

## Trish Hessey Of Trishautographs Announces New Blog Site

By Russell Decotis

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*Trish Hessey of trishautographs releases new blog in addition to ecommerce site in an effort to create meaningful dialogue with collectors and potential new customers.*

Contact: Russell Decotis

Tel. 909-319-8295

Email: [decotis@gmail.com](mailto:decotis@gmail.com)

### TRISHAUTOGRAPHS LAUNCHES NEW BLOG SITE

Social Media, Blog Sites and Autographs

Trish Hessey, owner of <http://www.trishautographs.com> has announced the launch of her new blog site, <http://www.trishautographs.com/blog>. “With the new blog, we are able to post items for sale along with an expanded biography or background of each item.” “This opens the door for conversation with potential buyers and avid collectors.” A normal ecommerce web site is obviously the backbone of any online business, but with social media outlets such as a blog, there is an endless outlet of creativity and community to become involved with. As this new blog grows, so will the options and features available for users. A collectible item such as an Elvis Presley Phillips 66 Gas Card can be posted on the blog along with a brief history of Elvis, “we can post any item in a similar manner as the ecommerce site, Elvis memorabilia would be accessible by the menu, categorized in its relevant group.”

As with any business, there will be competition; this is never truer than the ecommerce arena. “The tough thing about selling memorabilia online is trying to weed through the competition to become noticed by the collector, my customer.” With social media, trishautographs can reach out to potential new clients, existing customers, and even past clients who have become lost in the web of ecommerce sites. “It’s frustrating to see so many competitors online that we are taking a backseat to when we can give the customer so many more options, not to mention the customer service that we are known for.”

“Hopefully collectors will find our blog, and we can engage in meaningful dialogue and create a new business relationship that transcends the mystery of the Internet and grows into a ongoing relationship based on trust and values that people once didn’t have to look far to find.”

If you would like more information about this topic, or to schedule an interview with Trish Hessey, please contact Russell Decotis at 909-319-8295 or email [decotis@gmail.com](mailto:decotis@gmail.com).

Category	Business, Internet, Services
Email	<a href="mailto:decotis@gmail.com">Click to email author</a>
Phone	909-319-8295
Address	7395 Stonebrook Place
City/Town	Rancho Cucamonga
State/Province	California
Zip	91730
Country	United States