



Seneschal Incorporated

Newsletter

Oct 2009 From Our President

Technical and Business Consulting You Can Trust

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Antispam News Update

Just in case you've wondered how our antispam / antivirus / email disaster protection service really stacks up, we have a fresh case report for you.

As an ongoing test, we keep some well used email addresses set up with the next-best competitor (which costs more and doesn't include disaster redundancy as a freebie). The competitor suffered a major outage recently. It lasted more than a full business day. Some of our email through that service was lost.

We use our own antispam service much more heavily and have been with it for years. We've never seen a major outage with ours and it has never dropped email.

Save An Extra 10% As A Rebate

Remember, we're offering an extra 10% rebate on your first 12 months if you subscribe to our antispam service. But you don't have to commit up front like you do with some other services.

We always offer a free demo and a 30 day free trial with no strings attached. You won't be asked for a credit card or bank information until the end of the trial, if you decide to continue. All we ask to qualify you for the rebate is that you sign up for your free trial soon instead of putting it off.

If you convert to a subscription after your free trial, we keep the price so low that small businesses (say, 5 email accounts) can get it for a monthly cost of \$20, equivalent to a couple of dinners at an inexpensive restaurant. We've got the capacity to handle even the biggest companies. (The largest subscriber has 40,000 email accounts.) The bigger the number of email accounts, the lower we drive our per-user fee.

You can cancel at any time with no termination fee.

Sign up for a free 30 day antispam trial between now and the end of October 2009—and if you decide to subscribe at the end of the trial, after your first six months of paid service we'll rebate 10% of what you have paid so far. After your second six months, we'll rebate 10% of what you paid for the second six month period.

At the end of your first 12 months as a post-trial subscriber, you will have gotten more than one month of your fees rebated to you. Counting the free trial, you will have gotten 14 months for less than the price of 12.

If you want to know more about the different levels of email protection available in the market, we publish a Squidoo lens about that. It's at

www.squidoo.com/emailsafeguards

ICCA is Publishing a Book

We're late with our October newsletter for good reason. Our usual newsletter resources have been tied up by a project for the Independent Computer Consultants Association (ICCA[®]) on a short timeline. We're providing the editing, layout and cover design (as well as some of the writing) for a book being published by ICCA[®].

This is not a book to tell people how to start up their IT consulting business. It's about being *excellent* IT consultants—the kind who belong to ICCA[®]. We expect the book to become available in Amazon.com sometime in November.

Seneschal has been a member for 10 years. We honor the ICCA[®] Code of Ethics.

About These Times

We've been talking with clients, and we are sorry to say that we still do not see a genuine economic recover in progress. We see something more muted.

One client is beginning to make a few sales of its most prized product, but mostly what keeps them alive is a substantial contract for a one-time event.

Another client makes products that are consumed rapidly by heavy construction projects. We regard this client as our best barometer of the global economy. When genuine economic recovery arrives, there will be more heavy construction activity, creating more demand for their product. They are still running at about half capacity.

Of course, this ripples through to us. We have fewer large projects to do when our clients have to tighten their belts. But our interest is your long term business health, not our short term revenue. Our business is designed to ride out economic waves.

We've noticed that some clients are moving forward with projects they postponed due to economic conditions. If you are doing that, we will be glad to help you scale down the work. We understand that you need to keep your budget as conservative as possible while still taking care of your most critical needs. It isn't easy to figure out how to do that with IT projects. Call us, and we'll help.