



## say it with Mr Zloty

### HAVE FUN WITH MR ZLOTY

A businessman is walking with his friend, who happens to be a psychologist. He says to this friend, "I'm a walking economy."

The friend asks, "How so?"

"My hair line is in recession, my stomach is a victim of inflation, and both of these together are putting me into a deep depression!"

### READ AND LEARN

This time we've got for you a few tips on how to start business online...

Online business is not so different from any other sort of start-up venture; the same principles apply. Think about what makes an "offline" business successful, and then analyze your Web business in the same way. To get you started, let's outline some of the essential steps you'll need to take:

#### 1. Determine your Business Model

Just as in an offline business, you'll have to figure out how to make money. It will help if you create a business plan, and consider what other successful online businesses are doing. Some options include:

- extend your existing "brick-and-mortar" business online,
- sell products,
- sell services,
- sell information,
- sell advertising,
- become a reseller

Consider your competitive advantage. Will you emphasize price, quality, service, or some other unique selling point?

#### 2. Find a Good Name

Offline, a good name is usually short, easy to remember, and reflects your business in some way. It's the same in the online world. Your domain name is how you'll be known on the Web. Customers will have to remember it, spell it correctly, and type it into their Web browsers. Good domain names are memorable, short and easy to spell, and usually reflect your business purpose. (There are a lot of exceptions to the latter rule: think eBay and Yahoo!)

#### 3. Build an Effective Store

Think of an effective offline store: it is attractive, projects the right image, and is easy for

customers to find what they want. Make sure your online store has the same qualities. It should be easy to navigate, with a good search function. The design should reflect the image you're trying to project: professional, hip, upscale, etc. Good offline stores also offer easy check-out, accept credit cards, and have a good return policy.

#### 4. Rent from a Reliable Landlord

You wouldn't want your offline store to lose sales because it was frequently closed for repairs, would you? Choosing the right Web host for your site is like renting from a reputable landlord. A good Web host offers uptime guarantees (always open), can handle a lot of traffic (customers), responds to your questions quickly, and offers the services you need.

#### 5. Spread the Word

A store on Main Street is guaranteed at least a little foot traffic. An online venture might get a few walk-ins as well. But to guarantee traffic, you have to do some marketing. Online, you can spread the word in a variety of ways:

- Submit to search engines,
- Pay for search-engine placement,
- Exchange links with other sites,
- Advertise,
- Use e-mail (don't SPAM!),
- Develop a PR strategy,
- Use promotions

#### 6. Get Paid

Just like a real store has "back-end" systems in place, an online store needs mechanisms to accept credit cards and process orders. To automate even more, you can also integrate your online store with accounting, inventory, and fulfillment systems.

#### 7. Make Your Customers Happy

Successful shops have great customer service. An online store can keep its customers happy by offering lots of online information, answering inquiries promptly, shipping quickly, and providing for easy returns.

#### 8. Refine and Improve

Good offline stores are constantly evaluating their performance and trying new approaches. They rearrange merchandise, design new window displays, calculate profit per square foot, and count foot traffic. Make sure you do the same for your online venture. Use statistics programs to find out where your customers come from and what they do on your site. If you advertise, make sure you test ads and measure their effectiveness.

### Now match the underlined words and phrases from the text to their definitions

1. venture	a. relating to people with good incomes
2. competitive advantage	b. property in the form of buildings usually when considered as an investment
3. hip	c. (inf.) related to the latest trends
4. up-scale	d. a commercial undertaking that risks a loss but promises a profit
5. landlord	e. a street where the most important shops and businesses in a town are
6. Main Street	f. goods that are bought and sold
7. search engine	g. the owner of land or houses which he leases to others
8. placement	h. a computer program which finds information on the Internet by looking for words which you have typed in
9. brick and mortar	i. place, position
10. merchandise	j. superiority, benefit over rival companies

KEY: 1d, 2j, 3c, 4a, 5g, 6e, 7h, 8i, 9b, 10f

### COLOUR UP YOUR ENGLISH

#### E-mail jargon

If you are involved in doing business online you probably write quite a lot of e-mails. You can make your e-mail language more colourful by adding a bit of jargon to it...

<b>CU</b>	See you (as in 'see you later')
<b>BTW</b>	By the way
<b>TIA</b>	Thanks in advance
<b>TTYL</b>	Talk to you later
<b>FYI</b>	For your information
<b>F2F</b>	Face-to-face
<b>GTG</b>	Got to go (=I must finish now)
<b>FOAF</b>	Friend of a friend (used to imply that information was obtained third-hand, or worse)

...and a few smileys...

:~)	I'm smiling
:-(	I'm sad
:~\	I'm undecided
:~o	I'm shocked
:~)	I'm winking
:~I	Hmm

### COMMUNICATION SKILL PILL

#### Writing emails

The pill today will equip you with some handy expressions used in everyday e-mail communication.

Complete the extracts from e-mails below with the expressions from the box:

- a) Best regards | b) I regret to inform you that | c) could you please  
d) Following... | e) I would like to apologise for | f) Please find enclosed

Dear John,

(1) ..... our telephone conversation this morning, (2) ..... send me a full description of the problem and I'll pass it on to our technical manager. (3) ....., Ann

Mr Trevor,

(4) ..... the board turned down your proposal. (5) ..... not getting back to you sooner on this, but I was on a business trip last week. (6) ..... the documents you submitted with the proposal.

KEY: 1d, 2c, 3a, 4b, 5e, 6f

### USEFUL EXPRESSIONS

#### Explaining the reason for writing

I'm writing to ask/ enquire/ inform/ confirm...  
The reason I'm writing is...

#### Making reference

Following/ Further to our telephone enquiry...  
With reference to your letter of...  
Regarding the question of...

#### Requesting

We would appreciate if you could...  
Would you please...  
Would you kindly...

#### Explaining reasons

This is the result of...  
This is due to...

#### Giving good news

I am pleased to inform you that...  
I am delighted to tell you that...

#### Giving bad news

I regret to inform you that...  
Unfortunately...  
I am afraid/ I am sorry that...

#### Apologizing

I am sorry about...  
I apologize for not replying sooner.

#### Enclosing documents

I am enclosing a copy of...  
Please find enclosed/ attached...

#### Closing

I look forward to hearing from you  
Please do not hesitate to contact me if...  
Hope to see you soon



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