

# The Businesswomans Network

## Welcome to The Business Woman's Network Newsletter.

This month's you can find out about **our exciting upcoming events**, including information about our guest speakers which as you tell us add real value to the events and more importantly to your business.

Coming soon we have our sparkly new website and with this there will be some **very exciting opportunities for you and your business at The Big Launch**. We passionately want to see you and your business achieve everything you wish to and so we know you are going to love the new idea's heading your way with exclusive offers and opportunities for you. The first of these starts now with our **New 2 You** on the events page.

I personally have had the pleasure of meeting some amazing speakers recently and in **"More than just talk"** learn who they are and the value they can add to your business. I'm not on commission but I love to pass on great info that can support your success.

For those of you new to the B.W.N take a look at our **The B.W.N's Top Networking tips & what to expect** article – so that as the old adage goes you're forewarned and fore armed. We know we are a very welcoming network that break down the mystification as to how to make networking work for you – but just like running your own business you never stop learning so if there is something you would like see come to the B.W.N events – do let us know. It's always great to hear from you.

*Mandie Holgate*

## Business Women describe the B.W.N as;

"Pro-Active"

"Welcoming"

"Effective"

"My friend invited me along and I was a bit worried that it would not be for me, but even though I have been in business for many years, I learnt some new ideas for our business and met lots of new contact. What more could you ask? Thanks again."

"I always meet new people at these events!"

"Great Event as usual - Can't wait for the next one."



## What Makes us Different?

- ★ We ensure that our event organiser learns about the businesses in attendance, so you know that they are pro-actively looking to connect you with the right people. We do not want you to miss out.
- ★ We really do listen to what you want to learn for your business success, so you tell us what new ideas and opportunities you are looking for and we get those guest speakers at our events.
- ★ We are happy to revisit hot topics in case you missed the opportunities first time around – Like the ever popular 60 Seconds & First Impressions workshop.
- ★ And don't even get us started on the Exclusive Great opportunities heading your way at The Big Launch!

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## What to Expect from Us.

Event starts at 10am, with the structured section starting at 10.30. Allowing you time to connect, learn about the business women in attendance and grab a coffee.

The formal part wraps up by Midday in case you have to dash off. At most events people stay on until about 12.30 networking, and many stay on for lunch afterwards. With Five Lakes kindly offering us a discounted 3 course lunch for £10.00 to get those one to one meetings booked too.

You can expect business focused presentations. Announcements about local business events and opportunities.

We like to keep things fresh so we sometimes do 60 second introductions, spot lights on business or as we like to call them "Getting paid to talk business" and board room style networking to really get what you need for your business.

## And what we expect from you.

Many will tell you there is an art or a science to effective networking, but it's not rocket science. Here's some top tips to become an effective networker, but if you would like to learn more – join us on the 28<sup>th</sup> of April (See below for more details.)

Know in advance **what you are aiming to achieve**. Is it realistic to get new customers from a roomful of people after 2 hours. Remember it is about building relationships, which builds trust & leads to opportunities.

**Business Cards and a smile** are obvious but what about a **pen** to note reminders about each person to remind you about their business. Remember **the truly effective networker is always looking to help others before themselves**. Who can you connect?

If you really don't feel like going either **change your mindset or leave it out**.

Feeling nervous? Don't worry. Everyone in that room wants to talk about their business, so **a shy person can easily come across as a conscientious listener and that makes a great first impression**.

Essentially (but so rarely done) **follow up!** Whether it's a quick email thanking them for their time, or a looking forward to seeing you again, remember even if they do not need your services their contacts will. In the words of Humphrey Bogart "Maybe not today. Maybe not tomorrow, but soon and for the rest of your life." Now that will be nice won't it?

## More than just talk.

Networking is great for business but also brings a chance to learn from so many amazing people, but be aware it can play havoc with your emotions and change your life.



[Rona Cant](#) had our jaws on the floor as she shared her circumnavigation of the world the wrong way & her Arctic adventures with Executives.

[Sharon Morrison](#) is an amazing author of "Even the eyebrows." Her story about her battle with Cancer and despite everything her humor, courage & bravery to work & be there for those that mattered had us subtly mopping our tears away.

And if you are looking for inspiration and motivation for personal and professional success I cannot rate highly enough [Mark Rhodes](#), [Dinah Liversidge](#) and [Ron G Holland](#). Follow the links and learn from some amazing business entrepreneurs how to get what you want.

But what's the point?

The point is in listening to these people you connect with them, you want to hear & learn more. And where does that lead you? Wanting to work with them. Trusting them. When you read their literature after that you feel like you're lucky enough to have your own personal motivator with you all the time.

And in sharing this with you I hope you will take a moment to learn more about these amazing people and put yourself forward to become known as the expert, to share your experiences and knowledge for the benefit of others.

"What goes around comes around"

As they say.



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## Networking Events.

Why not take advantage of our new on line booking service The B.W.N and learn about more about our amazing guest speakers coming in 2010.

**New 2 You – Bring 2 Guests to an event and attend that event for FREE!**

**10am, 13<sup>th</sup> April – Five Lakes Nr Colchester**  
**Lesley Morrissey from Inside News presents**  
**“How Sticky is your Website?”**

**10am – 4th May – The Waterfront Place Chelmsford**  
**“Straight talking Business Branding”**  
**& the ever popular**  
**Getting paid to talk about your business.**

**19<sup>th</sup> May, 5.30pm – The World Cup of networking.**

Please note that this event is not a B.W.N event and New 2 You does not apply.

**Proudly supporting this epic networking event at**  
**The Shire Hall. Attracting over 400 businesses**  
**with profits going to Farleigh Hospice.**  
**The B.W.N will have a stand here, if you would**  
**like to be involved let us know for more**  
**information about this exciting opportunity.**  
**Don't forget to mention The B.W.N. when**  
**booking your ticket.**

**10am – 28<sup>th</sup> April – Lexden Wood Golf Course**  
**Colchester**

**Effective Networking - Make it the most cost**  
**effective way to promote your business.**

**10am, 11<sup>th</sup> May – Five Lakes Nr Colchester**  
**Explode your sales and take the stress out of**  
**selling**

Steve has been hand-picked by James Caan (of the BBC's Dragons' Den. Steve Clarke Entrepreneur & Successful International Businessman will be sharing some no cost/low costs tips to more profit with less blood, sweat and tears & much, much more!

Ticket Price £15.00 on the door £12.00 when purchased in advance.

**10am, 26<sup>th</sup> May – Lexden Wood Golf Course,**  
**Colchester**

**THE BIG LAUNCH – YOU DO NOT WANT**  
**TO MISS THIS!**

**Exclusive Discounts, Offers & Opportunities.**

**Chelmsford 1st Monday, Five Lakes 2<sup>nd</sup> Tuesday & Colchester last Wednesday of Every month.**

**All events are booked for 2010 – for more details contact [mandie@mandieholgate.co.uk](mailto:mandie@mandieholgate.co.uk)**

**Please note there are no events in August & only the 14<sup>th</sup> of Dec at Five Lakes – Party Time!**

## **Ideas and Opportunities**

- The Wild Card can save you over £4,000 at local restaurants and venues – [mikeewild@btinternet.com](mailto:mikeewild@btinternet.com) for more information. A new Concept for Colchester.
- 22<sup>nd</sup> April sees the fabulous Business Fair come to Weston Homes Community Stadium, Colchester contact Terrie Maybin for more info and details on stands. [terrie.maybin@nge.com](mailto:terrie.maybin@nge.com)
- 19<sup>th</sup> May sees The World Cup of Networking at the Shire hall in Chelmsford – The B.W.N will be there and hope that you will be too. It's going to be a great event. There is still the opportunity to have a stand at this event or to even sponsor the canapés.

**Contact us for more info and don't forget to mention The Business Woman's Network when you take advantage of these!**