

The Kingston & Area 

# HOME BUSINESS calendar.htm A·S·S·O·C·I·A·T·I·O·N

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Voice of the Home Business

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## What Is KAHBA?

The **Kingston & Area Home Business Association (KAHBA)** is a group of home-based entrepreneurs, both full and part-time, offering experience, education, information, and support to each other. KAHBA is proud to announce it is now in its 15th year of existence. Initial membership to KAHBA is \$55.00 for the first year, and \$45 for each yearly renewal. For more information, please contact our Membership Director, David Kempson at 544-2178, or contact any executive member on our website [www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca).

### KAHBA's Executive

The KAHBA executive is as follows:

President - Paul Grass; Vice-President - Lorayne Bradshaw;  
Secretary - Stephanie Stone; Membership - David Kempson;  
Treasurer (acting) - Lyle Merriam; Guest Director - Sidney Berry;  
Publicity - Gerry Koster; Newsletter Editor - Fred Georgeadis

### Mailing Address

**KAHBA**  
**PO Box 35051, Stn Kinston Centre**  
**Kingston, ON K7L 5S5**

### Web Site

our web site is:  
[www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca)

### Next KAHBA Meetings

Meetings are usually held once per month. Our next meeting will be at the Liason College, on Bath road on Saturday, 10 Mar 07 - times are 08:00 - 10:30 hrs. As well, KAHBA holds evening mtgs, to accomodate those who are too busy for Saturday mornings. This happens on the last Monday of each month- times are 6:30 - 8:00 pm. - place will be announced shortly.

### Guests and Potential Members Are Always Welcomed

Membership to KAHBA is always Welcomed. Please take the time to bring a friend who may be considering, or already has, a home-based business. Guests who wish to just check us out, are also welcome to do so. See you at the meeting!!

*This Newsletter designed by:*

 **Creative Solutions**  
Design  
fgeorgea@cogeco.ca

## The Greeting Card that Made Me Pick Up the Phone

By David Frey

As we all do, I get a LOT of promotional letters in the mail. After sorting them into two piles, the first pile I end up opening and the second pile I just throw away without opening them up.

Gary Halbert has referred to this as the pile "A" and pile "B" syndrome. If your letter or card ends up in the "B" pile it's going to get thrown away without even being looked at.

So of course you want all the mail that you send to your customers and prospects to end up in the "A" pile.

I want to tell you about two letters that I got in the mail in the past several months that caused me to take action.

Both were from people that I did not know personally...but their message was so compelling that it made me do something.

**What Could You Put In a Card that Would Be So Powerful that It Would Force Your Reader to Pick Up the Phone and Call You?**

Let me answer that question for you by asking you a question.

QUESTION: What is the most important word and picture in the world for you?

ANSWER: Your name and a picture of you.

It's the truth.

Think about it...when you look at a photo with a bunch of people in it...and you're in the

photo as well, what do your eyes immediately focus on?

YOU! That's right.

And when you hear your own name don't you immediately perk up? When you see your name in print doesn't it capture your attention?

Of course.

So back to the cards that I received.

What do you think was in the cards that made me pay attention and pick up the phone?

Both cards used my name in a very flattering way and included pictures of my product.

Here's the first card. Take a look.

<http://www.davidfrey.us/recommends/cards>

This card is from Kevin Thomas who is a relationship marketing coach. When I saw him holding my Instant Referral Systems in the air and read his flattering comments, I had to call him up and thank him.

He was able to get me on the phone with a simple greeting card that included a photo and kind words. Kevin has used this same tactic very successfully to get on the phone with a lot of other influential people.

**NOTE:** If you're interested in the system that Kevin is using to create these customized cards that he sends from his computer go to <http://www.SendReferralCards.com>

*(continues on ..pg. 12)*

## TALES FROM THE SHIRE

Home inspection is relatively a young profession. The first association was formed in the mid 1970's. Contractors, engineers, architects and other specialists were asked by homebuyers to comment on their proposed purchase. If it made sense to check out a used car before buying, it made more sense to have a home checked.

The home inspection business started in the eastern United States and headed west to California. Today home inspection has become popular throughout North America. Today more than 50% of resale homes are inspected. In some markets the number approaches 100%. 30% of the homes sold in Ontario were inspected in 2005.

Home inspection is still unregulated in most of North America. Anyone can hang out a shingle and call themselves a home inspector; however, only those who have completed the in depth home inspection course and designated 250 paid home inspections can be designated RHI – Registered Home Inspector. There are 180 inspectors in Ontario of whom only 30 are OAHI members and 95 candidates for membership. Home inspection industry in Ontario has doubled over the last five years.

In 2003, there were more than 5000 registered home inspectors. Today, it is estimated there are between 20,000 and 25,000 home inspectors in North America. Between 4,000,000 and 5,000,000 homes are sold annually in

North America. The theoretical capacity of a home inspector is 500 inspections per year. It is estimated the average home inspector does 200 inspections per year.

The reality is home inspection is not a mature profession. Even when the market matures, there will always be room for new practitioners due to competition and attrition.

Thanks to Carson-Dunlop and the American Society of Home Inspectors for their statistics.

Article submitted by Patrick Glover, a member of KAHBA and owner/operator of SHIRE OAK Home Inspection Services. He can be contacted at: **Phone:** (613) 386-3701

**Email:** [homes@shireoak.ca](mailto:homes@shireoak.ca)

**Website:** [www.shireoak.ca](http://www.shireoak.ca)

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### **Handy Dandy Tip...**

**Kill Fleas Instantly!** Dawn Dishwashing liquid does the trick. Add a few drops to your dog's bath and shampoo the little fella thoroughly. Rinse well to avoid skin irritations. Goodbye Fleas.

*This handy-dandy tip  
submitted by:*

**Paul MacGregor**  
613-384-0339 or  
1-800-465-1638



## ***Welcome to New KAHBA Members***

Please welcome new members:

Welcome to Janssen Adreano, who has recently joined us with his business:

### ***The Competitive Edge***

Janssen provides the following:

Service & Quality Evaluation/Reporting, (Mystery / Secret Shopping), Employee Performance Development, Certified Training & Curriculum Creation, Employee Incentive Program Planning & Implementation, Customer Experience Researching and Reporting.

Contact him at:           **Phone: (613) 530-7448**

**Email: [jadriano@thecompetitiveedge.ca](mailto:jadriano@thecompetitiveedge.ca)**

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Also please welcome Sherry LB Johnson and her business:

### ***Skweeks Bed and Kitchen***

**Address:** 3-15 Wellington St.  
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K7L 3B7

**Hostel/Bed and Breakfast**

**Phone:** (613) 536-1916

**Email:** [skweek@kingston.jkl.net](mailto:skweek@kingston.jkl.net)

## **Assessing Your Progress**

**by Nan S. Russell. All Rights Reserved**

I'm not a big fan of New Years resolutions. Sure I've made dozens of them, all with good intentions and a bit of magical thinking, believing this time the resolution will stick. Maybe a few have, but generally these wishful self-promises end up broken. And when that happens my self-esteem suffers.

You see, every time you break a self-promise, your self-trust is weakened. Every time you give up on your commitments your self-confidence takes a hit. And every time you look back on broken resolutions, your self-assessment hurts, not helps, your performance future.

By contrast, I am a huge fan of goals or dreams or aspirations or targeted focus. Call it what you like. Mine come in a variety of forms, anything from a life-to-do-list to aspirational dreams. But their achievement hinges on the same element - incremental action. I learned in twenty years of management the power behind small steps.

One baby step, then another and another eventually leads to achievement. Most of us are unlikely to hit home-run equivalents with our work or life goals. But by incrementally nibbling at them, we can accomplish most anything, actualizing life dreams and winning at working. Like the Chinese proverb reminds us, "The man who removes a mountain begins by carrying away small stones."

So, instead of New Years resolutions, I suggest you try an alternative this year. First, assess your progress. Second, align your direction.

## **Heather Simpson**

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**Call Heather at 548-8954**

### ***Guide for Canadian Small Businesses***

The *Guide for Canadian Small Businesses* provides useful information on a broad range of issues, such as how to set up a business, the GST/HST, excise taxes and duties, payroll deductions, and income tax.

#### **National Contact(s):**

Canada Revenue Agency  
Toll-free (information): 1-800-959-5525  
(Business Enquiries and Registrations)  
Toll-free (publications): 1-800-959-2221  
(Forms and Publications)  
Web site: <http://www.cra.gc.ca/menu-e.html>

## LogMeIn - Remote Access and Desktop Control Software for your PC

by the PocketPCDewd (David Dossett)

**LogMeIn** is FREE, secure remote desktop access to your PC from anywhere.

You may remember television commercials from a company called GoToMyPC.com that was offering free accounts for a month to try their service, which was, simply put, the ability to remotely control your home computer from any location in the world, as long as you have Internet access. For those who have to travel, this can be a real advantage. More often than not, we need a file that we left behind, and we don't want to wait for someone to come home to email the file to us. Why not just log onto our computer and retrieve the file ourselves? Also, if we want to check our mail, we can do it within the familiar environment of our PC, rather than the web-based interface that the Internet Service Provider allows.

Logmein offers several versions of their product – Logmein Pro, Logmein Reach and Logmein Rescue, but they offer their basic remote control service free — you only have to pay them if you want to synch files across machines or do remote printing. The big difference between Logmein and GotoMyPC is that the latter costs \$20/mo for each pc. . It can be very expensive if you come in contact with a lot of PCs on an intermittent basis, either as a consultant, or even a “techie” with tech-support-needing friends and relatives.

Considering the zero cost, you can you really maximize the value of the free Logmein service. Install it on a lot of machines. For most techie users, the likely candidate for “lots

of machines” are all those relatives of yours stuck running Windows, but with no idea how to run it securely. Extrapolating from MS sales figures, that's a few hundred million people.

Personally, I've certainly installed it on a lot of friends and family machines to help me help them. Because it's much easier to support someone using remote control, I've been able to not only help them with difficult problems, but I've also been able to delegate support so that family members can help one another. It sure is a lot more convenient and fun than going to their home – especially during those cold Canadian nights! Oh, I should point out that the product works through routers – it does not get confused by NAT (Network Address Translation) that happens on the home side of a router.

But even if you do not assist others, you will find that Logmein is a useful tool to access your home PC from any location worldwide!

*David Dosett is a computer programmer who successfully dabbles with paintings in a very specific style. His home-based business “Fine Art Prints by David Dossett” specializes in the sale of prints of these paintings. David is also a valued member of KAHBA (Editor).*

### CUSTOM ELECTRONIC DESIGNS

#### SIDNEY M. BERRY

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e-mail:sidneyberry@sympatico.ca

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Start by writing down your accomplishments for the last twelve months, asking yourself, what's different today from a year ago. These don't have to be big or work-only achievements, but note incremental progress in any part of your life. If I can do more sit-ups this year than last, that goes on my list. If I've read thirty books, I put that down. If I have a better relationship with a client, it's there.

Now, take a few minutes to savor your list, breathing in the powerful feeling of personal progress. It's amazing how good it feels to see what you're accomplished. Whenever I observe a tangible list of what I've achieved in just twelve months, it fuels my energy for what I can do in the next twelve. And that leads me to the second part of the experience: seeing where I'm headed. Like a compass, the list helps me align my focus and build *incremental* goals in the direction I want to be traveling.

You see, people who are winning at working leverage the power of incremental progress to build their performance, reach their goals, actualize their dreams and impact their results. In the process they build their self-esteem, self-trust and self-confidence. They know accomplishment breeds accomplishment; success produces success; and progress multiplies progress. Want to be winning at working? Start fueling your progress with incremental action.

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#### **About the Author:**

Nan Russell has spent twenty years in management, most recently with QVC as a Vice President. She has held leadership positions in Human

Resource Development, Communication, Marketing and line Management. Nan has a B.A. from Stanford University and M.A. from the University of Michigan. Currently working on her first book, *Winning at Working: 10 Lessons Shared*, Nan is a writer, columnist and speaker.

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**[FLAC file is indistinguishable from that of a professionally produced CD. Not only that, but you can convert a FLAC file to any other audio format without the quality of the sound degrading.](#)**

While FLAC files are compressed, they're larger than other compressed audio files. A standard audio CD will be compressed to about 300 MB using FLAC. That's really only slightly more than a 50% compression rate. It's good, but not great. The trade off is audio quality.

A number of [desktop media players](#) and [portable audio players](#) support FLAC. A growing number of artists are making their music available as FLAC files.

Lossy compression was important in the days of slow, dial-up Internet access and limited bandwidth. As broadband access becomes ubiquitous, however, lossless encoding is becoming more popular.

**WMA -** As you might imagine, [Microsoft](#) has its own audio format. That format is Windows Media Audio, or [WMA](#) for short. It's designed especially for use with the Windows Media Player that's built into the

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voice. With AAC, you get richer audio in a small package. Audio encoded with AAC is noticeably superior to MP3 and WMA. At comparable bit rates, an AAC file generally sounds better than Ogg Vorbis.

AAC is definitely growing in popularity. In addition to support in the iPod and the new [Apple iPhone](#), mobile phone and audio players from other manufacturers are gradually gaining AAC capabilities. But like WMA, AAC also includes Digital Rights Management. This is most notable with tracks bought from the iTunes store. This has prompted an Open Source project called [Free Advanced Audio Coding](#) (FAAC) to start developing a DRM-free version of the format.

### Dealing with Audio Files

How do you deal with an audio file that you're not familiar with? If none of your media players can play the file, you can try to convert it to a known format like MP3. You can do this with software (see this TechTip for more information) or by using an online service like Media-Convert.com and Zamzar. Keep in mind that, depending on the format of the original file, a conversion could result in the loss of some audio quality.

### Conclusion

While the formats discussed in this TechTip are the most popular ones out there right now, they aren't the only games in town. A future TechTip will look at some of the other well-known but less frequently used audio formats.

*This article reprinted with permission from Geeks.com*

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## Staging Q&A

### Allen in Reddendale wonders: "What is Staging?"

Staging is a marketing technique used to prepare a house for showing. Staging makes sure a house has it's best foot forward when potential buyers come to see it. Beyond fixing, cleaning and tidying, staging makes a home

appeal to the greatest possible number of potential buyers. It suggests the lifestyle buyers want, and evokes the emotional response that makes them want to buy it faster and for more money.

*Martha Stanton-Smith operates Rearrangements home staging. Visit her website at [www.rearrangements.ca](http://www.rearrangements.ca). Contact her at 613-539-3233 email [Martha@rearrangements.ca](mailto:Martha@rearrangements.ca)*



(from pg. 8)

Windows operating system. You can play WMA files in other media players, even ones on other operating systems. Of course, most portable audio players support WMA. One exception, and this shouldn't be a surprise, is the [Apple iPod](#).

As far as quality goes, at lower bit rates WMA files are virtually indistinguishable from MP3 or Ogg Vorbis files. At higher bit rates, though, WMA suffers in comparison — the difference in quality is noticeable.

Recently, Microsoft added [Digital Rights Management](#) (also called DRM) to the WMA format. DRM restricts how and where you can use an audio file that was, say, downloaded from an online music service. For example, one use of DRM in audio files is to allow you to only play that file on a single computer or portable player. DRM has turned a number of users away from WMA and into the arms of MP3.

AACAAC (Advanced Audio Coding) is the default file format on the iPod and the iTunes software, and for downloads from the Apple iTunes store. And with good reason — the compression scheme it uses is better than that of MP3, and AAC can better render the higher frequencies produced by certain musical instruments and by the human

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## KAHBA Needs Your Help!

Recently, due to the closure of the Crossroads Restaurant, KAHBA initiated breakfast meetings at the “Wondering Fork” Liaison College on Bath Road. However, the kind folks there are not able to provide this facility past March. As such, KAHBA is again looking for a place for our breakfast meetings.

If you know of a central location that can possibly fill our meeting requirements, please check it out and report your back, or just let our Marketing Committee members follow it up.

Many thanks to the folks at Liaison College for their past assistance and support.



*(Editor)*

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## Tech Tip 111 - A Quick Look at Audio Formats

By Scott Nesbitt Sunday, Jan. 28, 2007

Outside of the government and the military, the computer world uses the most acronyms. This is especially true for the names of audio formats. There are dozens of formats, each with its own reason for being and with its own strengths and weaknesses.

But what do all of those names mean? And how do you deal with an audio file that you're not familiar with? This TechTip looks at some popular audio formats and some of their characteristics.

### MP3

I can't think of anyone who hasn't heard of MP3. Even my parents, who are definitely not the most tech savvy people around, are familiar with it. MP3 is short for MPEG-1 (Moving Picture Experts Group), Audio Layer 3, after the working group tasked with developing digital audio and video encoding standards.

MP3 has become the most popular, and dominant, audio format. It's used everywhere — from songs ripped from CDs to audio podcasts. Few, if any, portable audio players or software media players don't play MP3 files.

An MP3 file can be quite small. That's because the software used to create an MP3 file, called an encoder, uses what is called lossy compression. The encoder shrinks the file by tossing out bits of audio that, in theory, most people can't hear. When the MP3 file is created with a reasonable bit rate (the number of bits of data converted each second, which helps determine the sound quality), you get near CD-quality sound. However, the more you compress the file, the worse the audio quality becomes. And

when you convert an MP3 file to another format, the audio quality noticeably degrades.

One major issue with the MP3 format is that a company named Thomson Consumer Electronics holds the patents for the MP3 format, and charges royalties for its use. Because of this, a number of Open Source software developers decided to create...

### Ogg Vorbis

[Ogg Vorbis](#), which has the extension .ogg, was developed as a patent-free alternative to MP3. In doing so, the developers managed to "out-MP3" the MP3 format.

Like MP3, Ogg Vorbis uses lossy compression. However, the compression scheme that Ogg Vorbis uses is superior to that used by MP3. You get an equal or greater reduction in file size, but with sound quality better than MP3 when a file is created with the same bit rate.

Ogg Vorbis is widely supported in desktop audio players, including [WinAmp](#), [XMMS](#), [RhythmBox](#), and [Quintessential](#). You can also get a [plug-in](#) for the [Windows Media Player](#) that gives it solid support for Ogg Vorbis. However, few portable audio players can play back Ogg Vorbis files. Some older players from [iRiver](#), [Samsung](#), and [Neuros](#) did support the format, but that support seems to have vanished from newer models.

### FLAC

FLAC is short for Free Lossless Audio Coding. Unlike MP3 and Ogg Vorbis, FLAC uses lossless compression to reduce the size of files. This means that no audio is removed when the file is created, resulting in better quality sound. In fact, the sound from a  
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### Here's the Second Card that Captured My Attention

In November of last year I received a greeting card from a guy named Rob Fore. After getting his card I felt compelled to pick up the phone and talk to him as well. Here's the inside of Rob Fore's card.

<http://www.davidfrey.us/recommends/rob>

Rob simply downloaded the photo of my Instant Referral Systems program from <http://www.InstantReferralSystems.com> and inserted it into the card and pushed a button to send the card to me.

It worked like magic. I called Rob up and he signed me up to the <http://www.SendReferralCards.com> system

### Another Amazing Case Study About the Power of Greeting Cards

There so many ways you can use greeting cards to get prospects on the phone or compel them to request your information. Your only limitation is your imagination.

I know of one person who has created a series of greeting cards for five niche industries (accountants, lawyers, financial planners, consultants, and insurance agents) in the city he lives in.

Each of the cards are very similar, but they're altered just a little bit for each industry.

He has all these cards set up into a sequential follow-up system that gets the prospect to call him for more information about his services.

Then he developed a list of local professionals in each of the industries and uploaded them into the system he uses.

He then just pushed a button.

Now he has a series of five cards going out to each professional, one every 20 days, and he gets all the business he can handle.

It's like poetry in motion.

Again, this guy is using <http://www.SendReferralCards.com> to automate the entire task.

#### About the Author:

David Frey is the author of the best-selling manual, "The Small Business Marketing Bible" and the Senior Editor of the "Small Business Marketing Best Practices Newsletter." To get your free lifetime subscription visit <http://www.MarketingBestPractices.com>



*Happy  
St. Patrick's Day*

#### Quote of the Month

*Self-trust is the first secret of success. ~*

Ralph W. Emerson

 **Creative Solutions**  
Design  
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