



# WomansWork

## The Notebook For Buckinghamshire

November 2013

### Hello Business Women of Bucks

Welcome to the November edition of the Buckinghamshire Notebook.

Remember, this is your publication so what's included is down to you! I'm looking for articles, news about your business, any special offers you have. In fact anything that might be of interest to business women like you!

Please send your contributions for future issues to me, my email is: [womanswork@pennydablin.com](mailto:womanswork@pennydablin.com)

Lots to read in this issue so make yourself comfortable and enjoy!

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## Your News

### Get Ready For Winter!

Make sure you're not burgled this winter by having BS locks installed. Lower your heating costs with winter repairs and eco property improvements. And take advantage of our 10% discount on all services booked before 15th December.

Your One Stop Shop for all handyman repairs etc in South Bucks and South Herts. Inviro Solutions. Call Flo on 01494 671308. Or check the website at <http://invirosolutions.co.uk/>

### Psychology In Business

Want to learn more about how psychology can help you in business? Then you may like to sign up to People Tonic's free new newsletter. The psychologists at People Tonic will be writing articles on subjects such as building client relationships, dealing with difficult people, being assertive, managing employees, delivering effective presentations and much more. If you are interested please sign up at <http://www.peopletonic.co.uk>

## Events

### Are You Listening!!?!!

#### Improve your communication skills

##### An Introduction to NLP

Wed 6th November, 9:15 - 12:15  
Portland College, Mansfield  
Nottingham.

£43

To find out more and purchase your ticket see <http://www.steps-forward.co.uk/introduction-to-the-power-of-nlp/>



##### Also Feel The Fear And Do It Anyway

Sat 9th November - Derby  
Sat 16th November - Leicester  
Sun 8th December - Nottingham

£95 or £67 for multi bookings.

For more information and to book your ticket see <http://www.steps-forward.co.uk/feel-the-fear-and-do-it-anyway/>

### KoffeeKlatch conversations

KoffeeKlatch conversations are live conversations with experts who talk about the issues that really affect you at work. These are free - all you need is a phone.

## All About Leave

Tuesday, 12 November 2013 @ 2:00 pm

Is holiday a sore point in your organisation? Does everyone want holiday at the same time? Do you struggle to cover during school holidays or towards the end of your holiday year? We will be sharing with you top tips on managing leave requirements. Book your place here <http://koffeeklatch.co.uk/>

## Managing Freelance Workers

Thursday, 21 November 2013 @ 2:00 pm

Self employed contractors and freelance workers have a range of rights under employment law. Do you know what they are? You may be running up liabilities you know nothing about. From tax to minimum wage -things are not always what you think.

Book your place here <http://koffeeklatch.co.uk/>

## Writing From Your Heart

Are you speaking with your authentic voice through your writing?

Join this fonline gathering during November if you want to make sure you're writing from your heart and moving into your full power as a transformational catalyst.

The Gathering takes us through 3 explorations:

- Week 1: What is authentic voice and what stops us finding and using it?
- Week 2: Learning how to trust your inner voice – the voice of your heart and soul
- Week 3: Transforming the world with your authentic voice

Register now to ensure your place. There is a form to register your interest on

<http://www.writingfromyourheart.com>

## SEX - is this the most dangerous human activity for humans and all life on earth? (OWF Event)

Wednesday, 13 November 2013, 6.30pm

Professor John Guillebaud is Emeritus Professor of Family Planning and Reproductive Health at University College London and a lively and entertaining speaker.

He will guide us through the dramatic consequences of allowing population growth to continue unchecked and the moral and ethical issues facing society in addressing this

problem. China, birth control, differing cultures, teenage pregnancies and a growing trend for women to choose not to have children all form part of the debate. Please do join us for what promises to be a stimulating evening.

For more information and to book contact Deborah Pluck, Tel: 01865 559900

## Business Development Training Courses

Wenta offer business start-up advice and guidance, business training and development opportunities, business centre premises and education programmes.

They are running several courses throughout November in Beds and Herts close to our area.

Check out full information on their website at

<http://www.wenta.co.uk/>

## From PA to VA – Be Your Own Boss

Friday 22nd November

10.00 - 16.00 at London

venues and cost £347 for

one day. A comprehensive

workshop for EAs, PAs,

secretaries and

administrators who are

serious about launching

their own business - or

who have recently set up

as a Virtual Assistant.

Becoming a VA is ideal if

you want to work from

home, work flexibly, are

facing redundancy or want work to fit in with your

lifestyle.

This small, interactive workshop is designed to help

you get going with your new business and how to

avoid the pitfalls.

- Set up a VA business
- Find clients
- Market your business
- Work with other VAs

These upbeat, interactive and stimulating sessions

are designed for small groups if this is of interest to

you, please contact Susan Moore for full details at

[smoore@mooreva.co.uk](mailto:smoore@mooreva.co.uk) To book

<https://www.eventbrite.co.uk/event/8347037213>

## CYM Free Course

The next free CYM course is planned for Saturday 14th December (subject to venue confirmation). The course is open to anyone and covers a wide range



of topics relating to health & wellbeing with a focus on stress & depression. To register a place please email [info@climbyourmountain.org](mailto:info@climbyourmountain.org)

## Trends & Future of Digital Marketing

6th November, 6.30 - 8.30pm at University of Buckingham, Anthony de Rothschild Building - Business School, Hunter Street, Buckingham MK18 1EG. Cost £7.50.

What's currently trending in the digital marketing space? Where is this going and what's coming next? Where's the future? A flavour of what is state of the art in digital marketing. Topics covered include the use of smart-phone technology to provide key information, digital marketing campaigns of the future, what real-time digital marketing will be like, information gathering of target audiences, use of social media, remarketing and geo-tagging and near-field technology.

To book visit

<http://www.cim.co.uk/Events/EventDetails.aspx?cri d=59140> or for further information call 01628 427340.

## Your Arts and Crafts

### Town Farm Art Show Cheddington

Eight artists showing paintings, textiles, ceramics, sculpture, woodcarving, woodcraft, contemporary basketry and jewellery. Plus mulled wine, mince pies and Christmas cake!

**One weekend only: Friday 22nd to Sunday 24th November 10am - 5pm. 6 Town Farm Cheddington Nr Tring LU7 0TT.**

Please park on High Street not in Town Farm. Free entry. Donations for refreshments in aid of Rennie Grove Hospice Care.

## Treat Yusef



TREAT YUSEF  
UNIQUE TIBETAN & SILVER 925 JEWELLERY  
07581 076 823  
WWW.TREATYUSEF.COM

## Articles

### Need life-changing decluttering? Get online!

No matter where you live, you can now get help with all that decluttering you've been putting off...



Bletchley based life coach Clare

Wildman and Daventry based organiser, Judith Morris work together under the banner Make Space for You.

MAKE SPACE  
FOR YOU

The brand re-launched on 7<sup>th</sup> October and offers an online solution to all your clutter based challenges.

Especially effective if you're moving house and need to declutter in a hurry. Downsizing? Not a problem! Why pack all your clutter and then pay a removal firm to transport it to your new place?

Judith and Clare help you address the issues that are most pertinent to you. Whether that be: how to sort, how to store, what emotions effect your collection of 'stuff', clarity in your thoughts or how to dispose of items you no longer require.

*"Each service has a bespoke element", explained Clare. "Judith and I understand that everyone is an individual and so their clutter and their solutions will be completely unique to them".*

The range of support includes anything from **Clarity** through to **Bronze level Commitment** with various options in between.

**Clarity** is perfect if you're ready to tackle your clutter once and for all. Your photos and completed questionnaire form the starting point for a 90 minute personal Skype/phone call. You then receive a detailed personalised report with insights into how you can burst through your overwhelm.

**Bronze level Commitment** gives you access to a library of thought provoking documents and the

chance to give and receive support in a group of like-minded individuals.

You select the support option that best suits your situation, your way of working and your budget.

*"We work with our clients to establish tailored solutions", added Judith. "This is why Make Space for You has such a powerful impact. What we have on offer is so much more than just taking a few bags to a charity shop. It has the potential to be literally life-changing."*

If you're wondering where to start with your cluttered spare room, or can't get into your garage, you will find more information at:

<http://www.makespaceforyou.co.uk>.

or send an e-mail to

[space@makespaceforyou.co.uk](mailto:space@makespaceforyou.co.uk)

## Your Books

### The Business of Being Social

by Michelle Carvill and David Taylor



A practical guide to harnessing the power of Facebook, Twitter, LinkedIn & YouTube for all businesses. From the basics to the most complex issues this book breaks down every aspect of social media and explains step-by-step how you can create a strategy for success.

Social media exploded onto our

screens but most businesses use traditional marketing methods and are confused how to harness the benefits. Make sure you're using social media to its full potential.

Available from Amazon at [The Business of Being Social](#)

### The Kitchen Table CEO (Free ebook)

A six-step guide to managing your business from the kitchen table. Wouldn't you like to feel that you were running your business instead of it running you?



If you feel like there are not enough hours in the day and you do not have time to catch your breath, this book is for you! Get your free e-book today at

<http://www.ankrahassociates.co.uk/free-e-book/>

### Strategies For Being Brilliant

21 Ways To Be Happy, Confident and Successful [Kindle Edition] by Susan Ritchie

For anyone looking for practical ways to cope with what life throws at you.

Steeped in Sue's deeply moving personal

experiences and superb at reminding us all that WE

have the power to change

and to choose how we respond to situations.

Read this book and complete the suggested tasks to be liberated from fears, self doubt and empowered to take action.

Available from Amazon at [Strategies for Being Brilliant](#)



### Stunning Email Newsletters

by Rosemarie Gant

Email newsletters are a great way to promote your business but to be effective you need to be sending them out fairly regularly. This introduction to the Mailchimp way of doing email newsletters will get you up and running with your first campaign and then feel confident to easily send out newsletters as often as you wish.

This step-by-step guide (with lots of pictures) will take you through

\* How to create your Mailchimp account and the things you really need to get right but can be easy to miss

\* Importing existing client lists – and whether that's a good idea!

\* How to use the sign-up process to start that engagement with your potential customers right away, before they have even received your first newsletter



- \* Sign-up forms: how to create them and where to put them!
- \* How to provide a giveaway to encourage people to sign up to your list
- \* Check whether your newsletters are being read and if not, what to do about it

Are you ready to start sending out great looking newsletters to your clients? Cost £8.95 from <http://rosemariegant.com/blog/downloads/introduction-mailchimp/>

## 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@theathenetwork.com](mailto:sylvia.baldock@theathenetwork.com)  
07909 914815.

Amersham 1st Tuesday each month; Beaconsfield 1st Thursday. Contact Jacqueline Rogers 07834 686706  
[jacqueline.rogers@theathenetwork.com](mailto:jacqueline.rogers@theathenetwork.com)

Banbury 4th Thursday each month; Bicester 1st Thursday. Contact Claire Newell  
[claire.newell@theathenetwork.com](mailto:claire.newell@theathenetwork.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.

## Women In Business Network – WIBN

20th November 12 noon - 2.00pm meeting at Best Western Buckingham Hotel, A421 Ring Road, Buckingham MK18 1RY.

20th November 12 noon - 2.00pm meeting at The White Hart, 3 Three Households Chalfont St Giles HP8 4LP.

12th November 12 noon - 2.00pm meeting at Grouse & Ale, High Street, Lane End, High Wycombe HP14 3JG.

5th November 12 noon - 2.00pm meeting at Abbey Hill Hotel Monks Way Two Mile Ash Milton Keynes MK8 8LY.

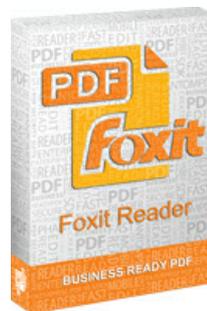
To book a place contact Janine Beattie email [janine@wibn.co.uk](mailto:janine@wibn.co.uk)

## Useful Information

### Will Aid

Will Aid takes place every November. Hundreds of solicitors offer to draw up straightforward wills for a suggested charity donation. Is your will up-to-date? Find a participating solicitor near you at <http://www.willaid.org.uk>

### Foxit Reader



For PCs a small, free fast, and feature rich PDF viewer which allows you to open, view, sign, and print any PDF file. Foxit Reader is a high volume PDF reader providing a complete PDF creation solution, providing the power of PDF creation to every desktop. It comes with comprehensive protection against security vulnerabilities. Visit [http://www.foxitsoftware.com/Secure\\_PDF\\_Reader/](http://www.foxitsoftware.com/Secure_PDF_Reader/)

## Deadline

### December 2013 Edition

Please send your information no later than 12 noon on Monday 25th November. To make life easier please send your information to me as soon as possible at [womanswork@pennydablin.com](mailto:womanswork@pennydablin.com)

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