

The Red l e t t e r



I Give You My Words

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Less Finally More for FredComm Website

Fredricks Communications just spit out a mouthful.

Since July 2004, a couple of months after launching the company, whenever someone asked if **Fredricks** Communications had a website or what the address was, I had to give them the following, very slowly and deliberately:

Sure, it's www.fredrickscommunications.com. That's w-w-w-dot-fred-then-rick-with-an-s-on-the-end-then-communications-with-an-s-on-the-end-dot-com. (Deep breath.) Ugh.

That mouthful of stones must rank up there as one of the worst URLs ever for a communications firm. URLs should be short and easy to remember. Like everything else in good communication, less is more. There were reasons for going with that long sucker in the first place, but we've come a long way, baby. The time had come to make the **FredComm** URL more user- and administrator-friendly. So here it is (drum roll, please):

fredcomm.biz

Sure, it's still w-w-w-dot-fredcomm-with-two-m's-dot-biz, but that beats the pants off the old choker.

The new site has all the same great stuff, but now it's easier to remember the URL, relay it to others and bang out on your keyboard. It still features the Word of the Day, the Communication Tip of the Week, Irish Wisdom, the **Red** letter Archive, client testimonials, a map to coffee shops where we can meet, a portfolio with all kinds of samples and just about anything else you'd ever want to know about me and my company.

Check it out today – fredcomm.biz, because less is more.

On the Even Brighter Side of Life...

"New" seems to be this month's theme. **FredComm** has a new website URL, and the Fredricks family has a new member. Please indulge me as I use a portion of this month's edition to announce our latest addition:



Mira Mae Fredricks
Born July 3, 2007
7 lbs., 14 oz.
20.2 inches

Fill your paper with the breathings of your heart. - William Wordsworth

The Good Word

Exclusively Inaccurate

Exclusive just isn't what it used to be.

I recently saw a point of sale message that invited me to "Log on to (*URL*) and join our *exclusive* member club." By inviting anyone and everyone to join, the marketer made the

club anything but exclusive. Presumably he was trying to say awesome, super cool, sweet or whatever the crazy kids are saying for really neat these days.

Then there are the dozens of *exclusive* offers I receive in the mail every week but, funny thing, all my neighbors get them, too.

Something is exclusive by virtue of the fact that someone is kept out, as in don't even think about joining because you're not good enough, like the women-barring Augusta National Golf Club.

If you want to indicate something is outstanding, say that. Just one thing: if you must say neat, leave me out.