



WomansWork

The Notebook For Buckinghamshire

March 2013

Hi Readers

I am very pleased to introduce myself as the new Editor for The Buckinghamshire Notebook. My name is Penny Dablin and I'm a freelance copywriter based in Aylesbury. Lesley Kershaw is enjoying time with her grandchildren.

Please send any news, articles or information for future issues to womanswork@pennydablin.com I'm happy to help.

There's lots of interesting information in this issue so make yourself a cuppa and read on. Enjoy!

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Your News

Spring Into YOUR New Life

March Workshops: a chance to make some real changes and plan your year ahead. Saturday 16th – **Going For Gold** – Discover what you really want. Sunday 17th – **Planning Your Action** – Take your goals and plan the actions to make it happen. Workshops can be booked individually at £33.30 or come to both for just £50. 9am-12.30 in Milton Keynes. Book your place at:

<http://www.clarewildmancoaching.co.uk/services/24-workshop-schedule/>

Handmade Little Treasures

A new handmade selection of eclectic jewellery, inspired by nature and purity. Pieces of art made with argento and brass 0.3 and semi-precious stones such as corals, pearls, aquamarine, amethyst, garnet and citrine. Prices range from £76.00-£87.00 per piece.



The collection is also available on a wholesale basis with a minimum order of 30 pieces. If you are interested in starting your own business by selling our accessories we would love to hear from you, contact Anastasia at info@luxuryaccessories.co.uk Or visit www.luxuryaccessories.co.uk

Free Offer

Is your website working as well as you'd like? If not, it may be because the words on the page are not attracting the right customers or not enticing people to buy. I'm offering a free Website Copy Health Check during March. For more information sign up here: <http://bit.ly/YaePqP>

Opportunities

Business Opportunity

AV Luxury Accessories is looking for Sales Agents / business partners.

If you enjoy social selling and would like to start your very own jewellery business at NO RISK then maybe our proposal might be of interest. We would like to give an opportunity to ladies who have lost their jobs, or full-time mums, to have the chance to earn a good income.

Email us at info@luxuryaccessories.co.uk and we will be happy to send you our price catalogue as well as our presentation for your review. See our website to view the complete collection: www.luxuryaccessories.co.uk

Your Arts & Crafts

Teabag Artist

Malcha Creations. Using the decoupage technique with recycled tea bags, I produce beautiful hand-painted wall panels, plaques, photo frames, mirrors, glass tea light holders, trinket/gift boxes, jewellery boxes, tissue box holders, pot pourri boxes, greetings cards and some exciting "one offs".



Contact Marilyn on malcha@live.co.uk Visit <http://www.malcha.weebly.com>

Events

Free CYM Course

Saturday 9th March, 10.00am - 2.30pm at The Quaker Centre in Downhead Park, Milton Keynes. Lunch and drinks will be provided. Open to anyone.

Topics include stress, depression, anxiety, confidence, nutrition, exercise, barriers to wellbeing.

Please email info@climbyourmountain.org to book a place or ask any questions.

Your Books

The Lazy Website Syndrome

by Tony Messer and Pilar Torres Wahlberg.



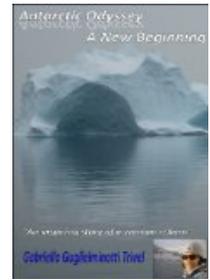
Most small business owners struggle to attract new customers to their business using the Internet. The unfortunate truth is that if you do not have an effective Internet marketing strategy and social media plan then you need to be prepared to go out of business! Packed full of examples and extra online resources. A Step by Step Internet Marketing Plan that any business owner can use to dramatically grow their business. Why Most Websites are just not working and how to fix this - quickly!

Available from Amazon <http://amzn.to/155ewba>

Antarctic Odyssey: A New Beginning

by Gabriella Guglielminotti Trivel.

The story of Gabriella's journey to the end of the world with a group of people who went to Antarctica to face fears and limiting beliefs. She went to Antarctica to test herself and put into action first hand in a dramatic way what she learnt and then pass it on to others. In this book she describes her inner journey while she was down under with penguins, seals and the ice.



Available for Kindle from <http://amzn.to/XMLzLd>

Articles

Divorce - The Women's Lawyer

January, the month of the Divorce, when warring couples are more likely to file for divorce. Lawyers warn that thousands of people could find splitting up harder and more costly this year.



From this April, £350m will be cut from the £2.2bn legal-aid bill, and state-funded legal advice for spouses arguing over wealth or custody of their children will be limited to cases that involve domestic abuse. More than 32,000 cases will no longer be eligible for legal representation in court. The number of those turning to "DIY divorce kits" and even phone Apps are expected to surge.

* The Co-op recently launched its own do-it-yourself divorce packs, starting at £99 up to £475 for a fully managed split. Tesco already has its own version, as does WH Smith.

* Charities are also helping those who arrive at court unattended. The Personal Support Unit, a part-government-funded charity working with "litigants in person" – or people without legal representation in courts – have seen a 35 per cent increase in the number of users in the past 12 months. Last month, the Government insisted there are alternatives to court and announced an additional £10m funding for mediation, where the average cost of resolving property and finance disputes is around £500 for a publicly funded

client, compared with £4,000 in court. Mediation is often more effective, less costly and less acrimonious than court proceedings.

* A further alternative would be the use of The Department of Work and Pensions (DWP)'s new divorce app as part of a £20 million scheme to help couples going through separation and divorce.

* Sorting out Separation offers information on how to avoid a separation and the various legal, practical, emotional and childcare issues surrounding the end of a relationship, including housing, money and finance, work and benefits, and resolving conflict.

* I have combined my legal knowledge and passion to help women and launched The Women's Lawyer. I will work with women to achieve a fair result on an affordable and approachable basis, initial meetings are free and then, should I be able to help with your divorce or relationship breakdown, I will give you a breakdown of what exactly needs to be done and the costs related to such. No hourly rates, a simple fixed fee, which covers my time and efforts.

Camilla Choudhury - Khawaja
<http://www.thewomenslawyer.co.uk>

How to Write Headlines That Work

Whatever marketing material you are producing, whether it's a brochure, a flyer or a website, it's completely useless if no-one reads it! The headline is the first thing that your readers will see and the headline is what determines whether they will read on or not.



So it is vital that your headline is one that will attract your ideal client, draw them in, and make them want to read more. Without an effective headline your marketing material will not be read and will not be acted upon.

So what makes a good headline?

Good headlines should include as many of the following five characteristics as possible:

1. Connect emotionally with your audience. Dry facts are not attractive, always remember your

readers want to know what's in it for them, why should they bother to read on. A headline such as "Amazon jungle drug extends lifespan" could be vastly improved by rewording to connect emotionally.

2. Arouse interest and curiosity. A good headline will entice the reader through arousing curiosity: "Secrets from the Amazon jungle that could extend your lifespan by an extra 50 years!" This headline is more likely to make the reader curious and want to find out more.

3. Ask a question to which your ideal clients will answer "Yes". Asking a question in your headline will automatically cause your reader to answer that question in their own minds. This helps to call out your target market: "Are you ready to live 50 years longer, happy and healthy?" The reader would instantly think "Yes" and want to read on to find out more.

4. Make a big benefit claim in your headline. If you use this type of headline you must be able to prove your claim and prove it quickly in the following text. The examples above all make a big benefit claim. Here's another version: "Live an extra 50 years and see your great-great grandchildren grow up". However, be wary of making a claim that is too big to be believed – even if it's true!

5. Include your guarantee. If you are making a big claim for your product or service, and you can guarantee the result then say so in the headline. "Live 50 years longer, happy and healthy – Guaranteed!"

If you keep these five points in mind as you craft your headlines you should find that more people read your marketing material and more people respond to it.

Penny Dablin, Freelance Copywriter
<http://www.pennydablin.com>

Networking

Athena Network



Lunchtime networking for women in business. Lunches from 12.00 to 14.00. Different venues.

Aylesbury 2nd Tuesday and 4th Wednesday of each month; High Wycombe 2nd Thursday and Marlow 3rd Thursday. Contact Sylvia Baldock for details: sylvia.baldock@theathenanetwork.com 07909 914815.

Athena Networking: Amersham 1st Tuesday each month; Beaconsfield 1st Thursday. Contact Jacqueline Rogers 07834 686706 jacqueline.rogers@theathenanetwork.com

Useful Information

HMRC Complaints

If you are unhappy with the HMRC service, please let them know in writing as soon as possible. Usually speaking to someone in the office you have been dealing with, or to one of their helplines, will allow them to put things right quickly. The number will be on any papers they have sent you. If they are unable to resolve your concerns, you may like to follow the formal complaints procedure. Examples of things that you may not be happy with are:

- * Unreasonable delays
- * Mistakes
- * How you have been treated by their staff.

For further information on their complaints and guide lines visit <http://www.hmrc.gov.uk/complaints-appeals/how-to-complain/make-complaint.htm>

HMRC E-Learning Course

Working for yourself and have a lot of questions about tax, National Insurance, business records and expenses? This course will build your confidence by guiding you through everything you need to know to get started. There are useful tips from others who have been where you are now and practical case studies.

It's entirely up to you. You can work through the learning at your own pace and at a time that suits you. You don't need to do it all in one go, you can dip in and out as you need it and even go back to it at a later date.

To find out more go to <http://www.hmrc.gov.uk/courses/syob2/syob2/index.htm> and hit Go.

Your Websites

www.beyondbrooke.co.uk

An independent online boutique specialising in beautiful in sizes 12-26 A handpicked collection of evening wear, great dresses, separates for work and pretty accessories.



Fabulous After 50

Ceri Wheeldon is the founder of the Fab After 50 web site and a great supporter of women. Sign up today for an amazing source of useful information. Visit www.fabafterfifty.co.uk

Deadline

April 2013 Edition

Please send your information no later than 12 noon on Monday 25th March. To make life easier please send your information to me as soon as possible at womanswork@pennydablin.com

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