



A Casey-Cardinia Business Network

June 2011

## Upcoming Events:

### July 2011

Friday 8th

**WMIW Business Conference**  
Switch On! Embrace the  
Power of Technology.

### August 2011

Thursday 11th

**WMIW AGM and Dinner**

Visit the [WMIW Website](#) now to book into any of the events. **Members - Remember to log in first to enable all discounted pricing.**

## Newsletter Contributions

Any members interested in having their business profiled in the WMIW Newsletter?

Any Members with any interesting articles that they think would benefit to the other members? Why not send your articles and profiles to [admin@wmiw.com.au](mailto:admin@wmiw.com.au) and we will include all suitable member contributions in future issues.

## Members Directory

Next time you are looking for a service or product, check out the [WMIW Members Directory](#) to see if we have someone that can help. The Members Directory provides a database of current WMIW Members.

## News in brief

\* 70% Australia's 'Top Places to Work' list revealed that over 70 percent of employees wish they were working somewhere else. And, the third most popular new employment option being 'self employed'.

\* A recent survey found that social media is increasing levels of anxiety as people feel the pressure to remain constantly connected with their followers. Sixty three percent of the 420 Australians being surveyed were stressed by having to respond quickly and be witty when writing their status updates. It seems that women were also more likely to become more stressed than men.

If you are also confused and stressed about social media then you'll want to come to our conference in July. We'll show you how to harness these tools in your business without the stress!



## New Members

A warm welcome to the following women who have joined WMIW during recent months.

### Kaikura Land Sales

- Zoe Malinowski
- Bambi Howard

### Chris Peake Real Estate

- Marisa Adams

## Social Media - How Switched On Are You?

Twitter, Facebook, LinkedIn – are you leveraging these tools in your business?

At Women Making it Work's monthly networking breakfast held at Boonerwurrung Cafe, members and visitors heard why they should be integrating social media into their marketing.

According to Social Media Strategist & Business Coach, Annemarie Cross, as a business owner if you're not harnessing the power of social media then you're missing out on numerous opportunities to build brand awareness and to connect with your target market.

We're all familiar with traditional marketing and promotions such as advertising, radio and television. However what we don't realise is that these methods are not as effective as they once were in getting our message out to our target market.

The marketing landscape has changed. Consumers are far savvier, are harder to impress and being extremely time poor are just not listening to the constant barrage of marketing messages – especially if it has no relevance to them.

A Nielson survey conducted last year found that 40% of online Australians were interacting and engaging with companies via social networking. And, 86% of Australians were looking to fellow users for opinions and information on brands. Are you tapping into this?

WMIW members were quite excited at the thought of being able to have ongoing communications with their prospective customers online, or having their business be recommended in an open forum, which had the potential to be seen by hundreds (if not thousands) of people.

After hearing Annemarie's presentation, members could see the importance of building a strong online presence that integrated social media technologies into their business communication and marketing strategies.

If, like many of WMIW members you too are confused about social media, if you think that a 'Tweet' is what a bird does, if you have no idea what RT, DM or T4TRT means, or you have no idea how to put together an integrated social media campaign – then we recommend you keep the 8<sup>th</sup> July free.

That's the day that Women Making it Work is running its annual conference, "Switch on! Embrace the Power of Technology."

This is a full day of hands-on workshops and presentations which will help you leverage technologies and social media to improve efficiency and build brand awareness with your target market.

Want to learn more? Connect with us on: Facebook: [www.Facebook.com/WMIWI](http://www.Facebook.com/WMIWI) Twitter: [www.Twitter.com/WMIWNetwork](http://www.Twitter.com/WMIWNetwork) Our website: [www.wmiw.com.au](http://www.wmiw.com.au) Or: 0407 009 656

**STOP PRESS!! Keep an eye out in your inbox for a very special offer. For the first 23 people who book into the conference they will receive free entry to our September breakfast as an additional bonus. The window for this opportunity will be 72 hours only so make sure you book in as soon as you see our email. Will you be one of the lucky 23?**

## Copywriting Tips: Is your content quiet or compelling?

by Debra Jason, *The Write Direction*



Whether your marketing piece is a brochure, e-mail, sales page or Web site, the words you use either entice your readers or put them to sleep. To get customers and prospects to take action, your content needs to be active.

One of the pointers my mentor, the late Eugene Schwartz, passed onto me was to delete the word "will." With the first project I worked on with Gene (more than 22 years ago), he returned my first draft and there was the red pen – crossing out "will" wherever it appeared.

**Admin Angels**

- Barb Scott

**Refocus & Renew**

- Jennifer Schutze

**Casey Conference & Event**

- Helen McLean

**Green Biz Check**

- Jenny Napper

**Speaking with Success**

- Jocelyn Matrenza

**Mary Kay Cosmetics**

- Cilla Valenti

**Curves Pakenham**

- Melanie Jarvis

**What's On**

\* Members - Do you have an event you would like to advertise? Some news you would like to share with the WMIW community? The "Latest News" on the WMIW Website is for all members to create their own articles on the Website. Share your news, we would love to hear all about it.

Of course, once he explained it to me, it made absolute sense. The word "will" makes the sentence passive, or as the title of this post suggests, "quiet."

For example, which of the following do you find more compelling?

- "You will walk away with 5 tips to greater wealth." OR "Walk away with 5 tips to greater wealth."
  - "You will increase your leads by 50%." OR "Increase your leads by 50%."
  - "You will look 10 years younger in 10 days." OR "Look 10 years younger in 10 days."
- The difference is plain to see, isn't it? Just one little word can make a big difference. To this day, whenever I write copy or am asked to review it, Gene's pointer is one of the first tips I pass along.

**Quiet or Compelling?**

Keeping your eyes open for that little word "will," is just one way to transform your quiet content into compelling content.

Another great tip came from veteran copywriter, Milt Pierce. His advice was to avoid the word "learn." He said (and I paraphrase) that most people don't want to learn something. Learning insinuates that they have to work at it and they want it to be easy.

With this in mind, which of the following do you find more compelling?

- "Learn 3 ways to convert prospects into paying customers." OR "Uncover 3 ways to convert prospects into paying customers."
- "Learn how to build a professional network." OR "Unleash the power of building a professional network."

Whether you're writing your own content or hiring a copywriter, your content should be active not passive. Keep some of these active verbs in your toolbox and you'll have a head start:

- Explore
- Uncover
- Discover
- Announcing
- Reveal
- Harness
- Unleash
- Leverage

Which words are you using?

*Debra Jason is a seasoned copywriter with 25+ years of experience in the field of direct marketing. A recipient of the Rocky Mountain Direct Marketing Association's "Creative Person of the Year" award, she started her business, The Write Direction, in 1989. When you're struggling to find the right words to express your passion, Debra specializes in writing Web, social media & direct marketing communications that have a powerful impact on others. She may be contacted at <http://writedirection.com>. ©Copyright 2011*

**Members Profile**

**Name:** Carol Emanuel  
**Business Name:** iSystemize  
**Contact email:** [carolemanuel@isystemize.com](mailto:carolemanuel@isystemize.com)

**Describe your business and what makes you special!**

Would like your business to run without you so that you can enjoy your family more and have fun? Are you sick and tired of training your team over and over again and making costly mistakes that can be avoided? Do you want to increase the value of your business and maybe franchise? Then iSystemize is for you.

iSystemize is a personalised business training package, that businesses develop themselves, using video that is simple and affordable. It systemizes your policies and procedures and replaces written manuals bringing your systems into the modern age.

Picture your local video shop. It has different sections like dramas and thrillers. Each section has many different movies. Imagine different roles within your business like administration, operations and sales and the procedures in each. Now picture the roles and procedures (each no longer than 6 mins movie) sitting in a library in a software package designed to store them for use to train staff?

You won't be on your own. You are the expert in what you do; but as your consultant, I will assist and support you throughout the development of your personalised business training package.

**Every year I always.....**

January is a time for reassessing my life so each year I map what I want to do during the year and set goals. This gives me focus but allows for flexibility to meet life challenges that arise throughout the year.

The best business advice I ever received was....

Join business networking groups. It changed the way I did business and created a huge shift in my thinking and actions.

**The person I most admire is...**

It is actually a couple in business together. They do it so well and are so respectful of each other, business associates and clients alike. They are very encouraging people and together are a great model in how to do business.

**What marketing has worked well for your business?**

The development of alliances and sharing resources with compatible businesses that benefits clients.

**Do you have a coach / mentor? If so, how has this helped your business?**

I have a business coach that does group coaching which was more affordable for me in starting up a new business. My coach, and the members of the group, keeps me 'accountable' for my business. I need that. I also have mentors for which I am very thankful. I invest in training to build skills and confidence.

**I recommend that everyone should...**

Focus on client needs not what you have to sell whether it's a product or service.

**Five years from now I want my business to be...**

Supporting the lifestyle, goals and dreams I have made for my life with family, friends and community.



## 10 Things I HATE About Visiting Your Website

by Tonya R. Taylor

Small business owners don't waste money and time building a website that emphasizes the bells and whistles. This type of website rarely generates leads or creates new sales because they frustrate and confuse visitors.

If visitors find it hard to navigate your website, locate information or find it worthless they will quickly click away to your competitor's website. So just keep it simple.

Yes, it's 2011 and unfortunately business owners are still using these outdated techniques.

### Here are 10 things I HATE about visiting your website:

- 1. Flash intros** – are only interesting (maybe) the first time you visit a site. Avoid using heavy flash intros because surveys show 80 percent of visitors hate them and they hurt your search engine optimization efforts.
- 2. Animated GIFs and scrolling text** – are a major distraction, especially when they are overused. Unless an animated GIF or scrolling text complements the information on your page, don't use them.
- 3. Distorted pictures** – are a dead give-away your site was not created professionally. Use a cropping tool to evenly distribute the image dimension or use an image gallery that will automatically crop the images for you during upload.
- 4. Poor placement of advertisements** – are frustrating and annoying. You run the risk of losing high dollars from selling your products or services to an ad that will probably only generate a few pennies.
- 5. Outdated content and broken links** – are very unprofessional and shows lack of commitment. Remember if it's July you don't want to continue promoting your June event. Use automatic tools like calendars and RSS feeds to keep you content fresh.
- 6. Under construction pages** – are unnecessary and may cause you to lose business. Create a basic page listing your contact address, phone number, email and add a short paragraph about your products or services then ask the visitor to opt-in to your email list for website updates.
- 7. Too many choices** – are confusing and a confused mind always says no. Limit your menu choices between 5 and 7 then make sure your navigation appears in the same spot on every page.
- 8. Too much content** – can overwhelm the visitor because no one wants to read a dissertation. Make your website about the visitor by providing them with essential information like the benefits of doing business with you. If needed give them the option to click to learn more.
- 9. Playing music** – is a major annoyance especially when there are no controls to turn it off, mute or lower the volume. Not to mention just because you like the music doesn't mean your visitor will have the same musical tastes. If there's not a compelling reason to add music, don't.
- 10. Hit counters** – are useless because they only track one element of site statistics. Seriously there are plenty of sophisticated, easy to understand and free analytics tools available. You can try Google Analytics or Clicky for a real-time solution.

### ABOUT THE AUTHOR

Tonya R. Taylor, *Your Savvy Online Business Builder*, is founder of the *Savvy Online Business Building System™*; the proven formula for getting leads, customers and sales online. Her clients learn savvy ways to use their website to take their online presence to the next level fast. To get your **FREE Savvy Online Business Building Starter Kit** and receive weekly online marketing tips, tools and resources visit [www.SavvyBizBuilder.com](http://www.SavvyBizBuilder.com).  
©Copyright 2011

WOMAN MAKING IT WORK - 2011 CONFERENCE  
**Friday July 8th** **Switch on!**  
**Embrace the Power of Technology**

Proudly Sponsored by

Women Making It Work  
<http://www.wmiw.com.au>  
e: [admin@wmiw.com.au](mailto:admin@wmiw.com.au)  
m: 0407 009 656

Copyright (c) 2011 by Women Making It Work

[To no longer receive our emails, click here to unsubscribe.](#)

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.