

While I am embarrassed to even admit I know that song, its title rang true to me this weekend at my daughter's taekwondo belt test. Upon earning her first-degree black belt, she was presented with a rose. The flower symbolized beauty combined with strength, and her instructor reminded them that while taekwondo is still male-dominated, more females are participating and that it is ok to be pretty *and* powerful.

Taking it from the personal to professional (the connection is here somewhere, I promise), that statement applies to our online business generation opportunities as well. You have a good-looking website, designed beautifully with rich imagery and photos. So it's pretty, but is it powerful? Is it doing what you need it to do or just sitting around waiting for someone to notice it?

The good news is that it can be both. And at OnMark, we can help you develop a knockout website that delivers a kick.

As I ask myself every month as I'm paying the tuition at the martial arts school: is it still working? Are they getting what they need? Is this still the school for us? The answer was as clear as the smile on my daughter's face as she accepted the fruit of four years of hard labor and realized that it is indeed possible to balance being a 9-year-old girl with the ability to achieve the rigid requirements her martial art demands.