

Monthly Report – July 2009

Intern: Mario Eigenbauer

Company: A.E. Schwartz & Associates

In July 2009 I worked on the following projects:

- **Internet Marketing - Search Engine Optimization and Content Optimization:**

Search Engine Optimization is an internet marketing strategy. The earlier a website appears in the search results list, the more visitors it will receive from the search engine. The objective of Search Engine Optimization is to increase the traffic of a website by ranking very high in the results of searches for the keywords in the search query.

My job was to do search engine optimization for <http://www.aeschwartz.com>

For search engines it is very important to have a lot of content on the website. So I started to stretch the content pages in doing some research and adding text to the content pages.

To illustrate it, I will explain it on the Services – Corporate Retreats - site (<http://www.aeschwartz.com/corporateretreats.htm>).

The original text was just one paragraph. I did some research how the topic “Corporate Retreats” is handled in the literature and how our competitors advertise their corporate retreats. Finally I rewrote the existing text and added some paragraphs to it. I did this for some other sections too. Our customers appreciate a better description of our services, and more text is better for search engines.

After stretching the existing text it was my job to find appropriate keywords for each of the www.aeschwartz.com website.

Initially I started with brainstorming. I also did some research which keywords our competitors use, checked some sites with google analytics and some other free search engine optimization tools. My goal was to find about 15 words for each site.

I will illustrate it again on the Corporate Retreats – site.

Good keywords for this site could be: *Corporate outings, corporate retreat, off-site meeting, experiential workshop, team activities, challenge courses, team building, customized corporate retreat, ...*

Also the meta-description is important for search engine optimization. It should describe the website in one sentence and should not be longer than 25 words. My description for the illustrated example was: *“With our streamlined planning process we provide a wide variety of options for each kind of corporate retreat”.*

After a review-process CEO Andrew E. Schwartz sent the information to Anna Tszit, our web-designer. She implemented the keywords and descriptions into the HTML-code of our websites.

➤ *Completion of this project: 50%*

- **Internships4You.com – Critique and Analysis:**

The website <http://www.internships4you.com> was launched in the year 2002, and serves employers, interns and career centers as online recruitment platform.

Internships4You will be an integral part of our new Coupon Project, which I will explain later. For this we needed a detailed analysis of this old website. I performed tests on the front end as well as on the back end.

Other interns also analyzed Internships4You. At the end of this project we had a long report with bugs, edited text, dead links and much more.

A design update and a database cleanup are necessary tasks before we relaunch and integrate Internships4You in our new project.

➤ *Completion of the critique and analysis project: 100%*

➤ *Completion of the design update and database cleanup project: 0%*

- Internet Marketing – Social Networking for Internships4You.com and a Survey:**
 For the relaunch of the Internships4You-website and the upcoming Coupon Project we decided to spread the news early and created a Facebook-Fanpage (<http://www.facebook.com/pages/Watertown-MA/Internships4You/109027603986?ref=mf>).
 We also decided to take a survey among our target group and postet the link to the survey also on the Facebook-Fanpage (https://bentley.qualtrics.com/SE/?SID=SV_87JXvcT9qCdMfo8&SVID=Prod).

 - Completion of the Fanpage: 100% (Updates will follow)
 - Completion of the Survey: 100% (Waiting for feedback, evaluation will follow)
- The Coupon Project:**
 CEO Andrew E. Schwartz had the idea to start a new business, which will be a huge project for all of us – the coupon project.
 We had many meetings, brain storming sessions, did a lot of research, and tried to find a strategy how we implement, integrate and communicate this huge project, which will be based on the Interships4You business.
 A brief description of the business idea:
Many schools offer their students printed coupon books, which contain hundreds of coupons to save money at local businesses near campus. Typically, students can use the coupon only one time. Our idea is derived from this “paper coupon book”, but we revolutionize it. We have brought the coupons online to support students by saving and earning money simultaneously.
Now, students can use the same coupon repeatedly. Internships4You embraces the technology age we live in today, and allows students to even send the coupons to their cellular phone. This simplifies the process by eliminating the use of paper and making it more eco-friendly
 Our next milestone will be a presentation of this business idea at the CEO Dialog Meeting among other CEO’s and business professional’s to get more input.
 More details about this new exciting huge project will follow in the next monthly reports, as we move on with this project.
- Internet Marketing - Social Networking for CEO Andrew E. Schwartz:**
 Social Networking focuses on building online communities of people who share interests and/or activities.
 I continuously support CEO Andrew E. Schwartz with social networking activities on LinkedIn.com
 His public profile can be seen under this link: <http://www.linkedin.com/pub/andrew-e-schwartz/1/4b4/633>

We joined the following groups, which match our business activities:

Group	Members
H.R. Professionals	21,443
Linked:HR (#1 Human Resources Group)	155,533
Need A Speaker / Be A Speaker	1,240
Organizational Development	329
Presentation Designers	433
Professional Speakers and Seminar Leaders	4,157
Speakers Profit Connection	147
The International Speaker's University	21
the Organizational Development NETWORK	806
Training&Development	7,989
Global Keynote Speakers Association	616
	192,714

In viewing members in the different groups we selectively expand our professional network with other professionals working in the same and related areas.

All these social networking activities enhance the market presence and credibility for A. E. Schwartz & Associates.

With actively participating in group discussions we try to generate business and find new business partners.

My goal is to reach 500 connections for CEO Andrew E. Schwartz.

➤ *Completion of this project: 25%*

- **Book Author Proposal – Training for Trainers:**

CEO Andrew E. Schwartz has written many books. Training for Trainers is a new one, which needs to be published.

This small project I supported by doing some research for similar books and brainstorming for the author proposal document. Another colleague did the final interview and finished the author proposal document, which will be send to the publisher – Jossey-Bass and Pfeiffer, Imprints of John Wiley & Sons.

➤ *Completion of this project: 100%*

- **New PowerPoint Product for ReadySetPresent:**

<http://www.readysetpresent.com> is one of A E. Schwartz & Associates core businesses. ReadySetPresent offers everything you need to produce a professional, dynamic, top-quality presentation.

ReadySetPresent offers a collection of management, business, and professional development PowerPoint presentation content

(<http://www.readysetpresent.com/powerpointcontent.htm>).

My job is to create such a product about “Workplace Ethics”, with 100+ slides.

In the first step I did some research and in the second step I started to create the content with bullets out of this research.

➤ *Completion of this project: 25%*

- **ReadySetPresent PowerPoint Templates:**

ReadySetPresent.com offers many different PowerPoint templates for each occasion

(<http://www.readysetpresent.com/powerpointtemplates.htm>).

In a small project I supported this business line by editing templates in Adobe Photoshop, which enhanced my Photoshop skills immense.

➤ *Completion of this project: 100%*

- **New Partnerships for ReadySetPresent:**

We always try to expand our portfolio on www.readysetpresent.com and look for partners to resell their products.

I found two products of the Harbinger group (<http://www.harbingergroup.com>), which would fit into our product portfolio – YawnBuster and Raptivity Presenter.

I got into touch with their marketing manager and assisted CEO Andrew E. Schwartz in preparing a contract and some marketing material for this partner. Our new partner was impressed by our Marketing Summary :-)

My goal is to find 12 vendors.

- *Completion of the whole project: 5%*
- *Completion of the harbinger group project: 90%*

- **Internet Marketing – Directory Listings:**

Directories are compilations of hand-picked sites organized by category and personally chosen by editors. Effective directory submissions will drive targeted traffic to our sites, help search engines to find our sites, result in higher ranking in online searches, increase sales and grow our bottom line.

My goal is to get our businesses in 25 directories listed.

I started this project a couple days ago, and will provide more details about my efforts in Internet Directory Listing for our websites in the next monthly report.

- *Completion of this project: 6%*

Confirmation of the details:

Signature Intern

Signature Company Advisor

Monthly Report – August 2009

Intern: Mario Eigenbauer

Company: A.E. Schwartz & Associates

In August 2009 I worked on the following projects:

- **Internet Marketing - Search Engine Optimization and Content Optimization:**
This month my job was to do search engine optimization for <http://www.aespeaks.com>. It's a new website of CEO Andrew E. Schwartz to target speaker bureaus. I did it in the same way as the last time when I did Search Engine Optimization. Initially I started with brainstorming. I also did some research which keywords our competitors use, checked some sites with google analytics and some other free search engine optimization tools. My goal was to find about 15 words for each site. Also the meta-description is important for search engine optimization. It should describe the website in one sentence and should not be longer than 25 words. After a review-process CEO Andrew E. Schwartz sent the information to Anna Tstiz, our web-designer. She implemented the keywords and descriptions into the HTML-code of our websites.
 - *Completion of this project: 100%*
- **Internships4You.com – Database cleanup and update:**
The website <http://www.internships4you.com> was launched in the year 2002, and serves employers, interns and career centers as online recruitment platform. Internships4You will be an integral part of our new Coupon Project, so we need to bring Internships4You up to date by cleaning up the database and filling the database with new data. This step was important because students are coming back to school and start looking for fall internships.
 - *Completion of the database cleanup project: 100%*
 - *Completion of filling the database with new data: continuously*
- **Internet Marketing – Social Networking for Internships4You.com:**
This month we updated the Facebook-Fanpage with some news about our upcoming Coupon Project. We try to get students curious about our project and want them to sign up as early adopters in our program. We also set a link on our Internships4You.com website to get more people on our fanpage. (<http://www.facebook.com/pages/Watertown-MA/Internships4You/109027603986?ref=mf>).
 - *Completion of the Fanpage: Updating continuously*
 - *Completion of the Survey: We got already about 30 replies – still waiting for more*
- **The Coupon Project:**
The presentation of the coupon project at the CEO Dialog Meeting among other CEO's and business professional's was quite successful. They were impressed by our idea and business scenarios. Based on some research I prepared calculations to demonstrate the potential of this project. The millions of dollar profit potential impressed each participant. One person out of this group is interested to become our partner. It would be a great fit, because he already developed something similar, which we could reuse partly for our project. More meetings to discuss this partnership will follow in the upcoming weeks. I also started to write specifications about this program and some marketing documents which we will need. More details about this exciting project will follow in the next monthly reports, as we move on with this project.

- Training Consortium Press Release:**
 TrainingConsortium.com provides an online database of trainers, consultants, speakers, and vendors, searchable by industry, expertise, geography, language, audience, program length and more.
 Anna Tsitiz our web designer gave the website a new look. After the update we prepared a press release for PRWeb (<http://www.prweb.com>), from where the press release will be picked up by other search engines.
 I supported our team by adding some content about the new features. Nicole Latona, an other intern at A.E. Schwartz & Associates, finished it with her great writing skills.
 This is the press release, how it looks like on Yahoo:
 (http://news.yahoo.com/s/prweb/20090825/bs_prweb/prweb2712114)
 ➤ *Completion of this project: 100%*
- Internet Marketing - Social Networking for CEO Andrew E. Schwartz:**
 Also in August I supported CEO Andrew E. Schwartz with social networking activities on LinkedIn.com
 His public profile can be seen under this link: <http://www.linkedin.com/pub/andrew-e-schwartz/1/4b4/633>
 In viewing members in the different groups we selectively expand our professional network with other professionals working in the same and related areas.
 All these social networking activities enhance the market presence and credibility for A. E. Schwartz & Associates.
 This month we got a few inquiries from prospective business partners and also some new members on our website <http://www.trainingconsortium.com> as a result of our group discussions and announcements.
 Last week we started a discussion about “Do you have a social networking strategy?”, which was quite successful. We got about 15 interesting replies. In this way we try to get people curious about our profile and connected websites.
 My goal is to reach 500 connections for CEO Andrew E. Schwartz.
 ➤ *Completion of this project: 50%*
- New PowerPoint Product for ReadySetPresent:**
<http://www.readysetpresent.com> is one of A E. Schwartz & Associates core businesses. ReadySetPresent offers everything you need to produce a professional, dynamic, top-quality presentation.
 ReadySetPresent offers a collection of management, business, and professional development PowerPoint presentation content (<http://www.readysetpresent.com/powerpointcontent.htm>).
 My job is to create such a product about “Workplace Ethics”, with 100+ slides.
 This month I compressed all the important information from my research into a new document and created bullets. In the next step I’m rewriting all the bullets and try to find a logical order.
 ➤ *Completion of this project: 50%*
- ReadySetPresent Posters:**
 On ReadySetPresent.com we also offer management and inspirational-themed posters. In a small project I supported Anna Tsitiz to zip the files for our customers.
 ➤ *Completion of this project: 100%*

- **ReadySetPresent Pricing:**

This month we updated our value pack bundles with high quality presentations. They have a higher price which raised our prices in this section. I updated our master pricing sheet by adding the new prices and developing automated formulas. In the next step we updated the prices on our website and the back-end of our system, which is called share-it.

➤ *Completion of this project: 100%*

- **New Partnerships for ReadySetPresent:**

We always try to expand our portfolio on www.readysetpresent.com and look for partners to resell their products.

We were not able to get Harbingergroup as our new partner because they didn't accept our terms.

We also talked to two other prospective partners which we found through our LinkedIn discussions. Finally we found out that they are not a good fit to our product portfolio.

My goal is to find 12 vendors.

➤ *Completion of the whole project: 10%*

➤ *Completion of the harbingergroup project: 100%*

- **Internet Marketing – Directory Listings:**

This month I spent a couple of days in finding suitable directories for our websites. It is important to get listed on directories which have a higher ranking than our websites, otherwise our sites will not be picked up by search engines. Here I used the traffic tool which is called Alexa (<http://www.alexa.com>).

Finally I signed up on 8 different directories. Some directories will take a few weeks to months to list our entries.

My goal is to get our businesses in 25 directories listed.

➤ *Completion of this project: 20%*

Confirmation of the details:

Signature Intern

Signature Company Advisor

Monthly Report – September 2009

Intern: Mario Eigenbauer

Company: A.E. Schwartz & Associates

In September 2009 I worked on the following projects:

- **Internet Marketing - Search Engine Optimization and Content Optimization:**
This month I did some search engine optimization for some of our clients. The first site was for a lawyer site and currently I'm working on SEO for a chiropractor. I did it in the same way as the last time when I did Search Engine Optimization. Initially I started with brainstorming. I also did some research which keywords our competitors use, checked some sites with google analytics and some other free search engine optimization tools. My goal was to find about 15 words for each site. Also the meta-description is important for search engine optimization. It should describe the website in one sentence and should not be longer than 25 words. After a review-process CEO Andrew E. Schwartz will send the keywords to our clients to approve them. Anna Tsit, our web-designer will implement the keywords and descriptions in the future.
➤ *Completion of this project: 75%*
- **Internships4You.com – Database update:**
The website <http://www.internships4you.com> was launched in the year 2002, and serves employers, interns and career centers as online recruitment platform. Internships4You will be an integral part of our Coupon Project. Last month we cleaned up the database and we still continue filling the database with new data.
➤ *Completion of filling the database with new data: continuously*
- **Internet Marketing – Social Networking for Internships4You.com:**
This month we haven't updated our Facebook-Fanpage. Currently we have 193 fans! Updates will follow. (<http://www.facebook.com/pages/Watertown-MA/Internships4You/109027603986?ref=mf>).
➤ *Completion of the Fanpage: Updating continuously*
➤ *Completion of the Survey: Still waiting for more replies*
- **The Coupon Project:**
This month I spent a lot of time writing the first draft of the requirements. Basically the documents encompass all functions of the upcoming coupon website. It's just the first draft and still needs more input and updates. I also supported CEO Andrew Schwartz by reviewing a presentation which he prepared for students, to whom we will present our coupon project. With this presentation we target student groups to get feedback and input to develop this project, and also 24 student groups in New England to participate as early adopters in our trial phase. Last week we had a very successful business meeting with two prospect business partners for this project. We discussed the current status and will follow up next week. Soon we will start to create training material (videos, guidelines, flyers, samples,...), text and marketing material for the participating student groups. The student groups will need all these resources because they will be our sales force who are selling the online coupons to the merchants.

- **Website testing:**
 This month some of our websites were moved to a new server. Unfortunately some links were broken. It was a small project for me to test www.TrainingConsortium.com and www.Internships4You.com. I reported all bugs to our administrator – James Dogopoulos. Last week we realized that no people signed up at TrainingConsortium.com – maybe something is still broken and I need to re-test this week.

 - *Completion of this project: 75%*

- **Internet Marketing - Social Networking for CEO Andrew E. Schwartz:**
 Also in September I supported CEO Andrew E. Schwartz with social networking activities on LinkedIn.com
 His public profile can be seen under this link: <http://www.linkedin.com/pub/andrew-e-schwartz/1/4b4/633>
 In viewing members in the different groups we selectively expand our professional network with other professionals working in the same and related areas.
 All these social networking activities enhance the market presence and credibility for A. E. Schwartz & Associates.
 This month we posted in some groups again. More details under “New Partnerships for ReadySetPresent”.
 My goal is to reach 500 connections for CEO Andrew E. Schwartz.

 - *Completion of this project: 60%*

- **New PowerPoint Product for ReadySetPresent:**
<http://www.readysetpresent.com> is one of A E. Schwartz & Associates core businesses. ReadySetPresent offers everything you need to produce a professional, dynamic, top-quality presentation.
 ReadySetPresent offers a collection of management, business, and professional development PowerPoint presentation content (<http://www.readysetpresent.com/powerpointcontent.htm>).
 My job is to create such a product about “Workplace Ethics”, with 100+ slides.
 This month I finished the first draft of my new product in Microsoft Word, which is in a logical order and bullets now. In the next step we will create PowerPoint slides out of the Word summary, descriptions, keywords and objectives.
 I already started to create my next product, which will be “Office Etiquette”. Office Etiquette will be a nice supplement to workplace ethics. Maybe we will also create a bundle and sell both products with a discount.

 - *Completion of the workplace ethics product: 80%*
 - *Completion of the office etiquette product: 50%*

- **ReadySetPresent Certificates, Postcards and Notecards :**
 On ReadySetPresent.com we also offer management and inspirational-themed certificates, postcards and notecards. In a small project I supported Anna Tsitiz to zip the files for our customers.

 - *Completion of this project: 100%*

- **New Partnerships for ReadySetPresent:**

We always try to expand our portfolio on www.readysetpresent.com and look for partners to resell their products.

Last week I was active in some social network groups and made some postings to find partners. We got some interesting replies. Currently we are corresponding with some new prospect business partners.

Confirmation of the details:

Signature Intern

Signature Company Advisor

Monthly Report – October 2009

Intern: Mario Eigenbauer

Company: A.E. Schwartz & Associates

In October 2009 I worked on the following projects:

- **Internships4You.com – Database update:**

The website <http://www.internships4you.com> was launched in the year 2002, and serves employers, interns and career centers as online recruitment platform.

Internships4You will be an integral part of our coupon project, because students are our target group. We still continue filling the database with new data.

➤ *Completion of filling the database with new data: continuously*

- **Internet Marketing – Social Networking for Internships4You.com:**

This month we haven't updated our Facebook-Fanpage. Currently we have 194 fans!

Updates will follow. (<http://www.facebook.com/pages/Watertown-MA/Internships4You/109027603986?ref=mf>).

We also tried to figure out some ideas for a social network contest which we will start before we launch our coupon project. The Drei "Are you INQ?" campaign is a good sample how to create buzz. Details about our campaign will follow as soon as we have a concept.

➤ *Completion of the Fanpage: Updating continuously*

➤ *Completion of the Survey: Still waiting for more replies*

- **The Coupon Project:**

I spent a lot of time improving the requirements of our coupon project. Basically the documents encompass all functions of the upcoming coupon website and back-end. Together with Laura Blackwell and Joe, who are both responsible for writing, I started writing auto-reponders. An autoresponder is a computer program that automatically answers e-mail sent to it. They can be very simple or quite complex.

We also improved the presentation for the students, to whom we will present our coupon project. With this presentation we target student groups to get feedback and input to develop this project, and also 24 student groups in New England to participate as early adopters in our trial phase.

Soon we will start creating training material (videos, guidelines, flyers, samples,...), text and marketing material for the participating student groups. The student groups will need all these resources because they will be our sales force who are selling the online coupons to the merchants.

We also created a list with tasks and functions, which will be need when we launch this project, which will be a new company. It is nice seeing and being part of a business which we created from ground zero.

I also did some research to find salaries for all the functions/jobs we will need within this new company. After finishing my internship and moving back to Austria I will continue working for this new company – this project is too exciting and maybe profitable in the future to stop working, and along the way I can further improve my marketing skills.

- Internet Marketing - Social Networking for CEO Andrew E. Schwartz:**
 Also in October I supported CEO Andrew E. Schwartz with social networking activities on LinkedIn.com
 His public profile can be seen under this link: <http://www.linkedin.com/pub/andrew-e-schwartz/1/4b4/633>
 In viewing members in the different groups we selectively expand our professional network with other professionals working in the same and related areas.
 All these social networking activities enhance the market presence and credibility for A. E. Schwartz & Associates.
 This month we posted in selected groups our upcoming training on “Strategic Problem Solving & Advanced Time Management”.
<http://www.school4managers.com/programs/publicprogram.htm>
 My goal is to reach 500 connections for CEO Andrew E. Schwartz.
 ➤ *Completion of this project: 70%*
- New PowerPoint Product for ReadySetPresent:**
<http://www.readysetpresent.com> is one of A E. Schwartz & Associates core businesses. ReadySetPresent offers everything you need to produce a professional, dynamic, top-quality presentation.
 ReadySetPresent offers a collection of management, business, and professional development PowerPoint presentation content (<http://www.readysetpresent.com/powerpointcontent.htm>).
 This month I finished my first product which is already for sale on our website: <http://www.readysetpresent.com/products/powerpointcontentModern/workplaceethics.htm>
 CEO Andrew E. Schwartz wrote a book which is called “Time Management with Technology”. A huge part of the book encompasses technology tips for time management. I created a huge PowerPoint presentation with about 250 slides based on this manuscript. It will be part of Andrew’s next training and we will also sell it as an add-on to our Time Management presentation.
 Currently I am working on my next product, which is “Office Etiquette”. Office Etiquette will be a nice supplement to workplace ethics.
 ➤ *Completion of the workplace ethics product: 100%*
 ➤ *Completion of the time management w. technology product: 95%*
 ➤ *Completion of the office etiquette product: 70%*
- ReadySetPresent Pricing & Reassigning ISBN numbers:**
 This month I reorganized the ISBN numbers of all our products and we created new bundles with our products – two packs. A two pack includes two high quality PowerPoint presentations of topics which go perfect together (for example Marketing & Sales). The savings for the customer are 12% compared to buying it separately. Consequently I had to update our master pricing sheet too. In the next step we updated the prices on our website and the back-end of our system, which is called share-it.
 ➤ *Completion of this project: 100%*
- Internet Marketing – Directory Listings:**
 Dyer Liquors (<http://www.dyerliquors.com>) is a new customer which we acquired last month. As part of the contract we had to update some local Internet Directories by adding Dyer’s new website. This was a small project for me, but with a huge impact on our customer’s business, because Dyer Liquors business is based mainly on local customers.
 ➤ *Completion of this project: 100%*

- **New Partnerships for ReadySetPresent:**

We always try to expand our portfolio on www.readysetpresent.com and look for partners to resell their products.

Our social networking activities already come to fruition. A couple days ago we signed a contract with SilkWeb Consulting & Development, which we found through LinkedIn, to resell their PowerPoint products. This will extend our product portfolio by 30 new topics.

Confirmation of the details:

Signature Intern

Signature Company Advisor

Monthly Report – November 2009

Intern: Mario Eigenbauer

Company: A.E. Schwartz & Associates

In November 2009 I worked on the following projects:

- **Internships4You.com – Database update:**

The website <http://www.internships4you.com> was launched in the year 2002, and serves employers, interns and career centers as online recruitment platform.

Internships4You will be an integral part of our coupon project, because students are our target group. We still continue filling the database with new data.

➤ *Completion of filling the database with new data: continuously*

- **The Coupon Project:**

In November I spent again a lot of time improving the requirements of our coupon project. Basically the documents encompass all functions of the upcoming coupon website and back-end.

Together with Laura Blackwell and Joe, who are both responsible for writing, we improved the requirements and auto-reponders. An autoresponder is a computer program that automatically answers e-mail sent to it. They can be very simple or quite complex.

We also improved the presentation for the students, to whom we will present our coupon project. With this presentation we target student groups to get feedback and input to develop this project, and also 24 student groups in New England to participate as early adopters in our trial phase.

Soon we will start creating training material (videos, guidelines, flyers, samples,...), text and marketing material for the participating student groups. The student groups will need all these resources because they will be our sales force who are selling the online coupons to the merchants.

We also had some interviews to find new interns who are interested to work with us on this project.

After finishing my internship and moving back to Austria I will continue working for this new company – this project is too exciting and maybe profitable in the future to stop working, and along the way I can further improve my marketing skills.

- **Internet Marketing - Social Networking for CEO Andrew E. Schwartz:**

Also in October I supported CEO Andrew E. Schwartz with social networking activities on LinkedIn.com

His public profile can be seen under this link: <http://www.linkedin.com/pub/andrew-e-schwartz/1/4b4/633>

In viewing members in the different groups we selectively expand our professional network with other professionals working in the same and related areas.

All these social networking activities enhance the market presence and credibility for A. E. Schwartz & Associates.

Again I posted in selected groups the upcoming training on “Strategic Problem Solving & Advanced Time Management”.

<http://www.school4managers.com/programs/publicprogram.htm>

➤ *Completion of this project: 80%*

- **New PowerPoint Product for ReadySetPresent:**

<http://www.readysetpresent.com> is one of A E. Schwartz & Associates core businesses. ReadySetPresent offers everything you need to produce a professional, dynamic, top-quality presentation.

ReadySetPresent offers a collection of management, business, and professional development PowerPoint presentation content

(<http://www.readysetpresent.com/powerpointcontent.htm>).

This month I finished my office etiquette product and the time management with technology presentation which are already for sale on our website:

<http://www.readysetpresent.com/powerpointcontent.htm>

For our new products I assigned ISBN numbers and prepared the pricing. I also created new bundles for the new products.

Creating country presentations about Austria and Germany are on my agenda for the future.

- *Completion of the time management w. technology product: 100%*
- *Completion of the office etiquette product: 100%*
- *Completion of the country products: 0%*

- **Internet Marketing – Local Directory Listings:**

This month I started to create a list with local Internet directories from Boston and greater Boston area.

We need this list for customers with small local shops, to register them in the local directories. Keeper's Massage in Lexington (<http://www.keepersmassage.com/>) is one of our new customers, who we registered in all local Internet directories in the area. It's not just registering on a website, sometimes it also requires further steps, like a phone call for confirmation.

- *Completion of this project: 70%*

Confirmation of the details:

Signature Intern

Signature Company Advisor