



Newsletter #3, August 2008

In this month's newsletter we tell you how you can use word of mouth to win new business, and Sarah has her say on the subject of beauty!

Latest news

At the tail end of last week we completed our biggest website makeover to date. You'll see lots of improvements that make The Brownbook easier to use for business owners as well as consumers plus, in response to requests from some of you, we've added another benefit to those who've claimed their business listings. Here's a quick roundup of some of the changes and other news:

Lock down your business listing - when you claim your business it now becomes locked down so only you can edit your business listing.

New "Help" section - any questions you may have about Brownbook can be answered [here](#). **Improved business pages** - the listed businesses pages have been revamped, check out the new look [here](#).

Brownbook on TV, [click here](#) to see the interview. Intruders.tv is a global network of video blogs covering the web 2.0 and technology ecosystem.

Brownbooks COO gets interviewed by VS Consulting Group, [click here](#) to read the interview.

Visit [our blog](#) for more details about any of the above.

Featured Business - Temecula Lipstick

Temecula Lipstick markets semi-permanent lipcolor that's used by the stars.



They're making GREAT use of the Brownbook.net Gallery on their business listing page, with photos AND a video. Check out the way they've used video to create a powerful online commercial for their business and see how you could do the same. To see the LipSense video [click here](#).

Business tips - the power of word of mouth

Smart businesses are using the Internet to power-up their reputations and spread word of mouth to win new customers. Brownbook.net provides you with a simple means to receive and promote positive word of mouth and customer testimonials. Here are a few stats:

- According to a global Nielsen survey of 26,486 Internet users in 47 markets, consumer recommendations are the most credible form of advertising among 78% of the study's respondents. (Nielsen, "Word-of-Mouth the Most Powerful Selling Tool")
- 94% of UK online researchers use online customer reviews. (JupiterResearch / Bazaarvoice, January 2008)
- 71% of online shoppers read reviews, making it the most widely read consumer-generated content. (Forrester)

Use Brownbook.net to spread Word of Mouth about your business.

Brownbook.net gives every business a simple tool to generate positive word of mouth. It's called 'invite reviews' and you'll see it on every Brownbook.net business page (take a look at yours now). Why not use it to ask people to review your business? How about your five most recent customers? Your suppliers? Your business partners? They all have a great story to tell about you. Ask new customers to check out your reviews on

Brownbook.net (or just link to them from your own website), and remind them to review you after you've done business too. Take a look at our homepage to see the businesses that have been most recently reviewed www.brownbook.net

Sarah's say - make yourself look good

The saying beauty is skin deep may have truth in it however I still spend time carefully applying make-up to my face every morning and indulging in various potions, lotions and even some occasional treatments all in the pursuit of beauty and weight loss. I have always felt sorry for guys who don't have the option of using make-up to make themselves look better. At least us girls can whack on a layer of foundation and mascara to hide a sleepless night or a hangover.

I am also particularly interested in non surgical treatments that aid weight loss. One such treatment I recently succumbed to is the "body wrap". Now, I'm still not convinced of how effective they are and the concept of paying £70 for someone to mummify you in hot wet bandages and then dress you in what can only be described as a silver boilersuit could be deemed as somewhat silly, but hey it made me feel good.

Whilst I was lying down in my new outfit for the instructed hour I thought about what other treatments I might like to try. There is a whole world out there created for those who want to make themselves look and feel better. If you have experience of beauticians, salons, spa centres and sellers of lotions, potions and make-up then please share your thoughts so others know where to go. Add the business to Brownbook and write a review.

Featured Reviews



[Artisan Violin Restoration](#)

August 16, 2008

Brian Epp does amazing work, and spends a great deal of time perfecting the instruments he fixes. He took an old junker violin of mine and made the outside look as good as....

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[Ace-Reptiles](#)

August 20, 2008

Could'nt praise them enough! Top people! and beautifully cared for Reptiles! They really do care about the welfare of their Reptiles unlike....

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