

Mouse and Pen Newsletter | New Google Social Network, Writing Tips

Google says it has a new social network, called Google+. Google Plus is in testing phases right now with limited invites and looks to be Google's answer to Facebook. It differs from Facebook in that it lets you put your connections into circles: one for friends, one for family and one for acquaintances (like co-workers). For more: [click here](#).

Check out [Mouse and Pen](#) now for marketing, social-media and PR information, including [tips for starting your own free blog](#). Business writing tips are also below.

If you would like a pro bono analysis of your business's social-media efforts that includes ideas for increasing sales and engagement with your customers, email me at scott@mouseandpen.com.

Tips for business writers at any level:

- **Jargon-jail.** Tired of the "ROI" that's coming from going after "low-hanging fruit"? Check out more tired phrases to avoid: [click here](#).
 - **Grammar 101.** What are prepositions, nouns and clauses? This is a great summary and refresher of sentence structure and grammar: [click here](#).
 - **Beat writer's block.** Tips for keeping your writing fresh and helpful reminders for every writer: [click here](#).
-

Client Spotlight: Data Makes the Difference, LLC

- This company provides an app that allows professionals to improve the lives of children with autism. The app allows a consultant in a classroom to record, track and analyze behavioral data about their client's progress through an iPod or other mobile device. Check out the Facebook page [here](#) and Twitter page [here](#).
-

Follow Mouse and Pen on [Twitter](#) and on [Facebook](#), and join the [LinkedIn Group](#). Thanks for reading!
