



1230 TWC News

In conversation at a recent networking event the person I was speaking to was telling me how networking just didn't work for him. He didn't like the atmosphere and the way everyone just wanted to sell to him. He told me how before the events he'd attended, he'd done his research and when he arrived he went straight to the people he'd researched and told them about his business, but it didn't seem to get him anywhere.

I wonder why? Is that anyone you recognise? No mention of building rapport, nor business relationships there.

We need to be honest; the purpose of business networking is to increase business revenue - one way or another. But it is enjoyable with the best business networking groups operating as exchanges of business information, ideas, and support and the most important skill for effective business networking is - listening.

When was the last time you felt really listened to? How did it feel to be heard completely? Good - I'd bet! Focusing on how you can help the person you are listening to rather than on how they can help you is the first step to establishing a mutually beneficial relationship. It is also necessary to follow up afterwards as soon as possible. This all takes time and effort, and mostly doesn't happen overnight. Sometimes it does, but generally like all good things it takes time to develop that trusting business relationship.

If you've attended 1230 TWC meetings already you may have found the groups smaller than some events you have attended, but how many

**Networking works...
Networking really works!**

people can you talk to successfully? We hope that you'll have found 1230 TWC meetings warm and welcoming. You'll have noticed how you are greeted and introduced to others, no standing on the side-lines at 1230 TWC meetings. And this is

"I find the meetings very friendly and it's easy to get to know new people quickly."
Ghislaine Hubbard www.Academic-Tutors.org.uk

why networking and 1230 TWC networking is so successful. 1230 TWC continues to grow - so far 2008 has seen inaugural meetings in East Dulwich, Wimbledon and Woking with the relaunch of Bristol and Ipswich.

But 1230 TWC not only provides face-to-face meetings, 1230v takes place on the 2nd Monday of each month - the "v" standing for virtual, teleconference style, 1230 members exclusive. 1230v Manager Ann Hawkins has an astounding line-up of speakers, details of which can be found on the web site www.1230.co.uk

Take a look at the web site, research the members there - see their profiles, have you completed yours? Have you blogged? That earns a place on the Home Page.

Search Engines just love blogs and because the 1230 web site has been especially designed to drive traffic to members' own sites, the Search Engines just love the 1230 site!

**So welcome all 1230 TWC members and soon to be 1230 TWC members!
Really use your membership and if you're not sure how to do that, we can help you.**



Courtesy of S.E.A. Photography

Co-founders

**Breaking news: Jackie interviewed by Broadcaster Pooja Dhiman on Westside 89.6 fm www.westsideradio.co.uk
Podcast details to follow**

1230 Members - 1230v meeting (teleconference) 14 April at 12.30, professional broadcaster, writer and speaker Mo Shapiro who will be sharing techniques for "Getting in the Mood" Advanced booking— www.1230.co.uk

The Business Channel

SKY 547

April on The Business Channel

by Ziggy Gagi

The Business Channel doesn't broadcast news or stocks. That market is already well covered! An 'enabling' channel for today's entrepreneurs, it showcases individual and commercial success stories, historic and contemporary business trends, global cultural influences in business, as well as the challenges of starting up, sustaining and growing a business. The Business Channel broadcasts are filled with business information essential for the UK SME market and the growing

new wave of entrepreneurs.

Over the next month The Business Channel will transmit two entertaining films of great appeal to the more sensual nature of our female viewers...

'Nylon Story' takes a light-hearted look at how the "artificial" stocking becomes a symbol of modernity and luxury, one that not only the rich could afford. In December 1940, the first batch of nylon stockings hit the American market and the police had to intervene to control the masses of nylon-mad women in department stores!

'Aphrodite's Drop' opens up the pearl industry, reflecting and determining attitudes of wealth, culture and social advancement. Featuring interviews with leading celebrities and experts from the jewellery world, this stunning and lavish documentary explores the history of mankind's obsession with pearls over the centuries.

Find out more about The Business Channel on www.thebusinesschannel.com
Ziggy's profile <http://digbig.com/4wqfm>

Did you know March was Green Month?

By Annette Heywood of Kingswood SCS

Recycle as much as you can. Most local councils have a recycling scheme which means you can separate your rubbish into what can and can't be recycled. The most common things to recycle are glass (bottles and jars) and paper (newspaper, magazines, wrapping paper and packaging). Maybe the children can make a chart to show what can be recycled and what can't and perhaps label some recycling boxes to make it easier to carry to the recycling site.

The plastic in most carrier bags does not biodegrade, so it can take around 100 years to break down. Recycle Now have said that every year 100,000 tonnes of plastic bags are thrown away; amazingly that's the same weight as 70,000 cars! If you've got supermarket carrier bags at home, take them back to the shop they came from - they should know how to recycle them. Better still, stop using them altogether and buy reusable shopping bags. In this year's Budget, the Chancellor has decided to make retail stores charge for carrier bags to encourage consumers to use other materials to take their shopping home in.

So we should all be doing better in the future!

Find out what services Kingswood Eco Cleaning offers
<http://digbig.com/4wqfm>



Why Blog?

by Penny Denby of 1230

1230 TWC has been asked recently why we are stopping the womenscompany@topica.com mailing list.

The mailing list has served 1230 members, non-members and 1230 exceedingly well over the past four years allowing us all to post events, requests for help and suggestions to subscribers. Keeping mailing lists up-to-date, however, is very time-consuming and there is always a dilemma, for example, on how much lists should be moderated and how to remove those who wish to be taken off the lists when they have long forgotten which email address they used for signing up in the first place! Technology has moved on and we all need to take advantage of the latest ways to increase our business share.

1230 is a member organisation and its primary goal is always to find the best ways for 1230 members to network on and offline to promote what they do.

1230 website now gives members many more opportunities and BLOGGING is a hugely important one. Very simple to do and highly effective as blogs are seen by everyone who visits the 1230 website - that means thousands of visitors every week.

Blogs can be written about any subject related to your business. They are a good way

Let the world know what your business is up to

to let the world know what your business is up to and to share your knowledge and expertise. Blogs should be brief and 'to the point' - 200 words is plenty. Posting a blog every week, more frequently if you have time, will keep your business right there on the Home page of 1230 - this is where all blogs are until the next blog comes along! Once your blog has been replaced by a more recent blog it can still be read on the 'View all our Blogs' linked from the Home page and it will also attach itself to your profile page so that when you are searched for and found in the 1230 Members Directory all your blogs will be there to be read.

To create a blog

- Go to www.1230.co.uk
- Log into your Account Page and then click on the Blog link in the Members' Navigation bar. A text link will appear that asks you to 'Click here to add a new blog'.
- Enter a title and then type your message into the box provided. You might find it easier to write what you plan to say in Notepad and then just copy and paste your words into the message box. When you are happy with what you have written click **Submit**.

All blogs are approved before they 'Go live' so you may have to wait for up to a maximum of 24 hours at peak times - however, often your blog will be live within half-an-hour of you writing it!

If you still aren't convinced that you need to use this latest technology to spread the word about your business the following might make you think again!

Google ranks websites on a number of things ... one is the quality of incoming and relevant links. Every time you are active on the 1230 website through blogging, making special offers, posting events, adding testimonials, etc you are creating more links to your-

self from 1230 which means more links to your profile page and your business website. If you have ever considered having some serious search engine optimisation done on your website you will know how much that costs - probably ten times the cost of an annual 1230 member subscription! So please do make use of all that there is on offer to you and grow awareness of your business through the technology 1230 provides for you.

Happy Blogging!

See the latest 1230 Blogs at www.1230.co.uk

Simple Sales Success

by Christine Guy-Clarke of Focall Solutions

Whatever business you are in, you are selling something. Knowing your customers and connecting with them is the best way to enhance sales, and as always the simple things are the most powerful!

Ask your self this: How often do you contact your customers? Keep in touch with your customers? Let them know that you care about them? Let them know that you are grateful for their hard earned cash? The very same customers that have bought from you time and time again, that have enabled you to carry on being in business, and that have helped you pay your bills.

Wouldn't you WANT to keep in touch with those people?

It is said that if you don't keep in touch with your customers every 90 days, then they are no longer your customer. How many times have you received a 'thank you for your business?' from someone you do business with? Or a reminder that you are a valued customer? Or a special invitation to come and use their services again? Or even a simple 'We are still here offering you an even better service than before?'

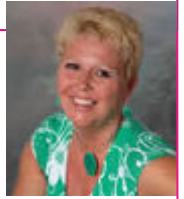
Sounds too easy? Check out Joe Girard, the most successful car sales person in the world. He used simple tactics and sent cards to all his customers - Regularly. Guess what? When they needed to replace their car, who was their first choice of contact? The friendly man who sent regular greeting cards and who really cares about them! Friendly Joe Girard.

Why reinvent the wheel? Use tried and tested methods that work, see for your self, and prepare to be amazed! The most important data you have in your business is your customers, keep it up to date, and 'speak to them' as often as you can. See Christine's profile <http://digbig.com/4wqfr>



Fun and Creative Activities to Keep Your Preschooler Entertained

by Sue Atkins, author of 'Raising Happy Children for Dummies'



Preschoolers are curious little people who love to explore but keeping them busy and engaged during the day can be quite a challenge. Here are some simple, fun and educational ideas to make life with them creative and enjoyable.

• **Blow Bubbles** Always keep a tub of bubble solution handy in the kitchen as a wonderful solution to your little ones boredom. You can buy them very cheaply from the £ shops and they often come with lots of different size and shaped pipes to make unusual bubbles which your little one will love popping or catching or blowing. Or you can make your own bubble solution from washing up liquid to save yourself some money. Let your child play in the sink with some bubbles too and let them have fun looking at the rainbows.

• **Make a Necklace** Making necklaces and bracelets is a brilliant way to have fun but it is also a great way to develop your little ones dexterity. You can buy large beads or buttons from the ELC which they can thread onto coloured threads or wool or I remember letting my kids just play with my spare button box. But remember to tape the end to make it easy to thread and at the other end to stop all the beads from falling off! Also make sure they are old enough not to put the beads in their mouth.

• **The Magic Paint Brush** I remember my own kids playing outside with a bucket of water and some paintbrushes and having enormous fun just making pictures with water that dried up easily with no mess.

Read Sue's 'Top 10 Creative Activities to Keep Your Preschooler Entertained' on her blog <http://digbig.com/4wqfq>

Welcome ... 1230 New Members March 2008



Laura	Brown	Fashion Attic
Angela	Burgess	SE Magazines Limited
Vinci	Draper	Arbonne
Lola	Fayemi	Urban Spirit Holistic Harmony Ltd
Lucy	Franklin	Tranquility
Hazel	Harris	Hazel Harris Image Consultancy
Lysbeth	Hix	Partnering Parents
Charlotta	Hughes	Be Me Life & Business Coaching
Susie	Jeffries	Reflexologist
Lesley	Jones	De-novo Consultants
Teresa	Leong	Forever Living Products
Jennifer	Melvina Allen	J M A Associates
Karen	Murphy	
Jill	Sangster-Tsoi	
Mandy	Shepherd	Bluebird Hypnotherapy
Michelle	Wharton	Capricorn Cleaning Services

1230 TWC Managers are interviewed and trained to run 1230 TWC groups next interview and training date Friday 4 April 2008

IT Time-saver!

Want to move some text quickly in Word? Just highlight the text, position the mouse cursor over the selected text, click and hold down the mouse button. You will notice a vertical dotted line appear near the mouse cursor. Drag the highlighted selection to where you want it moved. Release the mouse button. The highlighted text is moved to the location you specified.

To copy text using the mouse, just follow the steps above, but hold down the Ctrl key whilst dragging

IT Tips

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