eBiz Insider

the magazine for e-commerce professionals.

A PICTURE IS WORTH A THOUSAND SALES

Pointers for do it yourself small product photograpy from experts.

Amy Fedele, Graphic Designer

Read this magazine and grow your business like the f owers of May. Or skip it. Dandelions take very little work…!

ALSO INSIDE:

◆ My Space, The Next Big Thing for e-commerce

◆ Best-in-Class Component Systems vs. End-All Be-All Super Suites

◆ Handling Difficult Customers - How to Calm Rough Waters

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COMING NEXT MONTH

- *Selling Your Business: Knowing When the Time is Right*
- *Get Fresh! Why Redesigning Your Site is Important*
- *Cashing in on SEO: How to Get ROI on Your Campaigns*
- *Protecting Your Computer from Spyware*
- *How to Get Free PR for Your Business*

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Welcome Aboard!

*By Scott Sanfilippo,
Editor in Chief*

Welcome to the premiere issue of *eBiz Insider*.

This is the magazine for e-commerce store owners from the pros at Solid Cactus. My goals for *eBiz Insider* are considerable. I want to build a vehicle to actually help you run your business better. I want this magazine to be the one you wait for each month and keep as a reference because the information remains timely. I promise that you'll find content that is relevant, easy to understand and practical.

For example, Amy Fedele tackles a subject that may be Greek to some – digital photography. We all sell, and we know that without a sharp looking photo to put on your website, that product will never sell. Amy's straight-shooting (no pun intended) guide to photography gives even the novice a clear understanding of how to take pictures that will generate sales.

Another subject is one that we all face, dealing with difficult customers. None of us ever wants a disgruntled customer, but it is a fact of life that you can't satisfy everyone. So when the phone rings and the voice on the other end isn't happy, we have tips on how to smooth the waters and rebuild a relationship that may have soured.

Business is business and all of us face the same challenges and obstacles to success every day, but how we choose to face the challenge and overcome the obstacle differs for each of us. *eBiz Insider* wants to lend a hand and impart knowledge that will help you grow your business.

This will be YOUR magazine. YOUR suggestions about topics, your comments and your contributions will make *eBiz Insider* a great publication. We built Solid Cactus by listening to learn what people wanted in their web sites. We will listen as we build *eBiz Insider*. In the coming months, we'll add features such as Letters to the Editor, Guest Columnists, Editorials, Tech Corner and more. Don't wait for information, visit ebizinsider.com for an online edition and the latest tech news updated constantly. Be a part of the team! Send me your comments and suggestions at scotts@ebizinsider.com. Anchors aweigh! **eBiz**

A Picture is Worth a Thousand Sales

Displaying Your Wares

A good picture of your product has been proved to help you make that sale in cyberspace. Now virtually all tangible products require a good picture in order to successfully sell online. The idea is to display a product's best features to its best advantage. Your picture should not only show what the particular product is, but also show important details of the product and look pleasing. However, the sword cuts both ways. While creative photography can make your product look better, it is important to create a genuine representation or customers may be very disappointed. If you decide to do it yourself, the following hints will help.

Doing it Yourself

An enormous amount of money and time can go into photographing merchandise. For taking your own pictures, read on for some pointers from experts. We just want to show you how to take good pictures of small products with a simple setup and relatively inexpensive equipment.

Getting Started

Before photographing a product, you should spend time thinking about how you want to present it. What kind of emotional response do you want to get from a prospective buyer?

Beyond that, you need to consider the following:

- *Item's size, texture, and surface material.*
- *Reflective surfaces must be carefully lit.*
- *Do you need to capture small details?*
- *Will any other items be in the photo, such as related products or props?*
- *What color background is appropriate?*

The Camera

The camera you use can be either digital or film, but digital has clear logistical advantages. If you use a film camera you will need to develop the film and then scan the negative or print before uploading. Digital cameras by contrast give you an image which can be uploaded to your web site instantly.

Taking a Clear Picture

Steady... The easiest way to ruin a photograph is to move the camera while taking the picture. We have all done this at

Here is the same photo taken using a homemade setup. Top: taken with film. Bottom: taken with a digital camera.

one time or another, creating a blurry image. You don't have to move the camera much to disturb the clarity of the final image. The camera will record even the slightest hint of movement while the shutter is open. A sturdy tripod will hold the camera still while the shutter is open and the image is being recorded. If you don't have a tripod-- improvise! Use the back of a chair or a table top… almost any surface that can help you hold the camera steady while the picture is being taken will help to improve the clarity of the photograph.

Film Speed: Use a higher speed film - The higher the ISO rating of the film the faster the film. So, 400 speed film is twice as fast as 200 speed film. The higher the ISO number, the shorter the time the shutter is open and the less infuence camera shake will have on the finished photograph.

Working with Your Product's Texture and Shape

Glare:

Glass, ceramics, plastic and metals usually refect light, so you have to watch for glare spots. Use indirect fash by "bouncing" your fash unit. I usually bounce toward a white colored ceiling. Be sure that the ceiling you are pointing the fash at isn't textured or yellowish. This will create odd-shaped shadows or a strange color cast on your

product. You don't need expensive f ash units. An on-camera "speedlight" pointed slightly away from the item, or directly up will do just fine. The combination of 2 indirect light sources prevents harsh shadows.

Temperature:

Warmth

The easiest way to convey warmth in a product is to put it near a soft textured object or background. Objects that are naturally 'warm' aren't very ref ective and include paper, wood and fabric. With 'warm' materials, a modest amount of shadow is appropriate.

Coldness

Colder products include metallic and ref ect objects. Products including cold colors (such as gray or blue) should be arranged near a soft textured object or background to balance the temperature.

Background:

Color & Texture

White, gray or blue backgrounds work well with most subjects. It is always best to use a solid, non-dominant background color so that your product will be emphasized more than your background. Choose a smooth matte finish texture. This can be seamless paper or poster board. It should be f exible so you can slope it behind the subject eliminating a harsh horizontal line behind the subject. Shooting tables are made just for shooting small products. If you plan on doing a lot of product shots you may want to look into purchasing one of these.

Lighting and Shadow:

What Type of Light Bulbs to Use

Tungsten-filament bulbs are the most widely used light source in the world. Be careful because they will burn your hands if they are unscrewed while lit. The bulbs are infamous for generating more heat than light. On the plus side, tungsten's continuous light (or Hot Light) is very helpful for product shots. Flood lights are economical for small jobs, but the bulbs don't last long and they change color as they age. If you are using a two light set-up, when one bulb goes out it is best to change both so they are the same color

and brightness. Quartz bulbs will last much longer and not change color with time, but they will cost more initially. Also, some quartz lights are brighter than f ood lights.

Avoid moving these lights around when they are hot, because vibration will break the filament and cause the bulb to go out. These lights are very hot, so be careful and turn them off if you leave the room. Also, if you are using a film camera, purchase a blue

An example of a homemade lighting setup put together on a kitchen table. Notice the position of the two lights and the placement of the camera at eye level with the product. Moving the lights closer or farther away will determine the size and harshness of you shadows.

filter to balance the film for the tungsten light or use tungsten balanced film. Tungsten film is usually slide film, though more recently tungsten-balanced print film has become available. When shot under daylight conditions, tungsten film takes on a very blue color cast. KODAK Ektachrome 1 GOT Prof. is a good, economically priced tungsten-balanced film to use. However, using a digital camera will eliminate this issue completely. If you are going to photograph and download your own product images on a continuing basis, you are probably best served to have a digital camera.

Using Flash:

Managing Lights

Set your main light up so it is about level with the camera (or slightly above). The fill light (or ref ector) should be set off to the side and slightly behind the subject. If your subject has a rough texture you want to show, set the main light off to the side more. Clear glassware works best if the main light is coming from behind the subject. Position your lights very close to the subject for a softer shadow.

Managing Shadows

The combination of 2 indirect light sources prevents harsh shadows. Position the lights very close to your subject to create a soft shadow. Use indirect f ash by bouncing your f ash unit to make the shadows less overpowering. As stated earlier, be sure to bounce the f ash toward a light colored ceiling that isn't textured or yellowish. This will create odd-shaped shadows or a strange color cast on your product.

Summing Up

Most e-commerce sites need good photography to display their products and improve their sales. Here is a word of caution: don't cut corners on your photography. Remember, you'll never get a second chance to make a first impression. **eBiz**

By Amy Fedele

Amy Fedele has over ten years of graphic and web design experience and has designed over 250 websites based on ideas, goals and suggestions from the client, while incorporating her knowledge and expertise of design to enhance the site's visual appeal and usability. Amy can be reached via email at amyf@ebizinsider.com.

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SafetyGlassesUSA Predicts Thousands of Dollars Saved by the End of 2007

"Safetyglassesusa.com is like many e-commerce sites; we're on Comparison Shopping Engines (CSE's) like Shopzilla, Shopping.com, Yahoo! Shopping and Froogle. We need CSE's to attract shoppers, but all except for Froogle are pay-per-click sites. If shoppers "click" through to your site, you pay whether they buy or not. We were paying a couple thousand a month in click fees and we couldn't really tell where we were spending the money. There was no way to pull the return on investment (ROI) statistics down to the item level. We were constantly logging onto separate accounts to pull or add products and it was very time-consuming.

"We were a beta tester for FeedPerfect in February. The learning curve was short; I figured out how to use it no time. FeedPerfect is very intuitive. It's great! You manage all the feeds from one application. You can check all of your feeds at a glance to see if you're making or losing money.

"Say you see a feed performing negatively. With FeedPerfect you have the capacity to drill down into the CSE and find out why it's losing money. Once you have identified the losers you have the option to enhance descriptions, images, you can re-categorize products or even remove them altogether.

"FeedPerfect is very revealing. We've found products we thought would be money-makers but weren't. They were just popular with window shoppers. We also found the opposite; items that didn't get lots of traffic but converted better. Finally we're on top of things.

"Since we started with FeedPerfect we've saved hundreds, it'll be thousands by the end of the year. We're sold!"

—Mike Eldridge, Safetyglassesusa.com

My Space: The Next Big Thing for e-commerce

My Space is currently the #1 visited website in the world. That's as of March 2007 based on comScore and folks, that's huge. It begs the question; should businesses jump on the bandwagon? Below are just a few key reasons why a business should make a place for *My Space*.

- My Space *has a registered user base of 171 million users of which 77% are active*
- My Space *is one of the largest social networking platforms and boasts a ranking of #7 in terms of its reach between ages of 25+ and 35+.*
- *An average* My Space *user spends about 26 Min/session.*
- *265,000 daily registrations*
- *Demographics breakdown 50.2% Male /49.8% Female*

My Space has totally revolutionized the way users interact, and has become a growing and powerful medium. It is a network of active users making multiple daily contacts while allowing millions to keep in touch and communicate daily. Millions do communicate daily, often visiting the site multiple times in a day. *My Space* provides its users an easy and FREE way of keeping in touch with their friends and family. Further, it allows people to access a vast user base where people can identify specific groups in order to share similar interests and hobbies (think of the viral marketing possibilities!).

My Space is user-friendly. The site allows different levels of anonymity for the members which enables them to share whatever information they choose, either just with their friends, or with the "world" so to speak. It has been bought by a Fox Interactive Media for a sum of $580 million, hence there is a lot of quality control that goes into maintaining *My Space*.

They're young, they're actively engaged online, they're secure, they're among friends and so *My Space* is growing daily. The question is not whether to mine *My Space*, but how best to accomplish it.

Businesses have different models, brand integrity, marketing objectives, target demographics, etc, so the best way to use *My Space* will vary with your company. But I strongly believe that if you are not taking advantage of *My Space* you're missing out on the "low hanging fruit."

There are three core ways that a business can jump on this bandwagon. First, you could create a free standard profile where you can inform the end audience about who you are and what your business does. Second, you can take the next step by actually buying a profile from *My Space* to promote your business (the purchase is necessary because of their Terms Of Service). Finally, you can go more or less traditional by actually buying ad inventory through *My Space*.

As previously mentioned, advertisers buy a profile or advertisement on *My Space* for different reasons. Some use *My Space* to increase their presence or brand awareness, and others for increasing their sales, and some try to accomplish both. So if you are actually looking to increase your brand awareness either one of these methods can help you spread the word and brand awareness. Now, if you're in it for product sales, you want to make sure you have a product that appeals to the core demographics of *Myspace*, as well as have a product with mass appeal (for example a T-shirt store with crazy sayings).

Keep in mind that buying a *My Space* profile or ad inventory is a costly endeavor, and might not be feasible for a small to mid-sized business. Advertising is an investment; you'll have to run your own numbers. However, creating a profile doesn't cost anything (Please read their TOS, as promoting a business is a sensitive topic with *My Space* right now).

So in conclusion, jump on the *My Space* bandwagon and test some out of the box ideas. Final words of advice: don't spam and please! be sure to read their TOS. **eBiz**

Overview – MySpace.com Reach Ages 25+ and Ages 35+

By Farukh Shroff

Farukh Shroff is considered one of the top Internet marketing experts in the country as well as a true pioneer and leading voice of the industry who helps clients with affiliate marketing management, search engine marketing and optimization and media marketing management. Farukh can be reached via email at farukhs@ebizinsider.com.
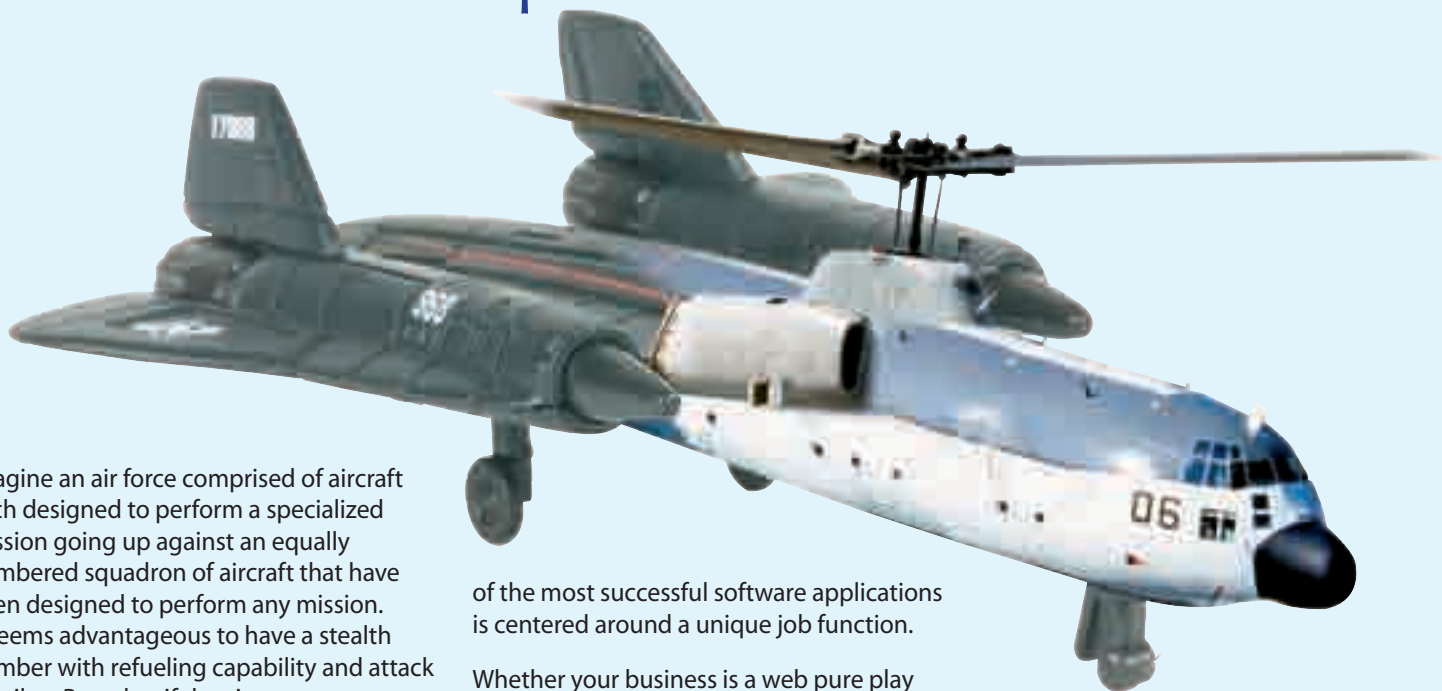
Best-in-Class Component Systems vs. End-All Be-All Super Suites

Imagine an air force comprised of aircraft each designed to perform a specialized mission going up against an equally numbered squadron of aircraft that have been designed to perform any mission. It seems advantageous to have a stealth bomber with refueling capability and attack missiles. But what if the circumstances change? Its huge weight would make it virtually impossible to, say, dogfight more nimble fighters. The squadron of best-in-class aircraft would win every time.

For many business executives selecting real world business automation systems, price versus capability is certainly one important factor, but another dimension can loom large. Do I choose a system of best in class components strung together or a "super suite" that can do a little of everything out of the box?

When you look closely at design evolution you will find that engineers and programmers optimize products over time to perform better. Early audio speakers, for instance, tried to replicate the entire sound spectrum. Later, engineers learned that sending high frequencies to specially designed tweeters and low frequencies to woofers created a much higher quality sound. Sound aficionados continue to select best-in-class component audio equipment over integrated systems.

The same dynamic is at work in office software. Fifteen years of optimizing word processors and spreadsheets have led to the specialized functions in Microsoft Word and Excel. You wouldn't expect to find similar "best-in-class" document and spreadsheet functions integrated in an enterprise resource planning (ERP) system. The scope of the most successful software applications is centered around a unique job function.

Whether your business is a web pure play looking to add backoffice management capabilities or a brick and mortar store looking to add web capabilities, your needs are similar. You require a website designed around optimizing your customer experience, an efficient automated order processing engine, a unified inventory management and customer relationship management system, an ERP/MRP/HR system, and an accounting system. Some suites on the market claim to integrate all these functions. But at the same price point, you will get more "bang for your buck" if you choose the best in class website platform, the best order/customer management system and other best-in-class back-end applications.

The benefits of integrating best-in-class software applications are numerous. Many systems have been optimized for specific industries or to satisfy a specific user role, so you won't find yourself needing to accomplish something the software can't do. Some have API's and other 3rd party add-ons that simply haven't been integrated into the more generic systems. For more repetitive tasks, the specialized applications are usually more efficient.

In order to take advantage of the efficiencies of these specialized applications, you need an integration strategy. Generally, you will want to use specialized, best-in-class systems to handle your most repetitive tasks. Business processes that repeat ten or more times a day should be optimized by highly intelligent robust programming, whereas tasks which are performed once weekly or even daily can be loosely coupled or even completed manually.

Cactus Complete Commerce is a highly specialized and efficient back end order processing management system. It includes completely integrated inventory and customer relationship management modules. Secure orders can be sent in real time from any website via HTTPS post of XML datasets. For less than the cost of a new employee, there is no system that provides as much immediate return on investment (ROI). And you will not have to dispose of your existing HR, MRP, or Accounting systems. Plenty of reports and export formats allow for loosely coupled transfer of data into your legacy systems.

Call Solid Cactus to schedule a free personal interactive web demo of Cactus Complete Commerce. We may have the best-in-class solutions to your e-commerce needs. **eBiz**

By Albert Anelli

Al Anelli, MBA, CEC, has over fifteen years experience in sales, technology and customer service both in and out of the Internet sector. Al can be reached via email at ala@ebizinsider.com.

Handling Difficult Customers - How to Calm Rough Waters

Let's face it; anyone who owns a business, sells products or has face to face contact with the buying public is bound to encounter the "difficult customer". We all know who they are; they are the people whom you can seemingly never please. They're the people who know it all and will find fault with any way you attempt to resolve their issues that isn't their idea. Perhaps the most difficult customer of all is the one who feels that he or she has been wronged. They become angry and indignant because they feel like they have been "taken" and therefore have their defenses up. Remember, as the boss this is ultimately your responsibility to have an approach and policy to deal with unhappy customers. A true ship's captain is one that can navigate the rough waters. Here are some quick industry tips to help you "calm rough waters" with difficult customers.

1. **Don't take it personally.** *No matter what is said in the course of the conversation, remember that the customer is unhappy with a situation, not you. Be positive and have an open mind. You can fix anything if you have a "helping" attitude.*

2. **Listen and take notes.** *Ask the customer to tell you what has happened so you are able to help. Sometimes conversations shift directions and what was the original complaint is now leading to something different. Writing it down will keep you on track and will help you develop a reasonable solution more quickly. It also helps to keep the difficult customer accountable. For example, if they are shifting the complaint from topic to topic, what is the "clear" or "true" complaint?*

3. **Repeat back the complaint.** *You would be amazed how quickly things de-escalate when the problem is repeated. Sometimes just verbalizing the complaint opens up the opportunity for resolution. Strategically, this does 2 things. First, it lets the customer know that you are serious about their problem because you listened and that's what they really wanted in the first place,*

a place to vent. (see tip #1). Second, it allows you a chance to offer your expertise to resolve the complaint.

4. **Empathize-** *Once you grasp what the customer is going through based on the situation, tell them "I understand." This simple psychological statement will do more to calm someone down than any long-winded explanation you could make. If you can relate a similar experience back to the customer, they will believe you really do understand and become more cooperative.*

5. **Don't over-promise.** *This can be fatal. I learned a long time ago that angry customers will hold you to the letter of your word. Only promise what you can deliver. For example: Instead of promising that you will fix the situation, you might want to promise that you will investigate the situation and call them back with an answer in 1 hour. You may not be able to fix the situation, but you can make the call back with an answer. That's a "keepable" promise. And when in doubt......get help!*

Remember, anyone can sail a ship in calm waters. Your repeat customers are gold and should always be treated as such. Since you've gone through the effort to market, brand and promote your business, it's much easier to sell to a happy customer base than to continually have to try to create a new one. Fortunately, research shows that all of these "problem" customers are likely to continue doing business with your company if they feel that they are treated properly and their issues are being handled correctly. Take care of your base and you will be rewarded with repeat business. Fill your sails with happy customers! **eBiz**

By Chris Williams

Chris Williams has over twenty years of sales experience with companies such as Cellular One, AT&T Wireless and Nextel. Chris can be reached via email at chrisw@ebizinsider.com.

Maintain Your Yahoo! Store with a Database Upload

A key to true e-commerce independence is the ability to manage your own space. If you have to call an 800 number and grow old waiting on hold every time there is an issue with your store, it's hard to feel as if you're truly the captain of your industry and your financial fate. Fear not! In this article, we will look at how to perform database uploads and explain the different kinds of updates that you can do. There are several tricks to updating your product information properly which we will discuss. This may seem like a daunting task when you begin, but it's not so bad. You can manage this!

Almost all fields (excluding images) can be uploaded through a database. Keep in mind that when you do a database upload you are never crossing into territory from which there is no return. You'll always be able to scrap what you've done and start over. At any point you can "revert" or undo the changes. It is best to upload your database and check a few items first as a trial run. If necessary you can revert the upload and go back to make adjustments to your database.

Manager you cannot change the ID of that item without deleting it and starting fresh.

The Path field can appear complicated because there are many examples and scenarios that can take place. If you currently have items added that have been added to your Yahoo! Store through the Store Editor, your path is the sub-section (or section) ID. If you are creating new sections or sub-sections and items with your database, then your path might look like this: Section1:Sub-Section -- This would put your item inside the sub-section.

If you are using the path to create new sections and sub-sections, the ID's of those sections and sub-sections would be consistent with the path. For example, if your path is Dog:Dog Toys:Rubber Toys, the ID for the section Dog would be dog, the ID for the sub-section Dog Toys would be dog-dog-toys and the ID for Rubber Toys would be dog-dog-toys-rubber-toys.

File

In order to use the database upload feature, your database must be saved as a CSV (Comma Separate Values) file. You can easily create a CSV file with spreadsheet software such as Excel, or in a text editor such as Notepad.

Fields

Almost every field in Yahoo! Store can be changed through a database upload. The standard Yahoo! fields are: Name, Code, Price, Sale-price, Options, Headline, Caption, Abstract, Label, Ship-weight, and Availability. For more information regarding basic database building and uploads, please visit: http://help.yahoo.com/help/us/store/edit/advanced/advanced-01.html

The best way to customize your ID's is through a database upload. If you have an ID column in your database, it will label your product and your pages with that ID. Creating specific ID's with keywords may help your search engine rankings, depending on how you customize. A Soft Dog Bed with the ID of soft-dog-bed will be generated into a page called soft-dog-bed.html. This is more logical than sodbe1.html or any ID that is automatically generated. Keep in mind that if you have created an item through the Store Editor or Catalog

Example Scenarios

Below are a few possible scenarios that you might encounter if you wanted to use a database to make changes to your store. The store that we will use as an example with this structure is a pet store:

Home Page (ID: index)

   Section-> Dogs (ID: dogs)

      Sub-section-> Dog Toys (ID: dotys1)

         Item-> Yellow Frisbee (ID: ylfsbee)

1. You would like to update the pricing of your products.

  - Database Fields: ID, Code*, Price, Sale-Price*

2. You would like to add a new product to an existing sub-section (Dog Toys)

  - Database Fields: Path, ID*, Name, Code, Caption*, Price, Sale-Price*, Headline*, Abstract*

  - Path example: dotys1

  - Explanation: By putting the sub-section ID, the item will be placed inside of the sub-section

3. You would like to add a new product and create a new section and sub-section:

  - Database Fields: Path, ID*, Name, Code, Caption*, Price, Sale-Price*, Headline*, Abstract*

  - Path example: Cats:Cat Toys

  - Explanation: By using this path structure the item will be placed in a new sub-section you've just created called Cat Toys (id: cats-cat-toys) which is then inside the section Cats (id: cats).

*These fields are recommended, but they are NOT required for a successful database upload.

Store with Existing Information

Some of you may be asking, "I already have a store with sections and items in it, but I have never used a database. Can I use a database upload?" The answer is yes, but it will take some amount of time to get the database set up properly. A suggested starting point is to download your store for free using Solid Cactus' Store Export, which can be found at http://tools.solidcactus.com/. Registration is free and you can download your store as many times as you need.

If you receive an error when you try and download, turn on the "objinfo.xml" and "catalog.xml" by going into your store manager. Under the heading Promote, click on the Search Engines link, then check the "enable" button and click update.

This tool is also available for Merchant Solutions owners, but they can alternatively download their store through the Catalog Manager. The one down-side is that the Catalog Manager does NOT have any categorization. After you have downloaded the Catalog Manager, you will have to add the Path column and re-categorize your store structure.

Add or Rebuild Your Database

There are two ways that Yahoo! will import the database into the Yahoo! Store. An Add will only update the products in your database or add the new products that do not exist in your store currently. When you do an Add, you may have to go to your home page, click edit, and remove all the ID's in the contents field that were added from the database. Before you Add, just take a look at the last ID in the contents field and then Add your database.

A Rebuild will wipe everything out of your store and re-create your store based only upon the data that exists in your database. If you are doing a database upload you will most likely be adding, but a few of you might consider rebuilding. Either way, don't worry! You can always revert if something goes wrong.

Believe and Begin!

With the information that we have included in this newsletter and with a little bit of practice, you will soon be able to move from adding one product at a time to adding multiple products at once to your store. It is best to switch to a database as soon as you can. It will help you avoid a lot of headaches when your store grows from 100 products to 1,000. But, large site or small, everyone has the ability to switch to a database upload, no matter how complex your store is.

It is not nearly as scary as you think. Always remember that you have a safety valve, a "do over" button. In the event of problems you can always revert and start over. It will not work if you upload a database and then start changing things manually. If something is wrong with your initial database upload, revert, make some changes, and upload again. Wiping the cyber-slate clean and starting over will save you time in the long run.

Go ahead…take the leap of faith. You can do this! **eBiz**

By Kurt Illian

Kurt Illian has managed over 20 online stores for one of the largest pet retailers in the country where he gained a wealth of knowledge in e-commerce strategies, website design, programming and Internet marketing. Kurt can be reached at kurti@ebizinsider.com.

We Are Solid Cactus

Customer Service Rep Cecelia Care says when she saw the Solid Cactus ad for a CSR last August "I thought it would be great. So far, it has been." Cecelia is appropriately named. She really does care.

"I really like helping people," says Cecelia, "and that's what you get to do all day as a customer service rep. You're dealing with different people, different products and different problems. It's always something new."

Cecelia found something else new about working at Solid Cactus, a relaxed environment. "I love helping others," says Cecelia, "but at Solid Cactus everyone helps you. They encourage us to go above and beyond with our customers.

It's very satisfying." It's a different atmosphere at Solid Cactus, which Cecelia thinks helps make the company more profitable. "Everyone here is very

comfortable and friendly," says Cecelia. "If you want to speak to Scott and Joe, you can. No one here is 'off limits' and that's a good thing. I also think it makes people more productive to know that they are valued."

Cecelia has long term plans for Solid Cactus; she'd like to expand with the company. "I expect to grow and advance as Solid Cactus advances," says Cecelia.

As for her name, Cecelia Care really does care. In 2004 she was designated as a "Living Angel" when she donated a kidney---to a complete stranger! Cecelia Care talks the talk and walks the walk, and Solid Cactus is proud that she's walking with us. **eBiz**

eBiz Insider
the magazine for e-commerce professionals.

100 N. Wilkes-Barre Blvd. Suite 175
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