



May 2005

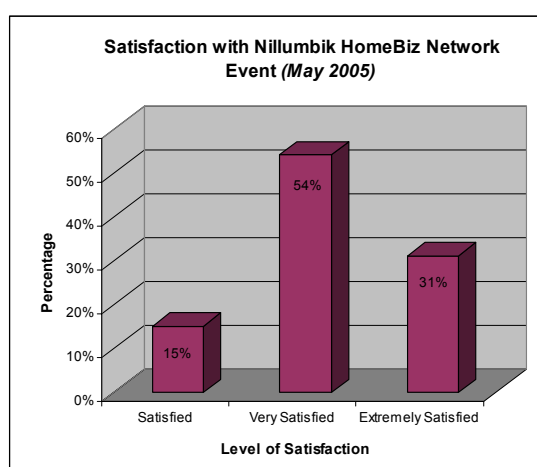
Nillumbik HomeBiz Networker

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 3332 or Cindy.Wilson@nillumbik.vic.gov.au

A newsletter for local home-based business operators.

Each month we try to get you to come along to the home-based business network meetings but why should you? Simply because...



Evaluation of the April meeting was conducted by Kim Hider, Hider Health Evaluation & Consulting, thanks Kim.

Around the fire on a cool evening in May a group of Nillumbik home-based businesses took the opportunity to make new acquaintances and talk about their businesses and issues directly associated with operating a home-based business. These operators were participating in the monthly meeting of the Nillumbik Home-based Business Network and it's now time to book in for the June meeting.

Meetings of the network take the form of a guest speaker or panel, a forum to discuss common issues and finally the chance to chat over a drink and a snack. Meetings are always friendly and informal and are planned and run by a team of nine home-based business people with the support of Council's Tourism and Business Development Coordinator. So what's the topic for June – What is this marketing business all about?

Forthcoming events...

What is this marketing business all about?

We all know we should market our business but how many of us really understand what marketing is all about? Our speaker for this month does and he will be sharing his wealth of knowledge with us.

Date: Thursday 16 June
Time: 6.45pm for a 7pm start
Venue: Bridges Bar and Restaurant, 1075 Heidelberg-Kinglake Road, Hurstbridge
Cost: \$15 (including light refreshments) drinks at bar prices
To register: 9433 3332 or download a registration form from www.nillumbik.vic.gov.au

Our guest speaker for June is Allen Dewhirst. Allen is a Director of Opportunities Unlimited Pty Ltd, a marketing consulting company. He has consulted at senior levels to National Australia Bank, ANZ Banking Group, Telstra and Australia Post as well as many small to medium sized businesses. He is Past President of the Australian Marketing Institute and was the first Vice President of the Asia Pacific Marketing Federation. Allen is also an Honorary Fellow of the American Marketing Association and was the first Australian to become an Honorary Fellow of the Japan Marketing Association. He is the co-author of the book *How to Write a Marketing Plan*.

The Issues Forum will also run again this month so remember to bring any issues you need assistance with or any useful tips you have to share with other network members. And don't forget to bring at least 30 business cards!

53 Winning business philosophies...

No. 1

Don't rest on your laurels.

Regularly evaluate your product or services to ensure it is still priced and packaged right. Continual improvement is the best way to keep customers.

Stay tuned for more philosophies.

Five challenges to improve customer loyalty

Loyal customers are a bankable asset... this year and the next and the next. Building a base of these valuable intangible assets requires you to meet and succeed in five challenges... Here's the first one.

Understand who the customers are and what they want. Sounds like a simple challenge yet very few businesses ever bother to ascertain such basic information.

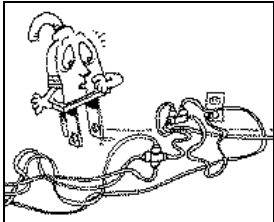
Member contribution... thank you John Jacobson

Utbox enables you to send/receive faxes and SMS via email, simply and securely, although I wouldn't send faxes with credit card details this way, the same way I wouldn't email them either. It is a low cost service, significantly cheaper than paying \$40 a month line rental for a separate line that you only occasionally use.

For more info, and to sign up go to <http://utbox.net>
My referral code is VEIF-ZD5W-V7JX.

As promised in last month's newsletter...

Telecommuting safety tips



- Lighting so that there are not shadows or sources of glare on the screen. Natural lighting from the side is best.
- Thermal temperature between 16-26 degrees.
- Do not use laptop for permanent use without an external keyboard or monitor. Screen needs to be raised at eye level.
- Ensure electrical cords are not in a situation where they could be damaged. (eg jammed between desks, bent at greater than 90 degrees)
- Double adaptors should not be used. Ensure you have circuit breakers in fuse box and/or a residual current device (RCD) on the power outlet directly into the computer.
- You should have a smoke detector protecting your designated work area.
- Do not store boxes/weights greater than 16kg above shoulder level.

Wendy Ludwick
0414 957 986

OHS ASSIST



Making connections and sharing experiences...

Corrie Heslop 9 May 2005

Having made the transition from corporate to home-based business, I wondered what I had to offer other people! My corporate business life had been involved with sourcing various products from a wide range of countries right around the globe and over a 20+ year time frame I had built up a lot of contacts overseas which was really my I. P.

I realised that with the experience that I have I should be able to help people either source product or help them in their dealings with different cultures, as unless you have prior knowledge, dealing with some cultures can be an absolute minefield as often they have very different values, manners and attitudes to the way we are used to doing business in Australia. Having started to go to the Nillumbik Home-based Business Network meetings I had started to come across people where there was the potential to help each other. Following are two examples.

Gerald Hynes – Shamrock Consulting Pty Ltd

I met Gerald and we quickly worked out that there are areas where we could be of help to each other. Gerald was looking for product and I was able to identify two products in insulation that he could use in projects that he was involved in.

Sue Schreiber – Advanced Fireworks Australia

Sue she was just beginning to tie up with a Chinese supplier, looking for guidance as to what she and her business partner should do to develop a strong relationship with this new supplier. I was able to offer a few tips as to how she could progress the relationship.

If you'd like to share your experience please email or ring:

Cindy.Wilson@nillumbik.vic.gov.au
9433 3332

If it were not for networking I would not have met either Gerald or Sue, I am sure that as a result we have all benefited. Remember the most important aspect of networking is to get out there and mix and talk! If you do neither then business will not come to you and you will not have the opportunity to find out what you can offer people and they won't find out what they can offer you!