Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including the quotation marks one at a   
 time and paste them in to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information is correct and then paste your messages in to your follow up auto-responder and start sending it.

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**Copy and paste phrases**

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Your Business & Mobile Computing crash course.

It is very important that you confirm your subscription so that we can start sending your messages.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive your conformation.

Remember we value your privacy. We will never rent, share or sell your email address.

"add your name here"

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1

Subject line: First Lesson - Your Business & Mobile Computing

Hello "autoresponder code here",

Welcome to the first lesson in the "Your Business & Mobile

Computing" crash course.

Each day for the next few days you will receive a lesson that will

help you learn the ins and outs of mobile computing and how it

effects your business.

In this first lesson let's talk a little about what mobile computing is

and what it can do for your business.

Wireless technology has brought a new and exciting trend in

computing. As I am sure you are aware with mobile computing,

users have portable devices like smart phones, pocket pc’s,

personal digital assistants (PDA), and of course, laptops to take

advantage of everything that mobile computing has to offer.

In general sense, mobile computing is the use of any computer

physically not connected by wires to the host computer or server. It

is about interacting anytime, anywhere. Wireless technology is

revolutionizing the ways that people utilize computers and get

connected with each other.

With the various innovative ideas provided in the information

technology market, companies are quickly embracing the rapid

changes. They are learning how to take advantage of mobile

computing to propel themselves into the front seat of the market

place. Business that don't adapt to this type of technology will

ultimately be forced to take the backseat.

Employers are also using this growing technology to connect with

employees in a whole new way. They are using video and audio

experiences to create new opportunities and approaches that

are making them more efficient, productive, and innovative with

their work. These savvy employers are quickly gaining from this

experience, enabling the growth of their business.

With all the advantages that mobile computing has, it is

inevitable that there are disadvantages as well. While gaining

success, with an increase in employees' efficiency and

productivity, there is also the possibility of legal issues that could

arise in by embracing this new media. Because of the rapid rise

of mobile computing and the fact that businesses are quickly trying

to adapt to it, there is an increase in liabilities as well.

How does this happen?

As with any new advancement in technology there are also new

problems that arise. For instance there are increasing amounts of

law cases stating how employers can be liable when accidents

happen while mobile devices are used, when driving, crossing

streets, and not just paying attention because employees are

preoccupied with their mobile gadgets.

It is important to consider that even though you have the ability to

achieve incredible growth in productivity and efficiency by

implementing advanced technologies, you are also opening your

business up to the possibilities of legal issues that you have not

faced before.

Mobile technology is such an incredible change in the way that

your business can connect with employees and customers as well.

Even though there is the possibility of liability issues with the use

of mobile devices and gadgets the possibility for growth is enormous

and cannot be ignored.

The best thing you can do is educate yourself and your employees

on the proper use of the technology. Be aware of the legalities and

ensure that you use these devices wisely. This way your business

can grow without limitations and legal ramifications.

We have a lot to go over in the next few days if you want to

learn how to take your business mobile, so make sure you look

for your next lesson soon. We will be talking about the emergence

of M-Commerce and how it effects your business.

Thank you again for joining,

"your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Your Business & Mobile Computing

Hello "autoresponder code here",

It’s time for your second lesson in the "Your Business & Mobile

Computing" crash course. I hope you found lesson one informative

and that you now have a better understanding of what mobile

computing is and what it can do for your business.

In this lesson we will be talking about the emergence of M-

Commerce and how it affects your business.

With the boundless features that the mobile computing has to

offers, it can allow your business to reach to every corner of the

world with speed and ease. Ever since its introduction to the

global market scene, it has become a companion to almost

everyone at any age in today's society. It has also successfully

penetrated is the field of business.

It is rapidly changing the face of traditional advertising. Before,

conventional businesses had to rely to traditional advertisements

in order to market their products and services. While these

methods may still be effective in reaching a handful of consumers,

they also have limiting boundaries.

With traditional advertising resources, businesses may be

effective, but not efficient enough to actually boost their income

and ensure the growth of their company.

Now let's talk a little bit about traditional means of communication

verses new and innovative mobile communications.

As a business owner I am sure that you are aware that

communication is very crucial when dealing with business

partners, employees and customers.

Traditional methods of communication are not always reliable

which can become a problem for any business. With frequent

interruptions and outages that come along with land-line

communication it can easily block the flow of efficiency in your

business for hours or even days. You have to deal with the

possible loss of income, customers and the uncertainty of

successful transactions when you are only using traditional

communication methods.

However, with mobile computing devices and a wireless

connection, the traditional way of running a business is intensely

redefined and restructured.

As companies enter the world of m- commerce or what is more

popularly known as mobile commerce, they now have an

innovative way of expanding their business for greater outcome.

Without confronting the issues that arise from more traditional

communication.

M-commerce is a requirement for any business that wants to stay

at the top of the market place!

With constant access to online information and data, products can

be bought and sold over the Internet faster than ever before.

Which means the possibility to profit is even greater. All without

the hassle of establishing a traditional business.

Another benefit of mobile computing is the presence of

software that allows you to track your business transactions and

records with ease and efficiency. Your business is literally at your

fingertips at anytime or anyplace!

You can quickly access transactions, track down shipments,

communicate with employees and customers anywhere on the

planet in an instant if need be. Allowing you to keep a close and

watchful eye on your business from anywhere you happen to be.

With wireless devices you can quickly build your own online

presence and reach a greater number of people in a much faster

way. This aspect gives you the opportunity to take your business

into the global market and serve a diverse culture of consumers.

M-commerce has become a stepping stone for every

entrepreneur in the market place. With the abundant and

practically limitless features that mobile computing can offer your

business it has become an open playing field for anyone to

achieve success no matter what size company you own.

Make sure you look for your next lesson soon. We will be talking

about the effects of mobile computing on society and how it

applies to your business.

Again, I appreciate your joining me for this short course. If you

have any questions please feel free to contact me.

"add your name here"

"your email address"

"your URL here"

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3

subject line: Third Lesson - Your Business & Mobile Computing.

Hi "autoresponder code here",

It’s "your name here", with your third lesson in the "Your Business

& Mobile Computing" crash course.

Today we are going to jump right in and talk about the effects of

mobile computing on society and how it applies to your business.

Not only is mobile computing a trend to most societies, it has

already become a standard of living in most corners of the world.

Until recently only technically savvy people were able to take

advantage of all of the benefits that mobile computing had to offer.

However, today, not only do they have access, almost everybody

in society can use it to achieve their goals and the possibilities are

endless.

M-commerce has countless uses for all walks of life. The younger

generation in particular. They engage in activities involving mobile

computing daily to connect with friends as well as to assist them in

their academics.

With a wireless connection, they can do research for assignments,

presentations, papers and everything else that school requires

from them. Mobile devices are fast becoming the standard tools

used in education.

Social networking has greatly boosted the market for mobile

devices as well. You can easily keep in touch with people faster

than ever before with one simple click, no matter where they are

on the globe. This instant connection is rapidly redefining how

individuals and businesses interact with each other. It is also

having an impact on how they build relationships.

Not only is it enhancing the way we connect it is also having a

huge impact on the way we do business. As we talked about in the

last lesson mobile computing gives your business the opportunity

to stay on top of your business in ways that were not possible until

recently.

Traditional office setup is virtually a non-requirement these days!

You can operate your business from anywhere and have virtual

employees from anywhere on the globe work for you from their

homes. You can coordinate projects, assign duties and keep track

of progress all with the touch of a button.

This type of virtual business allows for more freedom and creativity

all while maintaining efficiency and growth. Mobile computing not

only helps your business and productivity it also helps the

economy by saving power and resources that are used in a

traditional office setup.

Another benefit of taking your business mobile is that it allows your

employees to multi-task operations with ease. It gives them the

ability to accomplish more and become more efficient in a much

shorted period of time, which help transform them into better

employees.

As I have mentioned before, mobile devices allow for constant

communication with, family, friends customers and employees.

New advancements in technology are allowing people to engage

in regular communication with one another, without waiting for mail

and other traditional methods of communication.

Mobile devices equipped with video and audio make it easier

than ever for people to instantly see and hear each other, anytime

or anywhere. Smart businesses are quickly learning how to use

this to their advantage by educating their customers and building

solid and lasting relationships with them.

Make sure you look for your next lesson soon. We will be talking

about some of the common myths associated with mobile

computing that may be clouding your judgment!

"add your name here"

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4

subject line: Fourth Lesson - Your Business & Mobile Computing

Hello again "autoresponder code here",

I hope you are learning a lot from the "Your Business & Mobile

Computing" crash course.

We are coming close to the end of this short course and that is

why today I want to talk to you about some of the myths associated

with mobile computing, so that you can put them aside and make

an informed decision about using mobile devices in your

business.

The average household consumer has gotten used to static

network Internet activities and while some are slow to embrace

the advantages of wireless Internet access there are many more

that aren't. The trend in mobile technology is rapidly changing and

if you want your business to grow then you need to adapt it to new

technologies as they come along.

While there will always be skepticism that makes people

reluctant to try new technology, it is important to be aware of what

is true and what isn't. Especially with the accelerated rate of

today's technological rise.

Let me shine a little light on three of the most common myths that

may be clouding your opinion of mobile computing.

- Lack of processing power, key size, and viewing space.

While mobile devices are smaller in size as compared to the

conventional desktops people have become accustomed to, they

are just about as powerful as the large computers and the fact is

they are rapidly becoming far more advanced.

The fact that they lack the large physical interfaces like a

keyboard, mouse, monitor, printer, and other peripherals often

leads people to think that they are incapable of functioning like a

bigger computer does.

However, today's mobile and handheld devices are every bit as

capable. Most of these devices already come with usable

screens, QWERTY keyboards, and the ability to add-on small

peripherals like earphones and other gadgets. Many have built in

touch features that make them even easier to navigate.

- They are a distraction.

Many believe that mobile devices distract people from their daily

lives. When the simple fact is they are no more distracting than a

desktop computer with games and Internet access. If someone

wants to be distracted they will find a way to entertain themselves.

That is just human nature!

On the other hand they offer users instant access to information

and technology that will help them to learn, grow, connect and

inspire them ways that weren't possible a few short years ago.

- It is too expensive and inaccessible.

Some people continue to believe that mobile devices are

expensive and thus are inaccessible. However, most devices are

very cost effective because of their capability to bring the world

right to your fingertips without having to invest in expensive and

complex wireless equipment and installation.

Most mobile devices are pre-loaded with features that make them

ready to access the Internet immediately without any additional

equipment.

The simple fact is that most mobile phones and devices cost

significantly less than they did just a few years ago. Networks are

also charging much lower access fees with more capabilities, so it

much easier for individuals to take advantage of everything they

have to offer.

Make sure you look for your final lesson soon. We will be talking

about some of the pros and cons of mobile computing, so that you

can decide whether or not it is a good fit for your business.

I'd love to hear from you! Please let me know what you think.

"add your name here"

"your email address"

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5

subject line: Fifth Lesson - Your Business & Mobile Computing

Hello "autoresponder code here",

Well we have come to the final lesson in the "Your Business &

Mobile Computing" crash course.

Today I want to go over some of the disadvantages of mobile

computing, so that you can decide whether or not it is a good fit for

your business.

As we have discussed over the last few days the trend in mobile

computing is changing the way that society connects. An

increasing number of the population, from all walks of life have

hopped on the bandwagon and depend their mobile devices

intensely.

But really, how can these mobile computing devices help the

society?

Looking deeper into the advantages that this technology brings,

most agree that these mobile gadgets make life easier by making

information and communication readily available to them anytime,

anywhere. We also know from our lessons that mobile computing

can increase productivity and encourage multi-tasking for users.

While having the capability to help its users, mobile computing

also has its own set of disadvantages and risks.

- Bad information

While information can be readily accessed from the Internet, it

doesn't guarantee that it is accurate or trustworthy.

Since information can be easily uploaded to websites by anyone

from anywhere, it immediately strips most information of its

validity. Unlike media like books that undergo a tremendous

process of scrutiny before publication, Internet sites are only a

click away from being published.

- Plagiarism

In addition the instant sharing of information greatly encourages

plagiarism to information-seeking individuals, especially students.

Since information from websites can be copied and pasted, the

possibility of plagiarism is almost limitless. It can also lead to the

violation of property rights across websites.

- Dependency

Some people might say that these things may actually encourage

a generation of non-thinking and uncreative people. Thinking that

since information is only a click away it actually hinders people

and keeps them from striving for their own excellence.

No matter how advantageous it is for information to be at the tip of

your finger, it also heightens the chances of dependency on

mobile devices to perform the tasks that our brains would

normally do.

- Weak or lost connections

There is also the possibility of weak wireless connections. Since

mobile devices are continuously receiving more and more

consumers, it becomes even more difficult for networks

to provide sufficient bandwidth to serve them.

- Hackers and thrives

We use our mobile devices to store hundreds of files for our

business and personal lives, so that it is easy for us to access it at

anytime. With this convenience risk will sometimes occur because

we leave them unprotected.

This makes it easy for some hackers to steal our important

information. These intruders can easily gain access to and copy

an important files because we unknowingly left our devices

unprotected. Wireless communication is a perfect way these

thieves to access your system virtually without you even noticing.

These along with the legal issues that we discussed in lesson are

all things that you need to be aware of when it comes to using

mobile computing for your business.

While I feel it is important that you understand these

disadvantages, I also want you to understand that the advantages

(in my humble opinion) far outweigh any of the issues that we

discussed in this lesson.

As technology continues to advance and improve with the use of

mobile devices, there is no doubt that this trend can and will help

you take your business global in a big way. If you don't embrace

the technology it will pass you and your business by.

I sure hope you have enjoyed your lessons in the "Your Business &

Mobile Computing" crash course and that you now have a better

idea of how it can impact your business!

I wish you the best of luck in all of your mobile ventures!

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"your email address"

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