



June 2006

Nillumbik HomeBiz Networker

Welcome to the June edition. This month we have lots of good news to tell you about.

If you would like to contribute any interesting business based articles for future HBB newsletters, please let us know.

Send your articles to julie.french@nillumbik.vic.gov.au

Bendigo Bank supports the 2006 Business Expo

Hurstbridge and Districts Community Bank® Branch Bendigo Bank have agreed to become sponsors of the HomeBiz Expo for the next 3 years. Details are still being finalised, but this is a significant sponsorship and we think a great match of interests.

John Aitken, manager of the Hurstbridge and Diamond Creek branches will be at the July Network meeting to announce the sponsorship.

Hurstbridge & Districts
Community Bank Branch Bendigo Bank

In the meantime consider supporting our sponsor!

The HomeBiz Expo will be held on Wednesday, 18 October.



HomeBiz Network member Sue Schreiber was awarded the Connecting Nillumbik Business Excellence Award this month at the June networking event at Ballara Receptions. Sue's award was in recognition of her contribution to the community and business in Nillumbik. L to R: Julie French, Sue Schreiber, Chris Chapple, Tricia Olsen & Jan Soltani

A bright future for the Network..

Nillumbik Shire Council and the Nillumbik HomeBiz Network Steering Group have been awarded a grant of \$40,000 from the Department of Transport and Regional Services as part of their Regional Partnership program. This grant will be matched on a dollar for dollar basis by Council.

This is a great opportunity for the HomeBiz Network to go the next level. The grant funds will be used to promote the Network and build a strong financial membership base. A key objective of the project is to establish an incorporated association that is capable of operating

independently of Council, be self-directed and relevant to the issues and needs of home-based and micro businesses in the area.

In the next month the Steering Group will appoint a Project Coordinator and will work with them to develop an action plan and a promotional campaign. A survey and focus group will also be held with financial Network members to determine the direction and shape of the future incorporated association. If you would like to be part of this project join the Network now!

Join the Nillumbik HomeBiz Network for just \$45 from July 1 (valid to Dec 2006)

Support the development of a strong and sustainable network for home-based businesses. There are many benefits when you join the Nillumbik HomeBiz Network.

- Monthly network meetings
- Fortnightly breakfast get-togethers
- Business listing on the Nillumbik HomeBiz website
- Monthly newsletter

- The opportunity to participate in the annual HomeBiz Expo.

Meetings are always friendly and informal and attract 40 to 50 people each month. The network is open to anyone operating a home-based business within and around Nillumbik.

Membership forms can be downloaded from www.nillumbik.vic.gov.au > Business & Tourism > Nillumbik HomeBiz Network.

BDSi Biz Tips



Nillumbik HomeBiz Network is gaining a reputation as the friendliest network.

Coming in July

Our guest presenter for July's network night is Helen Robinett of Image Quest. Helen is obsessive about helping people to feel great about themselves. She is an image advisor and professional speaker with a background of over 20 years in sales and marketing. Helen will talk about topics that include: first impressions and why they matter, managing the perceptions others have of you, body shapes and clothing cut, easy tips to improve your image without spending a cent.

REFERRAL & ENDORSEMENT MARKETING – enlist the support of your fans & other complementary businesses to help grow your customer base at relatively low cost!

There is nothing more gratifying than to have a first time customer tell you they were referred by friends or colleagues. This should be doubly exciting for you because in addition to gaining a new customer, you know that the referrer has just given him or herself another reason to come back and buy from you again. Here are some things you might try in order to increase the frequency of referrals to your business:

- ◆ instigate a reward program where you issue your existing customers with numbered referral cards which they can pass on to friends and acquaintances – then when a new customer brings in one of these cards, you send an appropriate reward by way of thanks to the original customer to whom you issued the card.
- ◆ Write a list of all the businesses in your area that cater to a similar target market to your own business – excepting your direct competitors.
- ◆ Conduct your own subjective research on those businesses and eliminate from that list any that do not measure up to your own in terms of service,

presentation and value for money – in other words identify those businesses with whom you would like to be associated.

- ◆ Approach your top two choices, in writing, and explore with them the concept of a cross promotional campaign where you would endorse each others businesses.
- ◆ Follow up the initial written approach with a phone call and a personal visit.
- ◆ Before you proceed, ensure your potential partners have an up to date database with a healthy number of clients with whom you can make contact.
- ◆ Agree on the type of cross-promotion you will enter into and the nature of the offer, whether it be a direct mail flyer, voucher or personalised letter - and also agree on the length of time you will allow to evaluate its success.
- ◆ Make the promotion measurable – you must both be able to evaluate the respective worth of the promotion to your businesses.
- ◆ Be prepared to revise your approach and the offers you both make if your measuring reveals a less than satisfactory result – it might not be the idea of the promotion that is wrong, just the offer made in that promotion.

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Upcoming business seminars...

Keeping the Balls in the Air (time management) – Tuesday 11 July from 7 to 9pm.

Introduction to Strategic Planning – Tuesday 25 July from 7 to 9pm.

The cost for each of these seminars is \$10 per person on bookings should be made with Leonie on 9430 1313. Don't put it off though as these seminars are proving very popular.

For more information about Helen go to her website at www.imagequest.com.au