



February 2008 PDU Web Connect Newsletter



Welcome to PDU's Web Connect Gazette. This newsletter will help you draw customers to your Web Connect website and provide details on how you can maximize the potential of your online store.

We would like to hear any comments you may have regarding your Web Connect site or this newsletter. If you have any suggestions or success stories regarding your Web Connect website, PLEASE let us know. You may end up in the next edition of PDU's Web Connect Gazette.

Houston Retailer Very Pleased With Web Connect

Jim Cirincione at Awards and Trophies in Houston Texas is very happy with his PDU Web Connect website. "Having a website adds a lot of credibility to our business," Jim says. "Customers are very impressed with the way the site works, and they are very happy that they don't have to come into the shop."

Jim has helped a number of his customers build their trophies on his website. "I had a woman who was looking for Pinewood Derby trophies, and I was able to help her put together the trophies on our website," Jim says. "She was able to see the end product on the site and she was very happy with pieces we put together. She ended up buying 35 trophies."

According to Jim, the Houston area is over 600 square miles and because of his Web Connect website, he is able to help customers from all over the Houston area. "Some customers will shop on the site and then come into the store," Jim says. "But the majority of the people who shop on the site will purchase on our Web Connect site. We have free delivery on our products, and our customers are very happy that they can take care of the whole transaction without coming into the shop."

"We have our web address on our order forms and we are working on some other ideas to promote our shop", Jim says. "Our feeling is that, no matter if you're talking to someone in person, over the phone, or working with them on the website, you have to like the people you're working with and they have to like you. We work with customers knowing that we want them as repeat customers, not a one-time sale. We've been doing business like this for 35 years, and it seems to be working."

Did you know?

Did you know that you can easily add additional products to your Web Connect website? [Click here](#) to see a short video that shows you how easy it is to customize your site with product of your own choosing.

You can use Microsoft Word to make flyers of specific Web Connect pages to promote your website. Just follow these easy instructions –

1. Open your Web Connect site to the page you want make a flyer out of and maximize the page so it fills up your entire screen
2. Hold down the “shift” key and hit the “print screen” button on your keyboard. This will take a picture of the page on your screen.
3. Open a Microsoft Word document and “paste” (or “control” and “v” key) and a picture of your page should appear in the Word document.
4. In Word, find “View” at the top left of your page. Scroll down to “Picture” and let go. You will see a “Picture” tool bar open on your screen.
5. Click on the photo and you will see black boxes on the top, sides and corner of the photo.
6. Click on the double X button (Cropping tool). This tool will allow you to cut any the extra material around your web page off the photo. Place the crop tool on one of the boxes on the outside of the photo, top or corners of the photos and click, hold and drag the “Crop” tool so it cuts off the parts of the photo you don’t want. If the “Crop” tool can’t be placed exactly where you want it, hold down the “Alt” key while moving the “Crop” tool to make cropping smoother.
7. Once you have all the extra material cut off of you photo, click anywhere outside of the photo to get rid of the “Crop” tool. Click once more on the photo and you will see the black boxes again on the photo. Click on the box in the bottom right corner and drag it down about three-quarters of the page. This should make the photo bigger. Click and drag on any of the boxes until you have the photo sized the way you want it on the page. You have made a flyer that you can use to promote your Web Connect website.

If you have any questions, please contact Bill Cavaness at PDU – bill.cavaness@pdu.net. Please indicate the difficulty you are having and include your phone number so Bill can call you back.

It’s easy to add your own products to PDU Web Connect™!

Did you know that you can easily add additional products to your Web Connect website? Visit <http://www.pdu-wc.com/howtoaddacustomitem.htm> to see a short video that shows you how easy it is to customize your site with product of your own choosing. (FYI - there is no sound, so watch the presentation closely.)



New Products for Winter

PDU is releasing a number of new products for Winter. Be sure not to miss the new basketball Action Color and Live Action figures, as well as our new Hockey Live Action figure. PDU has also just released a new Assembled Basketball Trophy and a family of new Black Marble Obelisks. These new Sport and Corporate items will be a welcome addition to your product line.



97505-G
15" Basketball
Assembled Trophy



64118-K
8" Black Marble
Obelisk



64110-K
10" Black Marble
Obelisk



64112-K
12" Black Marble
Obelisk



60505GS
8" Basketball, M



60507GS
8" Basketball, F



82505GS
8" Basketball, M



82507GS
8" Basketball, F



82441GS
8" Hockey