

www.essexbusinessclub.org.uk

Welcome to CONNECTING, the March 2009 newsletter of Essex Business Club

We're looking forward to

April 7, when we'll be welcoming James Lord from Red Arch Associates who be giving us the inside track on *How to Boost Sales And Increase Clients*. James will share the secrets of how to find and identify new prospects, manage initial contact and appointments and tailor your style of presentation. He'll also give us the lowdown on getting referrals. We'll also be looking at our new improved website, and helping you to make the most of the publicity potential you can get from it as an Essex Business Club member.

Can you afford to miss out? We'll see you at Moulsham Mill then, 7.30 on Tuesday April 7!

What we enjoyed at our March meeting was a superb presentation by Sally Carpenter from Client Act Public Relations which gave us valuable insights into the PR process and got us all thinking about how we could publicise a start-up company. With some fascinating exercises, Sally cleverly made us all think differently about the best ways to promote our businesses.

We also loved the EBC workshop during which we shared what works for each of us: here's a selection of the business-boosting concepts that stimulated great conversation, debate and lots and lots of ideas:

Prize envelope: hand customers a sealed envelope with a discount or BOGOF as they enter your store – it's fun, it's positive and it encourages customers to buy

Write and thank your customers for their business – it's polite and it maintains vital contact

Newsletters keep your customers in the loop and in touch with you and your business

Create a promotional CD or podcast

ASK for referrals: we're sometimes a little shy about asking for business but what do you have to lose by asking?

Cybernetwork on sites like **Myspace** or **Linked In**

Appear on Radio or TV: think outside the box about how your business could provide an interesting slot on local (or even national) radio or TV stations

Network: come to **Essex Business Club** where you'll meet business people like you with ideas to share

TALK TO US!

Would you like to make a 30-minute presentation to Essex Business Club members? If you have some information that small business owners will find useful, helpful and interesting, please let us know – we want to hear all about it. Contact hazel@redbirdcoaching.co.uk or GeraldineP@MidEssexEnterpriseAgency.co.uk

SHARE YOUR NEWS

If your company's launching a new product, if you've hit your sales targets for the fourth month in a row, if you've just cracked a major turnover target, if you're expanding, if you're moving into new accommodation, if you've just won a fabulous contract, let us know and we'll be happy to pass on the good news in Connecting.

Email hazel@redbirdcoaching.co.uk or GeraldineP@MidEssexEnterpriseAgency.co.uk

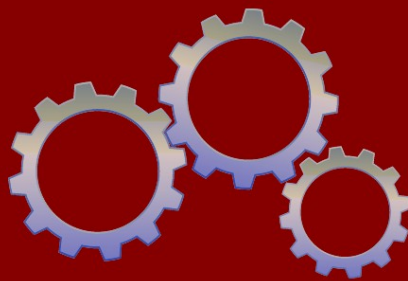
Next up

Tuesday May 5: We'll be welcoming Birkett Long who will be updating us on changes in company law; and this month's EBC workshop, facilitated by Mid-Essex Enterprise Agency's Mike Kendall, will be *Your winning strategies*, where members share their top tips and business successes.

Tuesday June 2: It's quiz night, and we're looking forward to some serious competition: will the Mean Team score more than their usual five or so? Will the Swiss Cheeses plug the holes in their winning strategies? Can Team Rubicon stem the tide of competition? You'll have to come along to find out. June's quiz is at Copleston Court, so we can accommodate eight teams of six: email GeraldineP@MidEssexEnterpriseAgency.co.uk to reserve a table. Cost is £5 per head, nibbles provided.

Bring a guest: the EBC member who brings along the most guests who decide to join EBC will win FREE membership for a year. Round up your friends and invite them along – they'll be very welcome.

We meet first Tuesday of every month except January and August. Schedule: 7.30 News and Guest speaker 8.15 Networking and tea/coffee 8.45 Member presentation and /or EBC workshop. 9.50 close. Membership is £30 a year



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