



Motivational Madness E-Newsletter

On the Cutting Edge



Do you know what it takes to be on the cutting edge in 2007? We've all heard it said, "Success is in the details." With so many things to consider in business today, how exactly can we expect to cover every detail, and better yet, which details are the most crucial?

Businesses today are afforded opportunities that didn't exist a mere ten years ago. Websites, podcasts, blogging, You Tube®. In today's

market, technology takes center stage, many times stepping in place of more traditional forms of advertising such as television, radio and newspaper. With the speed of the internet and the accessibility of information a key stroke away, an internet presence is not only a necessity, it has the potential to make or break a business.

Sure, practically anyone can create a website today; in fact many new computers come with software pre-loaded that can make building a site seem like a breeze. The difference in a common web presence and a site that brands, defines, sells and complements your business is in the design, but more importantly, in the details of that design.

With the recent launch of our newly redesigned website, paulvitale.com, we were reminded of the value of enlisting experienced professionals whose occupation centers on paying attention to every minute aspect of this important business tool. James Little, founder of the Internet firm Mmerse Communications (mmerse.com) is whom we partnered with to create and launch a fresh new user-friendly site.

What may seem insignificant on the outside, can actually contribute an important component to the well-oiled machine that works to bring customers to your door. Who do you trust your business to? Selecting a web designer who gives due diligence to areas such as site topology, flash versus streaming video, secure shopping cart integration, and the all important "front door" (home page) of your site can be the determining factor in how well your website works for you while you are taking care of other business.



Take the time to research different companies; browsing their portfolios while comparing style, technical savvy and features offered, as well as price. The extra effort will ensure a web presence that just may become your best salesperson!

Vital Information

World Internet Usage

Users by Region

Asia - 389 million

Europe - 313 million

North America - 232 million

Latin America - 89 million

Africa - 33 million

Middle East - 19 million

Australia - 19 million

Percent of Population

North America - 69.4%

Australia - 53.5%

Europe - 38.6%

Latin America - 16.0%

Asia - 10.5%

Middle East - 10.0%

Africa - 3.5%

Source:
internetworldstats.com

Being happy doesn't mean everything's perfect. It means you've decided to see beyond the imperfections.

Setting the Standard Since 1775

In today's technologically-savvy world of email, text and instant messaging, online bill pay and cell phones, it's easy to take communication for granted. Having had the privilege in the past to present to the United States Postal Service, I've been reminded just how important good (old-fashioned) mail delivery really is.

Remember how exciting it was as a child to see the mail carrier coming up the walk? Was there a letter or a package for you? It didn't matter who it was from or what it was, as long as your name was on it. Until I was an adult, I never realized how many people and how much work go into successful mail delivery.

Researching the fascinating history of the USPS on their website, I found it originated in Philadelphia on July 26, 1775, when members of the Second Continental Congress agreed:

That a postmaster general be appointed for the United Colonies, who shall hold his office and shall be allowed a salary of 1000 dollars per an: for himself, and 340 dollars per an: for a secretary and Comptroller, with power to appoint such, and so many deputies as to him may seem proper and necessary.

That a line of posts be appointed under the direction of the Postmaster general, from Falmouth in New England to Savannah in Georgia, with as many cross posts as he shall think fit.

This simple statement signaled the birth of the Post Office Department, predecessor of the U.S. Postal Service, the second oldest federal department or agency of the United States of America.

Benjamin Franklin was appointed the first Postmaster General by the Continental Congress. Under him and his immediate successors, the postal system mainly carried communications between Congress and the armies.

History rightfully accords Franklin major credit for establishing the basis of the system that has well served the growing and changing needs of the American people. Today, the United States Postal Service employs over 700,000 people and delivers to every household and business in the United States. Every American has access to the same products and services and pays the same postage rates for domestic First-Class® Mail service regardless of geographic location. The USPS delivers 212 billion pieces of mail to over 144 million homes, businesses and Post Office boxes in virtually every state, city, and town in the country; including Puerto Rico, Guam, the American Virgin Islands and American Samoa.

According to their website, www.usps.com, they handle more than 44% of the world's card and letter mail volume -- delivering more mail to more addresses and to a larger geographic area than any other postal service in the world. The USPS receives no tax dollars from the federal government for their operation, using the revenue from the sales of postage and postage-related products to pay expenses.

Although many Post Offices are now open late, most postal products and services available inside your local Post Office are now available online. With more than 800,000 visitors per day, usps.com is one of the most popular government sites.

The next time you purchase stamps to mail a letter, remember that there is much history and work that goes into getting your mail to the intended addressee. I know I am thankful for not only the mail carrier and the people behind the counter, but also for the behind the scenes postal workers who do their best to ensure that we all continue to receive excellent service in a safe environment from the USPS.



USPS By the Numbers

U.S. Post Offices - 37,000
Daily Customers Served - 7.5 million
Bi-weekly Salaries - \$2 billion
Yearly Address Changes - 45 million
Daily Website Visits - 800,000
2005 Passport applications - 4.7 million

Source: USPS.com

Little Known Facts

The Postal Service recycles 1 million tons of materials annually.

The USPS moves mail using most means of transportation: planes, trains, trucks, cars, boats, bicycles, and even mules.

The NFL orders 288 T-shirts and caps for each participating Super Bowl team depicting them as the winner prior to the game. The league donates those made for the losing team to World Vision for distribution in third world countries.

361,472 websites link to the Internet search engine Google.com. With a response time of .8 seconds it is considered one of the fastest sites on the web.

Sources available on request

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