



Home Based Business Network

October Newsletter

Issue 10, 2009

Welcome to our October 2009 Newsletter. Planning is the key to success and this month we look at the sometimes quiet period after Christmas. Deb Ivarson will give some tips on improving your business turnover at the start of next year. I hope to see you all there.

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

Angela & the HBBN Committee

"Some men see things as they are and say 'why'? Others dream things that never were and say 'why not'?"

~George Bernard Shaw

Business Mastermind Session

Our speaker for this month is Deb Ivarson from Tyvar Marketing. She will talk about preparing your New Years promotion.

Date 13h October 2009

Time: Networking from 6.30pm

Where: Tebutt 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

Finance & Super.

Sponsors



Contact Leroy and his team
on 02 8852 2900 or
www.allclassinsurance.com.au



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



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Five low cost marketing ideas

Spending hundreds or even thousands of dollars on advertising is really not the soloists' idea of effective marketing. Try some of these low cost marketing ideas instead.

1. Article writing

Article writing will not only ensure you become an expert in your chosen field, it gives you great exposure for your business. Once you have chosen a topic to write about, ensure your article includes lots of tips and ideas that readers can take away to put to use.

2. Strategic alliances

This entails forming partnerships, formally or otherwise, with other businesses that target the same market as you. For example, a baby photographer could ally with a baby clothes shop or a baby bedding business. All three of those target mothers with newborns, and could work together to ensure referrals are passed on.

3. Newsletter swaps

Working together with other like-minded businesses can also mean swapping spaces in each others newsletters. Ensure you put a good offer that each business can give to their database. This will help you to grow your own. Just approach another business and ask to swap. Be careful that your databases match up in numbers. It's no good approaching someone who has 2,000 on their database if you only have 100. Make it win - win at all times.

4. Press releases

These are an extremely valuable low cost marketing idea, but only if you have something to offer the media! Time and again I've seen people get a press release written, only to find that the media deem it un-newsworthy! Have an event, or tag onto a special occasion on the calendar.

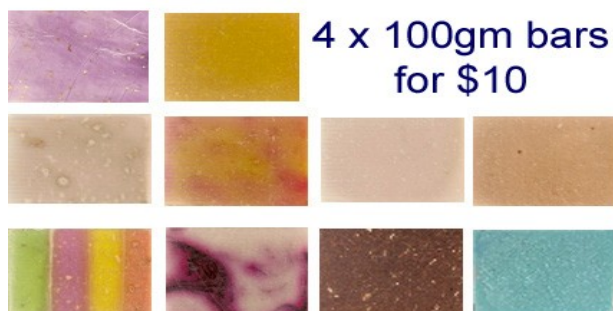
5. Networking

Online forums and offline events are always extremely effective tools, provided you don't join up solely to find customers. Networking is primarily about building your credibility, learning off others and basically getting your name out and about. Expect to give your time and expertise and don't expect a customer every time. Focus instead on having fun, meeting new people and developing a reputation.

Whether you are in business by yourself, or employ one to two people, every business will benefit from low cost marketing. Take at least two of the above low cost marketing ideas and implement them in your business today.

Sure, you could spend thousands of dollars on marketing. But maybe when you try some of these strategies, you will realise that you don't need to!

Emma Rhoades owns Diva Promotions and specialises in providing marketing and advertising information to small and solo business owners. For more from Emma go to www.flyingsolo.com.au.



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Fundraising options for your school or group available. Ask me for details.

Whats On

6th October	Super Sales Series- presented by Vanessa Van Wyk <u>Workshop One- Ignite</u> - How to ignite interest and "sell" in the first minute on the phone. Cost is \$50 per workshop or \$130 for all three workshops (payable in advance). Discounts apply to Hawkesbury Home Based Business Members. For further details and bookings visit www.penrithsmallbiz.com.au
13th October	Business Mastermind Session & Monthly Hawkesbury HBBN Meeting Speaker: Deb Ivarson Planning Your New Years promotion.
27th October	Super Sales Series- presented by Vanessa Van Wyk <u>Workshop Two- Convert</u> - How to make the sale in the first 5 minutes of a face to face meeting.
10th November	Monthly Hawkesbury HBBN Meeting Speaker: Chris Lambdon Financial planning and Super for forward planning for home based businesses.
10th November	Super Sales Series- presented by Vanessa Van Wyk <u>Workshop Three- Grow</u> - How to increase sales by increasing your prices.
5th December	Christmas Party - East Court Chinese Restaurant.

Noticeboard

Christmas Party - East Court Chinese Restaurant in Richmond. \$29 per person or Members and partner \$40.00. All monies due by the November monthly meeting (10th Nov 09).

Associate Membership - This new type of membership is now available. Its for people who are interested in joining our group but do not have a business. The fees are \$20 joining fee and \$5 per meeting. An associate member can upgrade to a full membership at any time. This type of membership is open for younger people. They must be Year 9 and above. Under 17's must be accompanied by an adult. Check the website for more details.

Advertise in this newsletter

This newsletter is distributed to over 100 local business owners and interested people.

Size	Members	Non-Members
¼ page	\$2.00	\$5.00
½ page	\$4.00	\$10.00

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 0413 881 987 www.naturalmassage.biz</p>
<p>Life Coach</p> <p>Kerry Butler 0412 592 065 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>Party Elves</p> <p>Tracey Cornwall 0437 376 212 www.partyelves.biz</p>

Contact



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