



On-the-Mark

Vol. 1

No. 2

Solutions for Small Business

The Bullseye

When creating a web site, you can never over plan or over organize.

Page 2

Second Quarter 2001



Welcome – Let's do business

Welcome to our premier issue of "On-the-Mark." A newsletter designed with the small business owner in mind. Created by The Business Helper, Inc.

The Business Helper's services and products consist of *eBusiness Solutions* and *Print Solutions* — integrating the traditional with today's New Media.

Our quality service is targeted to specific problems of the small business. *eBusiness Solutions* focuses on businesses that are developing an Internet presence and need clear, concise, easy-to-use web sites and database programming that is tailored to fit their specific small business. Our *Print Solutions* consist of a unique stationery product called Engravalith® Stationery. A product that combines features of engraving, embossing and lithography into a one-step process.

Future issues of *On-the-Mark* will feature topics on Marketing, Web Sites of Interest, Ask the Expert,

Company Highlight and Coming Events.

If you are interested in future issues, have any suggestions or constructive comments, please drop me an eMail at editor@thebusinesshelper.com.

Enjoy the issue!

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Great Offer

Did you know that *The News-Times* is offering it's business subscribers weekly advertising and a web site for \$50.00 a week. This incredible offer includes:



- Print ads to run three (3) days per week.
- An color ad in the weekly BusinessPlus directory in *The News-Times*.
- Advertising in the monthly BusinessPlus insert (full run distribution) featuring, on a rotating basis, your business ad on the back page, full page color ad on the front page, or color banner ad on the front page. Guaranteed inside insert ad every month.
- Internet advertising on *The News-Times* and its affiliated web sites.

That's not all, *The News-Times* Business Plus package also includes:

- Hosting
- Custom-designed web site
- Custom feedback form
- POP3 email accounts
- Private web-based email
- Unlimited email forwarding
- Ecommerce (shopping cart)
- Webtrends® activity reports
- and much more

Wow, all this for only \$50.00 per week with a two year contract.

If you are interested in tapping into this 80 billion dollar plus opportunity, feel good about partnering with an industry leader like *The News-Times*, and meet the minimum requirements, contact Dianne LaCava at 203-731-3322. Tell her The Business Helper sent you.

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Businesses need to get the word out

By Betty vonLiebermann

It has always been important for business owners, large and small, to get the word out about their business. The importance of visibility is crucial for the success of any profit or non-profit organization.

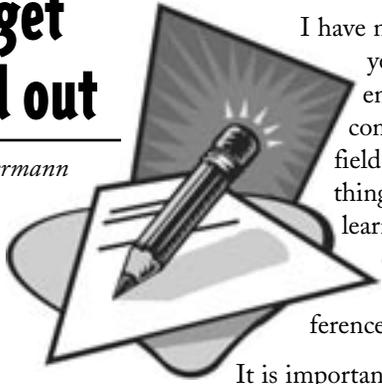
One of my mentors once said to me, "You can provide the most wonderful service and you can do great things, but if nobody knows about it, it's a moot point." Those words have stayed with me over the years, and those very words were my introduction to "The Importance of Visibility."

More and more business owners are realizing the importance to networking. Affiliations with professional organizations are always helpful and open a whole realm of possibilities. Appearances at meetings of professional organizations can open the door for speaking engagements, invitations to exhibit and other avenues, which can turn out to be quite profitable in the long run.

I am a member of the Connecticut Federation of Business and Professional Women, Inc. I became a member in the 1990's and the opportunities I have had due to my affiliation with this organization have been amazing.

The Women's Business Development Center in Stamford also has been a great help to me. Once people know who you are, and once you set

yourself up as an "expert in the field," the opportunities are endless.



I have more than 15 years experience in the communications field, and one thing I have learned is that exposure makes a difference.

It is important that the media knows about your business. A press release to a local newspaper can result in a full-page article with a color photo that will not only enhance your credibility as a business owner, but can also help you to get more clients.

A free listing in the community calendar in your local paper also can give you great results. When an article appears about your business, make sure to make copies of it and save the original for future use.

These copies will come in handy for years to come, particularly when exhibiting at a trade show or expo. Be sure to call the newspapers and gain permission from the editor to distribute the copies at the event - this creates a win-win situation - publicity for your business and publicity for the newspaper.

Never underestimate the power of the business card and a handshake. Some may think this is old fashioned, but it still works. Each time you leave your home or office, make sure you have plenty of business cards with you. One of my best networking experiences took place while standing in line at my local grocery store.

Last but not least, ask for referrals and always thank those who refer others to you. You

can thank them in writing or you can simply pick up the phone, but always thank the person for the referral. This will help your business grow

Betty vonLiebermann is a member of the Public Relations Society of American and serves as the public relations chairwoman for the Connecticut Federation of Business and Professional Women.

The Bullseye:

Marketing Your Company



The Bullseye, written by Nancy Greger, President of The Business Helper, provides "on-the-mark" tips to help the small business owner succeed.

Marketing your business is an important aspect of insuring your company's longevity.

Whether you set a side a monthly budget or have no budget, simple yet consistent marketing is necessary. Listed below are some suggestions:

- Carry Business cards at all times (you never know when or where a client will come)
- Ask clients why they hired your company and solicit suggestions for improvement
- Develop a brochure of your services or products
- Send hand written Thank You notes
- Join a Business network such as the Chamber of Commerce, Toast Masters etc.
- Never let a day pass without doing at least one thing to promote your company

I recommend reading *EVEvolution The Eight Truths of Marketing to Women*, by Faith Popcorn and Lys Marigold. It's filled with examples and insights in marketing that can be applied by any business owner.

Company Highlight

Our company highlight is the *Danbury Children First Initiative*.

Mission Statement:

The Danbury Children First Initiative's purpose is to involve, empower, and support parents to improve the lives of children at home, in school and in the community.

Background:

Parents wanted a way to work together to benefit all Danbury children and were willing to commit considerable time to building and maintaining the collaboration. Their collaboration is unique because it is parent-led and is also ethnically diverse. Danbury Children First continually reaches out to more and more parents of diverse backgrounds to accomplish its mission for all children. Danbury Children First also reaches out to other organizations to partner in areas of mutual interest.

For More Information:

To become a member, contact Danbury Children First at 203-797-8088 or online at www.DanburyChildrenFirst.org and see how you can make a difference.





Looking for writers . . .

On-The-Mark is always looking for aspiring or established writers that can offer advice, tips or information that will benefit the small business owner.

If you are interested in submitting an article or you know of an Event, Showcase or Seminar, please eMail us at editor@thebusinesshelper.com.

Ask the Expert



Ask the Expert is a column, which helps provide solutions for the small business

owner. Our Expert is Matthew Greger, Vice President of The Business Helper, an active member of the Apple Solution Experts, an associate member of the FileMaker Solutions Alliance and leads the Web Design Special Interest Group at DACS (Danbury Area Computer Society).

Q. Is it important to back up my files and how often should I back up?

A. Can you afford to lose data? Most of us can't and in my opinion, and experience, a good back up assures a good night's sleep. Back up your files to disk, tape or CD. If possible, and based on what you can lose if your system crashes, back up daily, weekly and/or monthly.

Q. My mouse skips and does not roll smooth. Should I

throw it away and buy a new one?

A. You most likely have "sticky ball syndrome." Before buying a new one, clean it. Shut down your computer, disconnect the mouse. Then remove the ball by twisting the cover on the bottom. Most of the time the ball will be clean. It's the rollers on the inside that have the "crusty" build up (probably crumbs from years worth of snacks). I still haven't found a great mouse cleaner on the market, but I find my fingernail works the best. Just scrape off the build up making sure to get all of the crusty build up off each roller. DO NOT use something that can scratch the rollers. Blow out the scraped off build up using your own breath or a can of compressed air, wipe off the ball with a clean rag and reassemble the mouse. If it still doesn't work, buy an optical, ball-less, mouse and kiss the sticky mouse good-bye forever.

Please eMail your questions to matthewg@thebusinesshelper.com.

Web sites of Interest

Listed below are a few web sites that vary in information that are useful to the small business owner. Each month we will suggest 3 or 4 web sites that can provide useful research information on the How-To's of business.

www.All-Biz.com is a comprehensive online resource center for small businesses and entrepreneurs.

www.Women.com is an online Women magazine that has a good section on Small Business. With topics such as "Starting Your Own Business," "How to develop a Business Plan" and much more.

www.ASBDC-US.org is the Association of Small Business Development Centers. This site is a national network delivering everything you need to start, manage and grow a successful small business.



Marketing Made Easy!

by Carole Jacoby, M.Ed., M.S.

Give up the struggle!

Marketing can be made easy by just being you!

Marketing gurus agree that effective marketing takes persistence and commitment. We are told of the importance of knowing the needs of your customer, visualizing your mission and purpose, creating the marketing plan, making the calls, tracking the prospects, following up, and following through.

While all of these are necessary components to the "doing" of marketing, I'd like to introduce an equally important partner: the "being" of marketing

The "being" is called enrollment. Enrollment is a life skill; about the power of attraction and the ability to draw people to you. It is an understanding of how you, specifically and uniquely, draw people into relationship and impact the world around you. Enrollment is about who you "be"; your natural style. It is what uniquely attracts people to you. It is about how you are "being"

when you are at your best. It answers the question, "What is it about me that attracts others?"

There are two key ingredients to the marketing skill of enrollment:

1. Remain "unattached" to the outcome. When you are "unattached" during a conversation with a prospect, you are not thinking about the results at that moment. Your attention is with the other person and you are able to really listen, stay focused and remain curious. You become more "alive," less anxious, more enthusiastic. You are not judging yourself or worrying about the "right" thing to say. Instead you are just "being" your enrolling self. From this place, magic can occur!

2. The second key ingredient in enrollment is understanding when you are at your best! Begin to notice yourself in your day to day life. In what situations are you most appealing or enrolling? Are you more effective when you are sitting still or moving around? Do you create relationships by making people laugh? By teaching? Is there a particular environment that "shows you off?" Pay attention to how you make an impact.

So, give up the struggle. Have fun and give yourself full permission to make marketing easy!

Carole Jacoby is a Personal and Business Coach and President of LifeVisions, an achievement-oriented coaching company that empowers people to fulfill their potential. A composite trainer, motivator, facilitator and partner, Carole creates strong connections and relationships that move you and/or your company forward to achieve solid, sustainable goals.

Events

Events are subject to change. Please contact the event to confirm the information.

March 22, 2001

*Dynamics of Successful
partnership*
First Union Bank
6:30-8:00 p.m.
781 Main St Plantsville

Learn how your company can grow and prosper through a successful partnership. Join partners Gail Audibert and Mary Jones of Audibert Jones Associates, Inc., one of the Northeast's most successful executive search firms. Gail and Mary have been interviewed on television and radio and have been invited to speak at various association and corporate seminars. Moderator for the evening will be Paul Santaniello, Vice President First Union Brokerage Services.

Fee: \$20 for members, \$30 for non-members. Light buffet dinner. Please rsvp. to Joan Bowman at 203-723-7454 or at nawbo@joanbowman.com.

March 27, 2001

A Celebration State Capitol
11:00 a.m. - 2:00 p.m.
Room 310
Hartford

Sponsored by the SBA, this event is a celebration of National Women's History Month, featuring women of courage and wisdom. For more information please contact Kathleen Duncan at the SBA 860-240-4700 ext. 236.

April 4, 2001

The Entrepreneurial Center SBA Office of Women's Business Ownership-CT invite you to "Building Your Financial House from the Ground up: Life Strategies for Women."

Speaker: Jean Chatzky Editor-At-Large, Money Magazine, Financial Editor, NBC's Today Show and MSNBC's Home Page.

Location: Hartford College for Women, 1265 Asylum Avenue Hartford, CT.

For more information call (860)768-5684 or email entrectr@mail.hartford.edu.

April 5, 2001

NAWBO-CT is Co-Hosting:
**WOMEN FUTURE
MAIN EVENT 2001**

Local Moderator: Marcia Guberman, Vice-President, Women Entrepreneurs' Connection, Fleet Bank

On April 5, 10:30 a.m. to 5:30 p.m., Women.future will assemble the world's foremost business women and other thought leaders to explore and discuss "The World of Business: A New Era."

Conducted simultaneously via satellite to over 200 locations around the world, this daylong, global AND local interactive conversation promises to be as provocative and enlightening, as it is informative. Don't miss this opportunity to tap into the largest and most influential market in the world...women!

LEARN HOW TO REACH THEM. A few of the 30+ world-class business visionaries and thought leaders who will kick off the interactive discussion on April 5, 2001 are:

Betsy Holden, CEO, Kraft Foods; Merle Okawara, CEO, eBay Japan; Laura Ziskin, Executive Producer, Laura Ziskin Productions; Cristina Saralegui, CEO, Cristina Saralegui Enterprises; Marjorie Scardino, CEO, The Pearson Group; Ellen Hancock, CEO, Exodus Communications; Tom Peters, renowned author and business guru.

Fee to attend women.future is \$249.

April 10, 2001

8:00 a.m. - Ribbon Cutting at Barrels Boxes and More, 837 Boston Tnpk. (Rt. 44), Bolton. Join Board Member Robin Barros in her celebration. Refreshments will be served. For more information, Robin can be reached at 860-645-9053

April 11, 2001

Danbury Area Computer Society (DACs), Special Interest Group on Web Design and Development meets monthly on the second Wednesday at 6pm to 8pm in the Program Room located in the Danbury Public Library. All are welcomed to attend.

As always, we welcome your input and comments.

On-The-Mark is published quarterly by The Business Helper, Inc., 25 Wooster Heights Road Danbury, CT 06810, phone 203.748.2919, fax 203.743.7915, eMail info@thebusinesshelper.com.

Visit us on the Internet!

www.TheBusinessHelper.com

The views expressed by contributing writers in this issue are not necessarily those of the staff or management of The Business Helper, Inc.

The Business Helper, Inc.

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