



## 1230 TWC News

### Forward planning

As the year continues to hurtle forward at an alarming pace, parents prepare for that special, exciting and sometimes tearful (parents that is) day in September when the children go back to school, 1230 TWC has lots planned for you too!



September is 1230 TWC "Bring a Girlfriend" month, which means that when your

girlfriend/client/colleague (who hasn't attended previously) books and pays on-line your meeting is free!

Back in March, Jackie had a Eureka! moment. How to use Twitter to greater advantage to give 1230 TWC Members a wider audience for their business and to invite special high profile guests—1230KISS was borne.

From this we found that many of our contacts were asking for help in setting up a Twitter account and other Social Media.

The evolving pilot Social Media taster workshops which were run in Bromley and Malmesbury have proved so successful that they are now set to roll out in other locations starting in September. More expansive sessions will follow.

Details of 1230KISS and other Diary Dates can be found on Page 3

As always, I look forward to seeing you soon...

Courtesy of Penny Carolan. Photography



Jackie Groundsell

### Overseas Links



### Costa Women

We're delighted to be Sisters with Costa Women. Under the ownership of the wonderful **Ali Meehan**, Costa Women is a social network community for women living in Spain to share friendship, support and provide knowledge about living in Spain.

You'll meet them as 1230 TWC Members at UK meetings and of course when you visit Spain. If you are looking to expand into the Spanish market, they are part of a 3-day **Turbo Charge Sales and Business Networking** event at Hotel Las PiramidesFuengirola, Spain, 14-16 October 2011. On Saturday 15 October, a special day has been organised with Guest including Gill Tiney, Nikki Pilkington, Steve Clarke, and.... Jackie Groundsell. Entry for this day is €10 with special hotel rates at the [Hostal Marbella](#) and [Hotel Las Piramides](#).

Membership of @CostaWomen is free to 1230 TWC Members. Just click the "Sign Up" button [here](#)

### Reasons to be a 1230 TWC member

- ✓ face2face meetings and Guest Speakers
  - ✓ business growth
  - ✓ support from other business women and 1230
  - ✓ discounted meeting and event attendances
  - ✓ freedom to network locally, regionally, nationally and internationally
  - ✓ exclusive, secure 1230 member web account
  - ✓ 1230 web site profile
  - ✓ own 1230 email account
  - ✓ taster workshops
  - ✓ massive 1230 web site marketing opportunities
  - ✓ 1230 Member to member discounts
  - ✓ Forums
  - ✓ Higher profile by being a Featured Member
  - ✓ Text chat with other members
  - ✓ Great exposure with 1230KISS
  - ✓ .... much more.....
- and all for less than per week



Can we do more to help you? Let us know on [admin@1230.co.uk](mailto:admin@1230.co.uk)

### Authors of interest

And on the current reading shelf at 1230 TWC Towers—opened!

**Paola Bagnall** (Member)  
["Birth Made Easy"](#)

**Jackie Barrie**  
["The Little Fish Guide to Networking"](#)

**Dee Blick**  
[The Ultimate Small Business Marketing Book](#)

**Sharon Eden**  
["Whack Around the Head"](#)

**Andy Lopata**  
["Recommended"](#)

**Lara Morgan**  
["More Balls than Most"](#)

**Sir Alan Sugar**  
["What You See is What You Get"](#)

*"I so enjoyed the lunch meeting last Thursday at the Corinthia Hotel. The venue is so beautiful - it was like lunching in a film set and the new contacts I made are going to be very useful as I take my business forward. Looking forward to meeting up with everyone again soon".*

Annabel Kaye Managing Director, [Irenicon Ltd](#)

## Hilary Devey supports 1230 TWC

When Jackie Groundsell MD of 1230 The Women's Company had the eureka! moment of creating **1230KISS** to interview (Twitterview) 1230 TWC Members and special guests using Twitter, little did she think that TV's latest Dragon Hilary Devey would be taking part.

But that's exactly what happened 10.30 am on Friday 19 August. Special Guest Sylvia Tidy-Harris MD of WomenSpeakers/co.uk is Hilary's agent. In the run up to 10.30 am (the #1230KISS start time) Hilary tweeted "@HilaryDevey: #1230KISS my agent Sylvia is doing a Twitterview at 10.30am with @SylviaTidyHarri is today's #interview !!

An astonished Jackie commented "We nearly fell off our chairs at 1230 TWC Towers with excitement!"

Not only was Jackie interviewing fabulous Sylvia Tidy-Harris but also one of her most well-known clients was Tweeting #1230KISS! Jackie shared a couple of snippets from Sylvia with us – in reply to Jackie's question "What about success for you Sylvia – is it all about money?" Sylvia replied "Pretty much – why set up a business for any other reason but to sell on too – it's not a hobby" Sylvia also shared the advice "Always look confident even when you don't feel it and learn the art of when to run and when not too".

Further details of the Twitterview with Sylvia Tidy-Harris can be found at [1230KISS](#)

**"Always look confident even when you don't feel it and learn the art of when to run and when not too".**

Hilary had the last word "@HilaryDevey: Have a lovely weekend everyone – hope the sun keeps shining and looking forward to your tweets about #dragonsden "

"Katie Moore's social media workshops have opened up a whole new world of interest and opportunity to me. Learning in the relaxed environment of the 1230 TWC lunch-time meetings makes the daunting thought of IT training so much more palatable and provides the bonus of input and suggestions from other members. Great added value to regular meetings!"

Sarah Voller [www.sarahvoller.co.uk/](http://www.sarahvoller.co.uk/)

## I have a business—Let's Get Selling!

So now you have a business and you are ready to sell! Really? Well, maybe.... let's see what you think.

You've got your brand new business cards hot off the press from the printers. Well you have, haven't you?

OK, perhaps you're still waiting for them, but you have got a handy notepad and pen at the ready??

Never go *anywhere* without your business cards; that includes supermarket, hairdressers, dentist,



**Word of mouth Referral is responsible for 70% of business taking place!**

school gates, etc.... These are your informal networking opportunities.

But we're looking at formal networking for the moment, ie pre-arranged, professionally organised networking opportunities.

Why would you want to book into something like that?

Word of mouth referral is responsible for 70% of business taking place! That is 70% of business activity is down to people who get to know you and like you, whether or not they have bought your products or used your services, they feel comfortable in recommending or referring you.

So that would seem a pretty fool-proof and economical way to grow your business; to make money.

Yes, but it doesn't happen overnight – it takes time and effort – by you!

Effective and successful networking isn't just about "the money".

It's about learning from your peers, sharing experiences and support. Which in turn all add to your well-being and that of your business!

If you are going to be successful in business, face-to-face networking is an essential part of your business's marketing strategy.

So here are the Rules to make networking work for you:-

- ▶ Networking is about developing trust and relationships over time - so you need to **attend regularly**
- ▶ Be prepared to **give** and **help** others - what you give will come back three-fold - see where you can make connections for others
- ▶ Show a **genuine interest** in people and really **listen** - you never know who they know!
- ▶ Always **follow up** contacts, by phone or email
- ▶ Arrange **1:1s** – to find out more about each other and business opportunities—so always take your diary, whether paper or electronic, with you
- ▶ **Invite** business contacts to experience a networking meeting - spreading the word extends opportunities for everyone
- ▶ **Circulate** – don't stay in your comfort zone
- ▶ **Be prepared** – have plenty of business cards, perhaps an A5 flier, and certainly have a 1 minute talk (let me know if you'd like a copy of the [1230 TWC](#) 1 Minute guide)
- ▶ **Treat your network like gold** – don't abuse your contacts

Networking is *not* about selling, it's

**"Today's preparation determines tomorrow's achievement" anon**

about building the relationship. Follow the above rules consistently and it *will* work for you.

**I would love to hear from you about your networking experiences and please share your own networking tips.** [meetings@1230.co.uk](mailto:meetings@1230.co.uk)

**Jackie Groundsell: Founder and MD of [1230 The Women's Company Ltd](#) - leading UK network for business women, providing opportunities for business and career women to meet locally in the Business High Street, share experiences and work together to grow their businesses through regular vibrant, buzzy meetings.**

# HOT SPOTS for your Diary

"Today there are many networking groups being run but **1230 The Women's Company** stands out as head and shoulders above the rest. It's organised, dynamic, relevant and very results orientated — also helps that the people are warm and friendly! I was delighted to speak at the Annual Conference. The day was buzzing with hundreds of like-minded women all networking, learning and doing business—fabulous! The supporting stands were all interesting and there was a great line up of varied speakers. A brilliant event all round I say! Thanks" [Claire Young](#)

**W**e're sure you'll agree that no matter what stage of your business you are at, there is always something new to learn and enjoy.

With 300+ business women to network with, distinguished and inspiring speakers, exciting and motivating workshops, brilliant exhibition stands and essential 1:1 clinics, we have put together *the* most exciting, inspiring and rewarding **1230 TWC Conference** to date for you! So you know you're in for a treat which includes a delicious glass of bubbly, lots of networking and a yummy lunch.

We wanted this Conference to not only be very special for you, **because you deserve it**, but also to celebrate 1230 TWC's tenth anniversary!

In a fabulous central London venue, **1230 TWC "Just Do It!" Conference** will take place on **Tuesday 19 June 2012**.

## Because you deserve it!

There will also be a sumptuous "after Conference" dinner, with Guest Speakers and entertainment, which will be open to all, so business and personal partners welcome, clients, friends, colleagues.

There is also a very exciting and innovative way for you to take advantage of **sponsorship** opportunities.

This involves a raffle, where the value of the prize far exceeds the cost of the raffle ticket!

**All this and more will shortly be available to you, with Early Bird prices**

Just to give you an idea of the exciting speakers so far confirmed:-

Dee Blick, Sonia Brown, Lisa Buckingham, Fiona Coppard, Sue Hainsby, Anna Kennedy, Jane Kenyon, Caroline Marsh, Jane Milton, Lara Morgan, Nikki Pilkington, Penny Power, Sylvia Tidy-Harris, Claire Young

**B**elow are 1230 TWC **September** meeting dates together with Events from our Members.

Just click the link to make payment and to be sure of your place.

*We look forward to seeing you*

Don't forget—September is **Bring a Girlfriend** month.

Thurs 1 September 12.30 pm  
[Blackheath](#)—1st Thurs

Weds 7 September 5.00 pm  
[Beckenham](#)—2nd Weds

Thurs 8 September 11.45 am  
[Sevenoaks + Social Media workshop](#)—2nd Thurs

Tues 13 September 12.30 pm  
[Bristol](#)—2nd Tues

Weds 14 September 11.45 am  
[Beckenham + Social Media workshop](#)—3rd Weds

Thurs 15 September  
[N Wilts + Social Media workshop](#)—3rd Thurs

Thurs 15 September  
[Mayfair + Social Media workshop + Guest Speaker](#)—3rd Thurs

Thurs 15 September  
[BrickByBrick](#)

Weds 21 September  
[Bromley + Social Media workshop + Guest Speaker](#)—3rd Weds

Weds 21 September  
**NatWest Women in Business West Malling** details to follow

Tues 27 September  
[Orpington + Guest Speaker](#) — 4th Tues

Weds 28 September  
[Tunbridge Wells + Social Media workshop](#) —4th Weds

Weds 28 September  
**NatWest Women in Business Beckenham** details to follow

Thurs 29 September  
[BNI Charity Event](#)

*I just wanted to drop you a note after yesterday's lunch at the Corinthia Hotel and say Thank You. Lovely guests and good fun - as always. But the difference this month was the absolutely fabulous venue - the Corinthia is wonderful - the food was delicious and the staff so attentive - everyone must have really enjoyed it, as we all left so late! I do hope you'll be making it your regular venue. Kind regards Judi" Judi Bitel*

**1230 TWC Hosts**—are wonderful, insightful, reliable business women. Who love connecting people, enjoy good company and appreciate good food—AND doing the biz!

Sound like you? There are a great many benefits to being a 1230 TWC Host, not least is the opportunity to heighten your personal and business profile in your local area, gaining instant prestige by aligning yourself with the leading business women's network providing on and off-line trading and business growth opportunities across the UK at local level.

*Let's talk!*

Just drop us a line on [meetings@1230.co.uk](mailto:meetings@1230.co.uk) or phone on 020 8650 8015 so that we can answer any questions you may have.

*"..... how much I am enjoying the Bromley 1230 meetings with the taster workshops on Social Media with Heather Bond. I am learning so much and hope to do them all again when Heather repeats these at the 1230 Beckenham meetings. I find all this Social Media stuff a bit daunting so it is good to have it all explained so simply. Thank you Paola"*

*Paola Bagnall [www.innerpower.co.uk](http://www.innerpower.co.uk)*

## 1230KISS

Every **Friday** at **10.30 am** It's not hard, or painful, it is sometimes challenging when the airwaves are a bit slow, but it is fun—why not join us when Jackie Twitterviews a 1230 TWC Member of Special Guest.

It could be you! Just email [info@1230KISS.co.uk](mailto:info@1230KISS.co.uk)

