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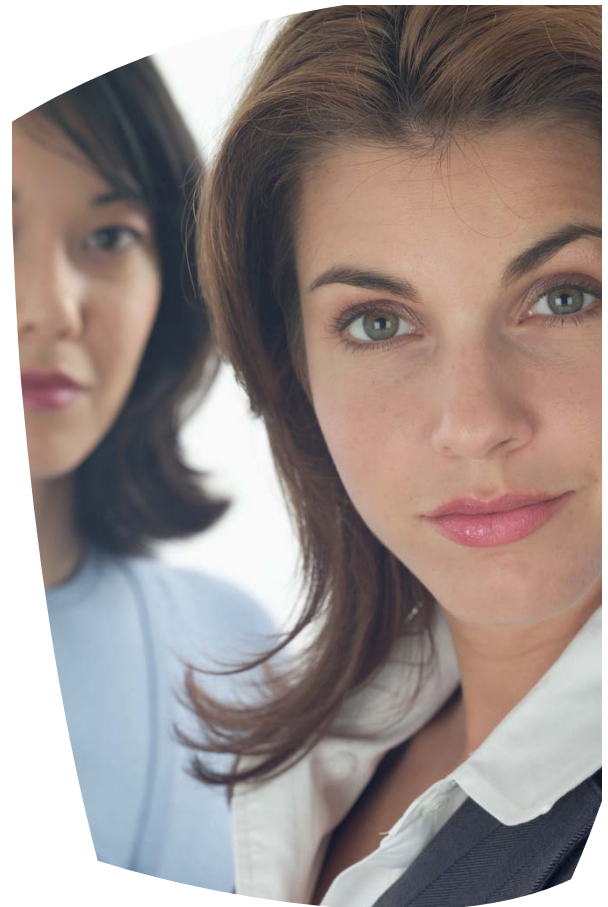


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Women's Work Force

WOMEN'S WORK FORCE IS A SOURCE OF INDUSTRY TIPS AND INFORMATION TO CONTINUE THE SUCCESS OF WOMEN ENTREPRENEURS

Are You Sabotaging Your Time Management Efforts?



The key to time management is knowing ourselves, as we can't actually "manage" time; all we can manage is our own behavior. Which of the following time management "types" are you?

The Fireman - For you, every event is a crisis. You're so busy putting out fires that you have no time to deal with anything else - especially the boring, mundane things such as time management.

The Over-Committer - Your problem is you can't say 'No'. All anyone has to do is ask, and you'll chair another committee, take on another project, or organize yet another community event. You're so busy you don't even have time to write down all the things you do!

The Aquarian - There is such a thing as being too "laid-back" - especially when it

starts interfering with your ability to finish tasks or bother to return phone calls. Getting to things when you get to them isn't time management; it's simple task avoidance.

The Chatty Kathy - Born to socialize, you have astounding oral communication skills and can't resist exercising them at every opportunity. Every interaction becomes a long drawn out conversation - especially if there's an unpleasant task dawning that you'd like to put off.

The Perfectionist - You have a compulsion to cross all the "t's" and dot all the "i's", preferably with elaborate whorls and curlicues. Exactitude is your watchword, and you feel that no rushed job can be a good job. Finishing tasks to your satisfaction is such a problem you need more time zones, not just more time.



WOMEN'S WORK FORCE LUNCHEONS

Networking luncheons are excellent opportunity to share business ideas, contacts and information. Our next scheduled luncheon is:

Time: Wednesday – June 29th at 12:00 pm
 Place: South Point Pub and Restaurant
 3020 – 152nd Street, Surrey, BC V4P 3N7
 Contact: sales@womensworkforce.com to RSVP
 Telephone: 604:596.0346



You need to make wise marketing investment decisions.

DO YOU HAVE A METHOD FOR MEASURING THE EFFECT OF YOUR MARKETING?

By Jeremy Cohen (Small Business)

Measuring your marketing results will help you save money by allowing you to eliminate unproductive marketing tactics and at the same time, will help you make more money by allowing you to reinvest in productive marketing tactics.

Here are some tips for gathering the information you need to make wise marketing investment decisions.

Use a Database

Start by designing a database to keep track of individual marketing efforts and the leads and sales they generate. Make sure you include fields to track the dates of your campaigns, campaign descriptions, the number of leads generated and sales made. Once you have a central storage location for this information you will be able to make queries to glean the information you need to make wise marketing decisions.

Ask Questions

When you or your staff speaks with a prospect on the phone make sure you ask how they heard of your business; was it a referral or an ad in the local newspaper? Its such simple way to gather valuable information many small business owners overlook it.

Be sure to ask your prospects how they heard of your business.

Make It Easy for Your Prospect to Help You to properly identify the marketing piece to which they respond. If you have multiple phone lines into your office you can easily accomplish this by assigning a unique phone number to individual marketing efforts. This way, you or a staff member can ask what number your prospect dialed or, if you have the right phone system you can look at the phone to see which line the call is on.

Data Entry Should Be Easy Too

Once you or a staff member have garnered the information you seek from your prospect, make it as easy as possible to have this information to be entered into your database system. If you employ a staff, make certain everyone is up to speed on your latest systems. Training is a must.

Move Your Marketing Forward

The idea is to gather as much information as you can about which marketing mechanisms generate the best (and worst) response, who is responding and why they chose to respond.

Once you have this information you will be better able to think like a future client, cater your marketing material to their needs and generate more leads and sales.



Top 10 Most Important Rules of Email Netiquette

The rules of email Netiquette are not "rules" in the sense that I will come after you if you don't follow them. They are guidelines that help avoid mistakes (like offending someone when you don't mean to) and misunderstandings (like being offended when you're not meant to). These core rules of email Netiquette help us communicate better via email.

- ▶ Use email the way you can want everybody to use it
- ▶ Take another look before you send a message
- ▶ Quote original messages properly in replies
- ▶ When in doubt, send plain text email, not html
- ▶ Be careful with irony in emails
- ▶ Avoid "me too" messages
- ▶ Writing in all caps is like shouting
- ▶ Smileys should ring an alarm
- ▶ Ask before you send huge attachments
- ▶ Clean up emails

WOMEN'S WORK FORCE

WWW.WOMENSWORKFORCE.COM



Join Us!

"I'm amazed at the quantity of leads I've received since listing my business on your site."

E Bancosta

Investment Seminars for Women...

For those of you who live in the Abbotsford area, you may have seen a recent article on me in the Abbotsford Times. I am an investment advisor with Canaccord Capital, and I hold sessions for groups of women to learn about investing, in a relaxed setting over Cheese & Wine. These sessions are meant to encourage women to learn and become aware of the options available to them.

One of the upcoming topics I will be covering is Living Benefits. This allows you to plan for your future care so that you are taken care of as you age. This is an area many women overlook, but with the aging population, coupled with rising health care costs; it should be at the forefront of your financial considerations.

If you are interested in attending a seminar, or having one at your location, please contact me at Shannon Pearson: 877-957-1615 or by email at shannon_pearson@canaccord.com

**THIRD TRI-CITIES
WOMEN'S
CONFERENCE
Saturday,
October 15th, 2005**



**10:00 am until 4:00 pm
with a wine and cheese
event from 4:00 pm
until 5:30 pm,
at
100 Newport Drive, which
is located at the
gorgeous Inlet Theatre in
Port Moody, B.C**

Ladies:

I hope that life finds you all well and feeling inspired. I just wanted to touch base with all of you regarding The Third Tri-Cities Women's Conference and let you know that if you have been thinking of becoming an exhibitor at this conference, don't hesitate as **we have already sold 12 tables this month. We only have 12 left with four months to go.** We have also begun selling tickets; so if you are interested in attending this conference, please e-mail me at taramc26@telus.net or call, 604-469-7286. Tickets are only \$25 until September 1 and will include a glass of wine or Starbucks coffee. Normally I wouldn't push people to hurry up, but we will run out of tables shortly. We are in the process of updating our website, however, you can still see last year's at www.fernweb.com/twcw.htm

This year our speakers include the extremely inspiring author and motivational speaker, Peter Legge, Urban Rush TV Host, Fiona Forbes, and me Tara McIntosh.

The Third Tri-Cities Women's Conference is on Saturday, October 15th, 2005 from 10:00 am until 4:00 pm with a wine and cheese event from 4:00 until 5:30 pm, at 100 Newport Drive, which is located at the gorgeous Inlet Theatre in Port Moody, B.C.

Women attending the conference will also receive wristbands so that they can receive mini spa treatments and donated treats from our conference store. We would like to thank the Chamber of Commerce and Chatelaine Magazine for helping to sponsor this amazing one-day women's conference. If you would like to join our growing list of sponsors, you can advertise for as little as \$25 in our event directory. Exhibitor tables are only \$200 and include electrical if you need, a refreshment room where you will be served a coffee/bagels for breakfast, and a "picnic" lunch with wine if you so desire! You are also treated to the wine and cheese event post conference where as an exhibitor you can keep your table up until 5:30 for women to continue browsing. Keep in mind that this time of year is a great time for women to start thinking about Christmas gifts and ideas for the new-year.

Please don't miss out. **So often we wait until the last minute in this town,** however, if you would like to be apart of this amazing day, get on it as soon as you can.

Thanks,
Tara McIntosh

ALL-WOMEN'S ADVENTURES

ADVENTURE GETAWAYS JUST FOR WOMEN

We invite you to learn more about these adventures

INFORMATION AND FREE APPIES

**Tuesday, June 14th, 7:00 - 9:00 pm Wine Room – Steam Works Brewing Co.
Downtown at 375 Water Street R.S.V.P. 604.960.9760 or 604.626.2384**

Wild Women's Whistler Trip - July 1 - 3

Experience the time of your life while white water rafting, bungee jumping, hiking, and biking. Then explore Whistler Village - the farmer's market, restaurants, shopping, and night life.

Voyageur Canoe Adventure - July 30 - Aug. 1

Paddle on Alouette Lake in a 35-foot Voyageur canoe. Explore a fascinating part of our Canadian heritage, then camp and relax on shore with your favourite gal pals.

Explore Victoria - August 12 - 14

Travel by ferry and limo to stay at the luxurious Oak Bay Hotel. Activities include biking, whale watching, moonlight sea kayaking, shopping, and fine-dining. Return home by seaplane.

Sail the British Columbia Coastline - August 19 - 22

Explore the Pacific Westcoast aboard the S.V. Duen. Island-hop while you enjoy gourmet meals, kayak in isolated coves, watch grizzlies hunt for wild salmon, and relax in the sun.

Tofino Getaway - Sept. 9 - 11

Learn to surf, watch for whales, hike, and practice yoga on the beach. Try flamenco dancing, have someone else cook delicious meals for you, and best of all - relaaaaax.

Whistler Pampering - Sept. 24 - 25

Need we say more? See website for details.

www.canadianoutdooradventures.ca



**Make your dream adventure come true!
Call to book your Dream Adventure today!**

CANADIAN OUTDOORS ADVENTURES
Local: 604-960-9760
Toll free: 1-866-960-9760
Canada/U.S.A.

BUSINESS Highlight – Pack4u.ca (A division of Time Off!!! Unlimited)

We do more than just pack! We organize and remove the stress of your move. From hiring movers to post clean up, we are your one stop move organizers. In addition, we offer: Compassionate downsizing advice and removal of unneeded household items: Pre and Post moving cleaning: Post construction cleaning; and preparing your home for sale.

Moving Tips

Even if you are only *contemplating* a move, the time to start de-cluttering is now!

Our goal is to assist you in making your move as stress free as possible. We will coordinate your move from start to finish thereby helping you settle into your new home relaxed and excited about a new beginning.

Start out by getting yourself a nice thick notebook or even better an undated planner and a distinctive pen, preferably one that you can attach to your notebook or planner. The benefit of a planner is that you can plan what you want to get done for each day, but don't worry, this is not written in stone it is only to help you stay focused and on track. Don't try to cram too many tasks into one day or you may become discouraged if you don't accomplish everything.

Make a list of things -in priority- that needs to be done for your move.

Priority #1: de-clutter!! Once you have a moving date:

Ask friends and family for recommendations about movers and check out the Better Business Bureau, then call at least four movers for an estimate or, better yet, contact us, Time Off!!! (unlimited) at pack4u.ca for a recommendation. We work closely with a number of reliable and accurate movers.

- ✓ Many movers offer a reduced rate if you move mid week and/or mid month.
- ✓ If you are moving from or to a place that has an elevator, ensure that you have three movers, as there is no insurance coverage for the contents of a moving truck that is left unattended.
- ✓ It is a good idea to take photographs of your more valuable items in case you need to make an insurance claim from the moving company.

- ✓ Before you sign a contract with a moving company, determine what liability the company will assume in the case of damage or loss you may need to make additional insurance arrangements.
- ✓ Consider hiring packers, Time Off!!!(unlimited) (pack4u.ca) is a full - service packing company that will pack your belongings efficiently and in an organized manner, taking great care with your valuables. Check out our rate page for the cost of packing and/or cleaning your home (either the new one or the one you are leaving).
- ✓ Call your movers two days before your move to confirm and assure that they have specific directions on where you live and where you will be moving to.
- ✓ If you have children, let their school know that you are transferring and obtain their records and pre-register them in their new school.
- ✓ Check out the recreation centers in your new area (if you are moving further away you can check them out on-line) for courses that are available: swimming, art, gymnastics, sports camps etc. and register the kids so that they can get to know their peers outside of their school environment.
- ✓ If you have pets, it would be a good idea to drop them off with a friend or at a boarding facility one or two days before the move so that the unusual event doesn't traumatize them.
- ✓ Cats should be kept inside for at least a week so that they can familiarize themselves with their new home or they may try to return to their old home.

Call at least one week prior to your moving day to transfer services for:

- ✓ Telus 604 310-2255
- ✓ BC Hydro 604 224-9376
- ✓ Terasen Gas 1-888-224-2710
- ✓ Shaw Cable 604 629-8888

It is a good idea to have the service disconnected for the day *after* your move.

- ✓ Drop by the post office and pick up change of address post cards and start filling them out in your "free time", (which you will have if you utilize the services of Time Off!!! (unlimited). Send them to friends and family, you wouldn't want to miss out on all of the Christmas mail. While you are there you can, if you so choose, register for the Change of Address Service, it takes one week to process and costs \$35.31 and is valid for six months, that way your mail will be sent to your new home in case you missed sending anyone a change of address postcard.
- ✓ Call the Elections Canada office to notify them of your change of address @ 1 604 532-5158 or check the web www.elections.ca for the office nearest you.
- ✓ Call your insurance agent to notify him/her of your move and have your insurance transferred or arrange coverage for your new home.
- ✓ Cancel or transfer any magazine and newspaper subscriptions.

Think about hiring cleaners to clean your former home, Time Off!!! (unlimited)/pack4u will clean your home, so that you can concentrate on what needs to be done in your new home.

For Packing Tips check Pack4u website: <http://www.pack4u.ca/movingTips.html>

Time Off!!!

Deborah Loesekann **Gabriela Pudlas**
Phone: 778.549.3205 Phone: 778.549.0165
loesekann@telus.net gpudlas@yahoo.com
www.pack4u.ca



Supporting the Woman Entrepreneur™

WWW.WOMENSWORKFORCE.COM

Women's Work Force

8557 132nd St
Surrey, BC V3W 4N8
Tel 604-596-0346
Fax 604-596-0318
sales@womensworkforce.com