



March 2005

Nillumbik HomeBiz Networker

*Welcome to the
Nillumbik HomeBiz
newsletter.*

*Got something to
include?
We would love
to hear from you. If you
have any interesting
business based articles
contact Cindy Wilson on
9433 3188 or
Cindy.Wilson@nillumbik.vic.gov.au*

A newsletter for local home-based business operators.



Rev up your referral engine

'...How do you establish your referral engine? The people around your business generally fit into four categories: acquaintances, friends, fans and advocates. Make lists of names, then work out how to draw those people closer to you and your business. For example, turn acquaintances with whom you have just spoken to a few times into friends by asking them for a coffee and telling them more about you and your business and asking about theirs.

With friends, speed up the process by keeping them in touch with what's happening in your business. This tends to turn them into fans because they're familiar with what you're doing and the outcomes. With fans you are sharing more of your achievements and real successes. They end up becoming advocates and those are the people who generate great referrals. They will invite people they know to support your business and that is powerful...'

Robert Gerrish, mybusiness magazine.

Upcoming events...

Making connections

This month's networking night promises to be a lot of fun as well as providing you with a real opportunity to make some connections that will help you to build your business.

Date:
Thursday 14 April
Time:
6.45pm for a 7pm start
Venue:
Eltham Community and
Reception Centre
Cost:
\$15 (including light
refreshments)

To register:
9433 3188 or download a
registration form from
www.nillumbik.vic.gov.au

So what's on the agenda?

Firstly, a number of local home-based business operators will share the experiences they have had in making connections with people in complementary, and sometimes quite unrelated, businesses and how this has opened up new opportunities for them. Then John Jacobson of BNI (Business Networks International) and owner/manager of Goldrush Technologies, a local home-based business, will share some hot tips on networking and will facilitate a "speed" networking activity that will be fun as well as profitable! **Make sure you bring 40 business cards and/or brochures for this part of the night!!**

We'll also be introducing a new segment to the night: an Issues Forum. If you have a current issue in your business that you'd like some brainstorming assistance with, bring it along to the Forum.

Don't miss this one!

And why not introduce another home-based business person to the network remember the more members the better the network for everyone!



Would you like to make your business a little easier to find? Nillumbik Shire Council has arranged with Sensis (Yellow Pages®) to provide a local business directory online at www.nillumbik.vic.gov.au

Listings in the Yellow Pages® are free to all registered businesses with a dedicated business phone line. If you are listed in the Yellow Pages®, you'll be listed in the Nillumbik online directory too. For more information call Sensis on 13 23 78.

The ten golden rules to make your website work

Web sites with impact

Top 10 design issues for commercialisation of your web site

- Define the mission of each and every page - Don't "pad"
- **Get titles & text right – in that order**
- **Inward Pointing Links**
- Copywriting for the internet is different – recognise this now
- Minimise clicks
- Minimise scroll
- Eliminate flash entry pages
- Provide easily visible next steps on every page
- Always have a descriptive contact us link, prominently visible on all pages at all times, regardless of the scroll factor
- Put a phone number on every page adjacent to the contact link

35 business people turned out for the March meeting of the Home-based Business Network to hear Matthew Larkworthy from WebAlive Technologies talk on the Ten golden rules to make your website work. From all reports the network meeting, which was held on Thursday 10 March at the Eltham Gateway Conference Centre was a great night with lots of useful information and practical advice, not to mention a lot of questions asked and answered. Matthew also previewed WebAlive, an innovative software package which lets you create and manage your own website content, email and ecommerce activities yourself. For a copy of Matthew's presentation or information CD please contact Cindy Wilson on 9433 3188.

Here's 5 surefire marketing tips...

1. Discover the one thing that you do better than your competitors and focus on it, promote it and get added value to it.
2. How well do you know your customers? Do you know how they found you? Do you know why they brought from you? How often do they use your product or service? Develop a simple database on computer or Customer card and record everything about each customer.
3. What do you call your business? Is it different to your products? Can your clients remember your name and does it tell them something about your product and/or service? Ask your clients what they think of your name.
4. Do you have a brochure? How do you promote your products? Do you do it yourself? Spend a bit of money and get your brochures professionally designed, you can still print them on high quality paper on a good quality printer yourself. Remember because you work from home it doesn't mean you don't have to look like a small business.
5. What does your business card say about your company, can people tell what you are about? Include all contact details and don't worry about a title or qualifications.

*Gerald Hynes
Shamrock Consulting
Diamond Creek*



These photos were taken at the March meeting – The ten golden rules to make your website work

For more information about the HomeBiz Network call Julie French on 9433 3315