



Google's Physical Store Within An Intangible Market.



Interesting things are happening in the business world. Google has officially opened their first ever shop within a shop at Currys PC World in London. It seems the world is reversing—Brick and Mortar isn't completely out.

Google sees it as a more traditional means of reaching customers and ultimately, influencing them into the Google way of life. It's most certainly a brilliant idea from Google. Their products typically aren't easy to gauge prior to purchase—streaming isn't exactly tangible and most Androids are too expensive to throw out if you don't end up liking it.

The Google Store has massive screens that you can view Google Earth from. It includes ChromeCast Pods where consumers can legitimately test streaming movies and YouTube videos. They even have a digital spray paint area. Eventually, Google plans on offering instructional camps and classes there which would include coding for children, online security, and how-to's on new devices.

Don't be misled by the brick-and-mortar, though. This is not to be compared to the Apple Store. You can't exactly buy anything there. It appears to be centered mainly on the basis of pure marketing and advertising. It's simply there to have a physical presence within an intangible industry—genius.

Prerequisites for a Modern Office



Embracing the concept of an office on-the-go is crucial to business growth. With the introduction of the cloud and heightened levels of IT security, this is now plausible. However, in order to ensure your workability outside of work, you'll need a few things by your side.

Smartphone: Obviously, this doesn't need to be expanded on much. It's basically common sense at this point.

Laptop: While some people believe they can do it all on their phone, it's probably not the most productive way of doing things. You need full access to your programs—not miniscule.

Extra battery life: You need to be able to charge your devices. If they die on you, then that just totally defeats the purpose of a modern office.

Tablet: This is based solely on, "Do I really want to lug my laptop around today...?" Like mentioned earlier, full access—in this case, fuller access than a smartphone.

Bluetooth: If you're "on-the-go," there's a reason for that. You're probably juggling a million different things. Free up your hands and juggle away.

The Hilarity Of The Apple Watch



For all the perks and awe-inducing capabilities of the new Apple Watch, there are a magnitude of negative reactions to it. And, they're all quite amusing. But, before we delve into pure hilarity, let's first examine the watch itself.

- The watch is supposed to within 50 milliseconds of the global time standard.
- They've throw in an entirely new form of communication where you can send a tap, a sketch, or a heartbeat to someone with another watch.
- It's fitness-connected. The watch has the ability to track your movements and activity levels.
- There are three styles: Watch, Watch Sport, and Watch Edition.
- Email, ApplePay, music, Siri, calling, social media alerts, and other various applications are available within the watch—oh, sorry Watch.
- Prices begin at \$350 and can head on up to \$17,000.

I know, I ended with the price, but let's begin with it. So, first and foremost, the watch starts at \$350. Apple has announced that they are content with the price because they really feel like the every-day person "on a budget" will be able to pick one up. Hm. Not sure about you, but I'm pretty 'every day' and my budget doesn't include \$350 for a watch. Maybe my car payment, but not a watch. And, then there's the watch for \$17,000. That's a whole car.

Despite all the negative reactions to the Watch, it is a pretty neat invention. Not sure what purpose it would serve for me, because I currently own a smartphone and I'm not a big watch person. My thumb also isn't skinny enough to properly open up an application within the Watch.

5 Must-Haves on your Company Website

Creating a website for your company should be exciting. I mean, obviously, it can be painstaking, as well. But, watching your page come to life and then seeing the final result should be uplifting for a business owner and its employees. If done properly, a website has the ability to make your business appear more appealing, sophisticated, and established. However, a poorly designed website can also make you seem archaic, adolescent, and yes even annoying. I'm sure you've been on a company website more than a handful of times that annoyed you so much that you actually refused to do business with them. When creating a business website, it's important that you incorporate 5 fundamental features: Simplicity, Call-to-Actions, Personalization, Core Pages, and Inviting Images.



Simplicity: You can be creative and simple at the same time. Being simple does not translate into boring. In fact, steer clear of boring. You're giving people a good reason to bounce back to Google for more appealing options. If you aren't simple, however, then this only leaves confusing. Which no one enjoys, either. If your page is too difficult to maneuver through or even to understand, then that's even more reason for a Google bounce back.

Call-to-Actions: You need to tell people what to do. People won't take the hint by you simply presenting your product offerings. They need a push. Forcibly tell them to call, email, or fill out a contact form—in a nice way, of course. Give them big, colorful 'contact now' buttons—in a pretty way, of course. Present your customer service number in the most obtrusive way possible—in a simplistic way, of course.



Personalization: It's important that your business can be differentiated from every other business that does the same thing. Just because you want to seem professional doesn't mean you can't play with your consumers a bit. We like it. I promise. A great way to do this is through words. Make it enjoyable to read, make it funny, make it memorable, make it something! Go from, "I've been a doctor since 1984" to, "Showing germs the pearly gates since the days of Ghostbuster and Pac-Man." So much better.

Core Pages: The basic pages must be included. Home, About Us, Contact Us, and Products & Services. Some people like to include testimonials and that's perfectly acceptable. However, if you choose to leave off any of the aforementioned pages, someone might start a petition to get you off the internet. We can simply go back to 'annoying' and leave it at that.



Inviting Images: Sometimes it's nice to see a picture of your office or your products or just something that isn't words. People are, after all, people. You can't expect us to stay on your website for very long if we have nothing to look at. We all usually detest school for the same reasons. Don't bring back images of the darn thing by forgetting to include images on your website.

A Simple Play On Words Can Help Your Business Grow.



Words hold so much power. It's unbelievable how much weight a simple sentence can hold on someone or how far a mere word can take a person. Realizing this concept is vital for any business. If you take this idea and run with it, your business has the potential to reach consumers it never thought reachable.

From email marketing to billboard advertising to the copy on your website, your company can use words to educate, influence, and call to action. It's an opportunity to foster an all-encompassing personality for your business, it gives you the ability to draw people in, and more than anything, it makes you memorable.

Try it out and see what happens. Instead of sending an email to prospective clients that dryly details the benefits of utilizing your product offerings, tell them a story. Instead of merely listing your services on your website, play with your words a bit. Instead of having a run-of-the-mill business card with your contact information, stick a quote on the back, a humorous tagline or an interesting how-to.

Entice your prospects. Make them laugh. Make them think. Make them do something other than simply drifting over your words.