

News January 2014

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Hello all you wonderful people, and I do say that in a sincere way unless you work for one of the call centres that are making my life a misery with cold calling. I know it is not your fault personally but I received 12 calls yesterday! Why do you call when I am in the bathroom, eating lunch, or just dropped off for forty winks? The thing is I know how to stop this but I have failed to get anyone interested, not really sure why, is it just me they are calling and nobody else? So, how do you stop it, really easy: "Cold calling is based on call volume. For every sale/victim there might be 20, 50 or 100 people who hang up. So the more calls they make, the more likely they are to succeed. So if we slow down the call rate, their success rate drops and cold calling becomes a non viable technique". If you are interested visit <http://www.bridge.org.uk/CampaignAgainstColdCalling/> or the facebook page <https://www.facebook.com/CampaignAgainstColdCalling>. If enough people were interested it could break the system for good. This is supposed to be News about TCRM and the web design industry but to be honest nothing exciting happened, no server failures, no software fault just business as usual producing great web sites and supporting our wonderful clients. Google SEO is stable again but that usually makes people fall asleep so that's enough on that subject. I'll have to invent some news next month. Just as an aside on our normal drivel here is a film review: This is going to be a bit controversial but: I did not like "12 Years a Slave" because it is :Sad, brutal, cruel, sadistic, boring, and not in the least bit something that can be enjoyed on any level. IMHO Slavery was, and unfortunately sometime still is, a terrible thing but this film just recreates how bad it can be. If it was a documentary it would be an interesting story but a film that people will make money out of, sorry it is not for me. So have a great month and did you know the world's 85 richest people have same wealth as all of bottom 50 percent.



**CAMPAIGN AGAINST
COLD CALLING**