

Dare to be different

GO-WOMAN!

ISSUE FIVE | Winter 2007/08

Why do my New Years' Resolutions always Fail?

We'll tell you what to do instead.
See pages 4-8

**Come and meet us
at Friday Business
Club event on
14th March 2008**

to find out more see page 19

Dear Colleague...

Welcome to the latest edition of Go-Woman! magazine.

2007 was a great year for us. We were nominated for 2 awards at the Friday Business Club awards night under Best New Business and Best Business Idea categories. We are delighted with all the feedback we have been receiving and grateful for all the support by so many people.

Issue five of Go-Woman! magazine concentrates on 'New Year, New start' theme. We have jammed packed this edition with new ideas, inspiration and full of exciting opportunities, so enjoy!

Go-Woman! will be exhibiting at the Friday Business Club event on 14th March 2008 (see page 18 and 19 for more details). We have number of opportunities if you wish to exhibit or to distribute literature. Contact us via email or call us on 0121 270 6133.

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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NEW YEAR

Running your own business can bring great success, flexibility and independence but it can also be very lonely, require hard work and sheer perseverance. Through it all you must remain determined and positive.

New Start



Lily had this to say about her experience.

Has this experience inspired you to set up your own business?

Possibly, I think it has definitely encouraged me to have more courage, and believe in myself and my ideas. I think if in the future, I did get the opportunity to set up my own business, I would definitely consider it, yes.

Do you have any role models from within the business community?

In my opinion, I think anyone who has enough courage and perseverance to ensure they get as much success from their ideas as possible is a role model to me. I think anyone who has gained their success through sheer hard work is someone I would aspire to be like.

How was the whole Dragons' Den experience for you?

It was unlike anything I had ever done before. I was incredibly nervous and never in a million years thought would I win! But it taught me to believe in myself more and it showed me that my idea or anyone else's ideas for that matter, could be liked and respected by other people. I really enjoyed it, and would definitely encourage anyone else to have a go!

Young people have great role models to inspire and encourage them. The future for Women Entrepreneurs is bright.

If you expect success then you will surely succeed. We can all take inspiration from great role models around us. You will find many of these featured in the Go-Woman! magazine as well as a full repository on the Go-Woman! website under 'Inspirational Gems'.

The profiles cover women from all walks of life showing great determination and resilience but this is not exclusive to adults. To show that starting your business has no boundaries, whether you're young or old, here is an example of wealth of talent amongst our young people.

Lily Cooksey from the Hillcrest School & Community College – was the Dragon's Den Winner (competition run by Dudley Education Business Partnership) and developed a 'Magnetic Christmas Tree' with magnetic tree decorations.

Both runners up came from the High Arcal School; Gemma Brindley developed the 'Spikelet bracelet' (a bracelet that has a sensor to let you know if your drink has been spiked).

Joint runner up Toni Fitzgerald developed 'Rub-dub gloves' (scourer, sponge and washing up gloves - all in one).

NEW YEAR'S *Resolutions*

"My regeneration business and the Shakti Women's network, need power energy and fluidity if they are to grow strong and prosper. Therefore I begin my New Year with vision and purpose. I am using January as a month to revisit my personal goals, refresh my business plans and visualise my journey. In order to make this possible I must identify my support clear my drawers and remove negative energies.



If my business was my garden I would be visioning what it will look like in the height of the summer, buying fertiliser, erecting trellis, then clearing all the weeds that may hinder the growth of my favourite plants flowers. If my business was my house, I would be spring cleaning!"

Siobhan Harper-Nunes. MSc, B.SocSc
Managing Director Shakti Ghar Regeneration and founder of the Shakti Women's Network
www.shaktighar.org.uk



Launch 2 more Athena groups February
Launching 2 groups in the same month is very draining and would take away too much of my energy to be able to focus on my existing great groups (Hagley and Wolverhampton).

Revised Goal: I will launch 1 group in March and the other group in April.

Bring on board Associates for my VA business (CKPA Office Solutions) to begin work 1st April
I have realised that to provide the high level of service that I want for all my clients, I realise that I need to bring on board my Associate VAs sooner rather than later so that I can focus on further developing and growing the business.

Revised Goal: I want my associates in place to begin work 1st March.

Emma Walker
www.ckpa.co.uk



Most of us use the Christmas break to set time aside to analyse our business and for that matter our personal lives. New Year then draws us towards setting goals for the year ahead.

A few weeks into the year, the reality sets in

and if the goals are not smart than we feel deflated and demoralised but don't let this get you down. Sit back, re-evaluate and re-think your goals; break them down into manageable chunks. Why ruin the rest of the year based on decisions that might have been made whilst the New Year's spirits were high.



When one year ends and another starts it is natural to review things and to look back at your hopes and resolutions at the start of the year. I like to focus on the positives, write a list of achievements and pin them up where I can see them when I need a boost! As

for resolutions, they tend to be related to improving things. I keep them to a minimum and this year it's very simple:

"Understand and value your price!"

In the early stages of developing a business it is very tempting to discount and listen to the voice that says "At least I'm busy" or "Maybe they'll pay more next time". It won't happen. Customers that aren't prepared to pay what it's worth are unlikely to turn into regular customers that are and therefore should be avoided.

Sticking to your prices can be tough, and resolutions (like rules) are definitely there to be broken (in moderation) but I'm planning to turn this one into an achievement at the end of 2008.

Clare Satterly
Marketing Specialist, The M Word
www.the-mword.co.uk



Instead of sitting looking at your goals and thinking too much about them – just do them! Don't get 'analysis paralysis.

Clare Hill
Nuthatch Ltd & Go-Woman!

I set myself a goal of getting ONE new customer each week. To date I have achieved that and possibly more.

Stephanie Cartwright-Randle
www.cornestonepp.co.uk



WHY DO MY NEW YEARS RESOLUTIONS *Fail?*

The New Year is the perfect time to take a look at your life, make some changes, and start the year as you mean to go on. Millions of us start out with positive intentions, only to fall back into old habits again. So why are New Years' Resolutions so hard to keep? And how can we ensure we get what we want for 2008?

...AND WHAT CAN I DO INSTEAD?

The 3 most common New Years Resolutions - which one's yours?

Resolution 1:

'My New Year's resolution is to give up smoking / drinking alcohol / eating chocolate'

Why this fails: Have you ever been on a diet and craved the foods you've given up? Many of our resolutions are negative - we tell ourselves what we're no longer allowed to do, and this makes us want it even more!

Coaching tip: Change your language: Rather than giving up, focus on what you're gaining. Create an affirmation that suits you, such as: 'I'm a healthy person who breathes in clean air'. Combine this with visualisations of yourself feeling relaxed and healthy to make it more powerful. If it's a bigger issue, coaching can help you to release the unconscious associations (anchors) and limiting beliefs creating the cravings.

Resolution 2:

'My New Year's resolution is to lose weight / exercise regularly'

Why this fails: Many of our resolutions are shoulds not wants. Gyms across the country are packed out at this time of year - not because we want to be there, but because we feel guilty about our overindulgence, and feel we should do something about it. If we're forcing ourselves to do something, it's understandable that our motivation won't last very long!

Ready for success in 2008? For a head start, book your complementary coaching strategy session with Get Coached now on **0845 838 6787**, email **info@getcoached.co.uk** or visit **www.getcoached.co.uk**

Wishing you a very happy, healthy and successful 2008!

Coaching tip: Choose a way of achieving your goal that you enjoy! Regular exercise doesn't have to mean pumping iron at the gym. If you enjoy dancing, hiking or swimming, choose these instead. Or try something different like yoga or pilates, which help you tone up and chill out! If maintaining motivation's the problem, exercise with a friend or hire a coach to keep you on track!

Resolution 3:

'My New Year's resolution is to start my own business / get a new job'

Why it fails: Many people use negative 'away-froms' to push themselves into action. Having a break from the daily grind gives us space to reflect. If we realise we're not happy at work, a new job or self-employment sounds like a great move. But after a few weeks of thinking about it, most people resign themselves to what they've got.

Coaching tip: If you're serious about changing your job or starting a business, you need to develop greater self-understanding and an inspiring action plan to pull you towards the new, rather than away from the old. Think of your motivation as a bungee rope - is it attached to the old and unwanted situation, constantly pulling you back, or is it springing you towards your new and desired life? Choose your goals, and create a motivating action plan for achieving them!



COURAGE BUILDS SUCCESS FOR BUSINESSWOMAN *Who Beat Heartbreak*

Having courage and faith in yourself is the key to success, says Solihull businesswoman **Stephanie Cartwright-Randle**.



Growing from strength to strength:
Stephanie Cartwright-Randle.

The road can be rocky, and feel lonely, as when Steph lost a dear business partner, Danny, who died suddenly in his 50s, of a brain haemorrhage.

She was emotionally devastated: but unexpected help came in the form of support from new-found colleagues in business networks, such as 4Networking.

She recovered her confidence and is now running two successful concerns: Cornerstone Print and Packaging, and Construct a Fence.

The rewards for her grit are seen in the impressive list of testimonials from clients who are clearly delighted at the service of her Construct a Fence company, specialists in fence and gate construction within the Birmingham, and across the West Midlands.

It's not been an easy ride, and the experience that brought her success was forged in the fires of adversity.

Made redundant by her last employer – where she met Danny – Stephanie suggested that they set up offering print and packaging solutions.

Cornerstone was launched, but four years later – having established a highly successful business – Danny suffered his brain haemorrhage.

Stephanie said: “I was emotionally devastated. I lost confidence in the business and couldn't find the answers I needed.

“I was urged to join some business networking groups – and haven't looked back since. Support of fellow members boosted my confidence. I realised that we all had problems that we could help one another with. Unlike family and friends, these people understand what you're going through.”

Stephanie added: “The network meetings have opened the floodgates of new business, and I do my own sales.

“I took on Construct a Fence, as a going concern, working with a team of excellent lads and doing all the quotations.

“What's been really great is that so many clients write and say what grand work we do. People can check our testimonials that confirm we do a solid and tidy job, with fencing to last.

“Setting out on a new business venture, at times you wonder if you are doing the right thing. Until you have a go, you won't know.

“I say to women thinking of setting up: ‘Pick up your courage, and go for it.’

“It's about having the courage and faith in yourself, and finding the confidence to do it. Give it a go, and keep trying until you get it right – and you will get results.”

www.constructafence.com
info@constructafence.com

Hi, I'm Marie I have been an Avon representative for nearly two years and a Sales Leader since June 2006. I have two young children and a part time job. Avon fits very well around both family life and work. I really enjoy working with my team and building my business. We have great fun meeting new people and guiding them to become successful representatives.

Avon has given me a great opportunity to build my own business, have time with my family and enjoy great products at great prices!

You will be selling high quality, great value products with a no quibble guarantee of 90 days. The amount of money you earn will depend on yourself. The more products you sell the more money you earn.

You can sell the products to family and friends, take it to work or even deliver books in your area. The choice is yours!

BENEFITS

- Choose your own hours
- Meet new people and make new friends
- Presidents Club for top achieving Representatives
- Run your own business
- Full training and support given



For more information contact Marie at

marieavon@hotmail.co.uk, www.marieavon.co.uk or freephone 0808 222 1387

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved

Do you want to earn extra cash and want the flexibility to do that when it suits you? Do you have a few hours to spare? Are you looking for a residual income? Then read on...

Utility Warehouse offer:

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- Fantastic incentives and promotions

- Up-front customer gathering bonuses
- No deliveries to make
- Substantial income potential by saving others money on services they already use
- Build your financial security - long term monthly residual income
- **FREE**, full training and ongoing support - learn from the success of the company's top performers
- No experience needed



For further details please contact Go-Woman! on

0121 270 6133

or log on to: www.telecomplus.org.uk/gowoman for more information

Go-Woman! are an authorised distributor for the Utility Warehouse



FIT AND HEALTHY - *You or Your Business*

The theory is that if you look after yourself, you'll be able to look after your business.

Not *so* easy to do when *everything* is down to you. Networking meetings, lunch on the go, sitting at your computer all day, emails to plough through, paperwork, telephone ringing, customers.... Then it's cooking tea, - oh we've run out of food – quick go to the shops, children needing help with homework, put the bins out, put the washing on, get ready for tomorrow and its... off we go again.

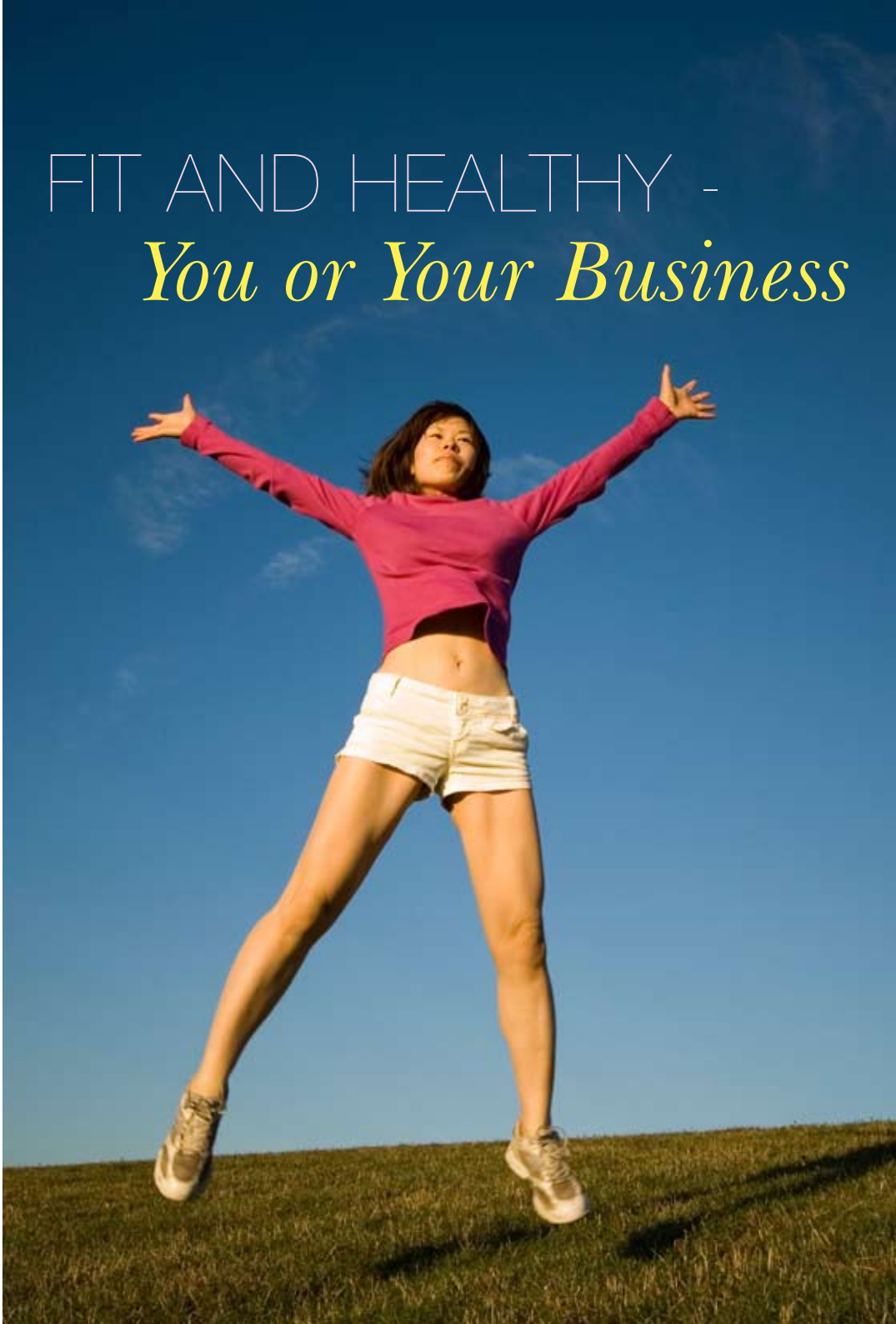
Sound familiar? Is it any wonder we struggle to find time to undertake the recommended levels of 30 minutes, 5 times a week of moderate exercise (any sustained activity that increases the heart rate makes you slightly out of breath and makes you feel warm) in order to keep healthy.

For many of us getting into the habit of exercise is the hardest thing. Often because exercise is not part of our daily routine it seems like we have to make extra time for it. Yet the benefits of regular physical activity are well known;

- Reduces the risk of dying prematurely
- Reduces the risk of developing diabetes, heart disease and high blood pressure
- Reduces depression and anxiety
- Helps control weight
- Helps older adults become stronger and less prone to falls
- Promotes psychological well being and many more.

What can help you to start building exercise into your daily routine? (NB before you start any exercise programme, consult your GP or other health professional).

Physical activity need not be strenuous to gain health benefits. You don't need a gym to make a start or invest in fancy home equipment and many people seem to get trapped into thinking "I must get fit, I must get fit".



Why not start off by trying to just get more *active*? Plan your week ahead. Think about the opportunities you might have for walking – a great exercise to start with. Examples include; walking the children to school, parking further away from work and walking the last bit, getting off the bus a couple of stops earlier, going for a lunch time walk or even getting up say just 15 minutes earlier each day and going for a quick walk. You could even try and do another 15 minutes in the evening if convenient.

The hardest thing is developing the *activity* habit. Planning ahead helps you to identify the opportunities and the barriers stopping you from carrying out your walk.

Treat yourself as a new customer – make an appointment with yourself. If on one day your plans don't go quite as well and you miss your activity –don't beat yourself up, just pick up on the next opportunity and carry on. If you work from home, why not go for a quick walk up and down the road whilst the kettle is on for a coffee break? You could do some easy mobility exercises sat at your desk – such as shoulder shrugs and rolls. Great for easing the tension in those neck and back muscles after being sat over the computer for so long!

So if we all became aware of health benefits of exercising; why is it also good for my business?

Running your own business can be stressful. Our bodies respond to stress by producing adrenaline which if not utilised by the body, over a period of time can cause damage. Exercise helps to use up this adrenaline and also helps to release endorphins otherwise known as "happy hormones".

If you don't control negative stress, it could end up controlling you and you may find it difficult to manage your business. This then in turn adds more stress! You may start to feel like you have no control over what is going on, decisions are harder to make, self esteem and confidence can also start to suffer. See the downward spiral?

If you don't look after yourself then who will look after your business?

Clare Hill is a YMCA Level 3 Advanced Gym Instructor and Director of Go-Woman! Ltd.



Want to start a new business, or develop and grow an existing one? Take advantage of **FREE** business support for women in the West Midlands.

BE YOUR Own Boss

Take advantage of our fantastic on-line business training programme visit our website www.westmidlandswoman.co.uk, or book an appointment with a fully qualified, female Business Advisor. We're ready to take you and your ideas seriously, and help you turn your business ideas and aspirations into a reality.

Call **02476 236 111**

www.westmidlandswoman.co.uk

Are you are thinking of starting a new business and need help putting your business plan together, and need help on accessing finance?

Maybe you already run your own business, and you're ready to take it to the next level to make sure both you and your business survive and thrive.

Whatever stage you're at, you can access free and confidential advice on all aspects of starting and growing a business; from business planning, sales and marketing, access to finance and financial planning advice, to employing people – and much, much more including access to a Business Health CheckService to identify strengths, weaknesses and priorities for your business.

The Women's Business Development Agency are one of Business Link West Midlands specialist enterprise support providers, and have over 17 years experience of providing business advice and support to women across the region.



West Midlands Woman

The most comprehensive women's business support site in the UK includes:

- over 60 hours of online business training, factsheets, tips, templates, and a jargon-busting glossary of over 125 business and financial terms
- a one-to-one online mentor
- a business advisor you can meet and talk to on the telephone
- a safe virtual networking environment with discussion forums and blogs
- networking and information events in your area
- monthly newsletter with success stories, women business profiles, e-mentor and business advisor profiles, tips and updates and a chance to add your own articles

The first four stand-alone modules that make up the Women's Enterprise Programme and more are:

- Personal Development
- Marketing and Selling
- Finance and Legal
- Business Planning

The flexible training modules enable you to access what you need for you and your business when you need it. Whatever stage of business you are at, there's something here for you. Personal Development will help you get started and keep you up to speed with your own personal development. Marketing and Selling gives you the basics and further help with those tricky areas of selling, pricing and forecasting. Finance and Legal gives you the complete picture on what you need as you set up and grow including management and contingency issues. The Business Planning module guides you through the entire process of setting up and growth. Factsheets, tips and templates help you though the maze of information. The activities and templates throughout these four modules build up into your complete Business Plan whether you're writing it the very first time or revising it as you become established and grow.

All materials are developed and designed for women by women and piloted in face-to-face training programmes.

Coming soon is the innovative Imagining Growth programme, already launched face-to-face in the West Midlands. This online training will give specific help to businesses that have been trading for 12 months and more.

Virtual networking

- Join discussion forums for particular programmes and events or link with particular types of businesses
- Use others for help and support and make new contacts for suppliers and customers.
- Share with others and they will share with you.
- Contact other women by email directly and through the discussion forums and blogs.

The newsletter

- Keep up to date with news and training and networking events in your area. And that might mean joining fun networking on the golf-course not just stuck in the training room.
- Learn about new online training programmes, fact sheets and tips.
- Pick up tips about business and life; remember you must develop 'you' as well as your business!
- Read about other West Midlands women and their businesses. Learn where they find their customers and their suppliers. Get to know some of those faces at networking events.
- Read about new developments in women's enterprise...Meet your business support and advice team...Write your own articles to share your experiences; share your own tips about business and life!
- Virtual networking opportunities are available through specialist discussion forums and individual blogs. Access to an online mentor is also possible.



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.

Marketing

I'm only a small business (a sole trader). Do I need to have a marketing plan?

The point of having a marketing plan is to make marketing more manageable by helping you to budget, be consistent, record results and continually improve. It is a vital tool for any business that doesn't have people knocking on its door from day one in droves.

Would you set off for somewhere you hadn't been before without at least consulting a map (or using SATNAV)? The times I've set off without directions are the times it's taken me far longer to get to where I want to and I usually get lost a few times along the way.

A marketing plan is a way of setting goals and outlining how to achieve them in order to help you do just that.

What should a basic marketing plan include?

Start with a blank piece of paper and write on it an outline of what your business does, what it stands for and where you want it to be in the short, medium and long term i.e. your products/services, mission statement and business objectives. Then write a clear description of who your customers are in general terms. Can you group them together and give each group an identity?

For each of the market segments you have now identified decide (from their point of view) how they will go about looking for your products or services and then you know where you need to be visible for them to find you.

Finally, make a list of marketing communications activities that will enable you to get your message in front of these groups and put dates and a budget against each one. That is a basic marketing plan.

How often should you review the marketing plan?

Every time there is a change in the market or a change in your business that affects it. A marketing plan isn't a fixed document. Although your long term goals are likely not to change you can tweak and adjust the activities in the short term to suit changing circumstances and opportunities.

Bear in mind though that it is easy to be swayed by promotional opportunities that arise and seem like a bargain.

There are no quick fixes. If it doesn't serve the purposes of your plan don't waste your time and money.



Clare Satterly
The M Word
0121 633 5038



Information Technology

What is a Backup?

In Information Technology, a backup refers to the process of making copies of your data (documents and images). These copies may be used to restore the original data in the event of you losing data.

Data can be lost in a number of ways, for example as a result of your computer crashing and thus corrupting your data or by accidentally deleting a file.

Most organisations have a Disaster Recovery action plan, i.e. what to do in the event of a disaster. This typically covers a whole multitude of aspects related to their business, for example, what if their premises cannot be used due to an environmental disaster (fire, flood etc), but is outside the scope of this discussion. However, a core component of the plan will be the loss of data.

Backups are your additional copies of data and typically the last line of defence for protecting your data files. In the event of you losing your files, you can restore one of the lost files from a recent backup and thus minimise the time.

How often should I back up my data?

How often you back up your data depends on how often your files change and how important it is to the success of your business. Quite often we don't regard data as being important, but just imagine you have lost a database which lists all of your stock. What impact would this have on your business? Can your business continue?

A daily or weekly backup should be implemented depending on your individual circumstances. Each copy should be labelled with the date that the backup was taken.

How do I back up my data?

A number of software applications are available to help back up your data, each offering various degrees of flexibility in helping you to plan and manage your backups. However, a simpler method for backing up your data is to simply copy over the files to another location.

It is good practice to ensure that your backups are stored away from your computer on portable storage media, such as a CD, DVD or a flash storage device, such as a USB drive.

Asian-e

Asif Bashir
Asian-e Limited
0870 7661076

WHAT IS THE *World Wide Web?*

The Internet is a set of computers all joined together in a network. The information they hold can be shared from one computer to another. The

The Internet is like a library because you can find information on any subject you can imagine. This is referred to as World Wide Web.

Information on the Internet is divided into parts called websites.

What is a website?

A website is a set of pages called web pages. These can include text, pictures, sound and videos.

They contain information about different topics such as your business, life-style, films and so on.

Anyone can make a website. Your business can benefit from a website on the Internet. A website can consist of single page or all singing, all dancing multiple pages site.

In order to connect your computer to the Internet, you will need a device called a modem. A modem needs to be plugged into a telephone line.

What is an ISP?

In addition to a modem, you also need an ISP (Internet Service Provider). In very simple terms, this is like a telephone company. You pay them to connect to the Internet, like paying for your phone calls.

What else do I need?

Your computer will also need special software called a web browser on your PC. This is usually located on your computer when you buy the computer. This is often referred to as Microsoft Internet Explorer.

How does this work?

When you open Internet Explorer, the first web page you see is called the homepage. This can be changed to the homepage of your choice.

How do I change my Homepage?

1. Open up Internet Explorer
2. Click on Tools and select Internet Options
3. Ensure that General tab is selected
4. In the Address section type in the address of the website you want to be the new homepage such as www.go-woman.com
5. Click on the Apply button at the bottom of the screen followed by the close button
6. This will set your new website as the new homepage and will be loaded each time you go into Internet Explorer.



What is a Web Address?

Every webpage has its own special address. This is called a Universal Resource Locator (URL). A URL is split into four sections. (See table below).

When you move your cursor around the webpage, sometimes you will see it changes its shape to a hand which indicates that you have found a link to another website. This is called a hyperlink.

What is a hyperlink?

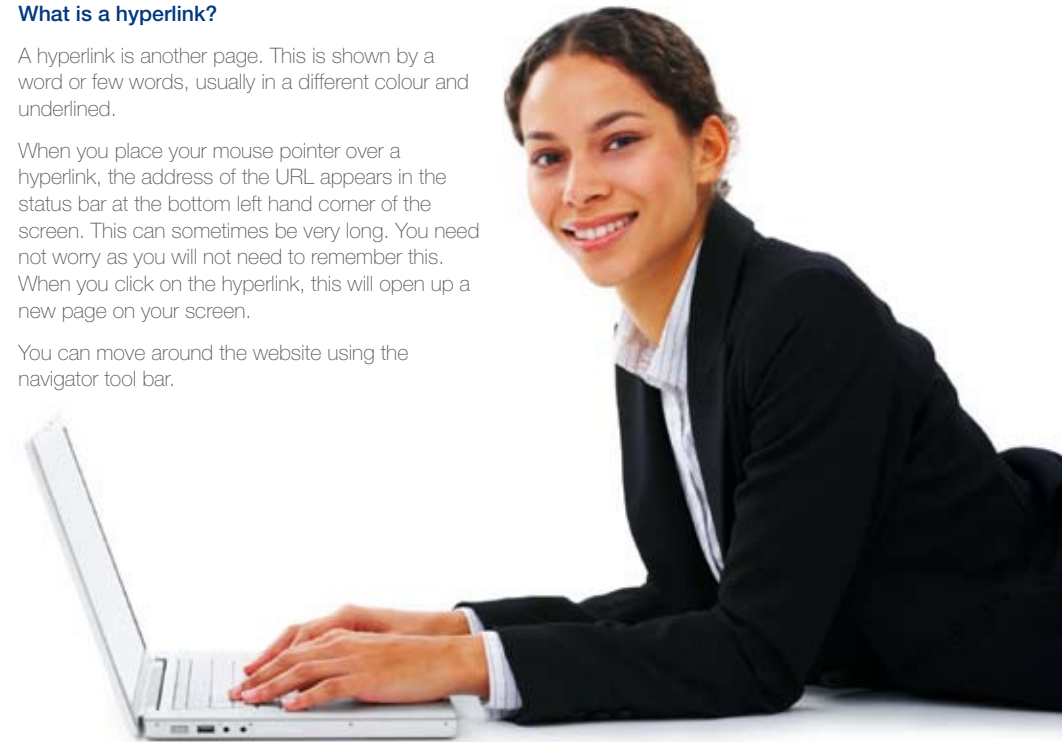
A hyperlink is another page. This is shown by a word or few words, usually in a different colour and underlined.

When you place your mouse pointer over a hyperlink, the address of the URL appears in the status bar at the bottom left hand corner of the screen. This can sometimes be very long. You need not worry as you will not need to remember this. When you click on the hyperlink, this will open up a new page on your screen.

You can move around the website using the navigator tool bar.

What is a Navigator Tool Bar?

A tool bar is a set of pictures or icons that are displayed across the top that allows you to move around the website. The navigator tool bar will be covered in greater details in the next edition.



<http://www.go-woman.com>

http://	www.	go-woman	.com
Hypertext Transfer Protocol:	World Wide Web	Site name:	This is the domain name
This part tells the computer how to send information to and from your computer.		This is the name of your website	This part tells you the kind of website and sometimes the country it comes from.

GET OUT AND *Get Networking*

People invest in people. The world runs on relationships. Hence, Networking is vital if you want to succeed in business.

Business Networking is a marketing method by which business opportunities are created through social networks of like-minded business people. The best business networking groups operate as exchanges of information, ideas and support.

In this issue we start by highlighting a number of networks across the region to help you get started.

WiBA

The Women in Business Association (WiBA), celebrating its 18th birthday in 2008, is one of the premier women's membership organisations in the Midlands.

WiBA membership offers you:

1. Professional and social networking with women from a melting pot of industries, in a relaxed and friendly atmosphere
2. A membership organisation of self-employed, senior business professionals, new business owners, women from international companies and government organisations
3. Monthly events, ranging from motivational speakers e.g. Jo Cameron (The Apprentice), Skill sharing workshops, health and wellbeing topics, theatre trips and even a preview of the Town Hall before its official opening. The WiBA programme offers something for everyone, and uniquely, members are consulted about the events they want included in the programme.

Are you a Woman in Business and passionate about your role, personal development and your Company? If so, please join us.

For further information call:

Liz – 0121 733 6673
Kirsty – 0121 555 6569



Shakti Women

Shakti Women is a new network for business and professional women, aimed at women who value diversity. Our sole purpose is to develop a holistic package capable of meeting the complex needs of 21st century woman and our programme – which came about after many focus sessions – includes, enterprise support, personal and career development, mentoring programmes, business sponsorship and networking events.

The name Shakti is taken from the Hindi word meaning power or energy.

A Shakti woman creates her own energy but together we become a powerful unanimous voice. Shakti Women value enterprise and professionalism and the unique beauty and integrity in every woman - but more importantly we value fun, sisterhood and mutual support.

Our membership package already contains over £1000.00 worth of benefits and our services are continually growing. In addition to this, the network has a varied and busy events calendar, which includes business events, a leadership initiative and a range of fun networking events including wine tasting, pampering days and annual outings.

For more information about Shakti Women visit our website on www.shaktighar.org/women or call 0121 456 5122



4Networking

4Networking is the UK's fastest growing business networking organisation:

- Friendly, relaxed, yet productive business breakfast networking events with as few rules as possible. All business types are welcome, no-one is excluded.
- Breakfast events include a 40-second summary to the group on you and your business; and three 10-minute one-to-one meetings, ideal for developing relationships and business.
- Flexible joining options include a 2-month 'Passport', allowing new members the opportunity to sample any of the groups in the network.
- There are now established groups in Solihull, Birmingham, Coventry and Walsall, with new groups soon in Dudley, Halesowen and Redditch. By the end of 2008 there will be 250 groups across the UK.
- The website www.4networking.biz now has over 4000 online members and features a vibrant, active online forum.

The whole operation relies on enthusiastic and committed local input. Stephanie Cartwright-Randle is Area Leader for the West Midlands and is driving 4Networking's successful expansion in this region. Stephanie manages to network up to 4 times a week with 4Networking, while still running her own two successful businesses, Cornerstone Print and Packaging and Construct-A-Fence.

For more information, visit:

www.4networking.biz
www.cornerstonepp.co.uk
www.constructafence.com



Corkscrew Events 'Friday Business Clubs'

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.

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.

Next Midlands event on Friday 14th March 2008 at Heart of England Conference Centre, Wall Hill Road, Fillongley, Nr NEC, CV7 8DX – Register for FREE by calling 0871 222 3703

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

www.fridaybusinessclub.com

CORKSCREW EVENTS OFFER BUSINESSES

A Sparkling Idea!

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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**

Need an Office? The search stops here!



officebroker.com – the leading online search facility for office space, have recently teamed up with Go-Woman! to provide our advanced, user friendly search service to anyone who visits the Go-Woman! website via a 'Virtual Sticker' banner on their homepage.

officebroker.com was launched in 2001 by entrepreneurs Jim Venables & Andy Haywood to provide a one-stop shop for any business looking for office space. The business has since grown organically to become the largest online broker in the UK and is already making waves globally with an office in the USA and plans for expansion into Asia.

If you are working out of your spare room or from the kitchen table, it can be distracting and not the motivating work environment you need. The solution? A serviced office! Available on short term agreements, ready and waiting for you to move into, this solution is an ideal option for your business if the kids are running you riot at home – some serviced office providers even offer crèche or nursery facilities on the premises!

Benefits you can enjoy with serviced offices:

- Minimal financial commitment - you sign up for as long as you like (as little as 3 months up to 12 months) with a deposit typically being approx 1 months rent
- Fully kitted out – desks, internet & phone connections, nicely decorated. All you need do is plug in and start working
- Professional image – great facilities, polished reception area with staff to greet your guests and meeting rooms for you to use as and when you need them
- Networking! – get to know the neighbours. You will be in a building with many different types of businesses so take advantage of this. Your Business Centre may also organise networking events that you can attend.
- All the extras – you can utilise secretarial and admin support supplied by your office provider whenever you require it on a pay-as-you-go basis – a great resource if you need a helping hand every now and then and not a full time employee.

By using the **officebroker.com** service to secure your office, you will benefit from a full account management service, with a dedicated officebroker.com Consultant booking viewings for you, compiling pricing information and helping you every step of the way until you have secured your ideal space – and this is free of charge!! officebroker.com earn their fees from office providers, so any client using their search service benefits from a no-cost service!

To search for an office in your area, simply visit the Go-Woman! website and use the search facility at the top of the homepage.



Shakti Ghar Regeneration



Building the Foundations for Sustainable Community Regeneration
By identifying the skills and resources to make your organisation stronger

- Enterprise Support
- Business Planning
- Funding Support
- Skills Development
- Mapping and Consultation



For more information visit

w | www.shaktighar.org.uk e | info@shaktighar.org.uk t | 0121 456 5122

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Thinking of starting a business? Need help growing your business?

Whether you're still looking for ideas, just staring out or you're already up and running, online help and support is at hand!

Flexible training modules designed for women by women, tips, factsheets and templates take you through the complete business planning and growing process.

Access Business Planning, Marketing and Selling, Finance and Legal Personal and Development any time to suit you and your business!

There's help too on the very early stages! It's not as hard or as scary as you might think! Thousands of women throughout the West Midlands are doing it, so can you!

Get free access to a one-to-one business advisor and mentor whatever stage you're at!

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WOMEN'S BUSINESS DEVELOPMENT AGENCY

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