



WBC Newsletter

The Buzz about Biz...

April 1, 2007 - Vol 1, Issue 3

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Dearest Friends



Welcome! April Showers bring May flowers. Happy April to all!

Did you know?

- April was the second month in an early Roman calendar, but became the fourth when the ancient Romans started using January as the first month.
- Small animals that hibernate are usually coming

out of their burrows in April. The birds fly back northward or they settle down to have their families. The bees and butterflies begin to gather nectar from the first flowers of the season.

- In some parts of the world, it's planting time. In other parts, it's the harvest season. Professional baseball begins in April. Then the amateur athletes begin to go outside in the warm weather.
- All Fools' Day is the first day of April. Some historians believe the custom started in France. They had a New Year's festival that was celebrated from March 25 to April 1, and they would then exchange gifts. Later, King James IV changed the holiday to January 1 for New Years. The people that still celebrated it April 1 were called 'April fish' and sent mock presents.

Looking back at March

The Business Planning workshop is in full swing and the last of the series '**Raising Capital**' is scheduled for April 3. Upon completion of the 6 week series, our clients will receive their certificate, and be armed with a wealth of information needed to write their business plans.

New Build a Business classes start on June 6.

'**Negotiating Skills**' by trainer, Ramona Hill, was outstanding! Participants were able to examine different aspects of the negotiation process.

The Bizmobile was on the road...

In Atmore, Kathryn presented 'Marketing on a Shoestring' training to a large crowd of members from the Atmore Chamber of Commerce.

In Grand Bay, Sylvia met with two new clients and provided one-on-one counseling services.

In Chatom and Grove Hill, Sherman met with local business owners and found eager women who were interested in participating in an upcoming Success Circle.

In this issue, look for useful tools that can be used in your everyday business

life and the calendar of upcoming workshops and seminars.

This newsletter is for everyone, those just starting a new business, more experienced business owners and everyone in between.

Help us meet your business needs by sending your ideas, suggestions, questions or topics you would like to see included in our monthly newsletter to info@womenbiz.biz.

To your business success,

Sylvia Browder
Project Director

WBC launches new website!

Bringing clients an updated, bold and informative resource, The Women's Business Center, Inc., is proud to announce a newly updated and reformulated website. Our new website will go live sometime in April. Just check it out at www.womenbiz.biz.

Some features to expect are:

- Womenbiz Directory registration and donation link.
- List of services and programs.
- Calendar of events with opportunity to pre-register.
- Emerald Society, Advisory Council, Resource Partners and Affiliations.



For more information, call 251-660-2725 or visit www.womenbiz.biz.

5 Surefire Ways To Increase Your Business Growth

If you have more business than you can handle, then this article is not for you? If you are like most of us, then you cannot afford to skip.

BECOME INVOLVED IN PUBLIC PRESENTATIONS

Seminars, workshops, trade shows, speeches and presentations are excellent ways to build your business, gain credibility, and demonstrate your professionalism.

These forums are an easy and inexpensive way to get your business out in the public's eye. Not to mention a great way to conquer your stage fright. For instance, if you are an accountant who gives a monthly seminar on various subjects, then people who are in business are bound to attend to get your valuable and free advice. By doing this, you have a steady flow of prospects; gaining local publicity; and building your level of expertise.

CREATE A REFERRAL NETWORK

Do you know other companies to whom you share mutual customers with? You should be running, not walking to find who they are and how you can team up and benefit from each other. For instance, if you are a Business Writer, you should form a team with a Web designer, PR firm and / or an Ad agency, to name a few. The key to this is to learn as much as you can



about each team members business so that you can promote it as you would your own. This new team will enable each other to grow more rapidly as you have several sales people working on your behalf to grow your business. It makes so much sense to work smarter and not harder!

DEVELOP AN E-NEWSLETTER

When you expand your traditional marketing to include a regularly scheduled e-newsletter, you are creating an easy, no-cost and profitable way to market your business. By developing an ongoing relationship with prospective clients, you are establishing yourself as an expert. This also provides you with email information of potential clients. For an example of a business related e-newsletter, please visit www.va-support.com/news.htm.

NETWORKING IS KING

One of the most successful ways to promote your business is through networking. Networking is to Business Owners as Gas is to Cars. Ok, so the analogy sounds silly, but you get the picture. Networking is a lifestyle in which you need to incorporate onto your "To Do" list. By networking, you are developing your social skills by engaging or interacting in an informal gathering to communicate with others for mutual assistance or support. By acquainting yourself with other business owners or executives, you are building meaningful relationships. There are many organizations that you can become involved in such as the Chamber of Commerce, BNI or professional organization related to your industry. Networking works!

DEVELOP PROFESSIONAL MARKETING TOOLS

I repeat, *develop professional marketing tools*. Image is everything! If you lack a professional image, you lose credibility. You can create professional looking brochures, flyers and business cards with affordable software such as Microsoft Publisher. Shop around for an affordable website designer, barter with other business owners, or go to your local university and recruit a Computer major. Many students are looking for extra work. You don't have to compromise your budget to create a professional image.

As entrepreneurs, it is essential that you continually generate new ideas in order to maximize the profit-making potential of your venture.

Author: Sylvia Browder

Four Ways To Keep Your Business Going During A Crisis

Crisis Management

Women are twice as optimistic as men about writing a new chapter in their lives. [A Photo Essay](#) >>



If you are a small or home based entrepreneur or a solo business owner, there is little room in your business for taking a sick day when a crisis or stressful life event happens.

In today's world our lives are complex, fast paced, and challenging. How do you keep your business going and growing during the times when life happens and you can't work?

There are several answers to this question, and one very important caveat - if you have not yet built into your business plan this kind of possibility, then take some time and do it now!

When you are in the planning stages of business, you must consider how you are going to manage your business when you are not available. Will you hire a virtual assistant, get help from your family, or make some other arrangement?

When you are planning your business, consider early on how you are going to automate your business to be efficiently managed both from your home and work computer, and also remotely from a laptop or other internet access. Arrange all your files in a clear and logical manner, so if you are getting help from someone, they will not be confused!

Once your business is up and running, there are several ways to manage your business in times of crisis or stress.

1. Focus on essential, income generating tasks only. An easy way to figure this out is to discover what is your Single Daily Action (SDA) that makes money in your business, and to do this. Depending on the type of business, your SDA will vary.

For example, if you build content websites, your SDA may be to add three new content pages to your site each day. If you

are a writer, your SDA may be to write five pages per day. If you own a direct sales or network marketing business, your SDA may include talking to five new people about your business each day. If you own a local, service based business, your SDA may include developing new contact each day who can spread the word about your business.

2. Delegate and outsource the tasks you cannot accomplish right now. You may need to hire extra help!
3. Build into your business time for nurturance, rest and heart centered networking. Find other business people you can share with, so you are not going through this time alone.
4. Once the crisis has passed, give yourself some vacation time to recharge your batteries! This time spent will be worth every penny in helping you return to work with renewed passion and enthusiasm, no matter what challenges life may bring!

Author: Tamara Esgoode is a business consultant and writer for Homebizwomen.com which offers an abundance of free courses, free advertising resources and online support for home based business women with heart.

Upcoming Events



Raising Capital - Mobile

Obtaining financing for a small business is challenging for almost everyone. This class will help you identify what you need to be successful in obtaining funding as well as the options available for financing your business.

Participants leave this workshop knowing what the SBA offers, how micro loans and guaranteed loans may be an option, as well as other resourceful knowledge.

Trainer: Tom Siegwald, Director of Entrepreneurial Services

Date: Tuesday, April 3, 2007

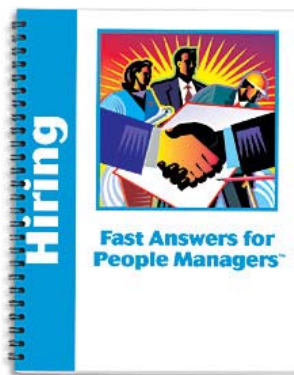
Time: 5:00 pm – 7:00 pm.

Fee: \$35

Location: [Business Innovation Center](#), 1301 Azalea Road, Mobile, AL

Pre-registration is required.

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz



The Tough, Tricky, Troublesome - Mobile

New employee recruiting, interviewing and record keeping:

Recruiting the right employees for your business is tough; interviewing them and hiring them can be tricky; completing new hire paperwork, setting up files and keeping in compliance with your employee records can be troublesome.

Learn some recruiting basics, how to interview legally and effectively, what paperwork is required in the hiring process and where and how long to keep the records of applicants and employees.

Trainer: Stephanie Constantine, PHR, owner of [Constantine Human Resource Consulting, LLC](#). Ms. Constantine has over 15 years of human resource generalist experience and has assisted industrial, manufacturing, professional and non-profit companies and agencies of varying sizes and organizational structures with their human resources and training needs.

Date: Wednesday, April, 4, 2007

Time: 9:00 am – 12:00 pm

Fee: \$35

Location: [Business Innovation Center](#), 1301 Azalea Rd., Mobile, AL

Pre-registration is required for all classes.

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz

Marketing on a Shoestring - Mobile

When a decent print ad can cost you up to thousands, Internet ads start at hundreds a month and direct mail costs a dollar a pop, what's a cash-strapped entrepreneur to do?

By attending this workshop, you will learn no cost and low cost marketing ideas for getting the word out about your business.

Trainer: Kathryn Cariglino, Executive Director, [Women's Business Center, Inc.](#)



Pre Registration is required, so call today!

Date: Tuesday, April 17, 2007

Time: 5-6 pm

Fee: \$35

Location: [Business Innovation Center](#), 1301 Azalea Road, Mobile, AL

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz

Advertising for Small Businesses – Mobile

If people don't know you're in business, they can't do business with you.



In order to be successful as a small business owner, you have to let prospective and current customers know about your products and services in a cost effective and efficient manner. It is important to utilize your advertising dollars strategically, so that you can maximize your return on investment.

Topics covered will include:

- The role of advertising in small business,
- visual and verbal considerations for effective advertising, and
- media print.

Trainer: Mary White, Director of [Mobile Technical Institute](#).

MTI focuses on workforce development and offers fast -track training programs in the areas of Business Administration, Medical Billing and Coding, and Computer Technical Support.

Pre Registration is required.

Date: Wednesday, April 18, 2007

Time: 9:00am – 12:00 pm CT

Fee: \$35

Location: [Business Innovation Center](#), 1301 Azalea Rd., Mobile, AL

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz



High Impact Public Relations - Daphne

Public Relations are becoming more and more important for success in today's business environment. As a small business owner, it is vital that you let prospective and current customers know about your products and services in a cost effective and efficient manner.

This seminar is designed to provide you with information and resources that can improve your ability to generate publicity and goodwill for your business or organization.

Topics covered will include:

- The role of public relations in small business,
- tools for generating publicity,
- sources for media and non-media publicity, and
- the importance of community relations as part of your public relations plan.

Trainer: Mary White, Director of [Mobile Technical Institute](#).

MTI focuses on workforce development and offers fast -track training programs in the areas of Business Administration, Medical Billing and Coding, and Computer Technical Support.

Time: 9-11 am

Fee: \$35

Location: [Eastern Shore Chamber of Commerce](#) 29750 Larry Dee Cawyer Drive, Daphne.

Pre-registration is required for all classes.

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378-7461 or email LaToya Brooks at info@womenbiz.biz



Success Circle - Mobile / Baldwin

Success Circle – Baldwin County

Presents: *Lunch with Punch...you bring your lunch and we'll supply the punch.*

This is a monthly roundtable discussion and mentoring group for business women

Join facilitator, Sherman Blosser who will lead the group with a business topic.

Time: Meets (every 3rd) Wednesday, April 18, 2007, 12pm - 1pm

Location: 924 Plantation Blvd, [Homestead Village](#), Camellia Room, in Fairhope. (Off Hwy 98, across from McDonalds)

Pre-registration is required

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya

Brooks at info@womenbiz.biz

Success Circle – Mobile County

A monthly roundtable discussion and mentoring group for business women.

Join our facilitator, Naomi Maurer, owner of [My Victorian Bed & Breakfast](#). She will lead the group with a motivating topic.

Time: Meets (every 4th) Tuesday, April 24, 2007, 8 am - 9 am

Location: [Somery of West Mobile](#) 901 Somery Drive, Mobile, AL (west of Grelot & Hillcrest)

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz



On the road with the Bizmobile...

If you want to start a business or are a small business owner in need of technical assistance contact LaToya Brooks at The [Women's Business Center, Inc.](#) to make an appointment to meet with our on-site counselor.

Bizmobile in Grove Hill

Date: April 5, 2007

Time: 10am - 3pm

Location: Economic Development Office and Clarke County Courthouse

Bizmobile in Chatom

Date: April 12, 2007

Time: 10am - 3pm

Location: Town Hall Courtroom

Bizmobile in Grand Bay

Date: April 10, 2007

Time: 1pm - 3pm

Location: The Lighthouse

Bizmobile in Atmore

Date: April 18, 2007

Time: 10am - 3pm

Location: Escambia County Industrial Development Authority

For more Information on these events or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz



Loan Clinic and Trickle Up Grant – Mobile

Do you qualify for a Trickle Up Grant? Is a SBA or Community Express program loan the answer for you?

Find out, get an application. Trickle Up Grants help low income entrepreneurs start or expand small businesses. SBA Loans range from \$5,000 to 25,000 with no collateral required. The Community Express program provides unsecured loans up to \$50,000.

Pre-registration is required.**Date:** Tuesday, April 24, 2007**Time:** 6:00 – 7:00 pm**Fee:** \$35**Location:** [Business Innovation Center](#), 1301 Azalea Rd., Mobile, AL

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz

SAVE the Dates!**SAL Awards**

The 5th Annual SAL (Southern Alabama) Award luncheon will be on May 31, 2007.

What is SAL Awards? The awards ceremony presents new business owners to the community and spotlights emerging entrepreneurs by recognizing the courage, diligence, and hard work necessary for business ownership.

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz

Art as Business

“**Art as Business**” workshop has been scheduled for June 21, 2007 from 8:00 am to 4:00 pm.

The workshop is sponsored by and held at the Mobile Arts Council. This workshop is for artists and craftspersons wishing to improve their business skills and grow a more profitable business.

The day long workshop will assist artisans in turning their hobby, or marginally profitable businesses, into profitable ones.

Previous workshop participants have raved over this one-day, intensive session that will help artisans learn what to do to sell their work on the open market.

Local speakers will teach participants:

- How to price their work,
- develop their career,
- get into a gallery or shop,
- get prints made with a limited budget,
- know what to put into a gallery contract, and
- much more!

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz

Build a Business Series**Thinking about starting a business?**

This series of classes cover important aspects of starting a business:

You will learn:

- how to collect and analyze information relating to your industry which will allow for intelligent decision making based on facts and market trends, not on hunches or wishful thinking.
- the elements of an effective business plan and how to use it as a tool in making business decisions; and
- how to understand, manage and record business transactions in order to properly handle your business financial matters.

Tuesday, June 5– How to Write a Business Plan
Tuesday, June 12 – Market Research
Tuesday, June 19 – Legal Considerations
Tuesday, June 26 – Accounting Consideration
Tuesday, July 10 – Marketing & Sales
Tuesday, July 17 – Raising Capital

For more Information on this event or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz

Community Events

Zonta Club of Mobile

Zonta Club of Mobile is hosting an auction to benefit Mobile area women's and children's charitable organizations.

Please join us for Blue Jeans & Bluegrass, Zonta's 2nd Annual Auction fundraiser, benefiting Emma's Harvest House, Our Sisters' Closet, Penelope House and McKemie Place, a Shelter for Single Homeless Women.

The event will be held on April 10, 2007 from 6:00 pm to 8:30 pm at Corpus Christi Banquet Hall. The event will feature a silent and live auction, dinner catered by Naman's Catering, live Bluegrass music, and many great sale items. Tickets are \$25.00 per person to attend. Call Leslie at 895-1912 for tickets or more information.

South Alabama Regional Planning Commission

South Alabama Regional Planning Commission and the City of Mobile are pleased to announce the 9th Annual Business Expo/Job Fair on May 4, 2007m at the Mobile Civic Center.

This Fair brings employers and prospective employees together to evaluate and explore each other's needs and expectations for the successful advancement of our communities.

For more information, call Voncille H. Thomas or Terri Pringle at 251-433-6541 or 251-652-0585 or visit their website at sarp.org.



The Women's Business Center is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accomendations for persons with disabilities will be made if requested at least two weeks in advance. Contact LaToya Brooks at 252-660-2725, 1301 Azalea Rd, #201A, Mobile, AL 36693. info@womenbiz.biz.

Women's Business Center, Inc.

email: womensbusinesscenter@ceebic.org