

Dare to be different

GO-WOMAN!

ISSUE FOUR | October 2007

TALent PROGRAMME

Get your Business
Up and Running

WHAT ARE YOU DOING THIS FRIDAY?

Discover the Friday
Business Club

The Apprentice's *Jo Cameron*

Talks to Go-Woman
and lets us have her
Top Ten Networking Tips

10 **COMPLIMENTARY** ONE-TO-ONE
RAPID RESULTS' COACHING
FROM GET COACHED

Dear Colleague...

I was going to start with welcoming you back after a well deserved summer break but having spoken to many of you summer has been a busy, busy time despite the holiday season. Rest assured, we at Go-Woman! have been equally busy developing the latest issue of the Go-Woman! magazine packed with great articles, top tips and great offers from our colleagues.

Go-Woman! would also like to welcome our new 'Panel of Experts'. Check out the updated section on www.go-woman.com.

Go-Woman! is working on number of exciting opportunities which will allow us to invite our colleagues to exhibit at larger events to target a much wider audience. So keep logging onto the website for further details.

Enjoy the issue and don't forget to send us your feedback at gowoman@go-woman.com

Yasmin Akhtar / Clare Hill

Directors - Go-Woman!

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Dare to be different **GO-WOMAN!**

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FIVE GOLDEN RULES OF *Promotion & Publicity*

Promotion is normally the last thing on most people's list; yet it can serve as a lifeline to any business. The main reason being cost. Most people feel they can't afford it. In its simplest form promotion is communication - telling people who you are, what you do and how they can get involved. If done smartly, promotion will boost the number of people accessing your services.

Don't list everything you do; people are not interested in reading long articles; write just enough to entice them into wanting to find out more.

Make friends with sector friendly journalists

Don't underestimate the value of your story. Local press and local radio are crying out for stories about real people tackling problems and overcoming them.

Keep an eye on the local papers and listen to radio different stations.

Celebrate!

Celebrations, open days or prize givings are excellent ways to grab people's attention.

So what's stopping you? Go on get out there!

Here are five easy-to-follow tips:

Write a brief summary of what your organisation does

Start by developing a short description of what your organisation, possibly in 10 sentences.

Once you've got something that you are happy with, sum up this description in one snappy sentence or a 'strapline' (a 60 second blurb on your business).

Know who your target audience is

Who do you want to read your company literature; use your services, or turn up to your event?

Who is your target audience; young people, young mothers or everyone living in a particular area?

You'll need to find the best way to attract their particular attention. Choose words that will strike a chord.

Too much information can be off putting

Be selective about what you are offering; aim to write as little as possible.

You want people to act on your promotional material - phone you up, use your services.



HOW TO GET OUT OF YOUR *Comfort Zone*

We all have comfort zones, in our relationships, careers, businesses and lifestyles. A comfort zone is a situation, thought or feeling that is familiar, predictable and relatively risk-free. Being inside your comfort zone is easy, even if you're bored and unfulfilled being stuck there! It might seem more comfortable to stay in rather than go to the gym or go for a jog, but nobody gets fitter by watching TV! In all life areas, if you do what you're used to, and avoid new, uncertain situations, there's no need to change or grow.

For many of us, stepping out of our comfort zones includes changing job or career, starting a business, networking, making cold calls and public speaking. Yes, avoiding these things means avoiding challenge, stress, risk, exposure and perhaps even failure – but the downside is that it also means avoiding developing confidence, skills, abilities and potential success – because these only come with stepping outside your comfort zone.

If you keep doing what you've always done, you'll keep getting the same results. Is that what you really want?

If it is, great! If not, what's keeping you stuck?

The difference between achievers and people who feel stuck is not that achievers are fearless. It's simply that they recognise fear as a signal that they are stepping into the unknown, instead of feeling paralyzed by it.

So if you have fear, investigate it. What's the worst thing that could happen if you stepped out of the comfort zone? How bad could it really be? Now imagine the opposite – imagine staying in your comfort zone forever – what's the worst thing that could happen in this scenario? You may be surprised to find that this isn't so comfortable after all!

The second, deeper, reason for staying stuck is hidden self-limiting beliefs. These are deep, unchecked and unchallenged negative thoughts we have about ourselves. They are usually variations of the theme 'I'm not good enough'.

What are your self-limiting beliefs? Use the statements on the right to identify your beliefs, then follow this process to overcome them:

Step 1: Ask yourself – is your belief really true? Is it completely true, 100% of the time?

Step 2: Instead of looking for evidence to support your old limiting belief, look for evidence of its opposite. If you think you're too old to set up your own business, remember the other things you've started as you've got older, or look at people older than you who have successfully changed their life path. If you think you're not confident enough to go networking, ask yourself what you are confident in. Make a list of all the times you've acted or felt confident in the past.

Step 3: Every time you hear the old negative voice in your head, counter it with your favourite piece of positive evidence. Eventually, this positive voice will become your new habit.

Step 4: Take action! This is the crucial step everyone needs to take when getting out of the comfort zone. The key to success is to take small steps. If networking events seem scary, start talking to people you meet in daily life about what you do, and build your confidence from there. If public speaking is your biggest fear, practise by addressing friends or small groups.

When you start to move forwards, your comfort zone will expand, your confidence will increase, doors will open, and you'll gain real satisfaction as you start to realise what you're truly capable of.

Joanne Ross is an integrative Life and Business Success Coach, META-Medicine® Health Consultant and Trainer. She is co-founder of Solihull-based business Get Coached: www.getcoached.co.uk. Joanne runs training courses and works with individuals to empower them to achieve the life and career they desire.

Get Coached are offering **10 free one-to-one Rapid Results coaching sessions** to Go-Woman! readers. To find out more, call **0845 838 6787** or email info@getcoached.co.uk



For many people, the major factor is fear. Our fears often revolve around questions such as:

- What could I lose?
- What will other people think?
- What if I fail?
- What happens if I do succeed, and I no longer fit in?

The second, deeper, reason for staying stuck is hidden self-limiting beliefs. These include:

- I'm not good enough to...
- I don't deserve to...
- I can't / couldn't...
- I'm not clever / confident / knowledgeable / experienced enough to...
- I'm too old / young / shy / stupid to...
- I'm not the kind of person who...

PANEL OF

Experts

Do you have a burning question that's been nagging away at you - well don't wait any longer, email us at gowoman@go-woman.com and we'll get the experts on the case

Coaching

I'm 50 and I really want to start my own business but I'm not sure if I've left it too late.

Firstly, congratulations! It's easy to make excuses for not starting a business, and a lot more courageous to actually take the plunge! So let me ask - How does being 50 mean you're too old? Fully consider the question.

Is it equally true that being under 50 could be too young? After all, you're more likely to succeed in business if you've gained considerable life, as well as career, experience and wisdom. If you're shedding the financial burdens of a mortgage and your children's education, 50 could be the perfect age to start on a new venture. According to Barclays, entrepreneurs aged 50+ are a force to be reckoned with, accounting for 15% of start-ups in England and Wales. Why not join them?

I've got two young children and I can't afford to put them in nursery, how can I balance looking after them and starting a business?

There are so many options available; it's really a case of how you want to balance these two roles. A popular route is to join an established company as an independent distributor, which may involve an initial expense, but also enables you to make phone calls and distribute products from home, fitting it around your family commitments.

A longer-term option is to use this time to plan your ideal business, getting a clear idea of what you really want to do. Decide on your business vision and goals, and create your logo, business plan and stationery. As soon as your children go to school, you'll be ready to launch. The extra planning time will be invaluable in creating a robust business.

A third option is to provide a service other mothers would benefit from, and exchange this for childcare. What other ideas can you think of?

Joanne Ross

Get Coached

0845 838 6787



Information Technology

What is a domain name?

A domain name is a name that identifies one or more computers on the Internet. A domain name appears as part of a web site's Uniform Resource Locator (URL) or more commonly, its 'address'.

The URL is typically entered into the address bar of a web browser. For example, www.go-woman.com.

How do I register a domain name?

A domain name can be registered with the registrar for the particular type of Top-level domain that you wish to register. Top-level domain names are categorised by a particular class of organisation or country, for example, .com, .mobi, .net, .co.uk

These are three or more letters long, and are named for the type of organisation that they represent, for example, .com or .co.uk for commercial organisations.

The most common domain names used in the UK are .com and .co.uk.

Nominet is the Internet registry for .uk domain names (<http://www.nominet.org.uk>).

It is possible to directly register a domain name with Nominet UK but it is faster and cheaper to do it via a Nominet tag holder. This is an organisation that is authorised to process domain name registrations on behalf of Nominet.

Asian-e

Asif Bashir

Asian-e Limited

0870 7661076

Accountant

What business expenses are allowable?

As long as an expense is "wholly, exclusively and necessarily for business purposes" then the inland revenue will accept it as an allowable business expense.

What business expenses are not allowed?

Expenditure such as entertaining is not allowable as a deductible expense for tax purposes. There are also limits on certain expenditure such as staff entertaining. This is currently set at £150 per head.

I work from home as self employed. Can I claim any costs such as electricity and heating?

You can claim an allowance for reasonable expenditure on electricity and heating whilst working from home. As long as you can prove that there was a degree of sensible calculation to your provision then this should be acceptable e.g. 1/8th of all heating/lighting costs where you work from one room and there are 8 rooms in the house.



Donna Wade ACA

Chartered Accountant and Business Consultant

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“...Running your own business is 90% about attitude and 10% aptitude....”

Jo Cameron, star of TV's *The Apprentice*, talks to *Go-Woman!* about starting her own business, how to keep realistic and having firm goals.

What prompted you to start your own business?

For many years I had been working in the motor industry. I had held several senior management roles but was getting frustrated with a large organisational mindset. For many years I dreamt of running my own company and when I was made redundant and it gave me the chance to really do something that I had always wanted to do.

What's been your driving force?

My driving force is to build a company based on my own values and beliefs and really make a difference in the areas that are important to me such as improving the position of women in organisations. I also think the best way to generate wealth and a flexible working life is by running your own business. My ultimate ambition is to generate sufficient passive income to spend more time with my family.

What are the qualities that have helped you to succeed?

Running your own business is 90% about attitude and 10% aptitude. This means that it is really important that you have a large amount of resilience to keep going despite the setbacks of running a business. It is being wise enough to try something different if one path isn't working. It's about learning from the experts and being absolutely focussed, single-mindedly on your goal. It's also about being outstanding at what you do then the rewards will follow.

What have been your biggest challenges and how did you overcome them?

Some of the biggest challenges in running a business are raising finance and dealing with rejection from potential prospects. Managing cash is also a very important skill to have. When the challenges in personal life coincide at the same time it can be quite challenging to keep going. All challenges can be overcome by attaching a more positive meaning and by staying focussed on the goal. Any challenge can be overcome if you are absolutely determined to see it through; you just need to say to yourself "I will do everything I can to achieve".

How did you keep motivated and balance work-life issues?

When you start a business there is no room for half heartedness, you might have to dedicate more time than you first imagined at the outset but it will pay dividends later if you have focussed your energy in the right areas.

I keep motivated by keeping my goals in mind and the reasons why I want to achieve them. Every day I go running, do my affirmations, eat well and just keep bouncing back from the every day challenges.

Finally, some words of wisdom

I would say always play to your strengths and get others to support the areas you find more challenging. Be outstanding at what you do and always go the extra mile. The most important thing is that you need to be absolutely resolute what you want and why you want it.

Want to learn more –

Turn to page 18 for Jo's Top 10 Networking Tips

QUESTION & Answer

ARE YOU TRUE TO *Your Brand?*

When running our businesses branding is something we spend a great deal of time and effort on. The importance of being true to the

brand promise when it comes to products or services is probably second nature to you. But questions many of us have never considered are

- How true to your own brand are you?
- What are your personal brand values?
- Does your outer packaging reflect your personality, ideals and values?

Peoples first impressions of us are made in 15 seconds and a staggering 93% of that impression is based on how we look. Whether the people you meet are conscious of it or not, they will make endless decisions about you based upon that initial 15 seconds. Whether that person is a potential client, employer, associate or colleague, they will consider things such as: -

- Do you look like someone they could do business with?
- Will you fit into their culture?
- What will their clients/team think of you?
- Do you look professional / creative / stylish / innovative?

When it comes to landing your dream client or job, it is therefore crucial to dedicate some time and thought to the impression you will make.

The visual aspects of the first impression can be termed non-verbal communication. This is split into body language and appearance. Some simple things to consider are as follows:

Body language

- Eye contact
- Posture
- Hand shake
- Smile!
- Touch – when to and when not to
- Personal space

Appearance

- Appropriate dress
- Grooming/make-up
- Colour
- Style of garments i.e. flattering your natural body shape.

Accessories

Image coaching is not about creating clones, but understanding more about you as an individual and discovering together the image and impact you want to project – that, in a nutshell, is personal branding.

The Business Benefits

- A consistent, professional, first impression is given by customer facing staff.
- Builds consistent delivery of soft skills, matching the culture of your organisation.
- Ensures customer facing staff are able to build empathy quickly.
- Can help to create a culture of considerate business etiquette.
- Staff really value this type of personal development training as it has an impact on their personal life as well as their career.
- Forms part of the organisations talent management strategy.
- Lowers staff turnover.
- Can be motivational/team building.

The Personal Benefits

- Emotional - Improves confidence in your appearance.
- Economic - Saves money by being able to buy clothes which you know are going to suit you, rather than having a wardrobe full of mismatched items.
- Visual – You will look better in colours and styles that suit you and your personality.

Lyn began her career in corporate finance. She has managed people for the last 15 years and has been involved with personal development, mentoring and coaching during that time. She trained in image consultancy with the market leading First Impressions.

Lyn works with Corporate Clients delivering workshops, seminars and presentations in a fun, professional and informative manner. She also works with individuals on a one-to-one basis helping with any area of one's image.

She is passionate about helping people to make the most of what Mother Nature gave them and promises that there is no 360° mirror in sight!

For further information;
please contact Lyn:-

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Office: **01789 840 587**

email: lyn@lynbromley.co.uk

web: www.lynbromley.co.uk



TALent

Get Your Business Up and Running

If you are planning to start your own business, however small, you can get **Fully Funded** expert advice, training and 1:1 coaching. This will ensure you have an effective plan for your business.

At the same time you have the option to gain a valuable qualification which will demonstrate your knowledge, expertise and commitment to business.



For future event information
Please contact B Kaur 0121 607 1834

The TALent programme will give you:

- A **business plan** with clear goals, actions and financial controls
- Greater awareness, **business skills** and confidence
- Easier access to **funding** from banks etc

Programme	Qualifications
<ol style="list-style-type: none"> 1. Registration 2. Initial Skills Assessment <ul style="list-style-type: none"> • Personal development plan 3. Workshops <ul style="list-style-type: none"> • Business Planning • Marketing & Selling • Legal Aspects • Financial Planning 4. 1:1 Coaching / assessment sessions <ul style="list-style-type: none"> • Personal advice for your business • Help, support & motivation 5. 'Book Keeping' Workshop <ul style="list-style-type: none"> • Keeping records • Using simple software 	<p>Optional NVQ3 in Business Start Up:</p> <p>Five Units:</p> <ol style="list-style-type: none"> 1. Check how successful your idea will be 2. Check your ability to run the business 3. Check what laws affect your business 4. Work out what finances you need 5. Develop the plan for your business <p>Evidence provided from:</p> <ul style="list-style-type: none"> • Knowledge gained on the Workshops • Development of the Business Plan • 1:1 Coaching/Assessment sessions <p>The Qualification provides:</p> <ul style="list-style-type: none"> • A structure for developing skills • Motivation and reward • Business credibility and confidence

Gain the skills, advice and guidance
to fulfil your business dreams

For further information please contact:

- Soo Brown, Birmingham Chamber Training Ltd on 0121 607 1880
- Alice Grove, Business Development Services on 0121 427 6777
- Mohammed Usman, Birmingham Enterprise Ltd 0121 446 4444

Website: www.birmingham-chamber.com
Email: b.kaur@birminghamchamber.org.uk



Birmingham Chamber
of Commerce and Industry



Birmingham Chamber
Training Limited
— Business Venture —

LIVING ON THE Edge

In this regular column, Dee Jones aims to support, encourage, and reassure you – and to share the lighter side of the ‘ups and downs’ of business life. In this issue, Dee chills out and stops being so grown up for a few minutes.

Surely I can’t be the only one who, as a businesswoman, feels a tad guilty and a little bit naughty when I throw away the Sunday Times Business Section unread before settling down to read the more frivolous articles. I worry that the Business Police will have seen me do it, report me, and that Business Santa will strike me off his ‘good’ list. But the trouble with so many business people is that they’re usually so incredibly serious! However they try to convince you otherwise, you still have a sneaking suspicion that these people are glued into their business suits, never laugh, and have left their personality way behind somewhere along the line.

When I first set out on my own, I felt tremendous pressure to be terribly serious all the time. I thought I had to act in a certain straight-laced way to prove that I was committed to my business. It was tough to be like that during the first flush of new business excitement.

(Although if I’m honest about it, being sensible about things probably did come in handy when I wanted a loan from the bank!) But ‘serious’ just wasn’t me! Thankfully, the inner rebel took over, and I went back to being recklessly enthusiastic again.

But now, five years down the line, I do stop and catch myself being serious from time to time. Usually it’s when I’m up against it, flat out, with not a moment to spare. That’s how things have been lately. In the last few weeks I’ve crammed in everything from a week coaching a group of men at an international singing contest in the USA; to doing apparently endless necessary jobs around my house to prepare it for sale (anyone interested?); and getting up at 6am to attend a junior agricultural show (pig showing section – it’s a long story, but you’d never believe the complexities of

porcine body building!). Heck, with all that excitement it’s no wonder I had to keep focussed to get everything done – I took multi-tasking to Olympic standards. But you know what? I spent so much time with my nose pressed hard to the grindstone, that I wasn’t able to think straight. In a pressured environment where I needed to see the bigger picture, I became very serious again and my creative mind had just shut down. I was feeling pretty grim.

Until Monday this week, when I snapped out of it, walking out of a station car park, I saw that the leaves are falling now, and they’ll soon be deep so you can do that delicious childhood thing of kicking them up with your shoes as you walk. And amongst the leaves, glinting up at me in the sunlight; was a piece of treasure. Initially I walked on and ignored it, but then went back for it, telling myself off for being such a boring Grown-Up. I bent down at the feet of another commuter (who admittedly was a wee bit surprised!), picked it up, and showed it to her, delightedly proclaiming ‘It’s a conker!’. She and I had a jolly good chat until we parted company. My partner thinks I’m bonkers, but it’s funny what brings people together. Since then, I’ve stopped taking things so seriously. I’m more relaxed, it’s given my brain time to think, and I’ve come up with all sorts of ideas to improve my business. And I’m relishing the thought of implementing some of the more fun ones! There’s a smile on my face again – hooray! So, this Sunday I don’t care who’s watching when I throw the Business Section away! I may even read the Cartoon section first! There might be a good business idea or two in there.



Dee Jones works with small to medium sized businesses, helping them to grow by providing practical support and advice - delivered in her unique informal, down to earth style. She can be contacted at dee.jones@skillpoint.co.uk.

HOW TO USE YOUR *Desktop*



What is a Desktop

Desktop is the entire area of your screen on your computer. You will find various small pictures called icons on the desktop. These include:

My Computer

This icon opens up My Computer window. In this window you can see all the parts of the computer.



My Documents

My Documents is a folder that you can place any files that you may create.



My Network Places

This icon shows all other computers which might be connected to your computer.



Recycle Bin

Recycle bin is like a litre bin. Everything you delete ends up in the recycle bin. Until you empty the recycle bin just like your litre bin, documents deleted will remain in the recycle bin. It can be a very useful tool in cases when you may delete something by a mistake, you can retrieve it back before you permanently delete by emptying the recycle bin.



Internet Explorer

This is a shortcut to Internet Explorer program. Double-clicking it will launch the Internet.



What else can you see on your desktop?

The Taskbar

Taskbar is the name given to the grey bar at the bottom of the screen. It contains number of shortcuts to various programs.

The taskbar contains the start button on the left hand side which allows you to start programs and also shut down the PC.



It also contains amongst other icons the clock on the far right hand side.



Everytime you open an application (i.e. word, Internet explorer etc), it is launched in a 'window'. These appear in the taskbar. You can have more than one window open at any given time and you can move between them by clicking on the name of window in the taskbar.

You can only work in one window at any given time.

In the next issue we will look at 'windows' in a more detail.



TOP TEN TIPS FOR *Networking*

Accept that networking is part of modern business life

If you want to increase levels of business you will need to become confident and good at networking as it really can work for you. Make sure that you have your lift pitch prepared when people ask you what you do. Rehearse it time and time again so you know exactly what you are going to say.

Take on the networking challenge

Put on the clothes that will put you in the right mindset and adjust your body language accordingly. The more you do the more you will get used to it. Take it on!!

Be focussed on what you want to achieve

Determine who your ideal client is and place the following question in peoples' minds "what I am looking for is... and be specific. Be determined about your outcome, what do you want to achieve define it.

Walk in the room with your head held high and shoulders back, assured but not arrogant

This will give you an air of certainty and more determination about what you want to achieve.

Watch others how they do it and learn from them

If it's your first networking event watch others and adapt their style to yours. There are also many tips on the internet from experts in this field.

Pace yourself

Each time you will learn and get better, results will come the more you do and the better you will get

Look back and reflect on each event

Recognise how far you have come from the first time you entered a networking event

Practice an opening introduction line

This might be, "is it ok for me to join you", or Hi there, I'm (and your name) shaking hands can also break the ice.

Find common ground

A friendly discussion about the weather or the venue can lead into more formal and directed conversation.

Set yourself a higher standard next time

Get determined that each time you do it you should set yourself a higher standard and improve time and time again.



CORKSCREW EVENTS OFFER BUSINESSES *A Sparkling Idea!*

Corkscrew Events 'Friday Business Clubs' offer a unique opportunity for SME's and Corporate clients. With local and national exhibitors & business delegates attending networking events across the U.K. The Friday Business Club offers delegates a business networking forum & exhibition with a unique event schedule, including seminars, keynote speakers, exhibitors, sponsors and speed networking sessions.

Managing Directors Andy Smith & Mark Linton, Directors of Corkscrew Events, have grown this unique event on a national level and are introducing business owners that are serious about growing their business to the Friday Business Club.

Andy Smith said "The concept of the Friday Business Club came from years of doing small breakfast, lunch & after hours networking meetings where we were attracting between 20-30 local businesses in and around the Birmingham area. A client asked us if we had any contacts that we could refer them to in Manchester. Mark and I being prolific Networkers did and realised that business doesn't stop at your front door and that if you are serious about growing your business, you need to get out there and meet people on a National level."

At the beginning of 2007, Andy & Mark realised the potential of National Level Networking and along with the Birmingham events, launched the Friday Business Club in Manchester, London and Edinburgh attracting an average of 500 SME's and Corporate clients alike to each event and with the launch of Cardiff and the South region coming along in 2008 the future is looking bright for the Friday Business Club.

"The difference between the Friday Business Club and a trade show is that we offer companies that exhibit at these events the opportunity to network with the delegates that attend as well as promoting

the services that they offer. On top of this we only invite 2 companies per industry to exhibit, which means that you won't see several companies offering the same thing, this is an obvious benefit to the Exhibitors and Delegates. Along with the areas that we cover and the timings between each event, delegates don't have the hassle of finding the time to spend at an event each week, and can actually do something with the contacts that they make over time, unless of course they are serial



networkers like Andy and I." Said Mark Linton At the Corkscrew Events Friday Business Club:

You can meet hundreds of like-minded business professionals from SME's through to Global Corporate Organisations. Acquire the latest information from keynote speakers and workshop sponsors on the issues that affect your business. Gain valuable new business clients and personal contacts from our Open Networking and Speed Networking Sessions. Seek advice and expert knowledge from a range of exhibitors.

All Friday Business Club Events can be found on the events calendar at

www.fridaybusinessclub.com or call a member of our team: 0871 222 3703

Is Disease Really a Mistake?

Have existing approaches to healthcare left you with unanswered questions?

- Why do we get ill?
- Why do people with the same disease or virus get **different symptoms**?
- Why do our **energy levels** fluctuate from day to day?
- What is the **meaning** of specific symptoms?
- How can **chronic health issues** be resolved, rather than simply masked?
- Why are diseases like cancer **increasing**?



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Visit www.metamedicineuk.org to find out more & download your **FREE Introductory Article**



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THE VIRTUES OF A *Virtual Assistant*

- Do you focus on the money making activities within your business?
- Do you spend quality time with your family and friends?
- Do you enjoy all the administrative tasks running a business involves?

This is where outsourcing to a Virtual Assistant could help you take your business to the next level!

What is a Virtual Assistant?

A Virtual Assistant (VA) is a self employed professional providing administrative, secretarial and creative services on a remote basis.

Working from their own fully equipped offices, VAs work with a variety of different clients helping them in their businesses on an ad hoc, regular or project basis.

By partnering with their own VA, individuals and businesses can make more money by focussing on what they do best and growing their business.

Why would I work with a Virtual Assistant?

There are many reasons, but some of the most common are:

- You work from home and don't have the space
- You don't want any employee hassles
- You don't need a full or part time PA
- You realise you should be working on the money making activities

CKPA Office Solutions is a Dudley based Virtual Assistant business specialising in helping Entrepreneurs, Business Coaches and home based businesses become more organised with PA support.

How can you help?

CKPA currently offer the following services:

- PA & Secretarial – diary management, travel arrangements, reminder service
- Administrative – typing, spreadsheets, databases, research
- Creative – mail shots, website maintenance, newsletters
- Events & Meetings – organisation of any type of event or meeting
- Project Assistance – office move / relocation, recruitment drive, HR
- Legal Secretary – regular, back up or ad hoc support for UK Solicitors
- Lifestyle Management – PA for your personal life for time starved people

What would you be able to achieve with an **extra 3 months per year** to spend working on your business? This could become a reality if you outsourced your task list now!

We offer a client consultation process which involves a free, no obligation session via telephone to go through your specific requirements. We can then tailor a solution that is right for you. To book your session, please contact us now.

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Blogs: www.ckpa.co.uk/blog / www.athenablackcountry.com/blog



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