

1230 Insight

Online and Off-line networking for you!

Dynamic

Independent

Business women

www.1230.co.uk



1230 TWC News

Mind your language!

at a recent networking event (where else!) I was reminded of the different meanings of words across generations, cultures, countries. A colleague was saying how she'd taken her son to a well-known store to buy his first suit, necessary for the part-time job he was doing whilst in his first year at university. She'd pointed out to him that one particular suit was very good value because a mac came with it, free. With great enthusiasm her son agreed with her because "that'll be really useful Mum to do all my coursework on". Those of us post-sixth form will know that with the suit came a free... Mac...intosh, (lightweight water-proof coat) whereas her son had thought the free item was an (Apple) Mac!

It's not just the spoken word which can be misconstrued... The written word too has its problems. This week I came across a lengthy blog started by someone recommending a household name face cream, several entries later this ended with a blogger being accused of being racist!

All because of different countries usage of the words "ethnic" and "peasant"!

And in networking it's not just what you



"I got in touch with Jojo and it turns out we know a lot of the same people! So well done you. We're getting together when she's back from a conference in Cannes in a couple of weeks."

Carolynne Wyper - SMA Talent

1230 NETWORKING TIPS

Team up with other 1230 members to offer a better service

Ask 1230 members to recommend services you need

Offer to speak about your experiences and expertise at a 1230 meeting

say, but how you say it... as 1230v guest speaker Mo Shapiro reminded us as she got us "In the Mood" for networking in her talk recently. Mo's advice was, if you are apprehensive about attending a particular networking event, if you think positively, speak positively, then you will be positive - fake it 'till you make it! Nobody will notice your knees knocking!

Being a good listener is also essential to networking. Since most people love to talk about themselves, that won't be as difficult as it sounds! Studies show that most people speak about 150 words per minute. Yet the average person can hear at the rate of 600 to 800 words per minute. So there's plenty of extra time to really listen to what the other person is saying.

Courtesy of S.E.A. Photography



Co-founders Jackie Groundsell and Penny Denby

Enjoy your read, and we look forward to meeting up soon!

Exclusive Offer to 1230 Members!

The Business Channel

SKY 547

On **30 April 2008** **The Business Channel** will be filming entrepreneurs keen to reach out to more customers, partners or investors. So if you are an entrepreneur and want to get your message across on TV, then book your filming slot now!! We will provide you with 30 minutes of studio filming time, edit your video and broadcast it on **The Business Channel** on **Sky** platform **547**. We will also make your video available to you for your website!!

Broadcast 30 times in a month on The Business Channel, accessible by 22 million viewers across UK and Ireland on Sky platform 547.

70% of our viewers are ABC1, middle to top level management Adults (like yourself!), so would it be worth £1,500 in marketing terms to you? Total inclusive Price: £1,500 less 30% discount for all 1230 members—actual price **£1,050!!!**

Book now!!

Price only applicable if booked by 29 April.

Ziggy Gagi ziggy@thebusinesschannel.com

Find out more about The Business Channel on

www.thebusinesschannel.com

Ziggy's profile <http://digbig.com/4wqfm>

We'd like to know ...



Following the recent Budget The Treasury is investing £12.5m in a venture capital fund that will back women-owned businesses and provide support. It is also piloting new women-only business advice based in children's centres and is planning a national mentoring network for women.

We'd like to know if any 1230 members are hoping to gain some of the venture capital? And if you have young children we'd like to hear from you when you come across a business advice centre.

For the record: there are now more than 1-million self-employed women in the UK - a 17% increase since 2000

On the Radio!

18 April 2008 at 10.00 am **Lola Fayemi** (1230 **East Dulwich Manager**) will be on **The Business Show** with Pooja Dhiman about "What's stopping you from your success?". It's a local West London radio station but you can listen online too at **Westside 89.6 fm** www.westsideradio.co.uk or listen to the podcast.

Listen to Jackie's interview www.thebigdream.co.uk/2008/03/07/women-in-business/

HOT SPOT!

9 May Innovation for Business Success, Sutton http://suttonchamber.biz/index.php?option=com_content&task=view&id=81&Itemid=31

12 May 1230 Members - 1230v meeting (teleconference) : Chiara Zuccon, Senior Business Manager with RBS and Ambassador for Women in Business would like to know "What should banks be doing to support women in business?" Advanced booking— www.1230.co.uk

15 May Business Opportunities Forum, Oxted <http://www.1230.co.uk/events.asp?event=110&month=5#event>

23 May 1230 TWC Managers next interview and training date Friday 23 May 2008

26 September 1230 Tea in Style

One of Lola's favourite quotes is from French philosopher and poet Gaston Bachelard....

It is the desire to walk which creates the path

Added value 1230 membership

by Penny Denby of 1230

Do you have a new business but no website yet? Here is a simple and almost 'free' way to promote your business online without delay!

All you need is a domain name. If you don't have one you need to register it. We suggest www.123-reg.co.uk - costs £5.58 for co.uk domain name for 2 years if you do-it-yourself. 123-reg is simple to use but of course you can use any domain registrar.

Once you have your web address go into your control panel. Set your domain to forward to your profile page on the 1230 website. http://www.1230.co.uk/directory_profile.asp?id=xxx

Hey presto! Now anyone typing your web address into their browser will be taken straight to your own pages on the 1230 website.



Now you can have those all important business cards printed immediately with your web address. And when you are ready to go ahead with a website don't forget to search the 1230 directory of members and ask some 1230 web designers for advice or a quote.

www.1230.co.uk

Are you Safe?

Those of us of a certain age will remember the headlines 22 years ago when Estate Agent Suzy Lamplugh disappeared, sadly she's never been found.

At April's 1230 Bromley meeting Guest Speaker Gill Twyford from the Suzy Lamplugh Trust had the total attention of those present as she asked questions of how everyone would react in potentially threatening situations. In a calm and non-alarming way, Gill made those present aware of their vulnerabilities, of the choices available and how to prepare should they be attacked, or look as though that was a possibility.

The statistics were interesting and some surprising, for example only 10% of crime is violent. Two-thirds of violence comes from people we know. Men are twice as likely to be attacked than women with those in the 16-24 age group most at risk. Gill provided tips on keeping safe, such as - how much of the contents of that expensive handbag is really needed in one place, spread it around our person, carry a personal alarm and how to use it. What to do when the car breaks down, especially late at night. Armed with all this information and her acronym of P.L.A.N - Plan and prepare, Look alert and aware, Acting, Strategies, Never assume it won't happen to you, Gill left everyone feeling much more aware and confident should we find ourselves at risk.

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 yourself this: How often do you contact your customers? Keep in touch with your customers? Let them know that you care about them? How well do you know them, and they know you. 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.

Whatever your business, you want to spread your net and gather more business, perhaps moving into a new, thriving locality or town. How do you spend your time and money effectively in reaching this target community? Answer: consider organising your own Mini Trade Fair, actually in the place and among the people you wish to reach.

This is how it could work for you. First, find a venue eg local hall, sports centre, community centre, conference room, which is available to let by the day at reasonable rates. Next, identify other businesses in your general field with which you are not in direct competition but who might work in the same market. For instance, a financial adviser might make a list like this:

Specialist pensions advisers
Mortgage brokers
Insurance brokers
Investment consultants
Bookkeepers and accountants

Calculate the total costs for hiring the hall for a day or evening (whichever is appropriate for your market) together with promotional costs such as advertising in local press and newsletters and, perhaps, getting a banner made to display on the day outside the venue. You need to think creatively about promotion (eg local radio stations often have free What's On slots).

You may or may not want to charge a nominal admission fee. If you make it free, you will undoubtedly get more visitors and therefore more prospects. Of course, you might also get the time-wasters who want to come in from the cold! Free refreshments, tea, coffee would also be a nice add-on.

The idea is to find one business partner from each of the sub-categories willing to join you for a day or an evening. An ideal number would be, say, eight or ten tables or stands. Do some phoning around and it's probably wise to have some reserves for the inevitable late drop-outs. Charge all the co-exhibitors a proportion of your total costs. With good planning you should at least get them to pay all your costs, leaving your own pitch cost free apart from the time you have used in organising the event.

Sticking with the "finance" theme, think of an eye-catching title such as The Money Fair or similar and have each of the co-exhibitors prepared to give a brief consultation to anyone who wishes. The aim being to give all participants a clutch of new prospects which they can follow up immediately.

Taken further, the idea could be extended to a series of fairs covering a wider area. It can be extended into pure retail (one example might be pre-Christmas toys, gifts and confectionery), or B2B (eg office services). If you're the organising kind, you might spin off regular mini shows into its own profit centre. Once you have done one, the rest will be a whole lot easier!



What do you do if you want a divorce, there are assets/income to be divided between you and you require maintenance, but are too "rich" to obtain public funding (legal aid) but too poor to afford your solicitor's fees? There will be money at the end of the day but few solicitors can afford to run your case (and everybody else's) for the best part of a year whilst you go through the court process.



Your spouse can, however, afford to pay his or her solicitors (usually his) and could, if he wanted to, pay you more maintenance, both for yourself ("spousal maintenance") and to enable you to pay your legal fees.

Whilst the court procedure is moving forward, you need money now and you wish to apply for "maintenance pending suit".

You wish to include in that application an element to cover your legal fees. Will the courts allow it? Answer: Possibly

The court will first require you to explore the possibilities of obtaining funding for your divorce arguments in other ways ie using savings, cashing up liquid investments, public funding/legal aid, loan from the bank, loan from family, giving a charge to your spouse's solicitors to cover the fruits of the ancillary relief proceedings, using Barclays Bank "client credit account" (that bank's financial product to fund solicitors fees where there will be a capital sum recovered in due course)



If you are contemplating divorce, speak to Michelle Brennan on 01732 897971 or 07795 821793

Welcome ... 1230 New Members April 2008

Helen Lynne	Armstrong Cantor	City Business Library
Kate	Chesser	House of Colour
Diane	Collier	ME - I.T. Training & Solutions
Fiona	Coppard	Emil Thomas Associates
Goretti	Considine	Electra Jewellery
Claire	Empson	City Business Library
Jaci	Godman-Irvine	Daisylets
Zoe	Hannam	Estate Legacy Services
Michelle	Major	Maison Entersurprises
Yvonne	Mills	Shalom Place
Claire	Nandhra	APS Legal & Associates
Diane	Stevenson	moreetc
MaryAnn	Richmond-Coggan	B2B Marketing Consultancy
Peta	Romaine	Personal Property Services
		The Tall Lady

A la recherche ... French speaking PR whizz
Diane Stevenson based in Lyon is looking for a French native speaking PR freelancer (based in UK or France) for further details contact Diane—see www.1230.co.uk/Blogs/diane@dianestevenson.com

IT Time-saver!

Can't move that **picture** on the Word page? You just need to **format** the image first.

- ▶ Right-click on the picture
- ▶ Click **Format picture**, Click **Layout**
- ▶ Click whichever **Wrapping Style** works for you
- ▶ Click **OK**
- ▶ Hover the mouse over the picture, you'll see a four-headed arrow
- ▶ Click, hold down the button and you'll now be able to move the picture around.



IT Tips
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