

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](http://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

### Mailing Address

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### Web Site

our web site is:  
[www.kingstonhomebiz.ca](http://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 Mar '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, 31 Mar '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!!

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## The Five Methods To Generate Profitable Marketing Ideas Quickly

by Allan J. Katz



“Do not follow where the path may lead. Go instead where there is no path and leave a trail.”  
- Harold R. McAlindon

Mr. McAlindon, President of the Parthenon Group in Nashville, Tennessee said, “There is a difference between creativity and innovation. Innovation is a creative collaboration. Converting creativity to innovation is a team sport.”

Creative people generate marketing ideas by using stimuli to help them think “outside the box.” But true marketing innovation can only occur when the creative team collaborates, exchanges ideas, refuses to pre-judge and enjoys the process.

Here are five innovation methods you can use to generate profitable marketing ideas quickly. Each team member brings their own unique view of the world to the table. Have at least four people sit together and follow these five steps carefully. Choose one product, service, idea or concept at a time. Work the formula and reap the rewards of creative innovation.

### 1. Focus

Before you can develop a successful marketing idea, you must have a plan that identifies the need, the problem and the solution to the problem that exposes the opportunity. The most efficient way to do this is to survey your present customers to find out what their needs are and how you are presently meeting those needs. Ask them questions patterned after the questions in this article. With this information, you’ll know the hot buttons to push to attract new customers and clients.

### 2. Reflect

Once you know the problem and the opportunity, how do you translate it into a successful new idea?

Ask Who, What, Where, How, When and Why to define the problem. Think about how you can make your product or service better. Consider new markets that you can enter, a more defined, benefit

driven unique selling proposition and ways to tweak your product or service. Sometimes a more expensive product or service to a smaller niche market will yield greater profits.

Plan a brainstorming session with your mastermind and how it can aid you in expanding your creative thinking.

Here are a few ways to jump start your ideas:

Take one idea, concept, USP, niche, service, or marketing strategy you presently have and let each person in your group participate in answering the following questions.

1. What if?
2. How can we improve...?
3. How can we streamline...?
4. What should we modify?
5. What could we replace?
6. What could we add?
7. What should we eliminate?
8. How can we simplify?
9. What two things can we combine to make it better?
10. Why?

### 3. Act

Assemble all ideas into an action plan. Prioritize the plan and detail the action steps to get it accomplished. Take action, no matter how small it may seem. Just do something to get your creative juices flowing. Take a walk, listen to music, meditate, exercise, do a crossword puzzle. Test your creative impulses by listening to your inner voice. Write out your plan, first in broad terms (yearly, monthly, weekly) then down to the minute details

*(continues on ..pg. 7)*

## Sure Fire Ways To Drive Customers Away!

by Eileen McDargh

Call it a blind spot. Call it regimented thinking. Call it the-way-we-have-always-done-it. But by any name, there are actions and practices that far too many businesses engage in that can unknowingly drive customers away.

When I observe such practices, I move from being angry to just plain sad. Really sad. Because the truth of the matter is that no one CONSCIOUSLY set out to ruin my day. No one sat in a board room and dreamt up procedures that would have us leaving in droves. No one woke up and said, "I can hardly wait to make you miserable." It happened "because". Because the truth of the matter is that it takes courage to stop and ask the critical question: Does this serve our customer? Our member? Our community?

We all "know" the rules of service. But sadly, sometimes we don't take the time to think through just what our actions might be do or say to the customer. Here are some actions guaranteed to drive folks from the doors of an enterprise. It's time for all of us to sit up and notice!

Over promise and under deliver.

Bring people to the conference with the promise of cutting edge material. Lure attendees into thinking that the hotel is a four-star marvel. Tell customers that they'll have all the material they need in three days. Promise the meeting planner that the press kit will go out overnight. Then sit back and watch. Really watch. If it isn't true 100% of the time, it's a bait and switch promise.

Take the idea of "cutting edge material". I've attended conferences in which the only cutting edge was the serving knife on a buffet table. Same ideas. Same methodology. Same format. Get a clue! Shake it up. Be provocative. If we say it, we better deliver.

How about that four-star hotel? Brochure looks great. The conference walk through is stunning. But then, could that ghastly-looking luncheon

plate REALLY be the same chicken marsala you were served in the tasting? And, how about the fact that the hotel "forgot" to tell you that the major dining room would be undergoing renovation. Yikes!

The three-day guarantee. If you can't deliver it all the time, it's not true! Now, perhaps Three Day Blinds has reversed its practices, but years ago, I ordered window coverings for our new house. My mother was coming to visit us over Christmas and I needed shades. Alas, the third day came and went. I discovered that only "some" shades are three-day, not all. Beware of the implied promise.

Never walk the talk.

The brochure for the conference said, "a celebration of members", a "community that listens." Too bad it didn't play out in reality.

The setting is New Orleans. A couple thousand folks have gathered for the "celebration" and the "community". Alas, the reality is another fact. I discover that people are invited to parties based upon their status in the organization. The luncheon session I am addressing has some 50 "important people" file into the banquet hall and take their places on a stage that is three tiers deep. Talk about a "we"/ "they" set up. I am told, "This is the way we have always done it." The intent to "honor" these 50 people was to have hundreds watch them eat and to also set up the boundary between the "us" and the "them".

Come on. There are a few more creative ways to showcase the "us" that is far more inclusive, educational, and community building than a camera shot of folks eating. I end up addressing an audience while have my back to 50 plus people. It's rude, off-putting, and the exact opposite of what the organization, in all good intentions, wishes to create.

Our lives had better mirror the words we use and the beliefs we profess to all. Otherwise, we're merely impersonators. I watched a very well known  
*(continues on ..pg. 7)*

## ***A WarmWelcome for New KAHBA Members***

Please welcome to KAHBA, Lynne Lepage and her business

### **Shoebox Services**

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*"Do what you do best we'll take care of the rest"*

**Please welcome** to KAHBA, David Sutherland from:

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**Phone:** (613) 449-3204 **Other Phone:** (613) 545-9660 X 22

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**Website:** [www.sunlife.ca/foley.surtherland](http://www.sunlife.ca/foley.surtherland)



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## Daylight Saving Time in Canada

In most of Canada Daylight Saving Time begins at 2:00 a.m. local time on the second Sunday in March. On the first Sunday in November areas on Daylight Saving Time return to Standard Time at 2:00 a.m. During Daylight Saving Time turn your clocks ahead one hour.

In Newfoundland and Labrador Daylight Saving Time begins one minute after midnight (12:01 a.m.) local time on the second Sunday in March. On the first Sunday in November areas on Daylight Saving Time return to Standard Time at one minute after midnight (12:01 a.m.) local time.

Eastern Standard Time (EST) becomes Eastern Daylight Time (EDT), and so forth. Some areas of Canada not using Daylight Saving Time include, Fort St. John, Charlie Lake, Taylor and Dawson Creek in British Columbia, Creston in the East Kootenays, and most of Saskatchewan (except Denare Beach and Creighton).

**NEW!** In 2007 Daylight Saving Time begins on the second Sunday in March and ends on the first Sunday in November. This pattern will be followed by all provinces which observe daylight saving time and each province has amended their legislation to reflect this change. Previously, Canada had observed Daylight Saving Time from the first Sunday in April until the last Sunday in October.

This change in Daylight Saving Time will keep Canada's Daylight Saving Time pattern consistent with the United States which enacted into law a broad energy bill that will extend Daylight Saving Time in the same manner.

Canada uses six primary time zones. From east to west they are Newfoundland Time Zone, Atlantic Time Zone, Eastern Time, Central Time Zone, Mountain Time Zone, and the Pacific Time Zone.

Year	DST Begins at 2 a.m.	DST Ends at 2 a.m.
2005	April 3	October 30
2006	April 2	October 29
2007	March 11	November 4
2008	March 9	November 2
2009	March 8	November 1
2010	March 14	November 7



Note: Newfoundland and Labrador Daylight Saving Time begins and ends one minute after midnight (12:01 a.m.) local time.

(From Pg. 3)  
(daily, hourly).

#### 4. Measure

Measure the action. Test and study possible conclusions. If your test works with one market, it might work with another market with a little tweaking. Test new headlines, new offers and guarantees in your direct mail. Offer bonuses for responding sooner rather than later. Instill a sense of urgency in your message.

#### 5. Expand

Using your new measurements, expand your horizons into new territories. Find a hungry niche market, then develop a series of products that you can sell in a packaged system. Once this niche is successful, sell the method you used to sell to that niche and encourage others to follow your suggestions in "their" niches.

"Innovation is like a road in the country. Where there was never a road, many people walked together, and the road appeared from their efforts."  
- Harold McAlindon.

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(From Pg. 4 - Sure Fire Ways...)

speaker who specializes in relationship building turn into a snarling, demanding customer who treated the flight attendants like personal servants. How many disbelievers were created on that day?

Make technology your primary form of communication.

Make sure there's a voice mail doom loop from which someone will never emerge to actually speak with a live human. Conduct all business via e-mail, assuming that a message sent is a message received. And while you're at it, hit send as soon as a message is written.

These three practices can doom any business relationship. Amazing isn't it: having a person answer the phone can actually be a competitive advantage! How easy do we make it for people to do business with us via the telephone or even our web site? I tried to book a reservation in a lovely hotel,

(continues on ..pg. 9)

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**About the Author** - Allan is a Certified Professional Innovator at <http://www.loyaltycoach.com> and the Marketing Director of <http://www.DriveThruPrintingAndMailing.com>, a full service, web based Direct Mail Printing Company. For an excellent Marketing Idea Jump Starter, email [innovate@drivethruprinting.com](mailto:innovate@drivethruprinting.com) and ask for "What's In Store For Your Future."

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## Why One-Sheets are Must-Have Marketing Tools

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Suppose you meet someone who could hire you for your expertise and services. In the spirit of getting to know you, that decision-maker asks, “What do you speak about?” or “How do you help organizations?” or “Which groups have you worked with?”

These questions become your opening to convey how you assist people and why you’re the one experienced to do so. That’s exactly what a marketing one-sheet does, too.

To convey that you’re a must-have expert, your one-sheet needs to be written and designed effectively.

### Answers Key Questions

Your one-sheet, in effect, succinctly answers these seven questions that decision makers would ask you in person at a first meeting:

1. How would you describe your area of expertise?
2. Whom do you work with and give presentations to?
3. What are the benefits of hiring you
  - for the leaders of the organization?
  - for the participants in the ranks?
  - for organizational progress?
4. What have you done that makes you an expert?
5. Which groups have you worked with before?

6. What did participants think of your contribution?

7. How can you be reached for more information?

Well-crafted words on your one-sheet answer these questions in the form of seven corresponding must-have elements:

1. Topics/Programs
2. Target Audience
3. Benefits (especially in headlines)
4. Biography
5. Client List
6. Testimonials
7. Contact Information

### Adding Personality

Even if you have all of these elements in place, what turns it into a stronger must-have piece that represents you? In a word:

*(...go to Pg. 12)*

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(from pg. 7 - Five Methods ...)

only to be treated to a lovely online tour of the property without ever finding a contact number!

E-mail is great for data but not perfect for relationship building or critical pieces of information. In fact, often the E in e-mail stands for escalation and error. Two colleagues almost became bitter enemies over rapid fire e-mails that had the sting of a viper and the warmth of the Arctic. Neither thought to pick up the phone and talk things out. Thus, the lop-sided "chats" turned into internecine warfare. Talk about beating folks up!!

I discovered fascinating information about a client when we talked through my normal pre-program survey rather than depend upon an electronic transmission. I had thought my online survey was a time saving device. Instead, what it became was a gatekeeper, preventing me from digging deeper into an issue. Likewise, multiple choice answers on written or online customer service surveys will never result in information of substantive depth.

Forget the wisdom of the outer circle.

In organizational life, there's always an "inner circle" of power and control. Boards of Directors wield it. So do powerful departments. When practices and policies come only from the inner circle, the rank and file is not only unheard, but can turn its back on the organization. Members leave associations when they feel discounted and "not in the know".

Never say "thank you".

Mother was right when she made us kids write notes to relatives after Christmas. It's a forgotten habit that can go a long way to letting people feel appreciated. Likewise, pick up the phone and call a client or member who has a complaint and THANK THEM for making that complaint known. You'll discover a huge dividend in goodwill after they recover from the shock of your call.

Three Practices to KEEP customers and members. Common courtesy isn't common. Be uncommon.

Service is an unnatural act. It takes emphasis away from ourselves and gives it to others. Be unnatural.

Time is the only non-renewal resource. Never waste people's time.

Hope I haven't wasted yours!

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#### **About the Author -**

Named by Executive Excellence Magazine as one of the top 100 thought leaders in business, Eileen McDargh, CSP, CPAE authored one of the first books on work/life balance. Eileen is an award winning professional speaker, consultant and facilitator. Find free articles, surveys, book reviews and more at <http://www.eileenmcdargh.com>

#### **Did You Know?**

#### **'A Square Meal'**

The saying 'having a square meal comes from the English Royal Navy during the time of Nelson. In order to stop the plates/ dishes from slipping around on the table when the ship was at sea, four pieces of wood were nailed to the benches in the shape of a square. This stopped the plates from slipping... hence 'having a square meal'.

# Tech Tip 56 - Keeping Windows Clean

By Stewart S. Miller - 08.DEC.05

Windows is a living entity. Protecting Windows and keeping it clean from malware (malicious programs) is a full time job these days. Windows users are often frustrated by Microsoft's continued efforts to make its operating system secure against hackers because patching Windows seems like a full-time job. The real question here is what do all these patches mean to you? Microsoft releases "critical" alerts on a regular basis designed to protect Windows from hacker attacks. The most severe vulnerabilities deal with security bugs that allow hackers to gain complete control over your computer. Some of these flaws exist in the way Windows Media Player and MSN Messenger process certain files. Microsoft has also identified bugs in how Exchange (its Internet Mail Server Software) and Office allow hackers to execute hostile code on vulnerable systems. These patches are supposed to prevent a hacker from gaining unauthorized access to certain sections of a Web site. Another bug in the Windows Shell Component may permit a hacker to cause an affected system to stop responding. These vulnerabilities make it possible for hackers to spy on your PC. With the advent of Service Pack 2, it seems like

updates are a seamless process that simply execute in the background. The problem with this "easy" method of installation is that you, as the user, need to know what is being changed on your computer. This is why I recommend you always view the list of updates before allowing Windows to update your system.

## Security Updates

One Microsoft security patch update includes a change to the functionality of a clear-text authentication feature of Internet Explorer. This update removes the ability to handle user names and passwords in HTTP URLs, HTTP with Secure Sockets Layer (SSL), URLs, and HTTPS URLs. An example of the type of URL that is no longer supported would look like: `http(s)://username:password@server.com` If you think your version of Windows is too old to be affected by these security concerns, think again. Windows 98, Windows 98 SE, and Windows Millennium Edition are all critically affected by these security vulnerabilities too. If you are running Windows NT 4.0 Workstation SP6a or Windows 2000 Service Pack 2, update support ceased at the end of last year. Microsoft encourages those users to migrate

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to a “supported” version of Windows to prevent potential exposure to these security vulnerabilities.

### **Protection Settings**

You can take steps to protect yourself from future attacks. Set your Internet and local intranet security zone settings to “high” so your computer will prompt you before running ActiveX controls and active scripting in these zones. Setting your browser security to “high” applies the highest level of protection from unsafe content that comes across your network. If this setting causes some of your sites not to load properly, you can add those sites individually to your list of trusted sites. However, you should only do so if you are sure that the site is safe to use and is hosted from a company or entity you trust. As a final note, there is a free program that I highly recommend you download called the “[Microsoft Baseline Security Analyzer](#)” (MBSA) tool that verifies when a security update has been applied to your system. It lets you scan your system for missing security updates as well as common security misconfigurations.

### **Firewalls**

Once upon a time, a firewall was your best answer to protecting your computer from hackers looking to exploit vulnerabilities in Windows. Unfortunately, this isn’t always the case now. Nowadays, most users are attacked by just browsing the Web. Hackers host Web sites that contain code to exploit vulnerabilities in your operating system such as infect you with a virus, spyware, or even take complete control of your computer. Hackers can alternatively compromise a Web site for the purpose of misdirecting you to click on malicious content. Hackers can’t “force” you to visit a specific site, but they can trick you into clicking on a link that invites malicious content into your machine.

Windows XP SP2 has an integrated firewall, previously known as the Internet Connection Firewall (ICF) that defends you against hackers who are trying to access your computer from the Internet without your permission. When a hacker attempts to connect to your computer via an “unsolicited request,” the Windows firewall blocks that request. Windows will actually ask your permission if you wish to “unblock” and allow connects to programs you actually want to run such as instant messaging and multiplayer network games. When you unblock those connections, the Windows firewall creates an exception so that the firewall won’t ask any more when your program needs to receive information to function. You don’t have to use the Windows firewall. You can install and run any firewall you wish.

Zone Alarm is an excellent firewall that is very popular. [Zone Alarm](#) offers both paid and free versions that can protect your computer as much or as little as you desire. An even more comprehensive program is [Norton Internet Security 2005](#) that touts its ability to hide your PC on the Internet so hackers can’t find it. The Mac also has an integrated firewall, just like Windows. However, Norton also makes a comprehensive security solution for this platform as well in the form of [Norton Internet Security 3.0](#). The best part of Norton Internet Security 2005 for the PC is its integrated “Intrusion Detection System” that automatically blocks suspicious traffic. Not only does this product block suspicious incoming connections,  
*(continues on ..pg. 12)*

**Tip-**

If you are tired all the time, you may not be getting enough water in your system. Water distributes necessary nutrients to the body - if that doesn’t happen, your metabolism slows down and you become fatigued.  
So drink plenty of water.

*(continues from pg. 11 Keeping Windows ..)*

but it lets you configure your “outbound” Internet connections too. This is advantageous, because if you do get infected with spyware, Norton will alert you that a program on your system is attempting to connect to the Internet and asks you if you really want this program to connect. By giving you the opportunity to block these connections, you can effectively thwart malicious spyware from doing its evil.

### **Intrusion Detection**

Apple’s Macintosh has its own version of this type of Intrusion Detection with a program called, “[Little Snitch](#)” that effectively asks your permission any time a program wants to connect to the Internet. Although the Mac seldom becomes infected with spyware, it is a handy utility to have so that you know exactly what your computer is doing on the Internet.

### **Frozen Images**

Now that your computer has been through its trial by fire(wall), the best answer is to simply put your computer on ICE! If you have resigned yourself to the fact that, no matter what you do, your computer is going to get infected, then use a program called “[Deep Freeze](#)”. This software for both Mac and PC lets you configure your computer with all the programs you need and then “freeze” your configuration. If a hacker infects your computer with a virus or spyware, Deep Freeze makes the damage simply disappear. All of your settings, files and programs are completely restored to their original configurations every time you restart your computer. This makes it possible for you to avoid problems caused by software conflicts, registry and operating system corruption, lost network and Internet connections, as well as a host of problems caused by simply connecting to virus-ridden

network sites. The only catch is that you have to store your personal documents on a separate drive that does not “revert” each time you restart your machine. You have to imagine this program literally resets your computer to a frozen state that you specify. However, if you create a word document, it would be lost if it were on that drive. So, remember to keep a separate drive with your personal files and you’ll have a computer that won’t ever become infected or go down. Now, all you have to worry about are mechanical failures.

### **Conclusion**

Finding ways to prevent hackers from accessing Windows is difficult because your operating system is always in a constant state of flux. Every time you turn on your computer, browse the web, or get a Microsoft update, your operating system changes. If you want to prevent all changes from taking place on your computer, freeze the computer—but then you can’t make any changes to your operating system at all.

There are good and bad points to both approaches—but in a world where having a functional computer is a necessity—this Tech Tip will keep your system running.

*Tip reprinted with permission from Geeks.com*

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### ***Quote of the Month***

“Our business in life is not to get ahead of others, but to get ahead of ourselves — to break our own records, to outstrip our yesterday by our today.”

***Stewart B. Johnson***