owners interested in networking, learning from role models, supporting one another, and sharing information about resources so necessary to running a successful business.

For additional information, visit their web site at www.cod.edu/BPI/BPI_WNET.htm.

College of DuPage, located in Glen Ellyn, Illinois, is the largest single-campus community college in the nation, serving over 34,000 students. The college provides comprehensive programs for both transfer and occupational students. For additional information, visit their web site at www.cod.edu.

Insight Consulting specializes in strategic planning services, process improvement, market analysis, workshop services, regulatory analysis, and marketing communications for small businesses. By offering consulting services tailored to the needs of the small business with up to 500 employees, Insight Consulting provides affordable pricing for services that many business owners might have thought were only available to large companies.

To learn more about Insight Consulting's services for small businesses, visit their website at www.insightactionimpact.com.

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