



WomansWork

The Notebook For Buckinghamshire

December 2013

May I take this opportunity to wish you all a very happy Christmas and a Prosperous New Year.

Welcome to the December edition of the Buckinghamshire Notebook.

I regret to inform you this is the last edition of the Bucks Notebook that I will be editing.

If anyone reading this would like to take on the role please contact me and I'll put you in touch with the right people. My email address is womanswork@pennydablin.com

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Your News

Bear For An Angel

Michelle Dayson runs a non profit organisation called Bear for an Angel. They fund teddies and certificates of life and offer an emotional support network to families who have lost a child. If you have been affected by miscarriage, baby and child loss to the age of 16, then please visit www.BearforanAngel.com or email Michelle on cardsshelly@gmail.com Twitter address @BearforanAngel



A Holiday Let With A Difference

When you holiday in Chestnut Cottage you have the option of renting our Southwold beach hut. The hut is on Southwold Promenade, Suffolk, near the Lighthouse, about 20 min walk away from the cottage.



Chestnut Cottage has 2 bedrooms, one double bed and one with 2 single beds. Located over Might's Bridge in Reydon, it is very well equipped and highly recommended. School holidays get booked up quickly so it is advisable to book as soon as possible.

For full details visit www.chestnutstudios.co.uk and www.southwoldholiday.com

You can also see photos and read comments left by our visitors.



Please telephone Judith Chestnut on 01473 735343 if you have any queries or would like to make a reservation.

Writing for your Business

Have you ever sat staring at a blank screen, or page, waiting for the inspiration to write a compelling sales piece?

Maybe you have struggled to write the information for your website, or an article?

If so, you will know it can be a daunting prospect (not to mention time consuming)! As a former teacher, and now a business owner, I can empathise with that. I also know that now is the time for you to be planning ahead for 2014, before it is upon us.

I'm Mel and I help people to write for their busi-

ness. People come to me for different reasons. Some attend seminars to learn about how to write persuasive copy themselves, and others ask me to write their copy for them. Writing for other people is a varied and exciting role.

- Do you want to find out more about writing for your business?
- Do you want to ask me to write something for your business?

If so, please contact me to see how I can help you.
Email: mel@melveltraining.co.uk Phone: 07870 789 482

SPECIAL OFFER: You will save yourself 10% if you book my services for December 2013!

The Infamous Gathering

Charades again this Christmas, or something a little bit different? Do your friends and family enjoy a Pantomime at Christmas? Ever fancied starring in one? Or better still, watching your family and friends in one? Any similarity to the pantomime 'Cinderella' is purely intentional. This pantomime is slightly on the unusual side however – not only does it star your entire family there are also riddles, clues and games along the way. "The Infamous Gathering" lasts approximately 1½ hours. Enjoy! See the website at <http://www.actingtheparty.co.uk/christmas-game-for-families/> for more details.



Articles

Are you making these copy mistakes on your website?

by Penny Dablin

I've been reviewing a number of websites for people recently, advising them on how to alter the text to be more effective and attract more buyers and more interaction with their visitors.



And I see the same mistakes over and over again. There are five really crucial mistakes that you could be making that will be costing you leads, sales and profits.

Mistake #1 – Having a headline that doesn't attract your prospects to stay on the site

The purpose of the headline is to entice the reader into the rest of the article or ad. If your headline doesn't draw the reader into the rest of the article or sales letter then your copy won't be read or acted upon.

So the headline is one of the most important parts of every single web page.

Mistake #2 – Not making it clear who you are talking to

Who is your target market? Who are your ideal clients? Decide on your niche and then target all your copy at that particular type of person.

You can't market effectively to everyone, so you have to narrow down your target market to a group you can define and identify.

Once you have identified your ideal clients, you can make it clear in your copy who you are talking to. Your ideal clients will recognise themselves and feel you're speaking directly to them – which is what you want.

Mistake #3 – Not having any way of collecting names and email addresses from your visitors

How many websites have you visited once, and once only? You found what you were looking for and left, never to return. Your visitors are just the same! They've found your site while searching for the answer to some problem and they've either found the answer or not, but they've left, never to return.

Most people do not buy on the first visit to a website. In order to convert your visitors into buyers you will need to develop a relationship with them – and you do that by keeping in touch. And you can only keep in touch if you collect their details!

Mistake #4 – Having your website all about you and your company

Everyone's preoccupation is themselves. Your visitors have come to your site looking for the answer to some problem. They are not interested in how long you've been in business, or what you do. They are only interested in whether you can help them with their current problem.

Your copy needs to explain what you do as benefits to your ideal clients. This is particularly so when you are selling a service.

Write your copy with the benefits to your clients foremost.

Mistake #5 – Not having a clear, strong call to action

What do you want your visitors to do when they're on your site? Do you want them to sign up for a free giveaway? Or purchase off the page? Or comment on a blog post?

Whatever it is you want them to do, you have to tell them to do it! Don't expect them to know.

Conclusion

So there you have them, the 5 most common mistakes I see with the copy on websites that is certainly costing the business in lost leads, lost sales and lost profits.

Don't let that be you!

Contact me for a free review of your website copy during December penny@pennydublin.com

Your Arts & Crafts



Events

Free CYM Course

The next course is on Saturday 7th December (10am to 2.30pm) open to anyone... the course covers a wide range of topics including stress, depression, anxiety, confidence, barriers to wellbeing, nutrition and exercise. Please email info@climbyourmountain.org to book a place or ask for more details.

Your Books

50 Stress Management Tips: For Business Owners, Directors, Managers & Professionals

by Liz Makin

Liz shares with you some of the wealth of practical straightforward stress management tips and strategies that she has accumulated through her work supporting business owners, directors, managers and professionals from small and medium sized companies to international organisations, who are finding it difficult to cope with high levels of stress at work or in their business. Alternatively use it as a source of reference as and when appropriate. Kindle version available from Amazon

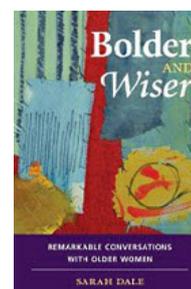
<http://www.amazon.co.uk/dp/B00E1LPMKW>



Bolder and Wiser

by Nottingham psychologist Sarah Dale

Sarah has just published her latest book based on conversations with twenty women aged 60-85 where she asked them "what matters?" and "what doesn't?" as they look back. She takes a personal approach as she works out what this means for her as she approaches her fiftieth birthday. Available from Amazon.co.uk.

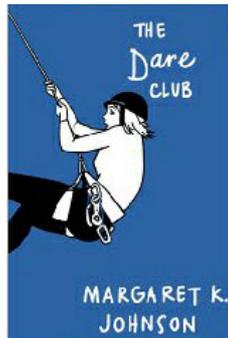


The Dare Club

by Margaret K Johnson

Aleysha, Nick, Colette and Emma are on a mission to scare themselves into forgetting their problems. But will it work?

When four very different people meet at a Lift Up course for the newly divorced or separated, there are initial tensions. Aleysha hasn't accepted the fact that her 7-month marriage is over. Nick is struggling with being a single parent. Colette is still dealing with the health problems that caused her husband to walk out on her, and Emma is a dumper, while the others are dumpees.



As the group get to know each other, Colette suggests they start a dare club. If they're cavorting several metres off the ground, or standing under a spotlight, it's bound to help them to forget about their troubles, isn't it? At the very least, they'll have some fun, and who knows? It might just change their lives forever. Available from Amazon.co.uk.

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.

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

Banbury 4th Thursday each month; Bicester 1st Thursday. Contact Claire Newell claire.newell@theathenanetwork.com 07771 881600

Membership of Athena is open to professional business women who own their own businesses. It is also open to women employed by companies in roles where they are responsible for generating business and gaining new clients. To book for the next meeting or to discuss membership, please contact the individuals listed above.

Useful Information

Tax Returns

Remember 31st January 2014 is the deadline for self assessment returns and is fast approaching.

Business Link Helpline

The Business Link Helpline (0845 600 9006 - 9.00am - 6.00pm Monday to Friday) is ready to help you with any simple or complex business issues you may have. Just give them a call to receive straight forward advice.

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