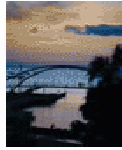


Peninsula Business Networking Inc.



Empowering Small Business Development

Volume 1, Issue 1

Newsletter Date October 2006

Welcome to your Revolution...

More than 85% of business in the marketplace today comes from Networking

Come along and bring a friend!

Special Points of Interests

- Networking
- Exchange of Ideas
- Featured Workshops
- Support Groups
- Discussions on all aspects
- Invited Speakers
- Marketing

“There is a revolution going on in the world and it’s coming from the grass roots. It’s the revolution of the sustainable entrepreneurs, and it’s about personal growth as well as an economic tool. It’s political with a small p and it’s organic, not structured. It’s about creating value, developing relationships, and being financially empowered.”

Lynne Franks



Lynne Franks Author of SEED.

Gone are the days where competition between businesses is the driving force of business growth.

These days we see a lot more synergy between businesses and therefore a greater exchange of ideas, methods, support and networking!

What are the benefits of Business Networking?

- Generating targeted leads and referrals
- Developing relationships with other businesses
- Increasing awareness of your company
- Finding mentors and advisors
- Developing a peer support network
- Sharing ideas and solving business problems
- Building self confidence and gaining new skills and knowledge
- Gaining recognition and influence in your industry and community
- Finding potential strategic partners and investors
- Increasing efficiency and productivity

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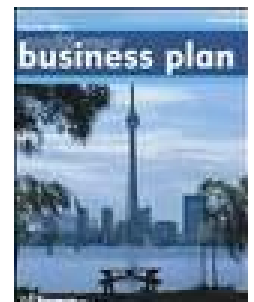
Sponsor List

Sketching the Business Plan

Where you structure your business plan, project your dreams into reality, and draw a complete picture of your enterprise.

Now that you’ve done your research on yourself and your prospective business and have thought and felt your enterprise into being, it’s time to put all the materials you’ve gathered into a more formalized plan, while at the same time ensuring that your business philosophy is also in place.

It is where you can see if all the pieces of the puzzle fit together and whether your enterprise will be sustainable financially, as well as representative of your values.



The Parts of a Business Plan

The executive summary at the beginning of your business plan explains your vision and is what will excite prospective readers.

The rest of the document will demonstrate the validity of your concept.

Generally the items that constitute a business plan should include the following

1. A list of contents
2. An executive summary
3. Values and mission statement
4. A list of the management team
5. Your goals
6. Your products
7. Marketing strategy
8. Action plan / timeline
9. Financial strategy including risks.

As you think about writing each of these sections of your business plan, don't panic, or, as I often can when faced with this kind of task, glaze over.

The business plan should be as easy to write as it is easy to read; it's simply a matter of putting the necessary points over in your own style.

For more information email Sue Pejic on info@justasksue.com.au and I'll send out a template to help you get started.

September Speaker – Paul Furlong Better Business Advice

Is Your business Making You Money?

I will work alongside you to make sure you grow your business, attract more profitable customers/clients, increase cash flow, increase profits & create greater business success As your personal business mentor, business coach & business consultant, I actually work with you to ensure you do it right in business every step of the way!

As a matter of fact I'm so certain I can make a massive difference & accelerate business growth that I offer a certified 110% guarantee or your money back!



www.betterbusinessadvice.com.au

Contact Paul for a consultation

October Speaker – Sandy Tax Talk

Getting you prepared for this financial years book.

Not sure what to do or how to do it.

Empower yourself with Tax!

*Knowledge to get you started.
Topics covered will be:*

- The Tax office and you
- Getting Started
- Recording Keeping
- Overview of Business expenses and deductions
- Special rules that might affect you tax
- Goods & Services Tax (GST)
- Employer Essentials
- Report & Paying Tax
- Your Business Journey



Radio Talk on Local Mornington 89.5FM

Romayne explains future plans of the Peninsula Business Networking group.

Why did we start the group?

When you who work in isolation, growing your business isn't just about getting clients but about building relationships in a supportive environment.

It's about getting together with others who are passionate about what they do and sharing resources, knowledge and experiences.

How do we see ourselves as a support group in the community?

Business Action Groups are formed specifically with this intention. BAGs, meet regularly and are structured to provide a safe, energising space for you to look at the issues you are facing in your business and commit to taking action.

Growing your business can mean entering new territory, making decisions on things you have no track record of, and feeling a little uncomfortable. If you are fortunate you will have people around you who you can discuss this with - a partner, family member or friend, perhaps -

however, more often than not our relationships with others aren't built to discuss business issues.

Peninsula Business Networking Incorporation is a Non Profit association dedicated in helping and promoting local small businesses.

Peninsula Business Networking is a business network that creates communities for busy business people in all areas of life. Finding the time, energy and resources to achieve everything can be a challenge.

What are our aims for the group?

Our aim is to host great networking events such as the Business Morning Teas and evening supers, with Special Guest Speakers of all areas in business. We offer events, links, forums, resources and an online store in the following areas:

- Further Learning,
- Small Business development,
- Technology
- Wellbeing

We also give you the opportunity to become a member and in doing so you will be entitled to specials offers and free business promotions etc.

In time what do we hope to archive for the members?

Your Success is in the BAG - Business Action Groups
When you who work in isolation, growing your business isn't just about getting clients but about building relationships in a supportive environment.

It's about getting together with others who are passionate about what they do and sharing resources, knowledge and experiences.

You contribute to the success of others
As well as receiving all this support and encouragement in your own venture, your BAG gives you the opportunity to share your knowledge, experiences and resources with others. Often it's a surprising bonus to learn just how unique you are and what value you bring to any relationship.

...and you will have fun!

Let's not forget that with this flow of giving and receiving - celebrating the highs and lows of each member's business life - friendships develop. Fun and laughter is had. And all those platitudes about business being tough begin to melt away.

Suddenly you begin seeing yourself as part of that small percentage of business owners who are making it work.

Romayne Marjolin

Speaker Nominations

If your business requires information on any specific topic or business area, please let us know via email and we will be able to source an expert in that field for you.

Speakers we have had to date are:

- Marketing – Belinda Tsakissiris
- Advertising – Val Rhodes
- Email Marketing – Sue Pejic
- Better Business Advice – Paul Furlong
- Tax Accounting – Sandy Chakravarty

If you would like to hear from one of these speakers again please let us know by sending us an email on -

info@peninsulanetworking.com

Why Becoming a PBN Member is a must!

Business Exposure,

when running a small business the greatest need we all have is getting out there.

That's where at Peninsula Business Networking not only are you able to link in with our website, you are also given the opportunity to talk about your goods and services to all, at our meetings.

Please note that we are also linked into quite a number of other websites on the internet.

Promote your business with us for only \$50 yearly subscription.

Special offers when becoming a member with Peninsula Business Networking.

Whether you have a website or not you can still promote your business with an email address, phone number and 50 word description of what you offer.

Don't wait ~ become a member today!



Door Prizes

Be Quick!

Anyone attending the meeting can donate a door prize and be able to have an additional 30 seconds speech to promote their services as their prize is drawn.

Maximum 5 Door prizes per meeting ~ so first in best dressed.



Sponsors Page



Holistic Therapy's - Michael & Susan Popplewell

I am a Holistic Practitioner and have qualifications in a number of areas: Reiki Master, Shamballa Master, Basic Body Massage, Stress Massage, Massage Certificate, Anatomy & Physiology Certificate, Thermo-Auricular Therapist (Hopi-Ear-Candle).

www.holistictherapys.com



Just Ask Sue - Sue Pejic

Website Design and Professional Documentation (Flyers, Brochures, business cards, etc.) for individuals, Groups or Small Businesses.

www.justasksue.com.au

To all PBN members you will receive 10% discount on all of my products.



Peninsula Alternative Newspaper

Val Rhodes

The Peninsula Alternative provides a local, informative and reliable publication on a bi monthly basis. We offer a voice for the community, affordable, targeted advertising for local businesses and publicizing opportunities for local writers, resulting in the connection of our community in an alternative and original way.

03 5983 1305



Remedial Massage Therapy - Wendy Bray

Diploma of Health Science (Remedial Therapies), Registered Member of AAMT
Having extensive experience ranging from the corporate arena, local football clubs and the day spa industry, I have a passion for getting people back on track with their wellbeing through therapeutic touch. Understanding various health concerns including chronic conditions, massage in pregnancy and stress and anxiety, I can custom build a massage to suit you. Offering Remedial, Relaxation and Tuina (Chinese) massage.

Health Fund Rebates Available.

Contact Wendy on - 0425 742 994 email - wendy_bray75@yahoo.com.au



Seeking Magic - Romyne & Nicholas Marjolin

Romyne has practiced as a Psychic, Clairvoyant and Medium for the last 40 years, while living in England, Africa, America and France. Romyne has read for a wide range of clients from the ordinary person to Royalty.

Nicholas was born on a small island in the Indian Ocean, where all things magical happen. Nicholas began to take an interest in Astrology, and once he arrived in Europe took this interest to higher levels. Astrology is a fascinating subject, it is a blueprint of your life.

www.seekingmagic.com

www.peninsulanetworking.com
info@peninsulanetworking.com