



July 2007

Nillumbik HomeBiz Networker

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Presidents report

Hello HomeBiz members,

This is my last report as interim president and I would like to thank the interim team who lead the network through the last 12 months. We have achieved a lot, not the least being incorporation. Our team changed during the time as the need arose but basically a core committee of generous people deserves a huge thank you! I'm not listing them all today but can I ask the members to recognise this effort when you get the opportunity.

If we reflect on the last 12 months I would hope these highlights of mine are on your list as well:

- Two professional development programs of different formats both providing strategic business planning content.
- A real improvement in the monthly speaker events. These were already good but have really grown in terms of both value to and number of participants.
- Promotional opportunities. We have grown from running an annual Expo to also offering a number of heavily discounted advertising special offers for the membership.

- features, an opt in marketing database, and a web forum including special offers for the membership.
- I participate in the Hurstbridge breakfast every two weeks and the collegiate discussions have given me immeasurable support. This group have non-judgmentally supported me in business decisions and sometimes just offered a friendly face who understands and cares about my home business problems.
- Of course the Expo last year was simply the best networking opportunity ever. Nothing else can offer this kind of awareness to each other about our businesses.

I know there is more but these did it for me.

Lastly before I sign off I have to mention the support we have had from Nillumbik Shire. This is not normal. Other business groups can only dream about the support we get both financially and in terms of action from Julie French. Simply, we would not exist without them!

Daryl Brooke
Interim President
Nillumbik HomeBiz Network

Winning business philosophies

Create a positioning statement for your business.

In one sentence describe what distinguishes your business from the competition. Keep it simple, memorable and snappy: -
"Everybody loves Harvey Norman." "Nobody does chicken like KFC." "Woolworths the fresh food people."

Then, use your positioning statement in everything. This ensures your message is consistent and comes across loud and clear.



Work-life balance – how to achieve IT!

with Di Padgett from 'You Are Special'

Our August Network night is all about developing your business by developing the people in it (you!!)

After all, no matter what business you are in, it is people that run it.

Di's presentation will cover work but also life outside work such as health, relationships & leisure. Her refreshing, honest and inspiring presentation will cover high performance, work life balance and making each day better. She talks about Life in very real ways that effect us all. Business is run by people and much like cars- when fuel is in the tank we perform better. Work is part of life- and frankly we can all use help with both.

So come along to our August Network Night and hear about:

- Work-life balance: How to get some!
 - Why it is so important
- Some real ways to bring balance – not just short term but long term

August 2007 Network Night

Topic: Work-life balance – how to achieve IT!

Date: Thur. Aug 16th '07

Time: Arrive 6.30pm for a 7.00pm start (concludes approx. 9.30pm)

Venue: Ashton Manor (form. 'The Abbey')
49-55 Main St, Diamond Ck 3089

Cost: Free to HomeBiz members, or \$20 casual attendance

To register for this Network Night, go to www.hbb.org.au and register online, or email Lucinda: info@hbb.org.au

** Please register even if you are a HomeBiz member, as catering & room setup is based on registration numbers **

Remember:

The Nillumbik HomeBiz Network AGM

is on during the 30 mins before the August Network Night on Thursday August 16th, 2007

So HomeBiz members - put it on your diary now and arrive for 6pm sharp!

At this meeting, to which all members are invited, all committee positions will be declared vacant, and a new committee elected to run the Network for the following year.

The HomeBiz Network IS it's members, so please consider nominating for Committee...there are various roles available and time commitment can be large or small. It's a great way to be involved in the direction the Network takes, as well as a fantastic opportunity to get to know other passionate, interesting and committed home based business people on a much more personal basis.

The date again: **Thursday August 16th, from 6.00pm sharp - 6.30pm (right before the August Network Night).**

July Network Night

We had a great turnout to hear Mick Walsh tell us all about Successful Influencing Skills...

We talked about what influencing is, how to prepare for a situation in which we will be attempting to influence someone, how to achieve favoured outcomes (which are good for both parties), and how to practice and reflect on our own influencing skills so that we get better and better at it. Mick told us lots of interesting facts about what current research tells us about successful influencing (did you know that there is a whole section of Harvard University dedicated to researching 'influencing'??!!).

One of the best tips I got from the night was to practice entering into every influencing situation (eg. a meeting with a potential client to make a sales proposal) assuming the other person is a potential ally – rather than assuming the encounter might be adversarial. This will get things off to a good start right from the beginning and will be reflected in how we approach the discussion.

As small business operators who deal with our own clients personally, influencing skills are such a benefit to our businesses.

Here are Mick's 5 points to remember:

- Clarify your goal
- Know, understand and empathise with your stakeholders
- Develop a well-thought-out strategy
- Influence the process, not just goal achievement
- Communicate assertively

Best of all – as Mick reminded us – influencing is FREE!

If you missed the presentation and would like to read the Notes Mick kindly provided, you can find them on our online bulletin board at www.hbb.org.au. And while you are there – join our online forum if you are a HomeBiz member and have not already! It is very simple... you just apply to join, the moderator will check that you are a member and you are in!



Round-table discussion
at a Network Night

'Friendly Persistence' by Robert Middleton (www.actionplan.com)

These are magic words in business. It's really what separates people who do just OK from people who do well. It's an attitude or mindset that embodies the following:

- I have something of value to offer that I am proud of. I'm not ashamed to promote myself.
- I will build the communication skills to convey this value to others. They may not see this value unless I show them.
- If someone shows interest, I'll engage with them and find out about their needs and see if what I have fits for them.
- If they are uncertain, I'll educate them, tell them stories, show them proof that the value is there. If they are not ready now, I'll follow up with them later. I'll have more information to communicate the value.
- I'll find a way to do business that is win-win. I'm willing to negotiate and find a solution that works for all.

Have you ever wondered just what the legal definition of SPAM is?

If you are keen to read more, this website tells you all about SPAM, how to avoid inadvertently sending it, and how to protect yourself against it. Worth a quick read...some of us may be sending it without realising!

http://www.acma.gov.au/WEB/STANDARD/pc=PC_2008



Opportunity for informal discussion at a HomeBiz Breakfast event.



BizSmart Solutions for Success

BizSmart is a one day small business event that will include:

- seminars and workshops,
- keynote speaker Eve Ash,
- speed networking sessions,
- a panel of small businesses talking about their secrets of success,
- displays of products and services that support small business and
- various government agencies that offer support and information to small business people.

The event is being run by five northern Councils - Banyule, Darebin, Hume, Nillumbik and Whittlesea, under the Victorian government's Energise Enterprise program, and is being sponsored by Bendigo Bank.

Workshops include topics such as: *How to test your business idea*, *Marketing on a shoestring*, *The global marketplace and e-marketing*, and *The secrets of success*.

Keynote speaker Eve Ash is a successful business woman, a Teltra Business woman of the Year. She is founder of media company, Seven dimensions, writer and winner of several international awards. Eve will talk about *Success and learning for the future*: what motivates us and our people to deliver high quality performance.

BizSmart will be held at Plenty Ranges Arts and Convention Centre, South Morang on Friday 10 August, 8.30am to 4.30pm. Information about the event can be found at www.bizsmartevents.com.au

Those wishing to attend or exhibit their products and services need to contact Faye Aforozis on 9217 2360 or email faye.aforozis@whittlesea.vic.gov.au

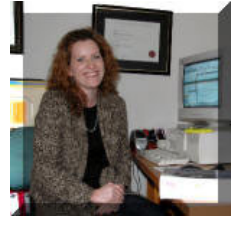
SMALL BUSINESS FESTIVAL: AUG 07

Energise Enterprise 07 – Victoria's Small Business Festival is the premier event for people starting, running or building their small business. This year the Festival will be held throughout the month of August across regional and metropolitan Victoria.

Over 150 organisations are involved in staging nearly 400 events as part of this year's Festival. Events will include seminars, information sessions, workshops, networking and special events. An extensive range of topics will also be covered including business start-up, exporting, franchising, marketing and succession planning.

JOIN THE SMALL BUSINESS MARKET AT FEDERATION SQUARE

ACT QUICKLY – If you are a small business with domestic and lifestyle products and services here's an outstanding opportunity to feature your business at the *Time-Saver Market* on Sunday 12 August at Federation Square. The Market is part of the Festival and promises to draw the crowds. A limited number of spaces are available to small businesses to promote and sell their products and services. If you would like to showcase your products go to business.vic.gov.au/energise and complete the Expression of Interest form and return to us by either fax 9651 8108 or email to energise@iird.vic.gov.au



Write an article for your local association's newsletter....

Remember what Karen Morath from M Power suggested we all do as a great PR activity? Write an article for an appropriate newsletter on our topic of expertise...tell people all about the good things we do and know.

Well...in a special offer to our HomeBiz Members, here is your chance!

Write an article for the Networker Newsletter on a business topic of your choice and you will contribute to the knowledge of our members, while simultaneously having the opportunity to showcase your skills to the approximately 300 people who receive this Newsletter. Not to mention the article will be attributed to you and will list all your business contact details. Sounds like too good an opportunity to miss doesn't it?

If you'd like to write an article and don't know where to start...think of your business area, and write some dot-point tips for people about it...what they should look for in a consultant; tips for time-management; compare different book-keeping or IT product options and how they rate for a home based business; etc. Think of the ways in which your knowledge could contribute to other members businesses or help them out with a difficult problem.

Please keep your contributions to about 1/3 of an A4 page (a few hundred words), and email them to Lucinda at info@hbb.org.au.

HomeBiz Members: how to use your 'Invitation to attend' cards

In the 'members folder' that each new member receives, there are 5 x business sized cards, with the HomeBiz logo on one side, and on the other, a space to write the name of someone that member would like to invite to a Network Night.

The purpose of these cards is to enable our members to invite, free of charge, 5 people over the course of the year who they believe to be good prospects for joining the Network. We believe that giving people the opportunity to attend once free enables them to see how our Network operates, and will encourage new memberships.

How to use them:

- You need to write your own name on the card (so we can track who has invited people who then become members)
- Please write their name on the top right hand corner.
- You need to specify which meeting date they are invited to.
- Please ask them to register that they will be attending, or register for them, for catering purposes.
- A person can only attend with an invitation card once.

If you have used all your cards and have a good conversion rate of 'invitees' who then become members, you may request additional cards from the Committee.

Please use your cards wisely... and only give them to legitimate potential members.

End-note: Next time you receive a 'Networker', we will be a truly independent association with our own formal committee of management – congratulations to all have made this possible!

A special thanks from all of us goes to Julie French whose heartfelt care & guidance provided the strong foundations for what the Network has achieved and become. **A special thanks also to Daryl Brooke**, whose generosity of time, energy and passion has provided the network with the stability and focus it needed to achieve independence.

Thankyou Julie & Daryl!!!!