

Dare to be different

GO-WOMAN!

ISSUE SIX | Spring/Summer 2008

Overcoming every adversity to become stronger and happier

Read all about Margaret's
extraordinary journey

West Midlands Lifestyle Expo

Read about this months major event inside
and logon to www.go-woman.com
to find out more.

Dear Colleague...

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

We are once again celebrating our latest success. Go-Woman! were delighted to be short listed in the Press category at PROWESS 2008 awards. We were privileged to be in such high company, competing against likes of programme in BBC Radio 4 and article in The Financial Times

We would like to thank all of you who have helped us to grow a much stronger product

We have introduced new themes in this issue for you. We have jammed packed this edition with new ideas, inspiration and full of exciting opportunities, so enjoy!

Go-Woman! are working with CKPA to present a totally unique event – the first 'West Midlands Lifestyle Expo'. Read more about the event to find out how you can exhibit or attend the event on pages 10 and 11. For more information 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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THE NUMBERS *Game*

There's some interesting research which suggests that women are much more reluctant than men about going to financial institutions to ask for money.

In the UK, according to Global Entrepreneurship Monitor, women need on average £7.5K to start a business. The biggest issue for the entrepreneurs is the lack of information on access to finance.

The most obvious port of call are the banks. When they turn around and say 'no', because small businesses are perceived to be hard work, for little return, they hit a brick wall.

Individuals want to speak to 'real-people' who can empathise and appreciate that one size doesn't fit all. Here are two organisations that help and support small to micro-sized businesses to setup and grow successful enterprises.

The ART of Finance

ART (Aston Reinvestment Trust) is an independent provider of loans for commercial and social enterprises in Birmingham and North Solihull. We exist to support existing and start-up businesses, helping them to create local jobs for local people.

If you have been turned down by a bank, perhaps because you couldn't offer security, or didn't have a sufficiently long trading history, we are here to help. We lend up to £50,000. The application process is straightforward and the repayment terms can be long-term and flexible. We also lend alongside banks and other financiers as part of a finance package and can help put such a package together for you.

So, don't be put off if the banks have turned you down. Come and talk to us. We have £1m to lend this year to boost the local economy and we could help you to realise your business goals.

For further information
ART on 0121 359 2444 or
see www.reinvest.co.uk.



Your Next Right Turn after the Bank

Fair Finance Consortium (FFC) members are located throughout the West Midlands, nine members specialise in providing alternative loan products. Loan start from £1,000 up to £50,000 for new and existing businesses, put simply member's lend out their own money, focusing on your ability to comfortably make each repayment.

For businesses that lack:

- A history of business banking
- A good history with credit
- Financial security (Assets), or a
- Sympathetic bank manager

FFC is a collaboration of individually owned and governed financial services providers; there are often variations in the terms and conditions applied by any individual member.

To receive up to date information with a typical example regarding:

- APRs
- Interest rates
- Terms and conditions including,
- Any additional clearly illustrated charges

Visit our web portal and choose the relevant loan provider located in your part of the region at www.fair-finance.net, or contact us at info@fair-finance.net.



FIND SOME *Thinking space*

Conference and Exhibition Facilities

Dunstall Park, Wolverhampton. WV6 0PE

Wolverhampton Racecourse, complete with Holiday Inn hotel offers the ideal venue for combining business with pleasure.

The venue set in 22 acres of parkland, has the advantage of free parking for up to 1500 vehicles and is situated less than two miles from Wolverhampton city centre, yet close to M54 and M6 motorway links.

A range of conference rooms cater for between 2 and 700 theatre style, and the venue has one of the largest pillar free exhibition suites in the area, which, together with the adjoining concourse gives a total area of 1400 square metres.

The year round horse racing provides a great opportunity for Corporate Hospitality at either afternoon or evening race meetings in one of the eight executive boxes, which cater for between 16 and 64. Many companies enjoy the fact that they can combine their morning business meetings with afternoon racing for colleagues and guests.

For further information:

Tel: **01902 421421**

enquiries@wolverhampton-racecourse.com

www.wolverhampton-racecourse.co.uk



Finding professional, cost effective, prestigious office space or meeting rooms that raise the profile of your business is challenging at best of times but for small to medium sized businesses it can be a daunting task.

In this issue we are highlighting three organisations that offer simple, jargon free, affordable prestigious office space and meeting rooms on flexible terms, allowing you the freedom and flexibility to get on with what you are really good at and that is, running a successful business.



Professional offices, affordable prices

Boost your company image with a prestigious office from UBC, fully equipped with the latest technology and support services to project a professional image for your business. We are one of the UK's fastest growing serviced office providers, committed to offering prime office space on flexible terms to businesses of all sizes. With UBC you get:

- Prestigious offices with the latest technology, without the long-term lease
- Single monthly charge, no hidden extras
- Simple licence, no lengthy legal documents
- Premier office space and meeting rooms on flexible terms

From a hot desk one day a week to a three-month or year-long agreement – the choice is yours!



Call us today on **0800 169 9822** or visit www.unitedbusinesscentres.com to find out more.

10% discount off your first meeting room booked by the end of July – just mention 'Go-Woman'!

City Spirit serviced offices

Gain the competitive edge with a great city centre location.

Do you want to start your own business but thought you could not afford a great office, think again!

A serviced office at 35 St. Pauls Square is the answer, creating a perfectly professional image for you and your company; and with short-term lease arrangements from just 3 months upwards, it couldn't be easier.

Flexibility is key, allowing both 'start up' or well established businesses to reduce financial risk with fixed cost monthly overheads and low set up costs.

No unexpected bills, maintenance costs or additional overheads - everything you need is included. Enjoy leading edge IT and Telecoms support services and your telephones answered in your company name.



With all that, plus great meeting rooms, hot desking, friendly staff providing all the support you need you can be assured of the competitive edge you need in a fast paced business world.

Give yourself the Freedom to fully focus on your business with everything you need to start and grow your business.

Contact

anne@cityspirit.uk.com

www.cityspiritstpauls.co.uk

SOCIAL *Enterprise*

Starting a business or a venture can be one of the most challenging and exhilarating thing you have ever done. The idea, the legal implications, the sustainability, there is so much to consider.

Most recently you would have heard people talk about 'Social Enterprises' or 'Social Entrepreneurs'. If you are amongst the tiny group of people who hasn't, then all we can say is – Where have you been?

Go-Woman! will be running a series of three part editorials around 'Social Enterprises'. What are they, the legal implications and the myths?

Social enterprises and social entrepreneurs have been around for many years and there are some big household names amongst them. Well known examples include Jamie Oliver's restaurant Fifteen, The Big Issue and the Eden Project to name a few.

In the West Midlands we also have some exciting and very successful Social Enterprises, including The Jericho Project, Shakti Ghar and recre8.

So, what is a 'Social Enterprise' - Social enterprises are profit-making businesses set up to tackle a social or environmental need. – Social Enterprise Coalition

There are many people who wish to do something to help their community or have been affected by an issue and wish to help others avoid the same problem.

Often a social enterprise is set up to meet a need and they want to have more than just financial return – a sense of doing something worthwhile or important. Although, they may

well operate in the commercial sector and indeed have to maintain their sustainability (some may even have started out as charities and made the transition) social enterprises often have a particular way of working such as ethical trading, environmental responsibility or social responsibility.

They could be anything from chocolate and coffee suppliers to furniture restorers, design firms, services to the local community (e.g. rural village shops) or even transport for isolated communities or a group with particular special needs. They still have to compete with other businesses and be well run in order to generate income and keep costs down. They need to be innovative and not rely on grant funding too much.

It is often the case that a social enterprise will be run/owned by the employees/users/clients; community etc. or it may have a board of directors who control the enterprise on behalf of a wider group of people involved/interested in the business (stakeholders). There are many different models to adopt.

Next issue of Go-Woman! will look at some of the legal structures available to 'Social Enterprises'.

Go-Woman! have developed a 'No-nonsense guide to Social Enterprise', funded by West Midlands Social Enterprise and AWM. This can be downloaded from www.go-woman.com or you can request a hard copy by emailing us at gowoman@go-woman.com

Useful Links

Social Enterprise West Midlands is a regional network that aims to support and promote a strong, visible, growing and sustainable social enterprise sector across the West Midlands.
www.socialenterprisewm.org.uk

Business Link is the business advice service for England managed by the Small Business Service.
www.businesslink.org

Initiative for Social Entrepreneurs (i-se) plays a vital role in the changing the face of the social economy sector. It pursues this remit through the development of new social enterprises and the capacity building of existing voluntary and community organisations to become effective businesses, delivering services to their community.
www.i-se.co.uk



OVERCOMING EVERY ADVERSITY TO BECOME *Stronger and happier*

Margaret is an astonishing woman who overcame adversity and took the bull by the horn and re-built her life when most of us would have given up and questioned why me? Read about Margaret's extraordinary journey.

What prompted you to start your own business?

I wanted some extra time with my family, and saw a business opportunity so decided to set up a small business – didn't quite work out that way I was inundated from day one and had to take on staff. Decided that "in for a penny, in for a pound" so I went for it big time.

What has been your driving force?

Being able to provide a better quality of life for my own children and my mother, for the first time in her life I was able to purchase a house for my mother, who had always lived in council houses. A short time later I also invested in another house in Devon, which has provided a lot of fun and relaxation for all of the family.

What were the qualities that helped you to succeed?

I have a working class background; my parents believed that if you wanted something you had to work for it. So I was prepared to get up early and work long hours for the things that I wanted.

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

I lost the sight in one of my eyes at 42, my husband wasn't particularly supported so I decided to leave him and start again. For my own sense of fairness I left him with the house and contents and literally started again with the children. While I was in control of my own destiny and made myself financially secure, I couldn't have done this without the support of my family and really good friends.



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

The loss of the eye made me focus on my work/life balance, it made me put time aside for myself – real me time, where I could be creative, so I turned to cooking. It creates a real bond with family and friends who now expect something really spectacular when they visit and allows me time to relax while creating something I know can be shared and enjoyed.

What advice would you give would be entrepreneurs?

Anything is possible with hard work, remember that 95% of what you worry about never happens so focus on the 5% that you can deal with, try and make friends not enemies – it makes life easier, and most importantly keep family and friends close you never know when you will need them.

DO YOU NEED A *Coach?*

The coaching sector has grown rapidly and is becoming increasingly popular. Coaching can be a very powerful tool for your business as well as you personally.

The challenge is to get the right coach that can be assertive; yet has the ability to challenge.

Read about two fascinating businesses in this sector.

Dreaming of a better future; but don't know how to achieve it? Of promotion? The job you deserve? Becoming your own boss? A profitable business? Time for yourself? Do you want to; to become more confident and assertive? To give brilliant presentations? To learn the tricks and achieve the confidence to break through the barriers holding you back?

Dream Futures and Eureka! Associates, two independent companies led by and working for women, help by providing Coaching, Training (and Business Consultancy).

We guide you through planned personal growth and development, combining Coaching, NLP and Clinical Hypnotherapy, with a proven system of confidence building and empowerment.

Andrea is our coaching expert, while Electra heads the training programme designed around the needs expressed by you during coaching.

Find the time to contact us because it could be the best thing you ever do!

Andrea Bradley-Davies

0121 5262122

drea@dream-futures.co.uk

Dr Electra Soady

0121 777 9380

electra@eureka.free-online.co.uk



Do you...

- Experience stress or anxiety?
- Feel stuck in a rut in any area of your life?
- Suffer from chronic health issues, aches or pains?
- Lack energy, motivation or inspiration?
- Want to feel happier and more fulfilled, but don't know how?

Our coaching will empower you to:

- Release stress, negative emotions, worry and anxiety
- Discover and resolve the root cause of your health issues
- Overcome your barriers to success in career, business, health and relationships
- Gain greater wellbeing and life balance
- Set motivating goals – and achieve them!

Get Coached specialise in helping people to overcome these barriers and create a more fulfilling life. Our unique integrative approach is more than coaching – we incorporate Life & Business Coaching, NLP, Time Line Therapy, Wellness Coaching, EFT and META-Medicine, so you gain maximum benefit from working with us.

Find out about our courses and one-to-one coaching programmes and book your complementary Rapid Results coaching consultation by calling **Joanne & Robert** on **0845 226 0082** or visit **www.getcoached.co.uk**

WEST MIDLANDS *Lifestyle Expo*

Be inspired – a rare opportunity to mix business with pleasure.

CKPA and Go-Woman! have joined forces to organise a totally unique event - the West Midlands Lifestyle Expo, to be held at The Pavilion in Perry Barr on Friday 19 September 2008.

We recognise that women-owned businesses contribute significantly to the UK's economy and we are passionate about raising their profile. We have come across so many women working in the 'lifestyle' sector that we thought it would be fantastic to offer them an opportunity to showcase their work. Visitors to the West Midlands Lifestyle Expo will benefit from a unique opportunity to experience for themselves what these businesses have to offer, with some complementary sessions. There will also be a chance to do some good quality networking and build relationships with like minded ladies, as well as access to all important one-to-one surgeries to help with any concerns.

We are organising the West Midlands Lifestyle Expo based on our experience of attending a variety of events, to ensure that everyone – visitors and exhibitors - gets the most out of it. We want visitors to enjoy some pampering as well as make useful business connections. We want exhibitors to attract new customers, by having time to demonstrate properly what they offer.

We have included Speed Networking in the programme for the day – but with a twist. These sessions will be all about highly focused use of your time, meeting new people and learning about their business. How many times have you attended a speed networking event, but not been able to hear what is being said, because half the people in the room are talking at the same time? At West Midlands Lifestyle Expo, pre-registered visitors will gather in the Networking Zone to introduce their businesses to a table of ladies. And there will be ample opportunity to speak to people further after the networking session in the designated breakout areas.

Advanced booking is necessary as places are limited to 100.

Tickets cost £35 and are available through CKPA:

Call: **01384 564499**
Email: emmawalker@ckpa.co.uk
Book online: www.lifestyleexpo.co.uk



WEST MIDLANDS LIFESTYLE EXPO

Friday 19 September 2008
10am – 4pm
The Pavilion in Perry Barr

NETWORK, RELAX, PROSPER

- > Meet inspiring women
- > Take part in Speed Networking
- > Attend informative seminars
- > Enjoy complimentary sessions

Book your place today – and prove that it is possible to mix business with pleasure!

EXHIBIT

- > Access to 100 delegates (tickets pre-booked)
- > 6 x 4 display table (covered)
- > 2 chairs
- > Open Networking
- > Lunch for 2 delegates
- > Delegate Contact List

Cost: **£125**

BECOME A SPONSOR

1. BECOME ONE OF THREE MAIN SPONSORS

- > Carry out surgeries on the day, based in a separate area to provide a comfortable and informal environment.
- > Have your logo featured on the WM Lifestyle Expo webpage

Cost: **£500**

2. DISTRIBUTE YOUR BUSINESS CARDS OR LEAFLETS

- > Business cards distributed in a business card holder to all attendees (10 opportunities available)
- > Leaflets distributed in an event bag handed to all attendees

Cost: **£25**

>> GET INVOLVED

FOR MORE INFORMATION OR TO MAKE A BOOKING CALL 01384 564499

EMAIL: EMMAWALKER@CKPA.CO.UK OR BOOK ONLINE: WWW.LIFESTYLEEXPO.CO.UK



The Place To Get Started

Prestigious accommodation on this well developed site for start-up, early stage and established technology-based businesses.

Access to a range of business support programmes to help companies maximise their potential for growth

- Quality units (250 sq. ft – 12,000 sq. ft)
- Flexible short leases
- Links to the University of Warwick
- Conference rooms
- Good car parking
- High speed Internet access
- Attractive campus setting



University of Warwick
Science Park



For further information call **Angela Childs** on **024 76 323003**
University of Warwick Science Park, The Venture Centre, Sir William Lyons Road,
Coventry CV4 7EZ, Tel: 024 7632 3000, Fax: 024 7632 3001,
Email: uwsp@uwsp.co.uk Web: www.warwicksciencepark.co.uk
or contact:
Rupert Gillitt, D & P Holt, Commercial Property Consultants
Tel: 024 7655 5180, Email: rupert@holtcommercial.co.uk
Lucy Cook, Savills, Tel: 0121 633 3733, Email: lcook@savills.co.uk

UWSP009

SETTING BUSINESS

University of Warwick
Science Park

Alight

The University of Warwick Science Park offers high technology businesses, a wide range of office space from the smaller start-up or step-up space in The Venture Centre to larger highly adaptable facilities in the Vanguard Centre, Riley Court, Herald Court, Viscount Centre and Sovereign Court. All set in a beautifully landscaped environment and situated next to the University of Warwick.

The Venture Centre, which is home to start-ups and small enterprises, offers serviced offices from 260 sq.ft. up to 1500 sq.ft. There are also 3 well-equipped, air conditioned meeting rooms, with telephony and broadband internet access. The rooms can be hired on a flexible basis – hourly, half-daily etc. and the in-house cafe can provide freshly made coffee and refreshments for those important business meetings.

We not only provide high quality accommodation, but also provide business support, help and advice from a professional business development team.

One of the business support initiatives, is the Ignite programme, which is a flexible package of office accommodation and grant-aided advice and practical help, carefully tailored to help each innovation-led company make more money – now and in the long term. With targeted support, owner/managers receive help to increase profitability and build high value businesses faster than they are doing currently.

It is already proving popular with many new businesses who have taken up the space and advice offered.

Key to the process is Ignite's team of experienced Ignite Business Mentors. Over a continuous period of perhaps two or three years, the Business Mentor builds up a detailed picture of the business, so that he/she can be pro-active in its continuing development. When needed, specialist advisers are called in to inject short-term support on specific issues.

Ignite brings together all of the expertise that the Science Park has created in the field of marketing, market research, raising capital from technology angels and venture capital funds, student projects and the rental of high calibre property.

For further information on Ignite and a confidential discussion, please contact **Russell Munslow** on **024 7632 3121** or ignite@uwsp.co.uk

For further information on available office space, please contact **Angela Childs** on **024 7632 3003** or angela.childs@uwsp.co.uk or www.warwicksciencepark.co.uk



“ We discovered the Ignite Scheme in July 2007 while looking for offices with an impressive postcode and, most importantly, expert guidance. Thanks to the Scheme's facilities, 2 Hot Marketing has grown to such an extent that we are now moving to larger offices within the Science Park. Being at the Science Park has enabled us to attract new business, and develop our relationships with existing customers. ”

Reetu Dougall, Business Development Director, 2 hot marketing Ltd

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.

Accounting

Do I need a computerised book keeping system?

A computerised book keeping system simplifies the recording process for both the business and the accountant and can greatly assist in the production of timely and meaningful management figures. However, it is not essential or indeed a legal requirement.

What's the difference between cash flow and profit?

Cash flow is literally the physical flow of cash/ funds in to and out of the business (cash incorporating cheques and direct receipts). It makes no adjustment for non cash items such as the depreciation of assets or accrued expenditure (i.e expenditure not yet paid for). Profit does take account of all attributable income and expenditure regardless of whether physically paid for.

I will need to use my car for my business – what are the implications?

This can be a difficult area to treat correctly and is different depending on whether the business is a limited company or simply a sole proprietor/ partnership. If using the car through a company, depending on the ownership of the car, there may be a benefit on kind on the employee. There are different amounts that can be claimed for business mileage depending again on the ownership of the vehicle. My advice would be to seek professional advice to ensure the correct treatment.

WadeX Limited

Donna Wade
WadeX Limited
0779 0076248

Information Technology

What is a USB drive?

A USB drive technically isn't actually a drive, with moving parts but is a portable storage device that is based on memory. It is compact, fast, durable, portable and can typically hold large volumes of data, for example 8Gb.

USB drives plug into the USB port of a computer, which they also use to draw power from.

USB drives have a number of uses:

- Personal Storage – documents, photos, images, audio and video files
- Music Storage – used in digital audio players such as MP3 players
- Application Storage – a U3 drive can be used to store and run applications directly from it (applications that do not need to be installed)



Can I use freely any images, pictures or texts that we find on the Internet?

There is no quick answer to this. The usage of any content from the Internet is dependent on where you access it. Some sites offer openly free content for you to use and will indicate what their fair usage policy is.

Most importantly, please note that websites do not need and in most cases do not necessarily show the copyright © symbols for the content to be protected. It is ultimately your responsibility to seek permission for the usage of content.

What is Broadband?

Broadband is a term which typically refers to a fast, always on Internet connection, 'high speed Internet access'.

Broadband access replaces Dial-up access, which was a form of Internet access via a telephone line.

Dial-up worked by connecting a modem to a computer and a telephone line in order to dial into an Internet Service Provider's (ISP) network to establish a modem-to-modem link, which is then routed to the Internet. Dial-up access required the full use of a telephone line.

Dial-up modems provided a maximum speed of 56 kbits/s, whereas Broadband modems provide speeds in excess of 8Mb/s.

Broadband makes more possible, such as surfing the Internet at faster speeds, sending and receiving large email attachments and even downloading music and video clips, without tying up the telephone line.

Asian-e

Asif Bashir
Asian-e Limited
0870 7661076

If you're anything like me, you'll often see little snippets of 'handy hints' in magazines which are just the thing to help you with a current crisis.

Excitedly turning down the corner of the page, you circle the article with an optimistic and determined pen, and resolve to tear out the information later and put the ideas into action, thereby bettering your life to a hitherto unattainable standard. You know the kind of things – how to be greener, how to get better value for money, blah blah blah. Then weeks later, you wonder what you did with that magazine, and realise that it's been chucked into the recycling skip with all the other papers. Great that you're saving the planet and all that, but it wasn't really what you had in mind! And you're back to square one, with good intentions but the crisis raging on. (Come on, admit it, you're the same as me!)

When you're running a business, sometimes things can get a bit out of control. You've become really good at multi-tasking - and we girls do like that stereotype, don't we, even if it is a rod for our own backs! But somewhere along the line you realise that you're juggling way more balls than you planned. Whereas you used to be in control, you now feel like the workload has developed a life and personality all of its own, (I'm thinking Russell Brand at his most hyper, 24 hours a day) and it's not fun anymore.

I found myself in that situation in February this year. My training business was about to enter its busiest time ever, which would require meticulous planning and levels of energy if the wheels weren't to fall off in an embarrassingly big way. Added to that, I was in an admin spin with my networking event business. The number of emails and other things that I was having to deal with on a daily basis were making my fingertips bleed, my laptop smoke, and my stress levels higher than Everest. All that at the same time as putting my house on the market, and wondering how on earth I was going to move me, the cat, and two businesses twice (it's a long story) within the next 9 months! Aaargh!

Then I went for a routine health check. My doctor told me my blood pressure was high, and I found myself answering 'No' to her question about whether I was under a lot of stress. I

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 gets herself into, and out of, a big old tangled mess.



realised how ridiculous I was being! I felt like I was handling more stress in a week than some people do in a year! Shortly afterwards, a conversation with a colleague, who heard my voice break with emotion and wheedled out of me how worried I was, changed everything. She convinced me to share my workload out. I'd had this in the back of my mind already, but it just seemed an additional task which would take up more time, effort, and energy which I simply didn't have. It was Louise's comment 'If you were about to have a baby, you'd have to make it happen then, wouldn't you?' that spurred me into action. Nothing like a straight-talking friend, is there?!

So, during a trip away, I sat in a Leeds pub with a lasagne, a glass of wine, and a list of everything I do at work, and set about deciding which bits to delegate – and who to. I also had my own troubles put into perspective by my Downs Syndrome waitress who was facing up to her difficulties each and every night with some tough pub clientele. Things like that make you think, don't they?

Three months later, I'm so much happier. Those levels of stress are long gone, and whilst things aren't perfect, my own personal 'Russell Brand' is much calmer. And that takes me back to the magazine articles I was talking about at the beginning. I DID pull an article out of a paper once, and it's rung true for me on this occasion. It simply says...

Believe that the world is full of wonderful people

Find people to whom you can turn
Have the courage to seek their help
Use your good sense to listen to their advice
More often than not you'll find they can help.

Until the next time, good luck, and happy magazine reading!

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.



S Help








In the last edition we looked at the World Wide Web. In this edition we will take a closer look at the navigation bar and tips on using the World Wide Web more effectively.

Website is a page or group of pages on the World Wide Web. This is an area dedicated to a particular person or company's area.

When you load **Internet Explorer**, the system will load your homepage. A website you have chosen to be your default.

You can move around the website using the **navigation toolbar**.



-  **Back** This will take you back to the last page you have visited.
-  The forward button brings you forward again.
-  This button takes you to the homepage that is setup on your computer.
-  **Search** The search button allows you to search the Internet for information.
-  This shows you a list of websites visited most recently.
-  **Favorites** This opens up a folder where you can save all your favourite sites, which you can access with ease.
-  The printer button prints the current website you are viewing.

You can download files from the Internet. When you click on the link, a window will open asking you where you want to put the file.

You can use the Internet to send emails. Emails are messages you write and send from one computer to another.

THE WORLD WIDE WEB Part 2



Every page of the website has its own address, to ensure that we can find it. This is called the Universal Resource Locator or URL for short.

A typical address <http://www.go-woman.com>

When you are browsing through the internet, some WebPages will have some words or phrases in a different colour or underlined. When you move your mouse over these words, phrases and even pictures, your mouse pointer turns into a hand shape and the address for a new page appears in the status bar. These words or phrases are called hyperlinks.

Hyperlinks contain an address to another page or another website. Clicking on these links takes you to another webpage.

Search Engine

Search engines help you to look through vast amount of information on the internet. There are many search engines and they all work in a similar manner.

You type a word or a phrase in the text box. Because there is so much information on the internet, your search will normally bring more results than you may expect.

In order to narrow the search, enter more words to your search. For instance, if you are looking for cheap flights to Paris.

'cheap flights' will bring back number of results, for cheap flights. Narrowing the search to 'cheap flights Paris' will narrow the search and bring back only those flights going to Paris.

Some common search engines:

- www.yahoo.co.uk
- www.google.co.uk
- www.lycos.co.uk

FIVE WAYS TO MAKE YOUR ONLINE TESTIMONIAL *Work for you*

Five ways to make Online Testimonials work for you

1. E-Mail Messages

If you get testimonials via the email, publish the entire email message. This makes your testimonial more believable.

2. Use Pictures

Having accompanying pictures with your testimonials gives them that much more credibility.

3. Contact Information

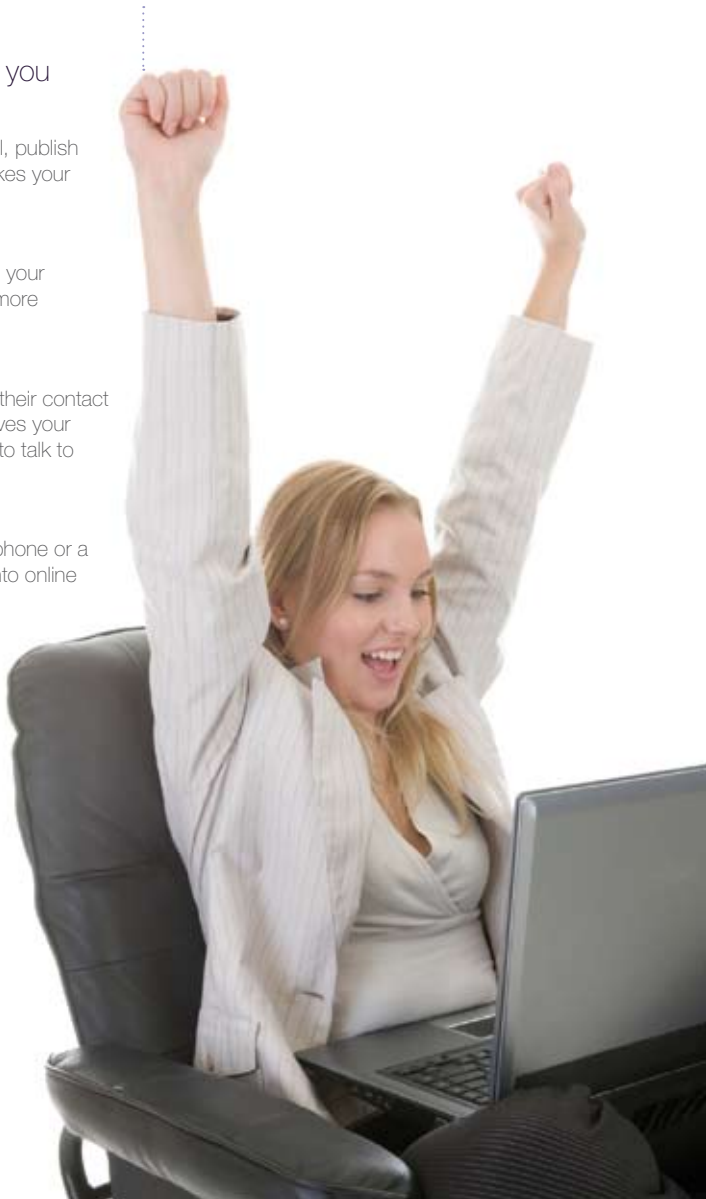
Ask people's permission to publish their contact details with the testimonials. This gives your potential customers an opportunity to talk to your existing customers.

4. Online Audio

Record people's testimonials on a phone or a mini tape recorder. Convert these into online audio files.

5. Entertaining Testimonials

Include brief profile of the people with the testimonial. Make the profiles entertaining and informative. Include questions such as top tips, word of wisdom, their favourite colour etc.



INSPIRE, LEARN, SEEK... *Grow!*



Corkscrew Events' Business Growth Show does what it says on the tin! It brings you the opportunity to have some fun speed networking, cement valuable business relationships in open networking, learn some great tips to help you with the issues that most affect your business and seek knowledge and expertise from exhibitors... all for free to help you grow your business!



Corkscrew, I have made many new friends and also business contacts.

What tips would you give to those who are planning on attending the Business Growth Show?

Go along, be honest, be yourself, enjoy the moment and most of all relax! Also, going to an event with strictly sales in mind does not work, so be open minded.

Celebrating Business, Recognising Success!

Corkscrew Events brings you their National Exhibition and Business Achievement Awards on the 2nd October at the Edgbaston Cricket Ground. It is the perfect opportunity for you business women to let your hair down, reflect on your own achievements and be appreciated for your accomplishments.

The awards up for grabs are Best New Business, Best New Business Idea, Best Networker, Online Business of the Year and Young Entrepreneur of the year. Last year Clare Satterly scooped the Best Networker of the Year award... wouldn't it be great to see more women win this year?

So let's get nominating! If you would like to nominate a business (it can be your very own), then all you have to do is visit www.corkscrewevents.com and follow the simple instructions... no time to waste!

Hear it from someone else... Diane Moses, Sales Consultant for Creditsafe and nominated for Best Networker 2008, has been following the Business Growth Shows around the country. Here's what she says:

How has networking helped you to grow your business?

Networking has allowed me to generate sales leads that have enabled me to go beyond my targets, therefore generating a lot more revenue.

How would you describe the Business Growth Show?

The events are really good fun, but importantly business relationships and friendships can be formed. Since being with

One way to overcome this is to brainstorm your ideas. Think about your key strengths, your hobbies and your previous experience.

Brainstorming is a method for developing creative solutions to problems. It works by focusing on a problem, and then deliberately coming up with as many unusual solutions as possible and by pushing the ideas as far as possible. During the brainstorming session there is no criticism of ideas as the idea is to open up as many possibilities as possible, and break down preconceptions about the limits of the problem.

Once this has been done the results of the brainstorming session can be analysed and the best solutions can be explored either using further brainstorming or more conventional solutions.

Individual brainstorming tends to produce a wider range of ideas than group brainstorming, but tends not to develop the ideas as effectively, perhaps as individuals on their own run up against problems they cannot solve. Individuals are free to explore ideas in their own time without any fear of criticism, and without being dominated by other group members.

Group brainstorming develops ideas more deeply and effectively, as when difficulties in the development of an idea by one person are reached, another person's creativity and experience can be used to break them down. Group brainstorming tends to produce fewer ideas and can lead to the suppression of creative but quiet people by loud and uncreative ones.

Individual and group brainstorming can be mixed, perhaps by defining a problem, and then letting team members initially come up with a wide range of possibly shallow solutions. These solutions could then be enhanced and developed by group brainstorming.

A good model is to brainstorm by writing down all the words and ideas about your given topic that come into your head and then drawing up a plan for the essay or report either through a mind map, which organises your thoughts in a diagrammatic way using 'bubbles' containing words or ideas that are linked to others by arrows and lines or a diagram or by listing your ideas in a logical order.

See if you can identify a gap in the market and identify any opportunities for new products or services. Alternatively, you may want to consider the possibilities of a franchise.

WHAT KIND OF Business?

Many of us want to start up in business, but usually do not have an idea for a specific business opportunity. Choosing your business is the first and one of the most important hurdles that you will face.



Can you turn your hobby into a business?

What do you enjoy doing in your spare time? Are you always designing and making new outfits? Are you always helping your friends and family use a computer? Are you a dab hand at make-up?

Can you copy an idea and make it stand out?

Have you seen an individual or business already up and running and think you can do better? Sometimes these ideas can be the most captivating and rewarding!

Have you identified a new product?

Maybe you have identified a new product? Is it something that will be enough for your business? If so, you must make sure that you patent your product before you start!

Look for inspiration

Get out and about, it may give you more ideas or the lift that you need.

Identify the best market

Although your idea may be a good one, you need to look at an area that will offer the best growth opportunities. Niche markets can be very lucrative and very rewarding. They can also offer huge growth opportunities.

Launching an e-business

If you are looking at launching an e-business, there are a number of additional factors that you must look at. Some of the key factors include whether you are likely to make substantial profit and how you intend to attract new customers.

Building an e-brand requires extensive marketing spend and your brand needs to have a great deal of public appeal. Alternatively, you may want to set up a niche e-brand, which will require less but targeted marketing.

The Internet is a worldwide medium accessed by people from all over the world. It is particularly suited to niche products rather than common products, such as electrical goods. The reason for this is that large suppliers are able to offer greater discounts and pricing on common products, such as electrical goods. Most of them already have a strong offline presence and an e-business is merely an extension of their business.

Winning customers in this market is very difficult as price determines the nature and volume of users that your site will attract.

Go-Woman! in conjunction with Asian-e brings you the following unbeatable offers!



EXTENSA 5520-201G08Mi Notebook

- CPU: Intel Celeron M 550 2GHz
- Display Screen: 15.4" WXGA Widescreen Active Matrix TFT Colour LCD
- Standard Memory: 1GB
- Hard Drive: 80GB
- Optical Drive: DVD-Writer - DVD-RAM/CDR/CDRW
- Modem: 56K
- Operating System: Windows Vista Home Basic
- Software Included: Acer GridVista,
- Acer Launch Manager,
- Adobe Reader,
- CyberLink PowerDVD,
- Microsoft Office Ready 2007,
- Norton Internet Security,
- NTI CD Maker NTI,
- Shadow Acer Empowering Technology: Additional Information: Standard Warranty 1 Year

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First in an exciting range of high-resolution Digital Photo Frames with advanced built-in features.

- 7-inch High Resolution Colour TFT non-reflective display
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- TransitionEngine for user transitional effects with sound
- AV output to TV Slide Show (PAL/NTSC supported)
- AV input from outsourcing AV signal + USB U-Disk Function
- Lower Power consumption with Standby Mode
- Bundled Infra Red Remote Control for additional functions
- 12Volt DC Supply external charger supplied
- Dimensions; 25(W) x 15(H) x 7(D) cm approx.
- Comes complete with a slim and stylish 7" stylish display and can be tabletop or Wall Mounted!

Price: £54.99



Kingston Elite Pro 2GB SD Card

For users who push the edge of the performance envelope to capture the perfect photo series or digital video shoot, Kingston's Elite Pro SD cards are the perfect match and take full advantage of high-performance devices.

Elite Pro SD are built with the same quality features as standard SD cards, but deliver a faster data transfer rate for breakneck speed.

General Product Type Flash memory card Storage Capacity 2 GB Memory Speed Rating 50x Form Factor SD Memory Card Expansion / Connectivity Compatible

Our price: £13.99

* Prices do not include Postage & Packaging

For more details contact Asian-e on 0121 698 8524