



JPC's Answers to Questions Posed on LinkedIn:

How Are You Shielding Your Business From The Economy?

Asked by Amber Weinberg | **Small Business, Business Development**

Your answer was selected as **Best Answer**

Your public answer:

"Advertising (print and online), email marketing, search engine optimization (SEO), public relations, writing articles, being interviewed for articles, attending trade shows and conferences, and pretty much speaking with everyone I know regarding my business services offered. There is never just one solution to your question that works best as it's really a combination of efforts. Remember, when everyone is cutting back it's actually the best time to double or triple your exposure to your potential client base. You will surely stand out from the rest and present your strengths. You will also be competing against a smaller pool of businesses. Do not cut back on your price either as it will be very difficult to raise them again. Leap ahead!!!"

Can you recommend a free font editor?

Asked by John Joyce | **Graphic Design**

Your answer was selected as **Best Answer**

Your public answer:

"I will provide a short list of some good ones that work with a variety of platforms (see links below)."

<http://fontforge.sourceforge.net>

<http://www.cylog.org/graphics/rasterfonteditor.jsp>

<http://fontstruct.fontshop.com/>

Any organizations currently recycling Styrofoam-please contact me I am interested in the details of your program.

Asked by Victoria Wakefield | **Supply Chain Management**

Your answer was selected as **Best Answer**

Your public answer:

"I will provide a few URLs that have really great responses to your question. I do not believe that a lot of companies are recycling this product as many have just moved on to more earth-friendly products."

Links:

<http://www.greenlivingtips.com/articles/218/1/Recycling-styrofoam.html>

<http://earth911.com/blog/2009/03/09/recycling-mysteries-styrofoam/>

<http://www.epspackaging.org/info.html>

I would like to get a variety of opinions regarding Social Media. How do you define Social Media (especially in the context of a small business environment)

Asked by Rachel Renner | **Internet Marketing, Small Business**

Your answer was selected as a **Good Answer**

Your public answer:

"Social media are the means for any person to: publish digital creative content; provide and obtain real-time feedback via on-line discussions, commentary, and evaluations; and incorporate changes or corrections to the original content."

Links:

http://www.janetpennconsulting.com/social_media.html

Naming My Blog

Asked by Corinne McElroy, CPCC | **Internet Marketing**

Your answer was selected as a **Good Answer**

Your public answer:

"I agree with the other's person's reply on branding...BUT...if your company name IS YOUR brand, then I would suggest sticking with that. The next step would be to get PR out on your Blog and make sure it's properly registered with the correct Blog search engines. If you are a start-up and have yet to develop your business model, it might be a good idea to brainstorm on a great company name that reaches beyond that of your competitors."

Best Lowest Common Denominator Screen Resolution Design? What are you on?

Asked by Kevin Lee | **Internet Marketing, Graphic Design**

Your answer was selected as a **Good Answer**

Your public answer:

"The best way to design is set at 1042 x 768, however the trend has been to go beyond that but I do not suggest it."