

Efficiency – one of the three Es of business communication



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**Efficiency – one of the three Es of business communication**

**By Lee Hopkins**

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There are many different ways of delivering your business communication:

- direct mail;
- in-person sales calls;
- telephone;
- the annual report;
- above and below the line advertising;
- packaging; posters, and
- company stationery to name just a few.

Each involves a financial cost for both production and distribution. Are there ways of reducing these costs?

Certainly! eTechnology allows the production of words, sound and visual elements to be seamlessly integrated in a dizzying number of ways to achieve different ends. Each element can then be 're-purposed' or re-used in a different way to try new marketing and content delivery approaches.

These are just some of the potential new technology outputs that your marketing messages and end-user documents can be distributed through:

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- \* cd-roms
- \* pdf documents (an electronic format for storing and sending documents which ensures that the design integrity of your documents remain intact, irrespective of the end-user's computer and printer configuration)
- \* website
- \* mobile phone technology such as sms and wap
- \* PDA (Personal Digital Assistant) devices such as a PalmPilot
- \* web-tv

The cool thing about many of these distribution mediums is that once the cost of producing one item is paid for (such as creating the original document), the cost of making a thousand

or a million copies is negligible.

Imagine the saving if you could do away with 80% of the printing and posting costs of your expensive Annual Report, allowing instead any interested party to download it from your website, or be sent it via email.

You will not completely get rid of the need for hard copies of your Annual Report as there will always be either a regulatory requirement or shareholders and investment analysts who like the 'feel' of a bound document in their hand, or they lack the facilities to download and print the Report off. But such a saving would definitely allow you to invest the saving in more growth-focused marketing and sales activities.

The internet, be it the World Wide Web where your website sits, or the greater part of the internet that allows for email transmissions, is a tremendously powerful and cost-effective distribution channel.

Once you have invested in the tools – such as a website or pdf-creation software – you have a licence to market your messages down the most efficient distribution media the world has ever known. For free.

It costs nothing to send email, once you have paid for access to

the Internet. It costs nothing to have valuable information up on your website, once you have paid for the design and building of your site and its hosting. You can change your content on that website as many times as you like – you 'own' the space and you can do with it pretty much what you will.

Which allows you to push out your unpolluted marketing message, or your fact sheets, or your installation guides, to as wide an audience as you can attract.

And let's not forget that eTechnology can help us build a targeted, qualified audience of prospects and more rapidly turn them into clients, because they have in part already taken the first steps to building a relationship with you themselves, by visiting your website and finding out more about you and your service/product offerings.

The implication for your business communication costs Using eTechnology you can quickly and efficiently update your prices, introduce new products and services, provide better service to your existing customers, generate new leads, position your brand and inform your stakeholders – all at costs significantly less than traditional media allows.

Note: this article on efficiency in business communication was extracted from my eReport, "The Three Es for Business Profit". Download your free copy of this report now from:  
<http://www.hopkins-business-communication-training.com>

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## **Gas Saving Tips 1 – Use Less Gas And Save Money**

**By Doug Smith**

You have probably heard these gas saving tips from the Environmental Protection Agency (EPA), the Federal Trade Commission (FTC), and whoever taught you to drive. Yet very few people actually bother to implement them.

Why is that? Are people tired of hearing them? Have these gas saving tips been said so many times that people tune them out? Well, you are going to hear them again in this series of articles, along with the reasons why they DO work!

### Gas Saving Tip #1: Know Your Vehicle's Fuel Efficiency

The actual fuel efficiency of your car will probably differ from that stated on the price sticker. Variables such as make, model, weather, city or interstate driving, and driving habits will affect the fuel efficiency. Efficiency is measured in miles driven per gallon of gasoline used (miles per gallon or mpg).

That is why you should periodically calculate your vehicle's fuel efficiency. If you see it decreasing, you know that something's not right with the engine and can take quick action to fix it.

Some people are unaware of how to properly calculate fuel efficiency. It is more than simply dividing miles by gallons. For example, if someone drives 500 miles and then buys 1 gallon of gas, the fuel efficiency is not 500 miles per gallon!

Here is the proper method to calculate fuel efficiency in mpg:

1. Fill up your gas tank. Do not top it off.
2. Write down the starting mileage.
3. Drive until the tank is almost empty.
4. Fill the tank up again the next time you need to buy gas.
5. Write down the ending mileage.
6. Write down the number of gallons of gas it took to fill up the tank.
7. Calculate the Miles Traveled as the Ending Mileage minus the Starting Mileage.
8. The fuel efficiency in mpg = Miles Traveled / Gallons Used

Example:

A driver fills up her tank when the odometer reads 25,000 miles. When the tank is almost empty, she fills up with 18.5 gallons, and the odometer reads 25,500 miles.

Starting Mileage = 25,000 miles Ending Mileage = 25,500 miles Miles Traveled = 25,500 – 25,000 = 500 miles Gallons Used = 18.5 gallons Fuel Efficiency = 500 miles / 18.5 gallons = 27 mpg

If her next efficiency calculation under similar driving conditions is only 20 mpg, she knows that something is wrong with the vehicle.

As gas prices go higher, the need to save gas and save money on fuel is greater than ever. More gas saving tips can be found at the website below.

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and many more gas saving tips at

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