



October 2006

# Nillumbik HomeBiz Networker

This project is supported by funding from the Australian Government under its Regional Partnerships program.

*Welcome to the October edition of the Networker.*

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

Send your articles to

[lucinda.flynn@nillumbik.vic.gov.au](mailto:lucinda.flynn@nillumbik.vic.gov.au)



## Breakfast with **kikki K**

Kristina Karlsson was the inspiring & passionate guest speaker for this year's pre- Expo breakfast. Her story was an amazing, delightful and candid account of going from working out of her bedroom (moving boxes to and from the bed when waking up in the morning!) and having no idea how to run a shop, to owning several very successful boutiques across Australia and New Zealand.

Her resounding messages were

- do what you are passionate about
- never say 'no', say 'how?' and
- continually focus on being the best you can be in whatever you do.

Thankyou to Kikki for sharing your story!

## HomeBiz Expo outcomes...

The network's second Expo was once again a great success - as well as a great learning experience - for the 44 exhibitors who took part. The training and workshopping offered before the event helped us focus in on our product or service and work out the best way to utilise our booth space to promote our businesses.

Kristina from kikki.K (pictured left) was a very inspiring guest speaker at the Expo breakfast, and the connections participants forged with each other by taking part was another bonus. On top of this, over 250 people visitors came through the doors to view our booths and the feedback received from them was exceedingly good! Heartfelt thanks from all participants goes to all our fantastic sponsors – Bendigo Bank, Australian Gift Hampers, Business Diagnostics & Solutions, Your Business Solution, Fort Know Self-storage, and Freeman Fox. Our thanks also to Jan Soltani & Julie French for all their work making it great!!

## The Network continues its journey towards Incorporation...

As many of you already know, the HomeBiz network is steadily working towards its long term goal of becoming incorporated.

***This process requires an Interim Committee of HomeBiz members to take charge of the changes necessary*** and to document the shape and form the Network will take over the next few years.

If you would like to contribute to this exciting process, please contact Lucinda on 9433 3332 or [lucinda.flynn@nillumbik.vic.gov.au](mailto:lucinda.flynn@nillumbik.vic.gov.au) and note in which area of work your interests lie, and if there is a particular role you would like to nominate for.

### The 10 roles comprising the Interim Committee will be:

#### 5 x office bearers

Chair/President  
Deputy Chair  
General Secretary  
Membership Secretary  
Finance Coordinator

#### 5 x ordinary members who each lead a specific sub-committee in the following areas

Promoting the network  
Website  
Membership relations  
Programming and events  
Professional development

***This is your chance to contribute to this exciting phase of the Network's future. It promises to be highly rewarding for all involved - so go on - lend a hand!***

### HomeBiz Network Christmas Party

We'll be kicking up our heels on December 7<sup>th</sup> for our very own combined 'office' cocktail party. So put this date in your diaries now to make sure you can join the celebrations...



Mal Lynch, Animal Masseuse and HBB member, is a good example of the many diverse businesses our members run.

## 'Start Your Own Business'

course running soon...

'Start Your Own Business' is an essential business skills course which has been developed to teach entrepreneurs/people basic and vital skills.

With a special focus on Accounting, Taxation and Marketing, this group of five successful professional people, each of whom runs their own business, will teach you the tools required to build a business.

It is a four-day course, offered over 4 consecutive days, or over two weekends, or you can book in to any of the modules (costs vary accordingly).

For further info please contact Maeve, by email: [syob@aapt.net.au](mailto:syob@aapt.net.au), ph. 0419 573 703, or take a look at our website

[www.syobaustralia.com.au](http://www.syobaustralia.com.au)

### Course dates:

4 Day Course: Mon. 13<sup>th</sup> - Thu. 16<sup>th</sup> Nov

OR 2 weekends: Sat. 18<sup>th</sup> - Sun. 19<sup>th</sup> Nov.

and Sat. 25<sup>th</sup> - Sun. 26<sup>th</sup> Nov.

### Letter from an Expo participant...

As a bronze sponsor and exhibitor I wanted to thank the HomeBiz network for the opportunity and the experience of participating in the Expo. I can only come away proud of our Network and what we have been able to achieve. I understand we exceeded last year's visitor numbers, and I know I made a number of new business contacts that have really good potential for my business. Another thing is certain - Expo 2006 was spectacular! Enormous effort was put into the displays, the stands were inviting and they offered something for every visitor. I can see enormous potential if we decide to drive the expo and the HomeBiz Network on to future success. *Daryl Brooke, Director, Business Diagnostics & Solutions*

## BDSi Biz Tips

### TARGET MARKETING TIPS

(continued from September newsletter)

To help you hit your target market more successfully, think about the following:

- ◆ Identify what kind of messages your business is sending into the market place – are they attracting the type of customers you want?
- ◆ If you could narrow it down to one thing, what makes your business unique?
- ◆ What is your perfect niche market?
- ◆ Who are the most profitable and professional customers to work with?
- ◆ Conduct an 80 / 20 analysis on your business and identify what it is that the top 20% of your customers have in common. Is it dollars spent per visit, where they live or that they all buy the same products in the same quantities?
- ◆ Remember that all customers buy for their

own reasons, not yours. Find out their common reasons, traits & habits so you can market to similar like minded prospects, as well as create an ideal customer profile.

- ◆ Ensure that your database has sufficient flexibility to allow input of all the characteristics that are common in your ideal customer profile
- ◆ Who is the final decision maker in your ideal customer profile – wife, husband, children, grandparents, Managing Director, Purchasing Officer – whoever it is you must specifically target them in all your promotional activity!

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## November's network night will be:

### Marketing on a shoestring

with Ailsa Page.



Some of our members attended the pre-expo workshop with Ailsa, and if they did not arrive full of energy and ideas, they would certainly left with plenty of them!

Ailsa is a qualified marketing professional with over 15 years experience, and has run her own company for 7 years. Ailsa is an associate member of the Australian Marketing Institute, Vice President of the Greater Western Chamber of Commerce, a Small Business Counsellor with the Small Business Counselling Service and lecturer at Victoria University. She is a highly sought after guest presenter, trainer and consultant. Having worked with over 200 businesses, Ailsa is an expert in marketing for small businesses. She is often referred to as the Marketing Guru of the West and never seems to run out of bright ideas to help businesses find and keep customers!

### Marketing on a Shoe String

As a small business your marketing budget is often tiny or non-existent! But we've all got to start somewhere. Marketing is a science that can open the doors to new customers but you need to know how to do it. The presentation 'Marketing on a Shoe String' will leave you with a clearer idea of how to apply marketing to your business, some bright ideas and inspiration. Ailsa will explore the importance of not how much you spend but how you spend it. It is more than putting an ad in the paper - it is about communicating your competitive advantage and your benefits. Learn some common mistakes and how you can avoid them. If you need more customers – this session is not to be missed. To register email: [lucinda.flynn@nillumbik.vic.gov.au](mailto:lucinda.flynn@nillumbik.vic.gov.au)