



September
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

**Network
meetings a
success!**

I attended the networking
function tonight and enjoyed
it very much – very
worthwhile.

I look forward to many more.

Regards
Eric Norton
Motorman Media

Eric was one of 25 people who
attended the network meeting
on Thursday 8 September –
it was Eric's first meeting.

Twenty-five people enjoyed an exceptionally friendly and informative networking night at Bridges on the 8th September. Three network members, Pamela Gurney, Catherine Meares and Nicola Bonotto, shared their experiences of attending expos and trade shows. Here are just a few of their hot tips:

- Be clear on why you are there and what you want to achieve
- Set realistic goals and remember it may take time for results to show
- Have a system in place to gather a database e.g. an attractive box for people to place their business cards with a giveaway as incentive
- A 'show special' is a great way to attract people to your stand – make sure you have a reasonable expiry date on it
- Take an emergency kit e.g. plenty of pens, notebook, glue, double sided tape, Velcro dots, calculator, spare batteries, scissors, band-aids
- Enjoy the day – network as much and as often as you can
- Take care of yourself – plenty of water, comfortable shoes, someone to relieve you so you can take a break
- Set up your stand so that customers feel comfortable to walk in and look at your display
- Have an enticing back wall – something that will elicit a question
- If you are displaying products, tier them on dismantable blocks – make sure your display is stable
- Don't discount! Instead have something to add
- Never doubt your product
- Don't talk yourself down if it's quiet
- Look around and learn from others

**This month the Issues Forum became a focus group for
Agnes Chang and her Apronbags...**

Agnes told the story of her frustrating attempts to sell her innovative recycle bag to Coles Myer. She demonstrated some of her Apronbags to the network meeting and received a barrage of enthusiastic and constructive comments. The background to the development of the Apronbag goes as follows:

'My research has determined that present recycle bags used all over the world for food storage and other shopping, have not evolved in design or function from the time of their conception. Present recycle bag designs are limiting a potential huge world wide market and hindering the reduction of disposable plastic bags though out the world. I thought it was about time to expand the market user base, offering the consumer a real choice in recycle/shopping bags. My idea was to design a novel and stylish bag with intelligent multi-use versatility and functionality, that appeals to different user groups and demographics. The all-in-one Apronbag offers the consumer the benefits of the standard recycle bags, but with additional marketable benefits and versatility. It does this by simply transforming the carry bag into various types of aprons, accessories/equipment storage bags and back packs and is a stylish fashionable bag suited to a wider range of applications.

'I believe the Apronbag could be accepted around the world and become as the famous as the Hills Hoist and the Wine Cask.'

After the meeting Agnes said, 'I was encouraged and motivated by the groups' participation ... This made me realise that other than networking, home-based meetings are about getting involved, sharing ideas, suggestions, getting feedback, providing motivation and encouragement to one another but most importantly, having fun and meeting amazing people.'

53 Winning business philosophies...

No. 6

Keep in touch

Develop a follow up system (a newsletter for example) to stay in regular contact with customers so when they're ready to buy again, they'll think of you.

5 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... and here's your fifth and final challenge.

Always deliver on promises, on time. Loyalty requires trust and customers do trust you. If you don't honour your promises nor deliver them on time, you risk breaking that loyalty bond. Under promise and over deliver...always!

Nillumbik Community Profile

Access a range of demographic and social information to inform your business planning process by visiting www.nillumbik.vic.gov.au > [About the Shire of Nillumbik](#) > [Demographics](#).



Network events...

Business to Business Expo

Date: Wednesday 19 October
Time: 1pm-8.30pm
Venue: Ashton Manor, Main Street, Diamond Creek
Cost: FREE ENTRY

This is our first Expo and we need your support!

Over 30 different home-based businesses will be on display, this is your chance to discover the wide variety of professional services and products being offered by our local home-based business sector. The day includes door prizes, showbags and free seminars.

Special Breakfast to launch the Expo

To launch the Expo, exhibitors and other local businesses are invited to hear keynote speaker Robyn Henderson talk on Effective Networking. Robyn is an outstanding award winning speaker and author.

Time: 7.30am to 9am
Venue: Ashton Manor, Main Street, Diamond Creek
Cost: \$25 (includes a copy of Robyn's latest book)

FREE seminars

To complement the Expo, a number of FREE seminars are being offered – all are welcome to attend.

Starting a home-based business	2pm-2.45pm
The why and how of websites	3.15pm-4pm
Marketing your home-based business	4.30pm-5.15pm
Planning a small business	6.15pm-7.15pm
What's new in communications technology	7.30pm-8.15pm

And for the remainder of 2005...

10 November – Developing sales leads with Ailsa Page
 6.45pm-9.30pm Bridges Bar & Restaurant, 1075 Heidelberg-Kinglake Road, Hurstbridge (\$15).

8 December – Christmas party
 6.45pm-9.30pm Bridges Bar & Restaurant, 1075 Heidelberg-Kinglake Road, Hurstbridge (\$15).

Other events...

Going into small business – Wednesday 16 November: 6.30pm-10pm. Venue: Nillumbik Shire Offices, Civic Drive, Greensborough.
Cost: \$30. To register: call 9433 3332.

The State government's popular Under New Management Program includes a range of topics for people considering going into business, signing a retail lease or buying a franchise. Each seminar runs for three and a half hours and includes a comprehensive workbook and a voucher for a free one-hour business counselling session with a consultant from the Small Business Counselling Service.

Visit www.nillumbik.vic.gov.au > [Business & Tourism](#) > [Business seminars and programs](#) for full details and registration forms on all business programs offered by Nillumbik Shire Council.

...another testimonial

Marilyn was one of 25 people who attended the network meeting on Thursday 8 September.

Really enjoyed Thursday night at the Homebiz meeting, the atmosphere is very open and friendly. ... I'm just amazed at what people are doing from home and have met some really great people with fascinating stories.

Marilyn Andrew
 Mind Matters