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## M. Sullivan Web Newsletter

**Newsletter 9**  
October 2011

Dear Mary,

It has been a sad month in the world of computing and technology with the death of both Steve Jobs on October 5th (co-founder of Apple) and Dennis Ritchie on October 12th. Steve Jobs needs no introduction but it is possible that Dennis Ritchie was the more influential of the two. He created the "C" programming language and Unix, which are the basis of a lot of the technology we have today, from our computers to smart phones and have played a central part in shaping the modern world.

We are lucky to have had their genius.

Mary

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## Website of the Month

Interesting Sites  
& News

### Card Swap

Christmas is around the corner and that means receiving gift cards that may not be for a store or restaurant that you would usually go to. Enter a Canadian (how refreshing) site called [Card Swap](#) created to get cash for your unwanted gift cards. It is also a place that you can buy gift cards at discounted prices.

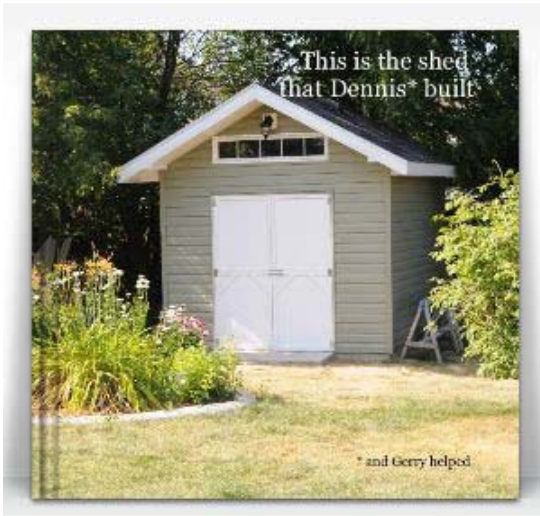
All cards are guaranteed to be worth the value advertised and you can buy discount gift cards for up to 35% off or sell them your unused gift cards for up to 92% of the face value in cash. What a clever idea!

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### Interesting Stuff

#### FlipSnack

Earlier this week I received a newsletter



I have no new website to show you this month, so I thought I would show you something else. I was working for a few hours this week on a book as a thank you gift for our neighbour who "helped" my husband build a new shed in our backyard. He wanted the photos I had taken of the process and I thought I would give those to him, plus something that he would actually look at from time to time as a reminder of what he accomplished (if he got tired of looking out his back window!)

I only show you this to illustrate how you can create gifts for people of images you've taken, favourite family recipes for kids who have gone off to college or university, family photo albums or portfolio books for those of you who are artists. There are lots of companies that do this, [Blurb](#) (that I created this book with), [Picaboo](#), [Lulu](#) and [Create Space](#) to name a few. These aren't the sort of companies to use if you want to self-publish as the books are expensive if you want to resell them, but they are very reasonable if you are doing them for gifts or just to organize your own photo albums.

## Viral Marketing

I wrote last month about how YouTube was a great way to promote your business and how it is fairly easy and inexpensive to create your own videos.

Recently there has been a product that has been given lots of press due to the way the company has marketed it.

in my email from the Haliburton Forest & Wild Life Reserve. It contained a [link to their newsletter](#), and I was fascinated about the format it came in.

They had created an ftp document but it was presented as if you had gotten a newsletter and were "flipping" over the pages as you read it. I ended up going to the site that created it and found [Snacktools](#), a company that helps you create not only flip books, but banners, slideshows, quizzes and playlists. There is a free version or you can opt for the professional version.

## Photosynth

I was at a client's recently and he told me about a great app you can use with your iPhone. Looking at the website though, I found that you can use it on your desk top as well.

What [Photosynth](#) does is make 360 degree images by stitching together photos you take of a room or view. This would be handy for virtual tours of your business (for example, B&Bs could show rooms, people who are selling their own home could have their rooms for potential buyers) You can download the app if you have an iPhone or iPod Touch with a camera, or you can stitch together



Dermablend has created a new makeup that will completely cover tattoos. It's a great product and the usual marketing would have likely been to show before and after images of a person with a small tattoo and how it was covered. Instead they used Rico Genest (a.k.a. Zombie Boy) who has spent the past ten years adding these tattoos bit by bit. But more remarkable is how this company's advertising went viral by using him as their model for their new cover up makeup. [Watch his transformation here.](#) And [here is a behind the scenes video](#) which at one point he says "I think now I'll go out and get a job!" He seems to be doing alright for himself, although I feel a bit sorry for his grandmother.

## Hosting

I am adding a new dimension to my business over the next few months. I will be offering hosting for all my clients. I will be able to offer it for less than you have been paying, and can manage your accounts better. This will start from January 2012, as I would like to learn the system better first before I start officially. I will email my clients before their due dates for hosting and domain renewal to confirm whether you want to switch to my hosting. You won't notice any difference in your site, but if you have emails you may find you like it better and I will be able to offer it for a lower price! I'll write more as I iron out the details.

## Small Change Fund

Last month I wrote about raising funding for the arts or technology start ups with a website called Kickstarter. This month I found a site called [Small Change Fund](#) that allows you to donate directly to the grass roots organizations that are making change happen. Do you ever wonder where your money goes when you donate it?

images with their software. You may have seen the detailed image of the [Obama Inauguration](#) that was making the rounds in January 2009, this was created with Synth technology.

## Internet Links

The Supreme Court of Canada issued a much anticipated ruling on whether a person could be liable to, well, libel just for linking to subjects that ended up in lawsuits!

Basically, if you had a link on your site or blog which had defamatory content, you could be sued just for linking to that site!

The Supreme Court ruled that the internet was nothing without links, and should never be seen as the publisher of the information the link goes to.

They decided that only links that repeated the defamatory content should be considered published by the linker. So only if the text that contains the link endorses the content or links to something deliberately to make information readily available, then that person could be liable.

A bit of common sense then, for a change!

Source:  
[Michael Geist](#)

## Patent Trolls

Whether it was useful? This organization takes your donation and the groups that get the money give reports on how it helped them and what they accomplished. Small Change takes 10% of that amount (which is really reasonable) to help find other grassroots groups needing funding and to manage their administration. They issue tax receipts and you can choose which project your donation goes to.

If you are a charitable organization, you may already know about [CanadaHelps](#). They have an extensive list of charitable organizations that accept donations, and issue receipts by email as soon as you have donated. This is a great organization for charities, as it helps advertise your charity as well as looking after the tax receipts so you don't have to.

## Video Scribing

When I was a kid, I remember a program on tv where you watched a man tell a story while drawing the illustrations on a paper. It was fascinating to me, and fun to watch.

Well apparently we all still love the same sort of presentation. It helps us retain the information better, it is visually more interesting to watch (isn't everyone sick of PowerPoint slideshows?) and it engages your audience.



My friend, [Kevin Frank](#), whom I've mentioned before, recently did a job for [Storybook Solutions](#), promoting Sarnia. If you [watch the video in Vimeo](#) you will see how interesting it makes the topic they are talking about.

They've filmed the drawings, sped it up and had someone do a voice-over about what Kevin is drawing. It shows how important images are on your website, and visualizations work far more than words alone do. Let's face it, talking about \$3 million compared to \$30 million is just words, but an image of big bags of money vs a pile of bags of money makes that point so much better.

Just another idea to make your website stand out and to help people want to read it.

We may be all grown up, but it shows that a picture is still worth a thousand words, and we like when they are drawn for us too!



In the last year I'm sure you've read about the end of companies like Nortel and the scramble to buy up the patents. Apple, Microsoft and Google were among the companies that bought the patents as part of a consortium. Now I'm sure that you are thinking that they wanted them in order to create new and better products or technology with these items? Unfortunately, it was more of a protection measure.

[Read more here >>](#)

That's it for another month, and I've just managed to squeak in before the last day! If you would like your website featured, or have anything you'd like me to introduce, or answered, please feel free to [email](#) me.

## Happy Halloween!

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