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APRIL 2005

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BUSINESS PROFILE




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YOUR business is a very personal thing. It's more than likely that you put in long hours, probably take fewer holidays than you'd like, and there's a good chance that you make less money than if you were an employee. Given these hardships, why do you do it?

There are many reasons why people run their own business, but the primary reason is often because we want to take control of our working life. Many people do all this, and then consider their business image to be something irrelevant - something they'll do next year, or when they make their first million. However, it should be central to your marketing efforts.


We're all subjected to 'company image' every day, be it adverts, utility bills, or the badge on your car. 'Branding' is the in-word, but it's all about the same thing - making a memorable and positive impact on your potential clients. In the mass-marketing world, huge monies are put into making sure that a company's image is never far from your mind. It's a form of brainwashing, so that when you want a drink, you think of Coca Cola without a thought. However, as a smaller business, we don't have this luxury. So what can we do?



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It's the business

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1 unit is 84x10.5mm - £20 for 12 issues to members. There's a 6mm gap between adverts, so two units measure 84x27mm and cost £40, and the most popular size, 4 units (84x60mm), is just £80 for the year. There are sizes available in a range of shapes and advertising periods. We also have rates for non-members for those interested in promoting their products and services to members.

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Networking may be your main marketing activity, but your business image is a very important tool to back it up. All your stationery, be your business card or invoice, should be 'branded' with the same typefaces, colours, logos and layouts. This also applies to your website, leaflets, brochures and all other 'output'. Your Web and E-mail address should be clear, and you should publish a fixed address and telephone number. It's all part of communicating to your clients that you're credible, honest, easy to work with, professional and businesslike.

A picture tells a thousand words, and this is just as true for your business image. When you meet someone, they make a judgement about you in a few seconds. If they like you, it's important that your card backs-up and reminds them of their positive experience. Your business image should be embody your ethos, making a statement about who you are and what you do. In doing so, you need to be careful that it doesn't eclipse the message you're trying to convey. Good design, including what you say, is just another way of helping your clients to believe in you, and therefore spend with you.



Stephen Lewis
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APRIL 2005: EVENTS IN SURREY

D	ORG	EVENT TITLE	PERIOD	PLACE	VENUE	m	*COST	nm
4	Traf	Guildford Lunch	Lunch	Guildford	Merrist Wood Golf Club	£12.50	£16.16	
5	SBC	Market Planning	Evening	Weybridge	Brooklands College	Included	*£15.00	
6	Traf	Croydon Lunch	Lunch	Croydon	Coulesdon Manor Hotel	£12.50	<£16.16	
7	SCC	'Professional Group' Lunch	Lunch	Guildford	Tithe Barn, Loosley Park	£35.00	£42.00	
11	BLS	Be Your Own Boss	Morning	Farnborough	Rushmore Borough Coun.	-	Free	
12	Traf	Kingston Lunch	Lunch	Kingston	Hotel Antoinette	£12.50	<£16.16	
14	SCC	Team Building (10-pin bowling challenge)	Evening	Guildford	Spectrum Leisure Centre	£25.00	£32.00	
15	BLS	Farmers' Single Payment Scheme	Afternoon	East Horsley	Village Hall	-	Free	
16	SCC	Classical-Rock-Gospel Concert (Tsunami Appeal)	Evening	Guildford	Cathedral	£30.00	£30.00	
18	BLS	Hazardous Waste Seminar	Morning	Woking	BLS Offices	-	£29.38	
19	SBC	Bowling & Meal (Leisure Circle)	Evening	Guildford	Spectrum Leisure Centre	#£9.20	+ meal	
	BLS	5 Steps to Sales Success	Breakfast	Camberley	Camberley Golf Club	-	£17.63	
	SCC	How to Improve Your Results from Networking	Evening	Guildford	Guildford College	£17.50	£25.00	
	UniS	Discover Your Potential	Breakfast	Guildford	Cathedral Refectory	-	Free	
	CIM	Getting it Right	Evening	Croydon	Croydon Park Hotel	Free	Free	
	Traf	Walton Lunch	Lunch	Walton-O-T	?	£12.50	<£16.16	
20	SCC	Cocktail Hour	Evening	Weybridge	Oatlands Park Hotel	£14.50	£20.00	
21	BLS	Be Your Own Boss	Morning	Epsom	Borough Council Offices	-	Free	
	SCC	Winning Competitive Tenders	Breakfast	Camberley	Camberley Heath Golf Cl.	£14.50	£20.00	
	SCC	Surrey Chambers Golf Society	Afternoon	Guildford	Bramley Golf Club	£58.00	£63.00	
22	BLS	Simple Utility Management Seminars	All day	Woking	BLS Offices	-	£176.25	
25	Traf	Making Your Website Work for You	Evening	Epsom	Phoenix Club	£11.75	£16.16	
26	SBC	Golf (Leisure Circle)	Afternoon	TBA	TBA	#TBA		
	SCC	Getting the Best from Your Team	Breakfast	Dorking	Hartsfield Manor	£14.50	£20.00	
27	SCC	Doing the 'S' Word with Confidence	Breakfast	Guildford	Holiday Inn	£14.50	£20.00	
	Traf	Epsom Lunch	Lunch	Epsom	?	£12.50	<£16.16	
28	BLS	Critical Factor Workshop	All Day	Woking	BLS Offices	-	Free	
	SCC	'Lost in the Planning Jungle?'	Breakfast	Haslemere	The Lithe Hill Hotel	£10.00	£10.00	
	SCC	Site Visit to Heathrow Terminal 5	Lunch	Stanwell	Heathrow Airport	£35.00	£50.00	

SBC Surrey Business Club (www.surreybiz.net/events)
 BLS Business Link Surrey (www.businesslinksurrey.co.uk/events)
 SCC Surrey Chambers of Commerce (www.surrey-chambers.co.uk)
 UniS UniSdirect (www.unisdirect.com/happening)
 CIM Chartered Inst. of Marketing, Croydon (www.cimcroydon.co.uk)
 Traf Trafford Enterprises (www.traffordenterprises.com)

* SBC: Non-members attending club meetings may attend one meeting for free, and it's £15 for subsequent meetings.
 # SBC 'Leisure Circle' events are at cost price and open to all.
 < Trafford: Non-members charged £16.16 for 1st meeting, £23.49 thereafter
 + All prices include VAT where applicable m= Members nm= Non-Members



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