



Nillumbik

HomeBiz

It's your network. Listen. Learn. Share.



March 2008

Nillumbik HomeBiz Networker

Presidents Report

We have just been through our first committee induction. This means the new committee members have been shown what committee is all about and what is expected of them. I guess it's a sign of our maturity as an organisation. The fact that we have this type of procedure pushes us up into the level of a rather sophisticated and well run organisation. My hat is off to our committees over the last few years. We really have something to be proud of! By the way, anyone who thinks committee may be for them should let us know and we will run you through induction just as a sample of what it is all about.

Kind regards,

Daryl Brooke

President Nillumbik HomeBiz Network

Mobile: 0433-948-258

CONTENTS

Regular items:

Presidents report
Newsletter editorial
April Network night
Committee news
Member profile Ona Henderson
March network night review

Handy hints and tips:

Computer maintenance tips from The Equalizer, the newsletter of homebiz member equal i.t.

Networking tips, and some useful website links for more tips and information.

Network Night details:

Email Marketing – How to promote your business for next to nothing!

Date: Thursday 17 April, 2008

Presenter: Craig Reardon of the e-team

Time: 6.30pm for a 7.00pm start.

Ashton Manor (formerly The Abbey), Main Street, Diamond Creek (Mel: 11 K6)

Special news

*** Homebiz phone number change! Please note for your records, Fee's mobile is the primary Homebiz contact number: 0417 358280 The committee & Fee are looking into using IP or VOIP or a 1300 number ***

~ Eltham Breakfast starts again! See page 4 of this newsletter ~

Newsletter Editorial

Thank you to those who provided feedback on the last newsletter, and contributions for this one. While some members have nominated themselves for a profile, I don't have a que waiting. If you have a special event in your business, a profile can help to promote your event. I'm also always looking for tips to include, so if you come across something, please do forward it to me. Enjoy this edition, and, as always, your feedback is welcome.

Kylie Moppert kylie@finrepsol.com.au

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It's your network. Listen. Learn. Share.

Email is becoming the most cost effective form of advertising

When else could you reach thousands of people at once for virtually no charge?

At the April network event, you get the low-down on how to establish your email list, the email message, legalities of email marketing – including the SPAM Act, tools & technologies and tips for effective marketing. Best of all it's in plain English.

Perfect for any business that wants to promote for next to nothing!

Committee News

Homebiz Advertising

In our quest to get new members and ensure value for existing membership, the committee are looking at advertising options. The DVL full page advertisement featuring six member businesses will go ahead again in 2008. Being a whole page advertisement, the value for members is fantastic. Perhaps because this is the first feature for the year, member take up of this offer was slow, so several committee members stepped in to take a position in the April edition. Please book ahead to secure your position in an edition which complements your business activity.

If you know of another low cost advertising opportunity for the network (eg local papers, newsletters etc), please email Daryl.

Website

Committee understand this project, including member listing, newsletter links, tips, forums etc is important to members. The communications working group has been meeting and brain-storming how to best develop the website. This is a big project, and work in progress is developing steadily.

Contributed by *Kylie Moppert* kylie@finrepsol.com.au

Member Profile ~ Ona Henderson



What event or thought caused you to start your first business?

Watching artist friends have so much fun hosting their open studio exhibitions in Kangaroo Ground.

What is the nicest thing about your favourite customer/client?

Working together to choose frames for their commissioned paintings, then cracking a bottle of bubbly to celebrate.

How have you divested your business of a client you didn't want?

Gently & kindly, to a woman who threw tantrums & barked like a dog in our studio !!

What do you eat for breakfast?

This morning was icecream & pears from our tree !

When did you start imagining yourself as self employed?

25 years ago when we held our own first "sell-out" Open Studio show.

What did you want to be (when you grew up) when you were little?

An artist / arts therapist.

Where did you take your last holiday?

At my friend's for Xmas in Castlemaine.

What's the nicest thing about being you?

Walking across the road to our studio, sharing our workplace with wombats, 'roos, owls, etc. on our own night shift.

How would your friends describe you?

Could be as a generous hostess sharing orange & almond cake, organic coffee, and time for some light-hearted chat.



March Network Night Review

For those of you who missed last Thursday nights Networking night, you missed out on a very inspiring talk by Julie French on the Art of Networking.

Julie has been 'networking' long before networking became the buzz word it is today. Julie ran a Bed and Breakfast business in Mansfield and was the founding member of the Mansfield B&B Group back in 1992. Julie explained how it all came about with such humour and passion, and yet we all got the important message; that it was necessary to build relationships with the other B & B's in the area in order to promote and market themselves, and by doing so the group was able to obtain better buying power in both products and marketing. They formed alliances with the Mansfield Tourism Association and the Eastern Business Networking for self and cross promotion.

When we network we become strong, we support one another, we build relationships, learn to trust each other and by doing so we recommend the businesses in our network to our friends/colleagues and business associates, but networking is not something we 'do' but something we must learn to live. The three universal laws of networking by Robyn Henderson:

- 1) Give without expectation
- 2) Understand the law of reciprocity
- 3) Have an abundance mentality

Contributed by Maeve Clonan maeve@syobaustralia.com.au

A number of committee members attended the Grant Writing Seminar held at council premises in March. While we don't have any projects needing funding right now, it's always good to be aware of what help is available. The workshop was very informative, and a good opportunity to meet members of other community groups.

Nillumbik HomeBiz Network Calendar:

- Apr: Email marketing, etiquette and spam
- May: Tax & the Home Based Business
- June: Networking Night
- July: Panel discussion: get a life (as well as a business)
- Aug: Personality types & marketing
- Sept: Networking Night
- Oct: Special business breakfast
- Nov: Marketing on a shoestring
- Dec: Christmas drinks

Held on the third Thursday of the month, at Ashton Manner in Diamond Creek, except for our Christmas gathering, for which the venue is yet to be decided.



Ona Henderson
is having an open studio with fellow artist/husband
Syd Tunn

Showing paintings, drawings, prints & art cards.
All welcome
May 3,4 & 10,11 Sat. & Sun. 12-5pm

Cnr Henley & Oxley Roads
Kangaroo Ground 3097 Melway 24F1
Ph/Fax: 03 9712 0393
or studio visits by appointment



Eltham Breakfast meetings start again!

We have some fantastic news! At the last meeting of the Committee of NHBN, we passed a motion to recommence the Eltham Breakfasts! I have been working in conjunction with some of our HomeBiz members and also other members of Connecting Nillumbik to ensure a successful breakfast, designed for business development and growth as well as successful networking. The program will be coming out shortly, and look for the email with the full details from Fee. It's time to get those skills learned at our last Networking Night into action!

Contributed by Sarah Eifermann sarah@sfe loans.com.au

NETWORKING TIPS

1. Listen! Good networkers are good listeners. Listen for the connections you can make.
2. Always carry enough business cards. Keep your business cards up to date and make it work for you – e.g. say what you do on the back of the card.
3. Networking is a life skill, practise it daily.
4. Networking is more about what you can offer rather than what you can get out of the contact. Ivan Misner says that Master Networkers “give without remembering and receive without forgetting”.
5. Remember to follow up your new contacts, and thank them for information, advice or referrals they send you.

Good links to follow up:

www.networkingtowin.com.au Robyn Henderson's website with lots of free networking tips, an ezine, books and CD's to purchase. Also includes a list of other networks around Australia.

<http://www.bni.com/> (BNI's site) and Ivan Misner's blog <http://networking.entrepreneur.com/> have great articles and information on networking and developing referrals.

Contributed by Julie French: Julie.French@nillumbik.vic.gov.au

Computer maintenance tips from *The Equalizer*

Anti-virus scan

Run a full anti-virus scan. If you haven't got an anti-virus program installed go straight [here](#) (**do not pass GO**) to download and install AVG which is free for personal use.

Anti-spyware scan

Unfortunately, having a good anti-virus program isn't enough. You may still get infected with another group of programs known as spyware. Download, install and then use at least one of the following:

- [Ad-aware](#) (free for personal use)
- [AVG anti-spyware](#) (free for personal use)
- [Spybot Search and Destroy](#) (optional donation)
- [Microsoft Defender](#) (completely free)

All are simple to use. Just use the default settings and follow the prompts.

The Equalizer is the newsletter of Equal IT. Thanks to Homebiz member Ben Curnow for permission to reproduce this material.