

6/27/2024

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business- membership- program

Cruising Review

Business Membership Program



This webpage QR code

Structured Data

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<script type= "application/ld+json">
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    "@context": "http://schema.org",
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        "sameAs": [
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          "https://www.instagram.com/pepe.g6"],
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        "email": "greg@cruisingreview.com",
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        "description": "SwissMixIt offers a business membership program with an annual fee that includes support, label templates, webpage listing, and lead generation."
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</script>

```

SwissMixIt offers a business membership program with an annual fee that includes support, label templates, webpage listing, and lead generation.

PDF Version of the webpage (first pages)

<https://cruisingreview.com/smx/business-membership-program.html>

Software

SwissMixt is now offering software based on Filemaker database platform to make your system more efficient.

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Why I Left Wordpress and developed my own Web Page Engine

For the past 6 years I've been using WordPress. Initially, I thought it was super easy to build and maintain websites (I had over six), but then quickly realized it was the big Trojan Horse in the room. Basically, they lure you in with flashy sites, then bog you down with Microsoft-like annoyances (uploading plug-ins to fix basic site user experience problems) and other inherencies. One feature I loved was a mobile upload using a smartphone app. It was great until I found out that images were not rotated properly, and yes, you guessed it, there's a plug-in to fix that. So annoying. It got so bad I found myself spending more time trying to fix the base operability than actually building content.

So I decided to rely on what I know best. And that was FileMaker Database. The essence of FileMaker is to storage and manage data, and replicate success, while eliminating having to do things over and over. I used this basic foundation to write a database which stored all my content (text), links, images, and pdfs and then present them in a logical format based on functionality and good content creation tags presented by the search engine Google (most searches are done from their base). This includes tags they consider important, and leaving out the gobbledygook that is not necessary.

Time savings from not dealing with WordPress issues, image management, and basic user experience were quickly realized. While more time is spent on developing a strategy, the huge time savings by eliminating duplication and confusion quickly bubbled to the top.

Now I can build, modify, and create content quickly and easily. The images and pdfs are contained within the app, so I don't have to worry about managing separate folders of each. Keep your images web friendly at around 300kb and pdf documents the same. If you need huge files, then store them remotely (separately) and link to them for speed. For movies, use Vimeo and YouTube as your storage medium and link or embed them. This not only broadens your exposure to the web for visibility, but allows you to build additional SEO and page ranking. This happens intrinsically when you link back.

The basic premise of the Web Engine strategy is to have a web page, which is comprised of blocks of information (similar in nature to WordPress, but delivered much better). Gone or endless options on text type and size and confusion in WordPress. Each page is part of a group of pages for your website. Blocks comprise the content of that page, also part of a database. Each block has options for text only, image only, text and image, or raw data (in case you want to utilize code which already exists in HTML format). Using any of those options gives you complete control of appearance and delivery.

Gone is the contact page. Instead, why not give interested viewers the ability to contact you from the top and bottom of the page. I've never understood why it has to be an Easter Egg hunt just to send an email or make a call.

First Principles is the living methodology of Nikola Tesla and Elon Musk. Make it yours. That is, functionality over form (purpose vs. flash).

Who is this type of web strategy good for? Those who want to delivery a message quickly, efficiently, and those who want to deploy information.

We base the business functionality of this strategy incorporating the QR code. The QR code gives quick link access to information. We recommend you put one on each page, which when printed out (each webpage generated can be printed out on standard format paper), gives the reader the ability to point their smartphone at the code and immediately link up to the page, or to order a part, or to reference a fix, or to buy a product. Instantly. Quickly.

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Receipt Management Strategy

Note: This is part of the accounting solution we provide to business members. The solution which runs on FileMaker allows you to perform simple accounting (easily log income, expenses, and receipts).

One of the biggest hassles of running a one-person small business is managing receipts and accounting. We have developed a simple FileMaker database to help out. We have been using this for the past 20 years, and its evolved into a elegant but simple solution.

Digital Office: Using this solution allows you to scan in any paper document, store it in pdf format, and then you are all set for any records the IRS may request (example: audit).

If you need paper receipts, simply print out the .pdf copy.

The basic strategy to eliminate all paper receipts and documents:

1. Request .pdf invoices or documents from suppliers whenever possible.
2. If you receive any paper receipts or documents, then scan them into a pdf document.
3. For small receipts, combine a page worth of receipts and lay them on the flat bed of your scanner. Scan to a page .pdf, or copy to one page, then use your auto-feeder to scan multiple pages of receipts at one time.
4. You can then label the scanned page(s) with a descriptive label (one is generated automatically from the program if you use it). For example of a utility bill: 20210515-utility-300.pdf
Be sure to use standard file naming formats (no special characters as part of the name) or just copy and past the name automatically generated when you create a new receipt record in the program.
5. Simply drag and drop the pdf into the receipt field of the database and it is stored automatically in FileMaker. You can easily export the .pdf if you need them in the future.

Formulations and Recipes

This section will include new recipes and formulations. A database will contain both ingredients and the process to make the recipe.

Currently we're developing a SwissMixIt home software kit which will allow you to use your computer or iPhone (or iPad) to access your own database and quick order links from the palm of your hand.

RTM Ready to Mix Skin Cream Packages: We will soon be offering pre-measured ready-to-mix Mason jars with ingredients.

Business to Business Topics

Here are some selected knowledge base article reviews for the botanicals industry.

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Recipes and Formulations

A database will contain both ingredients and the process to make the recipe. If you have a recipe to share, please email it to me and I will post it here. Currently we're developing a SwissMixIt home software kit which will allow you to use your computer or iPhone (or iPad) to access your own database and quick order links from the palm of your hand. We're also offering a professional version for craft manufacturing and selling of your own skin care products. This will include label makers and other tools to help you formulate, develop, and sell your skin care products.

RTM Ready to Mix Skin Cream Packages: We will soon be offering pre-measured ready-to-mix Mason jars with ingredients. Simply heat up, add distilled water, and mix to make luxurious skin creams. Add your own essential oils and fragrances (including perfume) for your own personalized cream.

DIY Formulation Logs:

Download, print, and use this log for writing down your formulas.

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Travel Size

Coconut cream in travel size tube.

High Performance Heat Conductive Paste

Tech Ingredients has recently formulated some heat conductive paste, which you can make yourself.

Please see their links below.

