

# Improve your Finances and Intellect

March 2010



## Calendar of Events

### March

- 4-8 - Vacation
- 5 - Early Bird Registration
- Ends [4DW Live Event](#)
- 9 - Spring Cleaning e-learning - [4 Dynamic Women](#)
- 11 - Toastmasters Area 21 Speech Contest
- 17 - Happy St. Patrick's Day
- 18 - Toastmasters Frontier Spring Contest
- 19 - Dare to Be Dynamic Live Event - [4 Dynamic Women](#)

## Tips to the Wise

**People** - Send someone an email or note today just to let them know you are thinking of them.

**Technical** - Check your [Google Dashboard](#) to see what information they keep on you.

**Financial** - Research online before buying to save money, time and potentially getting scammed.

## Sharing Ideas

If you have ideas for classes or articles, please let us know. Email them to [info@burnsidedynamics.com](mailto:info@burnsidedynamics.com).

## Webinars for Referrals

Keep in mind that as you refer us to people you value for quality education and keynotes, we will in turn give you a free webinar when they sign up for our services. We are also keeping lists of our referring friends to provide you with quality leads for your business. It's a win for everyone!

## Videos Help Us Promote

## Make Knowledgeable Purchases

by Bruce Burnside

Before making a purchase on an item that you are unsure of, check the blogs (personal opinions written on a website). You type in your product name on any search engine such as Google, Yahoo, Bing, Ask, etc. and a long list of posts will appear. The top of the page will have the closest match and they become more obscure as the list goes on. There will almost always be blogs by people that are either happy or dissatisfied with the product. By reading these opinions it can help you make a better purchasing decision. I have researched many products by using personal blog searches. Who knows more and will be more honest than a person that has already made the purchase.

For more on this subject, see our blog at <http://bdynamics.blogspot.com/2010/02/does-your-opinion-really-count.html>.

## March 5 Deadline

by Lisa Burnside

Early Bird Registration is coming to a close on this Friday, March 5. The March 19 -- Dare to Be Dynamic event being put on by 4 Dynamic Women is an event you won't want to miss. It is being held at North Oaks Golf Course from 7:45 am starting with a continental breakfast and networking then followed by four electric sessions -- one by each of the 4 Dynamic Women. The fun will end around 12:15. Do not miss the great deal on this event. To register and find out even more, visit <http://www.4dynamicwomen.com/registration.html>.

## Do You Google?

by Lisa Burnside

Google is one of the most common search engines used today. However, there are some shortcuts on how to use it even better.

1. Whether in Google or Gmail, put what you want to search before a colon and then the specifics after it to get the best results.
  - a. Time:Minneapolis (to get the current time in Minneapolis)
  - b. Weather:Phoenix (I bet you know what results will return here)
2. Doing some traveling, need to check on yours or someone else's flight status, airport delays?
  - a. Put in the name of the airline and the flight number to get the status (i.e. Sun Country SY703)
  - b. To get airport delay information is as easy as putting in Delay: and the airport code. If you don't know the code, put in Airport Delay: and the city.
3. Need help with your math? Google is there for you. Simply put in the operation and it will give you the answer. (486 \* 1222 will return 593,892)
4. Bookmark this help file to improve your searches <http://www.google.com/intl/en/help/features.html>.
5. Gmail has its own search and sort shortcuts too. Just put in the field name you want to search, followed by a colon and then the item you want to look for.
  - a. To:Lisa (to sort your Gmail by items sent only to Lisa)
  - b. To: Lisa Subject:Great Seminar (to find the Gmail you sent to Lisa about her seminar)
6. If you use Google for ANYTHING -- searching, Gmail, blogs, etc. you need to check out the Google Dashboard at <http://www.google.com/dashboard>. This will show you the information Google is tracking on your usage. Here is where you can turn

We would like to update our website. Are you willing to help us? You have given us kudos and wonderful comments about our business. Would you be willing to do a mini video clip of a testimony? We will cross reference your business as well. Please either send us a 2 minute clip or let us know you are willing and we will make arrangements for a quick recording. If video isn't your thing, how about an audio recording?

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things on or off, make public or private.

### I 'um Speak 'um Goodly

by Lisa Burnside

Want some inexpensive entertainment? As Area 21 Governor of Toastmasters, I will be holding an Area Speech Contest at Trane in White Bear Lake on Thursday, March 11. There are actually going to be two contests held that night: International and Tall Tales. This is where the best of the four clubs in the Area will compete with speeches. International is a 5-7 minute speech on anything they want. Tall Tales are 3-5 minute speeches which are highly exaggerated or improbable but still have a theme or plot. We are collecting \$3 to cover the cost of pizza and beverages. Food and registration begins at 6:00pm. For more information, please see <http://firststpaul.freetoasthost.us/appiesnet/appiescal/cal1/index.cgi?VIEW+2010+Mar+11+6:00PMCST#6:00PMCST>. Everyone is welcome to attend as long as they RSVP to me!