



# ***SELF EMPLOYMENT NEWS***

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FALL/WINTER 2000



Well, it's that time again, and two thirds of the year 2000 has already passed. We now get ready to enter the Fall and Winter season! Just as the weather changes, so do our thoughts and ideas. On that note, we encourage you to share any of your thoughts, ideas, and/or concerns with us. Please feel free to call us anytime or leave a message, and we will be happy to assist you.

Remember that communication is the key. We will advertise your business and /or anything that you may find beneficial to others, free of charge in our newsletters. All you need to do is provide us with the copy. Just call us, or fax us. We also look forward to seeing your monthly reports which are due on the 10<sup>th</sup> of each month. Keep in touch!

## **The Success Formula for Small Businesses**

Many have searched and hoped for a magical formula that guarantees business success. Well, although no formula exists, there are four key influencing factors that should be considered carefully:

- 1) The first one being, ***define your objectives***. Set goals weekly, monthly and yearly. i.e. *"I will have five new customers in one month."*
- 2) The second is being ***organized***. An ever expanding capacity for work exists in truly successful people. This does not necessarily mean having them work those long hours, but having learned the value of being very well organized and being constantly committed to improving their abilities within this area.
- 3) Third is ***research***. The new "buzz" word is "Business Intelligence". Research allows you to be in tune with changing client trends, and to be able to react more quickly than the competitors that you may have.
- 4) Fourth is ***activity***. "Work hard and you will succeed". Haven't we all heard that many times? The truth of the matter is that your activity must be focused. You must have a commitment to support it, and it must be backed by a dedication to on-going research.

## **FOR YOUR INFORMATION.....**

Effective September 1, 2000, the Small Business Club Niagara will be charging a yearly membership fee of \$50.00. This membership entitles you to free admission to all motivational and educational speakers events, a discounted price for other events, such as The Royal Bank Business Card exchange, The Small Business Conference, and The Trade Show to mention a few. In the event that you do not have a yearly membership, a variable fee will be charged at the door depending on the speaker/event scheduled that evening.

## The Ten Commandments of Networking A Mixer

If you want to have a successful business, we all know that you must be out there meeting new people. The following are to help ensure that you approach the process with the correct mindset and that you walk away with potential business.

- 1) **Have at all times with you, the tools to network.** These may include business cards, name tags, brochures, flyers, other handouts. Make sure that your name is easily readable. Most importantly, **ALWAYS** carry with you a firm handshake and friendly smile
- 2) **Set a goal in regards to the amount of people you wish to meet.** You need to have a goal and know why you are present at the event. If you have no idea as to the purpose of your presence, how do you know if you have been successful?
- 3) **Act like a host, not a guest.** Make the effort to greet people. A smile and a handshake is a great way to break the ice.
- 4) **Exchange business cards with anyone who asks.** You can also exchange cards with individuals you might want to contact in the future. Remember, it is the quality of the contacts you make, *not* the quantity.
- 5) **Listen and ask the five “W” questions; Who, What, Where, When, and Why.** Having and showing a genuine interest in the people you meet is just as important as what you say.
- 6) **Write comments on the back of collected business cards.** Use this as a follow up method with the people you have met and with whom you have exchanged business cards. Some individuals may not be comfortable with you writing on the back of their cards. Ask first or wait until after the function and write down notes on each of the cards.
- 7) **Give a referral whenever possible.** This is called “Givers Gain”. Those who give to others will get in return..
- 8) **Describe your product or service in 60 seconds.** When describing what you do, stay away from process, and concentrate on benefits and uniqueness.
- 9) **Spend 10 minutes or less with those you meet.** Remember, this is a mixer. If you have hit it off and need to talk more, arrange a meeting..
- 10) **Follow- up with the people you meet.** If you do not follow up, you have not gained the most value you could from the networking experience. File their business cards, or enter their information into a database for future reference.