



Home Based Business Network

# September Newsletter

Issue 9, 2009

Welcome to our September 2009 Newsletter. Positive communications is very important in our business lives. Making a positive impression for our business is critical if we want to survive. Paula will discuss the do's and don'ts of verbal and non verbal communications.

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*

**"You can if you think you can."**

~ George Reeves

## September Meeting

Our speaker for this month is Paula Majestorovic from CTO Job Solutions. She will talk about Verbal/Non Verbal communications.

Date 8h September 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

Planning your New Years promotion.

## Sponsors



Contact Leroy and his team  
on 02 8852 2900 or  
[www.allclassinsurance.com.au](http://www.allclassinsurance.com.au)



For advice on Superannuation and Financial Planning call Chris on 4572 2763 or  
[www.clfs.com.au](http://www.clfs.com.au)



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## How to write persuasively

Your clients ask one main question when they read your website, brochures, ads, direct mail letters and other marketing material. If you write the answer to this question effectively, you're persuading them to do business with you.



### One question to rule them all

The question that every client asks when they read your marketing material is: 'What's in it for me?' If you write the answer to this question in a compelling and concise way, you are writing persuasively, because you are grabbing the reader's attention and increasing the chance of a sale.

### How to answer the client's question persuasively

#### 1. Turn your features into benefits

Most businesses write predominantly about themselves in their marketing material, but this can be a big sales-killer. To write persuasively, you need to focus more on what the client will get out of you rather than what you actually provide. In other words, focus more on the benefits rather than the features. The feature is the straightforward explanation of your product or service, the benefit is the positive outcome the client derives from your product or service.

You can find out the benefits of your business by placing the words 'which means that' after the feature. For example:

Johnny's Hairdressing Salon specialises in style cuts (feature) - which means that - you get a haircut that makes you look attractive (benefit).

Dindi's goat milk soap contains no chemicals (feature) - which means that - your skin becomes softer, smoother and requires less moisturiser (benefit).

#### 2. Keep it simple

Language that is too complex will only confuse the reader, giving them a reason to click away from your website or discard your brochure. Just keep your message crisp, clear, and uncluttered.

#### 3. Change the words "I" or "We" into "You".

If the question is, 'What's in it for me?', then the answer must involve the word 'you'.

### Some examples of persuasive writing in action

#### A computer specialist

**Before:** We offer computer backup solutions to fit your budget. We can offer external backup solutions or online solutions to meet your needs.

**After:** You won't lose precious photos or vital documents from your computer thanks to our affordable backup solutions.

#### A personal chef

**Before:** I am a professional and experienced personal chef with 30 years experience. I will come to your home to cook delicious meals for your special dinner party.

**After:** Add a touch of elegance, prestige and magic to your dinner party by hiring me to be your personal chef. With 30 years industry experience, I guarantee that your food will be delicious and professionally presented. Your guests won't want to leave the dinner party and you'll be the talk of the town!

#### A copywriter

**Before:** My copywriting skills are second to none. I write words for websites, brochures, pamphlets and advertisements.

**After:** Do you need persuasive, sales-boosting words written for your marketing material? Then I'm the copywriter for you!

The power of written persuasion comes in many different forms, this is just one simple strategy for how to write persuasively to help make a positive difference to your marketing material.

What are the benefits of your product or service? Go on, persuade us to do business with you by leaving a comment.

**Lucinda Lions is a professional writer/copywriter who specialises in writing persuasively in order to turn your readers into customers, and your browsers into buyers. For more from Lucinda go to [www.flyingsolo.com.au](http://www.flyingsolo.com.au).**

## Whats On

September	<b>Small Business Month</b>
8th September	<b>Monthly Hawkesbury HBBN Meeting</b> Speaker: Paula Majestorovic from CTO Job Solutions will talk about Verbal/Non Verbal communications.
13th October	<b>Monthly Hawkesbury HBBN Meeting</b> Planning Your New Years promotion.
10th November	<b>Monthly Hawkesbury HBBN Meeting</b> <b>Speaker:</b> Chris Lambdon Financial planning and Super for forward planning for home based businesses.
5th December	<b>Christmas Party</b>

## Noticeboard

**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.

**New Member** - We welcome our newest member Tracey Cornwall of Party Elves. Party ELves provides themed birthday parties and events. Contact Tracey on 0437 376 212 or [www.partyelves.biz](http://www.partyelves.biz)

**Christmas Party** - Easts Chinese Restaurant in Richmond. \$29 per person

or Members and partner \$40.00. All monies due by the November monthly meeting (10th Nov 09).

**New Committee** - :Last meeting was our AGM. A new committee was formed. It seems very similar to the old one except some people changed seats. We welcome Ian Stewart from Regal Video Productions as our new Public Officer. We all look forward to working with you and our members for the next year.

*Members: If you have a notice you would like to add here please email Angela [hbbn@bigpond.com](mailto:hbbn@bigpond.com).*

## HOW ARE YOU VIEWING LIFE?

There is a story of a man who was looking for somewhere new to live. He discovered a place and found a Town Elder to ask if he would be happy living there.

The elder after hearing the question replied, "Were you happy in the last town you were living in?" The man replied, "Oh no it was horrible, the people were grumpy and never happy, the buildings old and the sun never seemed to shine.

The Elder replied, "Then you will not be happy here."

It wasn't long after that when the elder received another visitor, who asked the same question. The elder responded in turn with his question. The second man replied, "Oh yes it was wonderful, the people were joyful and always friendly, the buildings beautiful with much history and the sun always seemed to shine.

The Elder replied, "Then you will be happy here."

**For more from Kerrie Butler, head to [www.kerrielifecoaching.com](http://www.kerrielifecoaching.com).**

# Member Directory

<p><b>Garment Maker</b></p>  <p>Lola Conolan 02 4573 1380 www.lolaconolan.com.au</p>	 <p><b>CHILDS</b> PEST SERVICES PTY LTD 02 4577 7910</p>	 <p>Kurmond Communications Jeff Conolan P: 02 4573 1380</p>	 <p>Steve &amp; Gloria 02 4578 0228</p>
 <p>Janice - 4575 1421</p>	<p><b>Up to Date Bookkeeping</b></p> <p>Contact Wendy 0407 486 467</p>	 <p>Carol Dorman 02 4567 0160</p>	<p><b>Natural Therapist</b></p> <p>Grace Perkins 02 4572 3494</p>
<p><b>Speedboard Machining</b></p> <p>Disability Equipment, Refurbishing, Customising &amp; Service</p> <p>Wayne Wagstaff 02 4577 4647</p>	<p><b>CASA Chris' Admin &amp; Sales Assist</b></p> <p>Chris Lord 0410 559 486</p>	 <p>Ian Stewart 02 4578 0490</p>	<p><b>Natural Massage</b></p>  <p>Angela Follett Clinic 4577 3106 0413 881 987 www.naturalmassage.biz</p>
<p><b>Life Coach</b></p> <p>Kerry Butler</p> <p>0412 592 065</p> <p>www.kerrielife coaching.com</p>	<p><b>Westcorp Security Services</b></p> <p>Jason Cornelius 0434 542 222</p>	<p><b>Sane Software</b></p> <p>Sam Gillham 0418 643 528</p>	<p><b>Flymoat Pty Ltd</b></p> <p>Spiro &amp; Misoo Kokkinins 0413 606 883</p>
<p><b>Teroma Pty Ltd</b></p> <p>Dr Michael Brennan 02 4588 6229</p>	<p><b>Naturopath</b></p> <p>Judith Dwight 02 4573 1922</p>	<p><b>Angel Touch Aromatherapy Massage</b></p> <p>Wilhelmina Pennings Clinic 4575 4154 0410 344 160</p>	<p><b>Party Elves</b></p> <p>Tracey Cornwall 0437 376 212</p> <p>www.partyelves.biz</p>

## Contact



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