

The Kingston & Area



HOME BUSINESS A·S·S·O·C·I·A·T·I·O·N

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NEWSLETTER

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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 operation. 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.

KAHBA's Executive

The KAHBA executive is as follows:

President - Rej Bruneau; Vice-President - Lorayne Bradshaw;
Secretary - Melanie Babcock; Membership - David Kempson;
Treasurer - Lyle Merriam; Guest Director - Sidney Berry;
Publicity - Gerry Koster; Newsletter Editor - Fred Georgeadis

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Web Site

our web site is:
www.kingstonhomebiz.ca

Next KAHBA Meetings

Meetings are usually held monthly. Our next meeting will be announced via e-mail and will be on the 2nd Saturday in Feb '08. As well, KAHBA holds one evening meeting, 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. Come and have supper with us!! Our next evening meeting will be on Monday, 28 Feb '08.

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:

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“Why We Fear To Sell ... And How You Can Overcome It”

Robert Warlow
Small Business Success

So, you have set up your business, got all your stationery printed, got the premises and office sorted and now you have to get out there and ...sell! Suddenly you break into a cold sweat but you persevere, pick up the phone or approach your first customer and it all goes horribly wrong! This really sets you up for the next one! The fear of selling is something which most first time business owners suffer from. Selling is not something we are taught in school or shown by our parents (unless you are immersed in business from an earlier age!) and so the whole process is alien to us. In this article we are going to look at exactly why we have this fear of selling and what you can do to overcome it.

Fear of Failure

Undoubtedly the biggest fear most people in selling, and business have is the fear of failure. There is nothing more demoralising than a continual lack of success! Fear of failure has been ingrained from school - remember all those tests when the results were read out for all the class to hear? If you had a poor result, you never felt like trying again! But, don't be like Homer Simpson when he tried to consol his son

Bart who had failed in his bid to be class president, "You tried and you failed. The lesson is ... never try." So, what can you do to conquer your fear of failure? The bottom line is that you need a rock solid positive attitude. You must have an inner voice which is continually pushing you onto

the next prospect and saying, "Come on, let's find the one who's going to say yes!" Failure has to be seen as a learning opportunity. In every failure, there is a nugget of information, which next time, can point you in the direction of better success. James Dyson, the inventor of the revolutionary vacuum cleaner, summed up the need for a positive attitude, when he said, "Success is made up of 99% failure. You galvanise yourself and you keep going as a full optimist."

Image Fear

Not everyone has boundless self-confidence. When you start out in business, there is sometimes a nagging doubt that you may have bitten off more than you can chew. This inner doubt chips away at your self confidence and soon you have a poor self image, which reflects in your sales pitch. To be a successful salesperson you have to have a strong self image.

To improve the image you have of yourself, follow these steps:

- * Write down the qualities which you believe a successful salesperson should possess. Try and limit the list to 4 or 5 key qualities
- * Find a quiet spot and relax your body and mind with deep and steady breathing.
- * Once you are totally relaxed recite the strong, self image qualities you identified earlier
- * Imagine or visualise yourself possessing each

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Create a Giant Postcard to Market Your Business and Get Results Fast!

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A wonderful, hardworking marketing tool is a giant postcard! With colorful eye-catching graphics on one side and your promotional copy on the back, it will grab attention faster than an email, ad or sales letter.

Make it BIG - A giant postcard, also called an oversized, jumbo, or #14 postcard is a low-cost, effective device for branding your business and creating prospect response. Start with a 6" x 9" or larger size postcard and print in full color to make it stand out from the stack of white envelopes in today's mail. Postage is the price of a first class stamp.

Customize It - Find a printer who can print "variable data" and you can customize the postcard with your prospect's first name in the design along with their mailing address. Who can resist reading a postcard with their very own name in the headline? You don't need to use peel and stick address labels anymore either!

Brand It - I recommend several mailings using the same brand, theme, or graphic to make a memorable impression in your prospect's mind. Make your brand simple, unique and easily identifiable. If you are selling an informational product, workshop or seminar are positioned yourself as the expert, I recommend that you use an engaging photo of yourself somewhere in the layout.

Make a Series - Remember, it takes repeated impressions-some say 7 or 9 times-before your prospect will buy. Mail out your postcard or series of postcards before and/or after an event such as a tradeshow or conference where you are exhibiting or before your own event.

Use a Catchy Headline and Stunning Graphics

On the front side, write a provocative statement, compelling question or catchy headline directed to your target market. Add an unusual, colorful, or stunning graphic or photo. Check out royalty-free stock libraries for low cost photos and illustrations at these sites: www.istockphoto.com, www.photos.com, and www.bigstockphoto.com. If you lack creative talent, hire a graphic designer to prepare the file for your printer.

Keep it Simple - The copy on the back side of the postcard needs to be compelling, clear, clean and simple. No one will take the time to read a "textbook" of tiny type. Use bullet points if necessary to break up the text and turn it into an easy-to-use list. Highlight your contact information (phone number and/or website) with a contrasting color or bold font. Be sure to leave 5/8" margin of white space on the bottom end of the mailer side. This is where the post office will imprint a bar code, and you don't want it to cover your important information!

Tell the Prospect What to Do - You may want the prospect to call you or contact you via email. You can direct him/her to your website for free offers. Then capture their email addresses when they sign up for your free ezine, report, audio recording. Be sure to follow up right away.

Don't forget your call to action. Be absolutely clear with what you want your prospect to do next. This is the last line of text on the back side of the card, right above your contact information.

Put this hard working tool to work for you

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A WarmWelcome for New KAHBA Members

Please welcome **Ray Masse** as a new member. His business is:

Altaray Property Services

Address: P.O. Box 1423
Kingston Ontario, K7L 5C6

Call: Ray Masse Ph: **(613) 549-7769** Cell Phone: **(613) 539-2825**

Fax: (613) 549-1099 **Email:** altaray@mail.com

Providing the following services:

Painting; Masonry; Window Cleaning; Eaves Cleaning; Ceramic Tiles; Deck Restoration; Pressure Washing; Driveway sealing; Bathroom Renovation; Insulating Basements; Caulking; etc.

Please welcome to KAHBA, Sandra Cotton and her business

H.U.G.S. Homecare Services

Contact: **Sandra Cotton** Phone: **(613) 329-4268**

Email: H.U.G.S.Homecare.Services@cogeco.ca

H.U.G.S. provides the following:

Homecare for the Elderly, Intellectually & Physically Challenged members of the Kingston Community. Offering a Bilingual Service ~ English or French. Individualized & Personalized Services ~ Non-Medical Care Provider ~ Assistance for Independent Living ~ Safety and Personal Monitoring ~ Physical and Emotional Support, ~ Respite Care ~ Friendly Visiting ~ Transportation ~ Errands ~ Grocery Shopping ~ Light Housekeeping ~ Meal Preparation ~ Laundry ~ Pet Care HELPING~ UNDERSTANDING~ GUIDING~ SUPERVISION

Pigs Don't Sing

by: Laurie Hayes

Never try to teach a pig to sing. It wastes your time and it annoys the pig. – Mark Twain

Wonderful analogy to prove a powerful point ... don't push yourself to be or do something you are not and don't push someone else to go against his or her natural configuration.

The end result will be frustration, annoyance and disappointment.

Have you ever tried to be someone or something you were not? How did you feel? You may have done this thinking it was the right thing to do or because someone else expected it of you, but in the end, what was the result?

You may have felt unfulfilled, suffered a blow to your confidence because you believe you failed, or lost all hope whatsoever of creating real happiness for yourself.

You worked hard, gave everything you got and still felt dissatisfied in the end.

Before committing to a goal and pouring all of your energy into making it a reality, you need to know if it is in alignment with who you are, not who you think you should be.

The best way to determine what makes you happy is to venture out and create a variety of experiences for yourself.

Whether it be socializing with many different people; committing yourself to a month of solitude to begin writing a book, song or screen play; taking a variety of short courses or par-

ticipating in workshops; or experimenting with photography, painting or any other creative endeavor, allow yourself to experience a wide variety of activities so you can determine what makes your heart sing and gets you excited.

What is an exercise that you do that causes you to lose all track of time? When you are in "the zone" and hours fly by without you noticing, you are being authentic.

If your day is dragging by and your energy is low, you are functioning outside of your authentic self.

When you are operating in alignment with your true self, there is a flow that carries you effortlessly and you feel inspired, excited and on purpose.

If you have a child that loves to sit and draw, don't insist he or she take up ballet or piano because you think it is better.

By all means, expose your children to the wide variety of learning opportunities available to them, but let them settle into their chosen activity once they have been able to sample other offerings.

Jim Carrey, the actor who starred in *Ace Ventura*, *The Mask*, *Liar Liar*, and many other hit movies, used to spend hours in front of a mirror as a child, making faces at himself and practicing impersonating others.

Most would have thought him a strange child, but his passion has made him a multi-millionaire, famous around the world, and he is doing what he loves to do.

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Bring Them Back Safe!!

An article by David Dossett

Another Remembrance Day has come and gone. This year I was looking ahead and looking to the past as I remembered the sacrifices that were made and are still being made by our brave Canadian troops.

I was fortunate to have taken part in two productions dealing with the Great War: "The Great War" docudrama that was filmed in 2006 in St-Bruno Québec and aired on CBC/Radio-Canada last Easter, and the Paul Gross movie "Passchendaele" that just finished filming in Calgary and is scheduled to be in theatres November 11, 2008. Both experiences were truly amazing, but not always pleasant. During the former it was required that we live as they did, with no showers, no change of clothes, no deodorant, and under military rule for two weeks. For the latter, we were caked in mud and drenched in water and endured freezing temperatures on many days.

During the filming of both productions I was impressed by the valour and commitment of the many Canadian Forces personnel who also played the role of Great War soldiers. When we were waiting to be placed on set (and there was

a lot of waiting) I had the chance to ask some of them why they would choose to be in the Armed Forces, especially since they would very likely be sent to Afghanistan. I received many replies. Some said that it was the job that they were trained to do.

Others said that they were doing their part to make the world just a little safer. Another was even more eloquent. He told me that he saw a statue of a little girl giving a flower to a soldier. He said that because a soldier did his job, that little girl was alive.

So this past year I reflected on the wars that our ancestors fought in the past, especially the battle of Passchendaele that ended in November 1917 with over 14,000 Canadians killed. And I thought about our troops around the world representing our country by saving those who would be helpless without our support.

May God bring them all back safely and in one piece.

This article was submitted by David Dossett who is a current member of KAHBA. In this article, he shares some of his experiences and his thoughts. - Thanks David.

CUSTOM ELECTRONIC DESIGNS

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Quote of the Month

Shoot for the moon. Even if you miss, you'll land among the stars.

Les Brown

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of these qualities. See in your minds eye how you look, now that you have these qualities. See how successful you are, how you look, and the car you are driving, where you are living
* Repeat to yourself that you are assuming each of these qualities and becoming a better person with each day that passes

Repeat this exercise first thing in the morning and last thing at night and you'll soon find your self image and confidence levels increasing!
Fear of Rejection. Closely linked with the fear of failure is the fear of rejection. Hearing the response "No" is not a great motivator! The main way to deal with rejection is just to accept that it happens. Try and re-frame any rejection you get by saying to yourself that it's the customer who loses out, not you. Walk away with a smug smile on your face and remind yourself that you are one step closer to someone who will say "Yes".

Product Knowledge Fear

A lack of in depth knowledge about your product or service quickly finds its way to making for a poor presentation. There is only one solution ... and that's to get learning! Absorb yourself in the product.

Understand all the features and benefits, so that you can confidently talk about all aspects of your offering. Banishing this fear is one of the easy ones to put right.

Criticism

No one likes to be criticised, especially if you have tried your hardest. Unless you are very

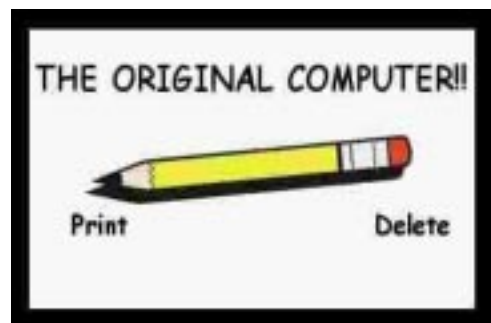
thick-skinned, harsh criticism can knock you back. If you carry out the exercises on improving your self-image, your ability to take criticism will also improve. Decide to view criticism more as feedback than a direct attack on you. There is usually some element of truth in the majority of critical comments and it's important that you take the opportunity to learn and change.

Presentation Fears

You may know all the features and benefits of your product but, like an actor, you suffer from stage fright! The presentation fear can be down to a lack of structure around your sales process. Write a basic outline on how you wish a perfect sales pitch to go. Prepare a script for the key parts of the presentation and rehearse, rehearse, rehearse!

Why not ask someone to help you role play a sales presentation? This will give you the opportunity to make all the mistakes you want but in a risk-free environment! You should also visit your local Business Link office and see what courses they are running on sales skills. Look out for books and tapes on effective selling. All of these actions will assist in improving your confidence

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Happy Valentine's Day!!

**Valentines Day is February 14.
This day is set aside for exchanges
of love with sweethearts, friends
and family.**

Expressions of love such as **Valentine Day** greeting cards, boxes of chocolates, flowers, presents or special events mark the occasion. A Frenchman, Charles, Duke of Orleans is credited with writing the first **Valentine**. He was captured by the English during the battle of Agincourt in 1415. On Valentine's Day he sent his wife a rhyming love letter from the tower of London, where he was imprisoned.

There are different ideas as to where or how the celebration of **Valentine's Day** began. The Roman's celebrated a festival called Lupercalia on February 15. This festival was held to ward off the danger of wolves to their flocks and honored their God Lupercalia. This is one idea. The Christian Church had two Saints named Valentine and two other ideas center around them. The Roman Emperor, Claudius the II forbade young men to marry in 200 A.D. He believed single men made better soldiers, free of family concerns. A priest named Valentine disobeyed the Emperor and married couples in secret. The next Saint Valentine was a lover of children but, was imprisoned when he would not honor other gods. The children missed him and wrote messages of affection to him. They threw their notes through the bars of his cell. This may have been the beginning of exchanging messages. He was executed on February 14, 269 A.D. Pope Gelasius in 496 A.D. named February 14th, **Valentine's Day**, after him. The fourth idea concerning the celebration of **Valentine's Day** is based on the belief that birds or fowl pick their mates on February 14th. It was believed love birds in particular, chose this day to begin mating.

The modern day celebration of **Valentine's Day** seems

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You never know what lies ahead for you or your children, but by allowing yourself to do what feels right and trusting you are on the right path, you will find your purpose.

Be open to possibility, have the courage to explore, and the strength to walk away from situations that do not serve you.

About The Author

Laurie Hayes is one of Canada's leading Life Strategy Coaches and founder of Where the Heart Is Life Coaching. She is the author of several articles and an e-book designed to inspire action in others to live their best life. To download a free copy of her e-book, "10 Guidelines for Attraction," visit <http://www.wheretheheartis-lifecoaching.com>.

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to have begun in France and England. On Valentines Eve young people would gather and pick names becoming a valentine to whose ever name they chose.

Cupid, Doves, Love Birds, Roses, Hearts and Arrows are all symbols of the **Valentine's Day** Holiday. **Cupid** was the symbol for the Roman God of Love.



**Don't Forget your
Sweetheart on
Valentine's Day**

“The Hidden Power of Networking”

by Robert Warlow

Small Business Success

We all make use of traditional forms of getting new business in – advertising, direct mail, brochures etc but networking is one form of marketing which, has been under-utilised. Until now that is. Small business owners are finally beginning to understand the power of networking and what it can do for their sales figures.

But what is networking?

In its most basic form, it's word-of-mouth advertising but originated by you, not your customers. It involves taking every opportunity to raise awareness of your product or service amongst the people you meet. At a more sophisticated level, networking can be achieved by taking advantage of the formal networking groups or events that have been arranged purely with the idea of putting potential partners together. Perhaps the most famous example of effective networking was the First Tuesday group, which during the height of the dot-com era, was the primary way of getting new business ideas across to the people with the dosh!

But how can you, as a small business owner, become a more effective networker and take full advantage of the opportunities presented? We are going to give you some KEY tips and ideas on how to be a better networker.

What are the key advantages of networking?

Networking has some very good advantages over the traditional type of marketing:

· It's free! Talking to someone costs nothing except your time

· It's targeted marketing in that it's likely the person you are talking to has a direct interest in your product or service. Consider newspaper advertising, which will mostly be read by people who have no interest in what you have to offer

· It's face-to-face marketing unlike direct mail, adverts and telephone calls. You have the immediate opportunity to establish rapport and get an understanding of the person's problems

· You have the chance to mix with business owners in other industries, which may open the door to new opportunities you had not previously considered

· It's not only a way of creating business but also a great way to solve problems and seek advice. Why sweat over a solution when someone has probably already experienced and solved the same problem? Ask and find out who can help you

Where to find a network

Finding a place to network, where like minded business owners are present, is not that difficult. Whilst you should be networking all the time – taking the opportunity to promote yourself where ever you can – it's more effective if you can meet people who

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are there to do the same thing; you can get onto the same wavelength that much quicker. Here are some possible networking opportunities to think

about:

- Your local Chamber of Commerce or business club - as well as hosting their normal meetings (which are great networking opportunities anyway) they may hold regular networking sessions which are dedicated to putting business people together

- Business Link – with their remit of helping local small businesses, some of them may already hold network meetings where they bring together a batch of ‘new recruits’. Check out the Business Link website for details of your nearest office and give them a call (www.businesslink.org)

- Trade Associations – your industry may have an association which holds regular meetings. Whilst you are dealing with businesses in the same line as you, so making it difficult to get new business, you will still be able to find solutions to problems and pick up new ideas. Who knows, if you establish good rapport with another business, they may be happy to refer surplus work to you or tap into a unique specialisation you may have?

- Seminars – keep a look out for seminars being run for small business owners. As well as being informative, they are a great networking opportunity, especially over coffee and lunch when you have the chance to start a conversation going along the lines of, “How do you think you’re going to apply that point we learnt this morning in your line of business?” In just this one question you will have found out what business they are in and one of the problems they are currently facing. If you’re lucky, you may be able to offer help as well – one extra sale!

- Anywhere and everywhere – remember to network all the time! Never miss an opportunity to tell people what you do. You may only get a successful

hit in one out of a hundred contacts, but one sale may be enough to make it all worthwhile!

Where and when are meetings likely to be held?

Formal networking events can be held over breakfast, lunch and dinner. Breakfast sessions are popular because it allows business owners to start the day on a positive note, leaving the remainder of the day free for ‘business as usual’. However, how good are you at holding a sensible conversation at 7 o’clock in the morning? If you don’t look or sound your best in the early morning, then you had better find an alternative!

The best networking events are where you are free to ‘work the room’ and not be tied to a table with food being served.

Hotels and pubs are popular venues but if you are attending events hosted by Business Link then you may find them held at their offices.

What to prepare

As with any marketing promotion, any networking should be thoroughly prepared for. Badly presented sales pitches lead to lost sales; the same goes for networking. So what should you do before attending a networking session?

Step 1: know your products and services inside out. If you are only just starting out, make sure you are fully briefed on all the in’s and out’s of your product.

Step 2: Write and rehearse an opening statement to the question “What do you do?” This may sound an easy question but try thinking an answer on the spot and at the same time making it some good! Not so easy. Write a clear and concise statement, which encapsulates everything about your business. Remember, this is your chance to impress!

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and result in a more professional sales presentation.

Selling does not have to be a fearful experience! If you have the right attitude, a strong self belief, a full understanding of your product and plenty of practice, then you will have nothing to fear. So, take a look at each of these fears and put a plan in place to tackle them today!

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and just watch your response rate soar!

Karen Saunders is the owner of MacGraphics Services, a unique design firm for today's entrepreneur. Whether you outsource your promotional pieces or are a do-it-yourselfer, Karen takes the mystery out of marketing. Learn the Top 5 Mistakes that can cost you money by signing up for her FREE e-course, available for a limited time. To take advantage of this e-course and find out how easy it can be to attract more clients, <http://macgraphics.net/FreeStuff.php>. You can also contact her at 888-796-7300, or Karen@macgraphics.net.

(from pg. 11 - Hidden Power of Networking)

Having decided on your opening line, rehearse, rehearse and rehearse. It has to be word perfect and confident sounding.

Step 3: Make sure you have enough business cards. You don't want to scribble your number on the back of a napkin! Not very professional.

Step 4: Double check the venue and time. You don't want to turn up late and miss any opportunities or appear to be lacking in time management skills.

Step 5: Dress to impress. Make sure you are neat and tidy – everything a successful small business owner should be.

Step 6: Leave your house/office in plenty of time to make sure you don't arrive totally stressed out

You're off!

You have arrived at the venue and if this is your first time, what are you likely to do? Find the nearest corner and pray that someone doesn't approach you! Networking, especially the first time, can be nerve-wracking. It does take a degree of confidence but over time this gets better.

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