



Home Based Business Network

August Newsletter

Issue 8, 2009

Welcome to our August 2009 Newsletter. This month Ray Hart will talk about Google. Its changed and you need to understand how this powerful tool works.

This month is our AGM. Consider joining the committee and helping decide the future of the Network. All positions are up for nomination.

Please feel free to pass this newsletter on to any associates and friends that may be interested. Comments are welcomed. Please reply if you have any suggestions.

Regards

HBBN Committee



August Meeting

Our speaker for this month is Ray Hart. Ray will speak about the new Google and how to use it. The AGM will be held this month.

Date 11th August 2009

Time: Networking from 6.30pm

Where: Tebbutt Room, Deerubbin Centre, Windsor

Cost: Members - \$5.00
Non members - \$10.00

A light supper is provided.

Meetings are held on the second Tuesday of each month from February to November.

Next Month

Paula Majestorovic from CTO Job Solutions will talk about Verbal/Non Verbal communications.

Sponsors



Contact Leroy and his team on 4578 0222 or www.allclassinsurance.com.au



For advice on Superannuation and Financial Planning call Chris on 4572 2763 or www.clfs.com.au



Hawkesbury City Business Advisory Centre

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Preventing professional isolation

Outsiders may wonder how you can feel isolated when you've clients and suppliers to talk to and the family upstairs. But professional isolation is a soloist's occupational hazard.



Working in a new emerging industry or a regional area (or, like me, both!) can compound the loneliness.

I call it IPI: Incidental Professional Isolation. Simply by the pure nature of flying solo, you may lack:

- peer stimulation;
- professional development;
- bouncing and brainstorming ideas; and
- debriefing.

As a soloist you need to maintain motivation, avoid burnout and be reminded to pat yourself on the back. Here's how being organised give you this:

Break it up

Remember that thing called a lunch break? When was the last time you had one?

Schedule it into your diary, every day. Treat it like any other appointment.

As well as providing a refreshed outlook your break may also give you:

- People contact: meet a friend or associate, but stick to your own time frame.
- Completed tasks: get a couple of personal tasks done, but be sure not to get stressed!
- Absence: it can make the heart grow fonder. Leave your home office at lunch and love it more when you get back.
- Cure: time away from your screen is the best cure for releasing blocks to your creativity.

Network

No I'm not talking about Twitter, or Facebook! Organise your time to attend some good old face to face networking functions. Look at

traditionally quiet times in your industry and schedule in events so you don't feel it's taking you 'away' from business. Be clear and organised about what you want to achieve from each function. What sort of people do you want to meet? How many business cards do you want to hand out/collect? Know how and when you will follow up on each one. Be conscious of the opportunities you are seeking and offering.

Make the most of a mentor, coach, or 'action partner'

If you don't have one – get one. There are several articles on this site with advice on [business mentoring](#). If you already have one, are you sufficiently organised to get the most from each meeting? Or do you rush madly into each one? Do you achieve all your goals in-between meetings? If not, why not? What area do you need to better organise in order to gain maximum benefit from your coaching experience?

Organise exercise

This, too, needs to be scheduled and treated like any other appointment. If you work at home you're missing out on incidental exercise such as: running for the bus, using stairs and walking to the coffee shop. Organise a gym membership, or join a swim meet or walking club, whatever suits you.

Exercise increases production of the body's feel good hormones, which not only help you manage stress and fatigue, but they make you feel good. And when you feel good, your customers feel good!

Do you block out times in your day for any of the above? How do you prevent professional isolation?

For more from Roz Howland, head to www.flyingsolo.com.au, Australia's online community for solo and micro business owners.

Whats On

11th August	Monthly Hawkesbury HBBN Meeting Speaker: Ray Hart The new Google and the AGM.
September	Small Business Month
8th September	Monthly Hawkesbury HBBN Meeting Speaker: Paula Majestorovic from CTO Job Solutions will talk about Verbal/ Non Verbal communications.
5th December	Christmas Party More info soon

Noticeboard

From the Tax Office - We have only 10 hard copies of Guides listed below from the tax office July 2009. Members may pick up a copy at the next meeting.

- Home-based business
- Tax basics for small business
- Record keeping for small business

Magazines - We have 20 copies of Dynamic Business Magazine, May 2009 (RRP \$7.45), and My Business Magazine, July 2009 (RRP \$6.95) available for all members **FREE**. Please pickup your copy at the August meeting. Any left over copies will be available to visitors at the September meeting. Email Angela if you would like a copy put aside for you.

Small Business Fact Sheets - Our website site has a new area - Resources. This month you will find 2 page Fact Sheets in PDF format. A folder of these sheets is available to look at on the table at our next meeting. You may

print off the sheets that are relevant to you.

Hawkesbury City Business Advisory Centre in Richmond is available by appointment only. Your call will divert to Penrith and you can make an appointment to see somebody.

New Member - We welcome our newest member Wilhelmina Pennings. Wilhelmina is a Massage Therapist. Her clinic is at Lower Portland and she also provides a mobile service. To contact Wilhelmina call 4575 4154.

Business Plan - Members will have a draft Business Plan attached to their email this month. The committee has been working on this document. We would like the members to comment or add information. Please email any comments back to hbbn@bigpond.com. We hope to have this document finished ready for the new committee.

IMAGE, DESIGN, ILLUSION, DISGUISE, SILHOUETTE

Finding the person that is 100% pleased with the IMAGE they present is a near impossibility. Each of us has at least 1 aspect of our body that we are not happy with regardless of age or gender.

With careful assessment of your body, you can learn how to disguise your "Figure Faults" and emphasize your "Attributes".

The clothes you choose to wear are talking to those around you and often tell them more than they need to know. You can take control and present any illusion you wish by wearing the style colour and texture that present the image for your mood and situation.

PERSONALITY OF DRESS

CONSIDER: Harmony, Proportion, Balance, Rhythm, Emphasis

CLASSIC garments tend to transcend time. They are therefore worth having but always consider the quality.


PSYCHOLOGY OF COLOUR AND STYLE

Clothing has the ability of lifting spirits and changing moods. Comfort is not just a physical thing. Clothes should give the wearer a sense of well-being and a confidence in the knowledge that they are appropriately dress. Simplicity is always best. Uncluttered clothing shows an uncomplicated person.

This article provided by Lola Conolan.

Member Directory

<p>Garment Maker</p>  <p>Lola Conolan 02 4573 1380 www.lolaconolan.com.au</p>	 <p>CHILDS PEST SERVICES PTY LTD 02 4577 7910</p>	 <p>Kurmond Communications Jeff Conolan P: 02 4573 1380</p>	 <p>Steve & Gloria 02 4578 0228</p>
 <p>Janice - 4575 1421</p>	<p>Up to Date Bookkeeping</p> <p>Contact Wendy 0407 486 467</p>	 <p>Carol Dorman 02 4567 0160</p>	<p>Natural Therapist</p> <p>Grace Perkins 02 4572 3494</p>
<p>Speedboard Machining</p> <p>Disability Equipment, Refurbishing, Customising & Service</p> <p>Wayne Wagstaff 02 4577 4647</p>	<p>CASA Chris' Admin & Sales Assist</p> <p>Chris Lord 0410 559 486</p>	 <p>Ian Stewart 02 4578 0490</p>	<p>Natural Massage</p>  <p>Angela Follett Clinic 4577 3106 0413 881 987 www.naturalmassage.biz</p>
<p>Life Coach</p> <p>Kerry Butler</p> <p>0412 592 065</p> <p>www.kerrielife coaching.com</p>	<p>Westcorp Security Services</p> <p>Jason Cornelius 0434 542 222</p>	<p>Sane Software</p> <p>Sam Gillham 0418 643 528</p>	<p>Flymoat Pty Ltd</p> <p>Spiro & Misoo Kokkinins 0413 606 883</p>
<p>Teroma Pty Ltd</p> <p>Dr Michael Brennan 02 4588 6229</p>	<p>Naturopath</p> <p>Judith Dwight 02 4573 1922</p>	<p>Angel Touch Aromatherapy Massage</p> <p>Wilhelmina Pennings Clinic 4575 4154 0410 344 160</p>	<p>Join the Network and advertise here for free</p>

	<p>Contact</p> <p>Phone: Lola - 02 4545 1210</p> <p>Mail: Hawkesbury HBBN PO BOX 381 WINDSOR NSW 2756</p>	<p>Web: www.hbbn.com.au</p> <p>Email: hbbn@bigpond.com</p>
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