



HomeBiz Networker Newsletter

President's address: Peter speaks (in lieu of Renee)

We are all looking forward to hearing the good news from Renee and to welcoming the new arrival very soon. Renee will be stepping down as President (for obvious family reasons).

As Interim President I would like to thank the outgoing committee for their tireless time and effort this year. The AGM on 19th August will see a new committee voted in for the job. All positions will be declared vacant so please consider stepping up and being part of the committee, taking on an active role in guiding and nurturing the network in the next 12 months and beyond. Relevant documents, nomination and proxy forms will be sent to all financial members before the end of July.

The July meeting was a great one although we were well under-represented by members. Tania Tytherleigh's talk was both informative and entertaining and we all took something away that will help us in our business.

See the review pg

We look forward to the 19th August event with Daryl Brook, after the AGM, as Daryl takes us through some formulas for a successful business.

See you all on 19th August

Peter Bryar

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Annual General Meeting – 19th August, 2010

Members are invited to attend the NHHB Annual General Meeting at 6.30pm or send a proxy in your place. Only financial members can vote at the AGM. Info will be emailed out before the end of July. Please contact Fee to renew your membership if required ahead of the meeting. 0417 358280 or info@hbb.org.au

Current committee:

1. President: Renee Hasseldine renee.hasseldine@gmail.com
2. Vice President: Peter Bryar peter@pjbryar.com
3. Membership Officer: Danielle Fry danielle@velvetelk.com.au
4. Treasurer: Patsy Borton pborton@totalofficeserviceandsolutions.com.au
5. Minute Secretary: vacant
6. General: Lynden Boehm beaming@chariot.net.au
7. General: Robert Reardon robert@rfin.com.au

July HomeBiz Meeting Review



The meeting on Thursday 16th July was of absolute benefit to all who attended. Tania Tytherleigh led an interactive session on many topics all relating to approaching and communicating effectively with clients and potential clients. She demonstrated how the right language can make all the difference.

Here are Tania's top tips:

1. Get really clear about who you are – you are your own walking advertisement so make sure that you are always communicating the message you want your market to hear. Walk the talk and use words that communicate confidence and conviction.
2. Get really clear about what your product/service does – when talking about your business always speak about it in terms of the problems it solves for your customer, the results they can expect, and how their lives will be much better off with it! Always follow a 'feature' with a 'benefit'.

3. Create connection with people first – great business comes from great connections. Connect on as many levels as you can.
4. Consider running events where you can talk to many potential clients at once. This saves you time and money.
5. Commit to building great relationships with your tribe through constant communication and an investment in your own development. The more you learn, the more you can give back.

Tania Tytherleigh www.theworkplacecoach.com.au

On the road to sustainability: 'Re-thinking' your home-based business.

Many people don't realise that choosing to operate a more sustainable business is not just a saving for the planet, but will actually save you money. This is because many are still under the misapprehension that becoming more sustainable means simply replacing everything you use for a 'greener' - and often more expensive - version. However the most important first step when you decide to become more sustainable is to **'re-think'** the resources you use and how you use them – products, energy and water – before you switch over one single thing.

It is only after a good, honest **'re-think'** that you should start looking at **reducing, re-using, recycling, and then replacing**. And if you follow this cycle, when you reach the step of 'replacing' something with a greener version, you'll probably only be replacing a fraction of the quantity you started with.

So here we go! Step 1 is:

'Re-think' your use of resources. Sit down with a pen and paper and list the activities in your business that require resources. Then, for each, consider that activity. Could you stop doing it? Reduce doing it? Do it in a way that uses fewer resources? This sounds really basic and it is – but often writing things down can clarify what you already know, and provide the motivation to act on it.

Some of your areas of energy & resource use might be:

- Computer use and standby power
- Other office equipment and standby use
- Lighting
- Heating and cooling
- Hot water usage
- Office paper & stationery
- Transport

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Next newsletter, we'll look at some simple ways you can **reduce** your energy usage without spending a cent.

Want help to identify ways you can save energy and water in your home based business? FREE Home Energy & Water Assessments are still available under the government Green Loans scheme. **Ideal for the home based business**, this assessment – undertaken by a trained and accredited assessor - can assist you in identifying ways you can reduce your household use of energy, water, and ultimately save you money on your bills. HomeBiz member Lucinda Flynn (of Going Green Solutions) is an accredited assessor and will be happy to advise you on your eligibility for a free assessment. Contact her on 9718 0126 (bh) or email lucinda@goinggreensolutions.com.au

Sensis

Sensis have produced a book on sustainable growth for small to medium business. <http://about.sensis.com.au/Small-Business/Free-Sustainable-Growth-book/>

DATES FOR MEMBER DIARIES

28 July	8.30am - 10am	Hurstbridge Post Office Cafe, Main Road	Business Breakfast. No need to book. For arrivals before 8.30am, entry is around the back
11 August			
25 August			
24 August	7am - 9am	The Lane Main Road, Eltham	Share your Favourite Business Books & Insights
19 August	6.30pm - 9.30pm	Ashton Manor Diamond Creek	AGM 6.30 7.00 Daryl Brook presents 'Managed Risk: formulas for a successful business.'
16 September	6.30pm – 9.30pm	Ashton Manor Diamond Creek	Speed Networking Night #3

Opportunities

BUSINESS TRANSFORMATION PROGRAM

Is your business ordinary or extraordinary? Answer this simple quiz to find out...

1. You spend 60% of your time on the marketing of your business, 20% on product development and 20% on admin and operational tasks.
2. You have clearly stated goals for your business – what you want to achieve, by when, and how.
3. Your client/customer base increases significantly every month and you capture personal details of every single customer and potential customer.
4. Each month your sales are more than the month before.
5. You are a confident public speaker, and you stage speaking events to promote your business to a crowd of your target market.
6. You have a passive income stream to your business that continues to tick over and bring in money when you take a break.
7. You have written a book, an ebook, or a report on your expertise in your product/service which you either sell or give away.
8. You know what 'lumpy mail' is, how useful it is in capturing new clients and you use it regularly.

There are 3 skills you need as a small business owner which will grow your business extraordinarily.

1. How to market your business in ways that don't cost you lots of money or time
2. How to speak to a crowd so that you communicate the right message about your product or service
3. How to run a successful event to promote your product or service to many people at once.

Tania Tytherleigh, director of the Master Trainers Institute Australia, is presenting the "Business Transformation Program" - a series of workshops for business owners in the Nillumbik area covering the key things you must do to grow your extraordinary business.

The workshops are one day interactive and hands-on events, during which you will learn practical and low cost ways to grow your business.

Workshop 1: Marketing Secrets to Grow an Extraordinary Business

Where? Ashton Manor, Main Road, Diamond Creek

When? Saturday August 28 2010
9.30am – 4.00pm (lunch provided!)

Cost? \$247

Workshop 2: SPEAK! – Public Speaking Essentials for Business

Date and venue to be confirmed

Cost? \$247

Workshop 3: Seminar Secrets – How to plan and run a successful public event

Date and venue to be confirmed

Cost? \$247

****SPECIAL OFFERS****

Register for 2 Workshops for \$397 and save \$100

Register for 3 Workshops for \$591 and save \$150

****Our NO-BRAINER MONEY BACK GUARANTEE****

If you come along to our workshops, and you learn nothing to help you grow your business, just let us know and we will happily refund your attendance fee. You will even get to keep any of the materials you were given during the workshop!

Why are we doing this? Because a business owner, you need to make sure you get maximum value for the dollars you spend. If we don't deliver on our promise, you are entitled to your money back. No questions asked. That's who we are.

You'll need to hurry – places at these workshops will fill fast, and we keep numbers low to make sure you get maximum value from the day.

To register for these events, or for more information, please email info@mastertrainersinstitute.com and we'll be in touch with all the details.