

IA Women's Network

October 2015 Newsletter



Sam Rattai, September's Speaker & Heidi Dandurand one of IA's Founding Members

Chairperson's Message from Diane

September's luncheon was great! Thanks again Sam for being our awesome speaker. Some of Sam's pointers will be in the newsletter and on the website. It was great to see some of our previous members again, and wonderful to see some new faces, too!

October looks to be another great month for IA. We not only have Jo(e)Ideas for Business coming to teach us all about Linked In, but Sam thought of a way to include a fun networking event for those not able or interested in coming to the LinkedIn Workshop (We recognize that learning social media is not for everyone!)...We will fill you in on the details of our fun event when they are all in order!

IA Women's Network Meetings

IA Women's Network meetings are usually held on the 2nd Thursday of every month except July and August. Meetings are held in various locations to suit the needs of any particular month, and will be listed here in the newsletter and on the Website, Facebook, Linked In, and Twitter. For luncheons the location will be reserved from 11:30 until 1:30, with the meeting beginning at 12:00, lunch being served, and the speaker from 12:15-12:45 (up to 1:00 pm). For evening sessions we may vary the timings...and there are some exciting possibilities!

Upcoming Meetings and Events

October 15, 2015 – Evening workshop – 6:30 – 9:30ish – Lindsay Thurber

Comprehensive High School 4204 – 58th Street, Red Deer, AB, Room 2601.

Jo and Joe from Jo(e) Ideas for Business are coming with the course that will help us learn all the **Secrets about Linked In!** See the advertisement on IA Website, Facebook, Twitter, and Linked In! This was an idea suggested last year by our members. The executive was going to make it a members only event, but we heard you at the September meeting, and consequently have decided to reduce the price for IA members to \$90.00, and allow non-members to attend at the higher price of \$100.00.

(Please note that we were forced to vary from our usual date, the second Thurs. of the month, due to another event that threatened to make off with many people who wanted to attend the LinkedIn event!)

October Mystery Event...TBA

November Event...Would YOU or Someone You Know Like to be our Amazing Speaker? We would like to start promoting YOU more! The parameters are simple: It must be specifically for Business Women. Please contact one of the board members today!

December Event – Adopt-A-Family – December 10th

Reminder

Membership is due for past members to remain current: \$40.00 for the 2015-2016 year. Quite a deal considering that most events will be less expensive, we will stand out and be heard by all of these other fabulous business women during our monthly events, we have the opportunity to make a difference in our community together by Adopting A Family (and other similar charitable acts as put forward by our members), we get free-bees (like the one right below this section) throughout the year, we have a share table at meetings, and let's not forget the website. We are allowed to put our bios on there, along with our pictures and contact information for the world to see. We are always looking for more pictures to showcase on the website, so please send us yours!

7 Free Tickets for Success 4 Business Expo!!!

Brenda Kolasa is organizing and hosting the Success 4 Business Expo on Thursday, October 8th. We have 7 free Full-Day Seminar Passes (8 am – 6 pm) to be given away to whoever would like to attend (Value: \$69.00 each!) Just e-mail Dale Moffitt your name and contact information and he will forward your information on to Brenda to get you registered (for the first 6 tickets). Let Dale know if you're interested:

dale@macdevfinancial.com. Diane has 1 to give away, too (so 7 altogether) and so you can also e-mail Diane at: counselor.diane.kinnear@gmail.com

If you have any questions about the event, call Brenda at 403-348-0120 or Google it! With speakers, mentoring, and activities throughout, this is a great investment of your time, and a big boost for business!

Input for the Newsletter

We are looking for input into this newsletter to make it meaningful to everyone. Please submit any interesting info or helpful hints or tips regarding small business success or upcoming events in which others may want to partake. We want to hear about anything going on in the Red Deer area for business women, and we definitely want to cheer you on as you continue to succeed with all your personal endeavours! Small, tasteful ads for your business are welcome, with the understanding that should the newsletter become too long then some ads may be saved for the next month's newsletter. Submit by the 10th of the month to Diane Kinnear: counselor.diane.kinnear@gmail.com We may edit to keep it concise! We have decided to aim for the 15th of the month as a goal to have the newsletter sent out.

Welcome New Members!!!

Welcome Rixta Moritz and Marnel Hesterman!!! Glad to have you aboard!

Rixta works with Red Deer Public Schools in the Night School and Summer School (High School) and Non-Credit Programs. It is because of Rixta's generosity of spirit that we have a free venue for our October LinkedIn Event. That's awesome Rixta!

Marnel has a small business called Incite Inspirations. She practices EFT/Tapping, which is energy work that helps release stress, fears, emotional/physical pain, cravings, and more. She sells inspirational socks called "Quotes" for the Soul, and has donated many hours over many years to the Red Deer Christmas Bureau and the Central Alberta Sexual Assault Center. She has also adopted a family at Christmas time through Salvation Army for the past 8 years at least! Marnel has also stepped up to be our Adopt-A-Family Coordinator. Wow Marnel!

Both of these ladies will fit right in with our group of exceptional women!

Thank You!

Thank you Dena for helping in so many ways with the Executive Board transition! Dena has made it so much smoother through her constant consideration!

Thank you Brittany for keeping us current in the public eye on social media!

Thank you Sam for providing us with a great September Kickoff Presentation!

Thank you Rixta for organizing the venue for our October event!

Thank you Marnel for offering to coordinate our Adopt-A-Family efforts!

Thank you Brenda for the free ticket to Success 4 Business!

Thank you everyone who offered great ideas for us within the last month!

Could You...?

We are looking for a few helping individuals...There are several positions available on the Executive:

The Secretary, Events Coordinator, and Treasurer positions are up for grabs.

The most important is the Treasurer's position. It is not really ethical to have just the Chairperson and Vice Chairperson as the signing authorities of the group...Not that we would ever abuse the power of these positions, but if you think about it...without a volunteer as Treasurer we are solely in control of your money!

Which leads us to the second request:

At the September luncheon we mentioned the possibility of getting and carrying IA business cards, and continuously promoting IA on an individual level. We found some cards already printed up and ready to go (thanks Sherry for reminding us to look for them!) Someone at the meeting mentioned that when we had tried this before the cards just got dirty in our purses and were embarrassing to give out.

So as a solution, what we want to do is get some business card holders for everyone with our logo and website on them so that when you carry the cards around they are still

pristine when you go to hand one out (and you could also hand out the business card holders themselves if you think the individual is a good prospect for helping promote our group!)

We are wondering if anyone from the group would like to sponsor or donate some money toward the business card holders? Please let one of the executive know if you would be interested in this venture. We would be able to offer some extra advertising (bragging rights) on the website and in the newsletter for your generosity if you made a sizeable donation.

Gift Bags

We are planning to give out the gift bags during the December meeting. So if you're interested in participating, please bring a small advertising item to be included in a gift bag for all current members and new joining members. This item can include a gadget with your name etc., or a gift certificate, token gift, etc. Bring 30 please, and we will make up enough to last us a month or two!

Advertising for Your Business

There were soooo many great tips from Sam at the September meeting that I couldn't fit them all in! So what I thought I'd do is take a few tips and add them to each Newsletter! The tips for the month for October are:

Before you can do any advertising at all make sure you have these things in place:

1. A simple and recognizable logo or picture – Branding is very important. Hire a professional if you need to...And once you have a good one, keep it, don't keep changing it. Over time, your market will come to recognize it.
2. A name; one that clearly represents what kind of business you are offering. I saw the other day a business name on the back window of a pick-up truck (by the way, this is good advertising, but only if you are an excellent driver and remember that your vehicle is a moving advertisement). The name of the company had nothing to do with the service they provided. I was confused (and don't remember it). So make sure your name reflects something that connects it to the type of business you are in.

The Golden Rule of Selling

What all good salespeople know is this form of selling (which is advertising):

Sell yourself: People want to do business with a real person, they want to know who the person is behind the company name, **someone who they can trust and build respect.**

Sell the Company

Sell the Product

Sell the Price

Make a commitment for the sale

That's the format most salespeople use to sell their products or services. Do the same when you are advertising. **Sell yourself first. Do this by keeping it personal!**

Know Your Market: The most effective way to advertise is to find ways to have your audience **reach you**, rather than you reaching out to them. Be there when your market is **reaching out to you and are expecting to see advertising**.

For example, let's say someone is in a coffee shop and routinely reads the community paper or newspaper that is always at this particular coffee shop. They are expecting to read not just stories but advertising. They are looking for them, and they don't mind reading them. Some people will save that newspaper just to keep the name of the company they saw advertised. Or how about those ads you see at the hockey arena, on chuckwagon canvases, on the radio, on vehicles, etc? Where else do you see advertising where you are expected to see them? Try to tap into those forms of advertising. They are the most effective. **Look for opportunities to advertise where people are expecting to see it!**

Your Business Card: Don't cheap out on business cards, they are your first line of advertising in person. They are a reflection of your business. Cheap cards give the impression that you are not professional. Put some effort into its design, and pay attention to color. It must be noticeable and stand out in the crowd (Darlis). Also pay attention to font and your logo size. It takes years for people to become accustomed to seeing your logo and recognizing it. Use it often and make it noticeable and **simple!** For business cards a phone number, address and website. No need for a fax number or alternate numbers.

Executive Meetings

The next executive meeting is October 1st at 9:30 am, and will be held at Tim Horton's on 67th St. and Gaetz Ave near the Parkland Mall. All group members are welcome to attend. Please ask Diane Kinnear for an Agenda.

The IA Women's Network Newsletter is published monthly September–June and distributed by email. Submissions by the 10th of the month to: counselor.diane.kinnear@gmail.com

If you have any problems receiving your newsletter contact Diane Kinnear at the e-mail address above.

□ **Save a tree, please don't print this e-mail unless you really need to.**

**PLEASE CHECK OUT OUR WEBSITE : independentachievers.com
And Facebook: www.facebook.com/Independent.Achievers and we're also
on Linked In and Twitter!**

Desire is the Starting Point of All Achievement;
Not a Wish, Not a Hope, but a Keen, Pulsating Desire
That Transcends Everything Else.

Napoleon Hill