



# Happy Halloween!

## Trick \*AND\* Treat - Enter *BridgeHands 2.0* --- Special Issue ---

### Dear Bridge Friends,

Wait a minute, isn't it supposed to be trick OR treat? Nope, not here at our ***BridgeHands*** website! Over the years Bridge players have come to us for our Bridge Encyclopedia, Book Review, free eMagazine Newsletters, audio interviews of Bridge pros and occasionally our Bridge blog. Well, with all the buzz about the Internet going "2.0" (social media stuff), we figured its high time for us to enter the 2.0 generation, too.



Smell like a Monster

### *Trick \*AND\* Treat!*

We have overhauled our Bridge blog and are committed to making it the most active area of our website. Sure, we will still feature all of our usual areas you've found helpful over the years.

Yet our "new and improved" Bridge blog is beginning to have lots of new content coming every week - information that's clear, crisp, and concise. Content discussing Bridge instruction, Bridge news and more.

In addition to the rapid pace of blog posts, another key benefit is the ability for YOU to submit comment. Ongoing feedback is a critical element for continuous quality improvement and we value your advise and counsel. Well okay, we don't *always* seek feedback at the Bridge table but that's another matter, eh? [For more on our BridgeBlog, please see our Help category.](#)

These days the buzz is "Internet 2.0" While the technology hasn't really changed, social networks have made significant inroads with those who value interactions within their community, business, or area of interest. Not to be left behind, we're doing our part to ensure **BridgeHands** joins the party. Our FaceBook fan page is under construction and will be launched shortly. Back to our blog, you'll notice on the right side of our blog we've added our recent "tweet" messages - those ultra-short one or two line Twitter messages highlighting the latest here and there. Our Twitter messages typically have a link you can click for more detailed information. If you're already into Twitter or simply want to directly see our Twitter channel, go to:

[www.twitter.com/bridgehands](http://www.twitter.com/bridgehands)

Speaking of channels, we also have one on YouTube, the hot spot on the internet for social video. Our YouTube channel is:

[www.youtube.com/bridgehands](http://www.youtube.com/bridgehands)

Still looking for more? Okay, speaking of video, BridgeHands is finally delivering on the promise to go beyond audio and begin broadcasting video Bridge instructions! In the coming months you'll see Bridge videos pop up on our regular website. Better yet, online videos are already beginning to show up on our Bridgeblog. So over on YouTube we will be adding highlights of our video content, with full videos on our **BridgeHands** website and blog. Here's a few recent posts with video that includes our analysis of the 5th World University Bridge Championship held in Chinese Taipei:

<http://www.bridgehands.com/bridgeblog/?p=233>

And if you have a moment for a laugh, please see the Sesame Street parody on the Old Spice man here:

<http://www.bridgehands.com/bridgeblog/?p=145>

Finally, **BridgeHands** has added a membership subscription area to our Bridge blog. No, this doesn't mean you'll have to pay to see most of our content - we will keep our word to continue delivering more free content. In fact, we have an option for you to signup for a FREE membership subscription that will allow you to view video and other content not available to web viewers at large. [As always, we promise to maintain our privacy policy with your EMAIL address.](#) **BridgeHands** will **not** send you spam, nor will we ever sell our private mailing lists to others. Another benefit of the free membership subscription follows along the same line of our free eMagazine newsletter - you will be on our EMAIL distribution list and will frequently receive short messages that highlight our recent posts. If you're like us, you've really come to appreciate short notes via EMAIL to nudge you with worthwhile updates.

We would be delighted to have you and your Bridge friends sign up for our free membership subscriptions right now! Just click the link and enter your EMAIL address, ID/user name and private password:

<http://www.bridgehands.com/members/signup.php>

But if free subscriptions are not your thing or you need some time to think it over, there's yet another option for you - whew! We have incorporated a Google Feedburner notification program that automatically EMAILs you a daily digest with our recent blog posts.

<http://feeds.feedburner.com/bridgehands>

Once you have signed up for our free or paid membership subscriptions, we will begin sending you our custom tailored EMAIL updates. So there's no critical need to also sign up for the Feedburner notification. But if you still want the mechanized feed, feel free to use both.

Incidentally, if one of your friends decides to sign up for our membership subscription ([click here](#)), we will automatically sign them up for both the Newcomer-Novice and Intermediate-Advanced eMagazine newsletter (they can always modify their subscription listing to suit their needs). Unfortunately, the reverse is not true. Since your membership subscription requires you to provide a unique ID name and password, you will need to personally sign up for your own membership.

Once we start delivering significant volumes of high-value videos and are ready to begin offering paid content, we will EMAIL you with further details. In the interim, we hope you will find your free membership enjoyable and consider upgrading to our Premium or ULTRA membership plan when they are offered.

While our major website overhaul has been "behind the scenes" in the making for well over a year, we realize that our eMagazine newsletters have been on a hiatus for far too long. We apologize for the lapse and are happy to announce that we can continue to provide you with the fresh content you have been seeking. Better yet, with our new bells and whistles we hope you'll agree it's been worth the wait with lots of good content in the pipeline and on its way!

Please feel free to share this and other eMagazine newsletters with your Bridge friends ([here's the link for free newsletter subscriptions](#) see below for membership subscriptions).

Happy Trails,

**BridgeHands**



Don't wait! Signup today for our FREE membership subscription at **BridgeHands**. Here's your opportunity to view value-added videos and other content not available to the general web viewers. And we will EMAIL you in real time with highlights to our active Bridgeblog. It's as simple as clicking here and entering your EMAIL address, a user name and private password - see you on the other side!

<http://www.bridgehands.com/members/signup.php>

Warm Regards,

Michael Nistler

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