

Dare to be different

# GO-WOMAN!

ISSUE SEVEN | Autumn/Winter2008

WEST MIDLANDS

## West Midlands LifeStyle Expo

Event not to be missed taking place

on 25th November 2008.

Read all about it on pages 12 and 13 .



**Read about Olivier Strelli; a strong fashion label successful in more than 500 points of sale worldwide.**

**Plus:** A fabulous 20% off on the men's and women's Autumn/Winter 08/09 collection.

Valid until end of November 2008

Dear Reader,

Welcome to the latest edition of Go-Woman! magazine. We hope you enjoy reading the fantastic articles.

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 12 and 13. For more information logon to [www.lifestyleexpo.co.uk](http://www.lifestyleexpo.co.uk)

Enjoy the issue and don't forget to send us your feedback at [gowoman@go-woman.com](mailto: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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# PC HEAVEN DOES EXIST

## Part 1

What happens when your computer goes to that happy place in the sky.

**A**s you get to know your own computer, you get to know how it behaves (good and bad) and what noises it makes on a regular basis. But what do you do if it gets poorly?

I was minding my own business, working away when I realised my computer wasn't very well – it was making some funny noises so I decided we needed to take a look. Dear hubby came along to examine it to see what medicine we could give it to make it better. On taking the covers off it was obvious that it was overheating – fairly easy to fix or so we thought!

But then, it decided to give up the ghost for good and go to sleep...aaahh!!! It didn't want to start up as it was completely dead but not a problem.

I have a laptop that I work on and I had dutifully backed up the data on my external hard drive. I plugged in the hard drive to get the transfer started so that I could continue running my online businesses as usual the following day, but disaster struck, the external hard drive didn't work! Cue picture of unhappy person threatening bodily harm to the computer and hard drive via the nearest window.

Still, not a problem, I knew a good IT repair person who could fix it and retrieve the data from the original hard drive. Doctor came along to take a look and advised us that the best bet was to get a new base unit and try to retrieve

the data via a clean lab (a place where all sick computers go) – so my hard drive goes for a little holiday to Ireland for the specialists to get to work, trying to retrieve the data. I anxiously wait for news but thinking happy thoughts - bad things don't happen to me!

Read what happens next in the next issue of Go-Woman! magazine in the new year.

Emma Walker is the owner of CKPA Office Solutions [www.ckpa.co.uk](http://www.ckpa.co.uk), a West Midlands based virtual assistant business that specialises in managing online businesses and working with mumpreneurs running home based businesses who want to achieve better work / life balance.

Emma is also the Co-Founder of VA Success Group [www.vasuccessgroup.co.uk](http://www.vasuccessgroup.co.uk) which is a one stop training resource for aspiring and existing VAs based in the UK.



# SUPPORT FOR *Virtual Assistants*



Do you want to start your own Virtual Assistant business or are you an existing VA who wants support to grow your business?

The VA Success Group is a new and exciting solution for those wanting to become a virtual assistant and those already in business - it has been developed to act as a one stop solution for training and resources, irrespective of what stage you are at on your journey.

Two of the biggest players in the UK virtual assistant industry have teamed up to provide practical business building tools and services to help VAs create their perfect business without having to go through a steep learning curve. Emma Walker and Justine Curtis run their own successful virtual assistant businesses as well as running other businesses.

We are working on breaking the mould of what is on offer and will be launching a number of very exciting products that are totally unique and inspirational!

## **How can we help?**

We have been there, done it and want to pass on our knowledge to others to avoid the steep learning curve we faced.

We have been busy creating a number of different resources and training courses designed specifically for the UK market to answer the questions we were constantly being asked:

## **Document Packs**

Fully customised templates are available in packs for you to purchase and start using immediately. We have put in the time to create these documents so you don't have to!

## **VA Entrepreneurs Group**

Unique and exclusive programme has been developed for Virtual Assistants who want to achieve every goal. For seriously ambitious VAs, this group development programme will be the perfect platform to totally transform your business.

## **Website Hosting**

Hosting packages designed with VAs in mind.

## **E-books**

- So you want to become a Virtual Assistant by Emma Walker
- Setting yourself up as a Virtual Assistant by Justine Curtis



## **Practical Training**

We are just putting the finishing touches to our first one day practical training courses which will be released in January. We will be offering a unique event in January for aspiring VAs who want an affordable training course designed to help them set up their business

We are working on a number of exciting projects to be released soon which will revolutionise the UK VA industry – we suggest you sign up for our newsletter at [www.vasuccessgroup.co.uk](http://www.vasuccessgroup.co.uk) to keep up to date!

# DO YOU NEED A *Helping Hand?*

**D**o you find that there are not enough hours in the day? The more your business grows, the more administrative tasks you have; the more time you spend on administrative tasks, the less time you have to generate new business.

You may have a multitude of reasons that prevent you from hiring a full time personal assistant. Here are a few suggestions to help you out.



**nuthatch**<sup>ltd</sup>

A growing business is normally a sign of a successful business, but handling that growth can bring its own problems. Stress as the work load increases; frustration about losing potential income because time is spent on office issues rather than getting new customers and looking after the current ones; anxiety about employing someone due to increasing employment legislation; uncertainty about how much help is needed, and, not having the physical space for someone to assist, are all barriers to growth.

Nuthatch Ltd can help. As professional freelance administrators, we can help with organising, book keeping and financial matters and much more. It's like having your own assistant manager working alongside you as your business grows. Most work can be carried out from our premises and in some cases your own.

For a no obligation discussion to see how Nuthatch Ltd can help your business grow call Clare on **07970 032650** or email [clare@nuthatchltd.co.uk](mailto:clare@nuthatchltd.co.uk)



CKPA Office Solutions is a Dudley based virtual assistant business which helps busy people to focus on the money making activities for their business.

We specialise in working with:

- Mumpreneurs running home based businesses who want to spend time with their family and run a successful business – without feeling guilty
- Working as an Online Business Manager for people with internet businesses – helping you to make money online!

Established in 2005, the company has now grown to include a team of experienced professionals who work with clients remotely providing a range of services from diary management and telephone answering to internet marketing and event management.

We believe in working with clients on a regular basis as more of a partner in order to add value from day one.

We offer a 30 minute Time Saver Consultation which will identify how you can save 10 to 15 hours a week – starting TODAY. To book your call, please contact us.

Tel: **0844 576 3076**

Email: [enquiries@ckpa.co.uk](mailto:enquiries@ckpa.co.uk)

Web: [www.ckpa.co.uk](http://www.ckpa.co.uk)

[www.ckpa.co.uk/blog](http://www.ckpa.co.uk/blog)

[www.ukonlinebusinessmanager.co.uk](http://www.ukonlinebusinessmanager.co.uk)

# ACHIEVING THROUGH *Hard Work*

Read all about Cameron's journey; the highs and lows of the retail industry.

**O**ppportunity prompted me to start my own business. My partner and I were running a restaurant in Belgium for a few years prior to starting Olivier Strelli. We travelled frequently back and forth between the UK and Belgium.

We quickly identified an opportunity in the market especially in Birmingham, where I grew up. We noticed that in Europe quality independent boutiques were plentiful and co-existed alongside international designer brands. This arrangement made shopping very pleasant and interesting. We had noticed the development of Birmingham in these last few years and saw a great transformation however this was still in progression.

Every city wants to be identified in terms of culture, nightlife, food, entertainment and shopping. We wanted to contribute to the city of Birmingham. We had always decided to relocate to the UK and to bring something back with us typically Belgian which could be developed into a business. Olivier Strelli was one of our main ideas. It is different, unique and exclusive. Many people want something that is different and this is more so when it comes to appearance.

Coming from modest roots provided the real impetus. To achieve something through one's hard work and to provide a better quality of living. Even before I had finished my studies I had decided that running your own business would develop one's knowledge greater than just working in a specified field. The diversity of knowledge attained would be substantial and there were no restrictions. When you have a passion for something it is hard to shake off. It is usually the ignition which drives those ambitions forward. Olivier Strelli is a strong fashion label

which has proven successful in more than 500 points of sale worldwide. Worn by celebrities, royalty and sports personalities. The designer's love and mastery for materials, colours and shapes enhances the male and female silhouette effortlessly. It is like an art form and not just a garment. Shapes which look simple on a hanger naturally transforms itself beautifully when worn.

The qualities that helped me to succeed.

- **POSSDIFF** ('positive-different'), my acronym for such qualities.
- **Passion** (without this there is no beginning or foundation),
- **Organisation** (the tedious paperwork requires a systematic arrangement),
- **Stamina** (vigour; mental and physical strength and endurance),
- **Speculation** (planning and reasoning but also knowing when to take risks)
- **Determination** (willpower and persistency even in the face of all odds)
- **Ingenuity** (No room for complacency. A creative and forward approach is endless)
- **Focus** (always concentrate on that goal and never lose sight of it no matter who or what is trying to distract you!)
- **Flexibility** (having a pliant attitude opens more doors).

These are essential to the infrastructure of any business. Starting any business is a lot of hard work especially one in fashion retail. It can take up a lot of your personal time. Retail is usually 7 days a week and fashion and retail scene changes constantly. It is not unusual to find that you end up working more than 15 hours on most days especially at the beginning before a routine settles in. Nothing ventured, nothing gained!



My biggest challenge has been brand awareness, a competitive market, and current economic conditions. The start of any business is always the most challenging and remarkably so in fashion retail. As Olivier Strelli was a completely new brand in the UK designer clothing market establishing itself will inevitably take some time. We have developed a good provision of complimentary services for our customers in order to retain customer loyalty. Experimenting with different marketing techniques is a must to



see which actually works for your business and your target market. Just because a marketing technique is good for one business does not mean it is good for yours. Ingenuity is required here “The man who has no imagination has no wings”- Muhammad Ali.

Competition will always exist but the most important thing is to ensure that you provide goods which are different to your competitors and that you stand out from the rest. Economic conditions will undoubtedly have effects on many businesses especially independents. And we are no exception, especially with the economic crisis at present. Retail as an industry is one of the first areas to be affected whenever, there is economic instability. If it is not a necessity then people tend to cutback spending in these areas. In these tough times it is essential

to review marketing strategies, financial structures and obligations to ensure that any business can survive through such difficult times.



My passion for the brand keeps me motivated. Sometimes, too motivated, that I do not know when to stop. As the business also involves ecommerce, it is easy to work on this outside of the shop. The maintenance for a fashion website is ceaseless. However, I find it vital to create a balance and take time out from it all in order to refresh mentally and physically. Even if taking time out means doing the house work! This can also improve the performance of motivation. Life is for living and work is no fun without play to balance it out.

My advice to would be entrepreneurs; hard work is required if you want to achieve your goal. Be receptive to ideas, people and your target market. Being an independent is not an easy ride. The competition is fierce and you have to be prepared to tough it out mentally and physically. As in life, you will make mistakes along the way but the most important thing is to learn from them. “It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change” - Charles Darwin.



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# 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](mailto:gowoman@go-woman.com) and we'll get the experts on the case.

## Adware, Malware, Spyware

### What are they?

Malware is derived from the words "**Malicious Software**" and is software that is designed to damage a computer system without the owner's consent. The types of Malware include Computer Viruses, Worms, Adware and Spyware.

Adware is software that is installed on a computer system to display advertisements regardless of whether the user has consented to it being displayed or not.

Spyware is software that is installed on a computer system to monitor or take control of a user's behaviour whether the user has consented to it or not.

### How do they affect me?

The net result of having Malware on your computer can vary depending on the exact type and ranges from simply slowing down computer system, your Internet connection, through to loss of files and more importantly loss of personal information. Here is a summary of some of the different types of Malware and how they affect your computer.

### Computer Virus

...similar to a human virus, make your computer unwell...

A computer virus is computer program that is designed to replicate itself by copying itself into the other programs stored in a computer.

A computer virus might corrupt or delete data on your computer, use your e-mail program to spread itself to other computers, or even erase everything on your hard disk.

Viruses are most easily spread by attachments in e-mail messages, which is why it is essential that you never open e-mail attachments unless you know who it's from and you are expecting it.

Viruses also spread through files or programs you might download on the Internet.

### Computer Worm

...wriggle through your internet connection and may even send spam to other computers from your computer...

A computer worm is a self-replicating computer program that uses a network to send copies of itself to other computers on the network, typically without any user intervention.

Unlike a Computer Virus, worms do not need to attach themselves to an existing program.

Worms almost always cause harm to the network, by taking over and slowing down your connection whereas viruses almost always corrupt or modify files.

### Adware

...tries to sell you things...

Adware can also be regarded as a different type of Spyware. In this case, advertising functions are integrated into a computer program, which is often designed to capture what Internet sites



the user visits. This information is then used to present specific advertising to the user.

Adware is seen as a way to recover development costs, and in some cases it may allow the software to be provided to the user free of charge. The income derived from presenting advertisements to the user may allow or motivate the developer to continue to develop, maintain and upgrade the software product.

### Spyware

...tracks what you do...

Spyware is often designed to collect personal information such as Internet surfing habits, usernames and even passwords. It uses this information to change computer settings, a user's homepage, redirect surfing habits or even to transmit information to a third party. This can contribute towards identity theft.

### How do they get on my Computer?

Malware arrives on your computer via a number of channels.

The main route to infection is typically through emails, which may contain website links or attachments, disguised as programs, photos, music or videos. Clicking on these programs or attachments may result in malware being installed on your computer. By clicking on the website links, you are directed to a malicious website which installs malware.

### Another route is via "Phishing" Emails.

Phishing emails often direct users to enter details at a fake website whose address and look and feel are almost identical to the legitimate one. User's are then tricked into entering sensitive information such as usernames, passwords and credit card details. These are then used for fraudulent uses, more importantly identity theft.

For example, you may receive emails from your Bank or Building society reporting fraudulent activity on your account or for you to update your password. Your bank or building society WILL NEVER ask for such information!

### Always check the website address of any link you use!

File sharing programs are also a risk and can help transmit infections to your computer. Similarly, when downloading files from the Internet, always be careful as to what you download and which website you use.

Pop up ads are annoying. What can be more annoying is clicking on these as quite often these can transfer you to malicious websites.

### How do I remove Malware and protect my computer?

There are a number of computer programs available which can protect your computer, primarily in two categories, Anti-Virus and Anti-Spyware software.

These will usually provide the following two features:

- Detection and removal

This spyware protection is normally much easier to use and more popular. You can schedule weekly, daily, or monthly scans of your computer to detect and remove any infection that has been installed on your computer. It will provide a list of any threats found, allowing you to choose what you want to delete and what you want to keep.

- Real time protection

The software scans all access to your files and incoming network data to your computer for infection and blocks any threats it comes across.

There are a number of commercial Anti-Virus and Anti-Spyware software products available on the market products available on the market. Amongst the popular Anti-Virus software are McAfee VirusScan® and Norton Anti-Virus®.

Microsoft® provides Anti-Spyware software called Windows Defender, which protects your computer against pop-ups and security threats caused by spyware. It is available as part of Windows Vista® but can also be downloaded for Windows XP®, from the Microsoft® website,

www.microsoft.com. A number of commercial anti-spyware products are also available such as PC Tools Spyware Doctor®.

There are also a number of freeware Anti-Virus and Anti-Spyware solutions, such as AVG AntiVirus and Lavasoft Ad-Aware.

However, there are also a number of precautions you can take to help avoid malware from infecting your computer. Some simple tips include using the Pop-up blocker and phishing filter within the later versions Internet Explorer (under the Tools menu).

Avoid Spam! If you don't recognise the sender of the email, be careful. Do not open any attachments that might be included.

Above all, always remain vigilant when surfing the Internet and be careful what you download.

**Useful links:**

- AVG**            [www.avg.com](http://www.avg.com)
- Lavasoft**     [www.lavasoft.com](http://www.lavasoft.com)
- McAfee**       [www.mcafee.com](http://www.mcafee.com)
- Norton**        [www.norton.com](http://www.norton.com)
- PC Tools**     [www.pctools.com](http://www.pctools.com)
- Microsoft**   [www.microsoft.com](http://www.microsoft.com)



**I keep getting adverts popping up on my computer. How do I get rid of them?**

Pop-up adverts are a form of online advertising on the Internet. A pop-up window containing an advert is usually displayed when you visit a particular webpage or when you click on a link.

Most modern Internet browsers, such as Microsoft Internet Explorer 7, come with pop-up blocking tools which allow you to block pop-ups. Alternatively, you can purchase software that blocks pop-up ads.

In some cases a pop-up is desirable and problems can arise when they are inappropriately blocked.

Many websites use pop-ups to display information without disrupting the page currently open, for example, when using online banking or an online shopping website.

On many Internet browsers, holding down the CTRL key while clicking a link will allow it to bypass the popup filter.

**Asian-e**

Asif Bashir  
Asian-e Limited  
0870 7661076

# THE PRICE OF *Printing*

**W**hether you are looking to get high quality business letterheads, compliment slips or graphic displays or transfer Fine Art from Camera to Canvas there are fantastic printers out there that can provide you with high quality products; printers that really understand small businesses.

Finding high quality, cost effective printers need not be a challenge!

Different marketing strategies exist in the promotion of any business and inevitably printed material tends to be one of the most common. We at Quic Print offer quality print media at competitive prices. Our aim is to promote businesses and other service providers by printing material which may range from posters to flyers. We first take our clients through the consultation period, discussing the needs and requirements, and lastly look at the available suitable print materials.

Our ideology at Quic Print is to offer consistent cost effective printing thereby allowing our clientele to get printed material on a constant basis and hence constant marketing. We also have specific packages for new businesses or businesses which may have financial constraints so catering for all types of businesses ranging from small businesses or larger corporate companies.

[www.quicprint.com](http://www.quicprint.com)



Colour Direct has been producing Fine Art standard prints using digital technology for self publishing artists and photographers for many years now.

We can take your pictures to the limit by printing on:

Canvas and fit to stretcher bars, fine art papers for framing or even with a "printed" mount board.

With the advent in recent years of good quality digital cameras we can now take those image files direct from the camera via email, or CD and print them directly onto Fine Art Canvas or Fine Art Papers using our special long life UV and water resistant digital inks that gives image quality and durability to Fine Art standards.

The typical cost for a one off print on canvas that will last for 70 years or more in normal lighting conditions is only £50.00 for a print sized at 15 inches x 20 inches.

We promise both a top quality service and finished result.

A full refund will be made if not delighted with your print.

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Mob: 07803 151929

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[www.FromCamera2Canvas.co.uk](http://www.FromCamera2Canvas.co.uk)

# NETWORKING WITH A *Pampering Twist*



west midlands  
**Lifestyle  
Expo**  
be inspired  
a rare opportunity to mix business  
with pleasure

**B**eing self employed can be a lonely world when you are the boss making all the decisions.

Working for others can be thankless and unsatisfying dancing to other people's tune.

Women in business can provide much needed inspiration and motivation to today's busy businesswoman who have a number of 'hats' to wear and when you get a room full of women, the results can be amazing!



The West Midlands Lifestyle Expo has been created to offer a networking event with a pampering twist to meet with local businesswomen in a relaxed and friendly environment.

- Re-energise your passion for your business or role by looking after YOU
- Make connections with passionate, like minded women
- Access lifestyle sector businesses who can help increase your confidence
- Develop relationships with local businesswomen
- Attend speed networking sessions where you can actually hear what is being said to get your message across
- Experience complimentary sessions from lifestyle sector exhibitors
- Attend practical image focused workshops for practical tips on choosing the right colours and dressing for your body type

This is a rare opportunity to mix business with pleasure!

## For visitors

Come along and experience this fantastic event. Tickets cost £35 and advanced booking is necessary.

**Tickets are going fast as only 100 will be sold.**

This is your chance to get energised ready for Winter and maybe pick up some Christmas gifts for loved ones – your business or role will benefit hugely from a refreshed you!

Buy your tickets online  
[www.lifestyleexpo.co.uk](http://www.lifestyleexpo.co.uk)

## Can you handle more business? Become an Exhibitor

We are looking to work with a select number of lifestyle sector companies who want more business from local businesswomen for an exciting and unique business networking event with a pampering twist.

We have great exhibitor packages available at a very affordable price for women owned lifestyle sector businesses.

Exhibitor package includes:

- Access to 100 delegates (tickets pre-booked)
- No more than 2 exhibitors per profession
- 6 x 4 display table (covered) with 2 chairs
- Open Networking
- Online listing on Lifestyle Expo website
- Entry and lunch for 2 delegates
- Access to speed networking and workshop sessions
- Opportunity to host one of the workshops taking place themed around image

**Package Price – only £125.00**

This is your chance to raise your profile and get more business in time for Christmas!

Exhibitor space and visitor tickets available online  
[www.lifestyleexpo.co.uk](http://www.lifestyleexpo.co.uk)

For more information call Emma on **01384 564499**  
[www.lifestyleexpo.co.uk](http://www.lifestyleexpo.co.uk)

# SOCIAL

## *Enterprise Pt.2*

Welcome to the second part of a three part feature on social enterprise. In this feature we'll be asking the question - Is Social Enterprise for You?

**T**he thought process that you go through for setting up a social enterprise is very similar to that of setting up any business. The difference is that the business idea must meet a community need or solve a community problem.

Before you start on the road to setting up an enterprise (whatever its legal structure), you might want to ask yourself the following questions.

- Why do you want to set up something?
- What is it that you want to provide/address?
- What evidence do you have of the need?
- Why will the idea work? (assume everyone thinks the idea is crazy. Convince a cynic why it's a good idea!)
- What will you gain from implementing the idea?
- What will you lose if you don't act on your idea?
- Do you want to earn a living from the venture?
- How much time do you realistically have? (list all the things you currently do and how long they take)
- Who else will support you?
- Are you prepared to forgo holidays and days out, cut back on everything except essentials in the early days (this could even be for a couple of years)

- What risk are you willing to take?
- What effect will all this have on your family - how might they be affected?
- Have you discussed your idea with your family?
- Can you cope with having no pension rights, sick pay, holiday pay and no regular income to start with?
- You may have to shoulder ALL the responsibility. Are you prepared for this and the challenges of working often alone?
- What will you do when things get you down? How will you look after yourself?
- How do you feel about bringing in other people to help run the venture? Are you prepared for the complexity in relationships this can bring?
- Are you good at listening to other peoples ideas?
- How do you feel about your own ideas/decisions being "overruled"?

Your answers to these questions could be the starting point for a business plan, which you would be advised to have.



## 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](http://www.socialenterprisewm.org.uk)

**Business Link** is the business advice service for England managed by the Small Business Service.  
[www.businesslink.org](http://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](http://www.i-se.co.uk)



# FIND YOUR SPARK

## *And Support People*

**I**magine making a big lifestyle change, like starting a diet or fitness regime, quitting smoking, returning to education, changing career or setting up your own business. What would be the defining factor in your success? You might think it's your willpower, motivation or ability. Yet what about your relationships? How much more difficult is it to succeed on your own? Or – even more challenging – succeeding when you're surrounded by doubters?

How do you know if the people around you are holding you back?

Here are some tell-tale signs:

- They like you the way you are, and don't want you to change – they try to tempt you into 'just one cake' or a sly cigarette ...
- They throw doubt on your plans by looking for worst-case scenarios – for example, telling stories about others' mishaps

- They focus on your weaknesses - reminding you that you failed school at 16, so why set yourself up for failure again?
- They emphasise negative factors that are out of your control – like workplace ageism or the 'credit crunch'

Chances are, you know people like this. We all do! If you're setting up a new business or making a lifestyle change, it may be time to reassess your relationships. I'm not saying banish these people from your life – just counterbalance their impact by bringing in some more positive influences! To start a daunting new challenge and succeed, you want people around who support and inspire you.



There are two groups who provide invaluable encouragement:

Your sparks are people who ...	Your supports are people who ...
Motivate you to get started	Motivate you to keep going
Bring out your best – your qualities and talents	Provide a sounding board when you're feeling low, worried or unsure of yourself
Can be relied on for a positive boost at any time	Can be relied on to help out when things get tough or you have too much to do
Remind you of your vision and where you're going	Remind you how far you've already come
May be your role models or mentors	May have different and complementary skills to you
Inspire you	Encourage you

Ready to find your sparks and supports?

They are probably in your life already – you just hadn't noticed! To find out who they are, follow these simple steps:

- 1) Get a large piece of paper, like a flipchart sheet, and put your name in the middle
- 2) All around your name, write the names of the people you know. Include everybody: close family, friends, colleagues, extended family, business acquaintances, clients, customers, service providers like hairdressers, therapists, shop owners and gardeners, faith group members, gym class teachers, people you've met through hobbies and courses, members of your local community. When you start running out of ideas, consider your contacts through others – friends of friends, colleagues' spouses or your ex-workmates' new colleagues, for example
- 3) Keep going until you have 100 or more names on your list

4) Now, take 2 different colours and highlight at least 10 people that are potential sparks and 10 potential supports

5) Decide on 5 in each category and ask them to help you. Remember that most people are happy to help out, you just need to ask

You might also consider how *you* can help *them* – have you thought about being a spark or support for one of your friends or colleagues? It may be the best gift you could give them!

Joanne Ross is a Life and Wellness Coach and Trainer, providing support for individuals making life changes, and inspiring them to be their best. To find out more about 1-1 and group coaching.

W: [www.getcoached.co.uk](http://www.getcoached.co.uk)

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# UNDERSTANDING

# Email



Email stands for Electronic Mail. This is another form of communication, like writing letters but a lot faster from one computer to another. Emails allow you to send documents and pictures as attachments.

Attachments are very useful but you need to be careful as large files take a long time to send and receive.

As with all new technology there are always dangers that you need to be aware of. Viruses are programs that maybe sent via email. These can cause a lot of damage to your computer even a total break down of your computer.

You can protect your computer by taking basic precautions:

1. Never open emails from people you don't know
2. If you receive an attachment from someone you know, but were not expecting the attachment be wary. Emails can be sent without the sender even knowing about them

An email address is like a postal address. For example: **gowoman@go-woman.com**

The above email address can be broken down into four segments.

gowoman	@	go-woman	.com
Name of person	at	Organisation name	Domain name

Email addresses can contain letters, numbers, underscores and dots.

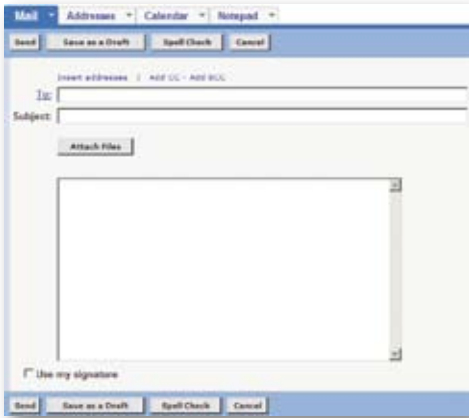
Most email applications share some common features. Below is an explanation of some of them.

**Compose** You select this button to open up a screen to create a new email.

**Inbox** This is where all the new messages are received.

**Sent** This folder holds all the messages sent from your computer.

**Address Book** This folder contains email addresses you have developed.



### Creating a New Email

For this exercise we will use yahoo mail as an example.

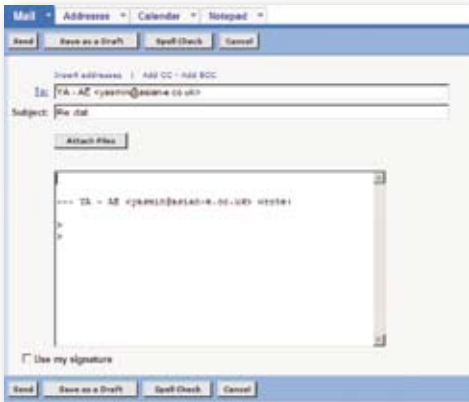
Logon to your yahoo email via [www.yahoo.co.uk](http://www.yahoo.co.uk). To write a new email, click on the Compose button. Following screen appears.

Type in the email address in the To box or click on To. This will bring up the address book. You can select the email address from there.

Subject: write a few words in the subject box to explain your email.

Message Box: in the large text area, type in your message.

When you are ready – click on send.



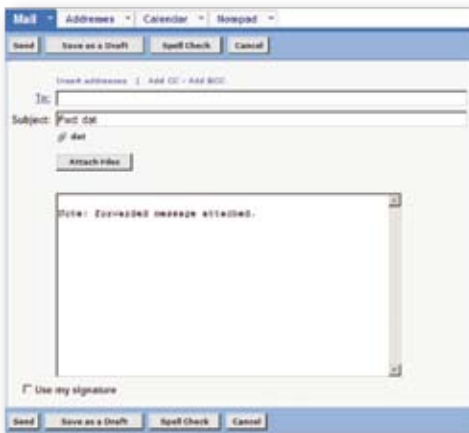
### Replying to Emails

When you receive a message that you want to reply back to, rather than creating a new message, you can click on the Reply button to reply back to the sender.

This brings up a screen and you will see that the email address field is already filled in.

The Subject field has RE: followed by the original text in the subject field that appeared in your email that you originally received.

Type in your reply and click Send.



### Forwarding an Emails

Sometimes when you receive an email, you may wish to forward the email to someone else. Here you can use the Forward button.

Whilst email is open, click on the Forward button.

When a new window is opened, the To field is blank, ready for you to enter the new email address.

This time the Subject field has FWD: followed by the original subject text.

As with sending a new email or replying to an existing email, type in your message and click on Send.

# THE WORLD RUNS ON *Relationships*

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

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Cappuccino Connections are informal, drop in sessions run by Emma Walker, Regional Director for The Athena Network. Local businesswomen turn up for a coffee, for however long it suits them to chat and at a time that is convenient to them – come for 10 minutes or 2 hours, it is up to you!

It's the opportunity to make contact with lots of local business ladies and to spend time building those all important business relationships.

There is no meeting fee (you pay for your favourite drink), no structure and you are welcome to turn up at anytime ... spread the word, we would love to meet you and don't forget to bring plenty of business cards with you!

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Image by Pete Ashton

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