

Email Don't Get No Respect!

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Email Don't Get No Respect!

By Mike Banks Valentine

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Is there any doubt that ecommerce and a presence on the web has become de rigeur for every business, large or small?

I submit that there is no longer any doubt that clients and customers expect that every legitimate business must have, at the very least, a "business-card" web site listing contact information, business location and a simple "about us" page, along with a contact email link or web form.

I don't think anyone can argue any longer that only certain types of businesses belong on the web. Only two years ago, it was still being actively debated whether that were true. No longer can the burger joint be without a menu and operating hours posted online. No longer does any corporation believe it needn't have an intranet for suppliers and employees.

No longer can even the self-employed claim they can't benefit from a place to post their resume. Even families have sites to keep the relatives and friends informed and stay in touch.

Now many will claim that their web presence does little toward helping them to profit in their business. That is an entirely different issue and I'll go even further and call profit irrelevant to having a web site. Just as profit is unrelated to whether that business has a phone, fax machine, computer, desks, chairs and indoor plumbing. Those are expected, no, required, to a business in order to operate AS a business.

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So too is the web presence, a domain name, email address and an employee (even if that's you) to handle and respond to email, answer the phone, empty the trash and clean the bathroom. Your business is expected to have a web presence, period. End of discussion.

Now to responsibilities related to that web presence. I've been discussing building a site for an attorney friend for two years. She hates email and doesn't want to be responsible for answering it or dealing with anyone electronically. Her legal secretary uses the web daily to research and communicate with clients but knows not to discuss that with the attorney and has told me in confidence that her boss despises email and will have nothing to

do with the web. I may as well give it up.

I'm going to suggest that this kind of phobia will need to come to an end for all those who expect to get on in the wired world. Get over it, get a web site and answer your email! Grow up! You needn't carry a web-enabled personal digital assistant cell phone (yet) to maintain your appointment calendar and can still scribble notes on scraps of paper if you like. You needn't do your business banking online or own a Blackberry wireless but get a web site and answer your email!

I'm unwilling to leave it there. Now let us address those who have web sites and ignore them by allowing old outdated stuff to remain online when it takes only seconds to change it. How about those, such as my favorite newspaper, who post email addresses at the end of every story written by staff reporters to enable readers to contact them and then routinely ignore, and let go unanswered, reader email comments. Not so much as an autoresponder suggesting they can't respond to all emails!

Shall we consider things such as corporations soliciting email applications from job seekers – Then not responding to let those potential employees know the resume, application and cover letter were received? Shall they expect to hear back from that HR department by email or snail mail? Fagetaboutit. Not gonna happen.

There seems to be a universal disdain and/or fear of emailed communication. I wrote last week of a lack of response from my senator and congressman to email queries to their offices about bills being considered related to privacy and cc'd the president

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on the note. I'll allow small credit for those autoresponder generated messages sent within seconds back to my mailbox. But this week I saw a story in the San Francisco Chronicle that suggested "Lawmakers Lament Lack of Letters From Constituents".

The reporter, Washington correspondent Carl Nolte, even wrote, "Feinstein, for one, has encouraged constituents to send email, since her regular mail has been cut off." Sheesh! This after I got back my note from her last week stating, "Currently I've received approximately 30,000 letters and emails which, because of the closure of the Senate office buildings, my staff and I have been unable to open and process." Today the autoresponder failed to return that same (or any) response.

What does that mean? I emailed a response to the reporter and don't expect an answer. They just don't respond (or autorespond).

Probably that they have gone back to the normal position of

ignoring email. It is time to take a serious look at whether we will accept email as legitimate and deserving of responses, or if it will remain entirely the realm of spammers, scammers and hoax-spreading-urban-myth-generating-pass-this-on-silly blathering goofiness. We should just disable the "Forward" function of email and rid ourselves of those annoyances.

I suggest that either email deserves legitimacy, respect and ANSWERS, or that we abandon it entirely.

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http://website101.com/Search_Engine_PositioningWebSite101 "Reading List" Weekly Netpreneur
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Respect – How to teach it and how to show it.

By Steve McChesney

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One of the most important things you can teach your child is respect.

Keep in mind that respect is not the same as obedience. Children might obey because they are afraid. If they respect you, they

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will obey because they know you want what's best for them.

The best way to teach respect is to show respect. When a child experiences respect, they know what it feels like and begin to understand how important it is.

Keep in mind the saying "Do unto others as you would have them do unto you."

Respect is an attitude. Being respectful helps a child succeed in life. If children don't have respect for peers, authority, or themselves, it's almost impossible for them to succeed.

A respectful child takes care of belongings and responsibilities, and a respectful child gets along with peers.

Schools teach children about respect, but parents have the most influence on how respectful children become. Until children show respect at home, it's unlikely they will show it anywhere else.

How can you show respect to your child?

Be honest - If you do something wrong, admit it and apologize.

Be positive - Don't embarrass, insult or make fun of your child. Compliment them.

Be Trusting - Let your child make choices and take responsibility.

Be fair - Listen to your child's side of the story before reaching a conclusion.

Be polite - Use "please" and "thank you". Knock before entering your child's room.

Be reliable - Keep promises. Show your child that you mean what you say.

Be a good listener - Give your child your full attention.

Children learn from everything we say and do. Make sure that you are modeling respectful behavior. Some of things you can do are:

Obey laws - Follow rules.

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Be caring - Show concern for people, animals and the environment.

Avoid poor role models - When you see examples of disrespect, discuss them.

When you set rules at home, explain to your child why the rule is important. For instance, if the rule is "No TV between 4:00 and 6:00" it is because this is homework time and homework is important to keep grades up in school.

Teach your child to respect themselves. Self-respect is one of the most important forms of respect. Once we respect ourselves, it is easier to respect others.

Your opinion means a lot to your child. If you believe your child can succeed, they will believe they can as well.

Build their independence. Give them responsibilities as soon as they can handle them.

Help them set and achieve goals. Their self-respect will skyrocket when they see themselves achieving those goals.

Encourage honesty. Let your child know that they may be able to fool some people, but they can't fool themselves. There is no pride in stealing, cheating, or lying.

Most importantly, show love! Say "I love you" often and give plenty of hugs and kisses.

If your child makes a mistake, remind them that they are still loved.

Age affects children's respect. Children and adults deserve respect at every age. Here is a guideline based on age:

Babies - They are too young to show respect but when you meet their needs, they learn to trust you. This helps as they get older because respect for authority is based on trust.

Toddlers - They are old enough to learn to say "please" and "thank you".

Preschoolers - This is a good time to teach rules and consequences.

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Elementary age - They show the most respect for adults who make fair rules. It helps to let them have a say in the rules that they are expected to follow.

Middle and High Schoolers - Allow them to show independence, such as clothing or hairstyles, but make sure you have guidelines. They will appreciate the respect you are showing them. We respect you and the incredible job that you have, being a parent.

Have a great day!

Steve McChesney

Steve and Lisa McChesney publish a daily self-esteem building and motivational newsletter. Visit them at <http://www.bullyfreekids.com>



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