



Dexter's Corner

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Social networking reveals hidden gems!

There's many facets to maintaining what I now refer to as a "solopreneur" business. When you're a one-person show, you're responsible for everything...the accounting...the administration...the marketing...the networking...and, through all those activities, there's also the most important aspect: the actual work!

Lately there's been great success on the networking front...and interestingly enough, that is feeding into other aspects of the business, such as accounting and business basics.

Online social networks are excellent tools for solopreneurs to get their name out and attach credibility to their talents; sites such as [LinkedIn](#), [Biznik](#), and several others. Out of the bunch, Biznik has been fruitful in several ways...see [Paul's Biznik profile here](#).

This tech-savvy, locally-based networking forum sponsors a wide variety of activities put on by its own membership...at places for face-to-face meetups with other like-minded professionals, and in free workshop settings where you can learn new tools! ~P

Featured photo #1



Taken in July 2008, this is from the high elevation of the Lake Titicaca region in Peru, near its border with Bolivia. Most folks are familiar with the llama; this is a distant cousin of that mammal known as the alpaca. Peruvians actually eat alpaca...uh, I'll stick to rice and beans, thank you! ~P

Logos, logos, logos! The brainstorming continues...

What can I say...it's a work in progress...

...and I thought it was an exercise to come up with the company name? Ha! This endeavor for arriving at the "ultimate business logo" has definitely eclipsed that.

Sure, the top hat symbol is currently fully deployed...but that's merely the beginning of what is to become an ultimate identity for this company.

It's a tricky proposition when trying to put the top hat imagery in the context of a technical communications company. By itself, it's not necessarily clear what the company does...and you don't want someone to mistaken you for being a magician, the Monopoly guy, or Mr. Peanut.

Like the name, the logo will need to embody the spirit of us and what we do...and also like the name, it will need to be memorable. Visually, it needs to be somewhat slick...any ideas out there? ~P

Featured photo #2



The enchanting volcano El Misti hovers over the beautiful city of Arequipa, Peru. This shot, taken in August 2008 by a friend, reveals an event seldom seen by travelers; a fresh blanket of snow from precipitation the night before—which occurs only 3-4 times a year. ~P



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