



Taunton Business Network News

1st April 2009

Welcome

Thank you to everyone who completed a survey recently and for the following.....

100% of respondents said that they are **building relationships**

100% of respondents said that they **would recommend** The Business Network to others

82% of respondents are **buying** from other members

91% of respondents said that The Business Network was **useful or very useful**

73% of respondents were **selling** to other members

Our Speaker today
Nigel Finch

TheNationalPages™



The National Pages is a powerful, easy to use comprehensive business Search Engine. Our Search Engine contains over 2.5 million UK businesses which allows customers to find the business, service or product they need quickly.

Start promoting your company on TheNationalPages.co.uk and receive all of the benefits to market your company with a lasting impact. You will be able to increase the awareness of your product, service or business. The National Pages will help to build your brand awareness will also drive traffic directly to your website.

The National Pages attracts around **half a million visitors each month** which means it's vital to remain competitive to increase your leads/opportunities.

Special Offer 20% discount on Gold Upgrades on The National Pages, worth £22.

Get leads for your business from six searchable categories and a Gold Profile with WOW factor!

Click the Upgrade button and enter **Promotion Code TAUNTONBUSINESSNETWORK**

Contact Nigel on 08456 219219

nigel.finch@thenationalpages.co.uk

www.thenationalpages.co.uk

Special Offers.....

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Steve Triner of Bluegrass Computer Services

Tel: 0870 351 9347

Control your IT costs and remove your IT problems at the same time.

100% No Risk Money, Money Back Guarantee to members who book our FREE IT Health Check and allow us to support their system for one month. If you're not happy with the results simply let us know and you'll get your money back.

Your satisfaction and the delivery of excellent computer services is our number 1 priority. Which is why we guarantee all of our work.

Just call Steve Triner or Dave Thomas on **01392 207194** or email **david@bgcit.co.uk**

Dudley Hambleton of CONCORDE COPIERS LTD

Tel: 01392 362088

A FREE survey and report for Business Network Members regarding your current photocopying/printing situation. The digital age has dramatically changed the economics of office printing, so to ensure you are using the most cost effective systems for your business, you are welcome to contact Dudley at Concorde to arrange a meeting

Olly Dymond of Digital Office Equipment Ltd

Tel: 01823 681110

Digital Office Equipment Ltd is offering a free Ipod Touch with each Xerox A3 colour printer or A3 colour multifunctional device purchased or leased during March - See Olly Dymond for details tel: 07970 758196

Linda Cleaves of LC Mortgages Ltd

Tel: 01823 680830

Interest rates are currently low but the only way is up - clients are now booking long term fixed rates ask me about the great deals on offer. For an informal chat telephone Linda Cleaves on 01823 680830

admin@lcmortgages.com

Barry Allaway (Independent Financial Adviser) of LEBC GROUP LTD

Tel: 01823 401155

Barry Allaway of LEBC Group Limited, Independent Financial Advisers says 'Over the many years that I have been a member, many Networkers have asked me to talk over with them just what sensible financial planning can do for them, their family and even their business. Some have been reluctant until I have demonstrated just how effective proper planning can be. For Network members there is absolutely no charge or obligation for an initial review meeting. So why try doing it yourself - what is there to lose?' Please contact me on 01823 401155 or email: barryallaway@lebc-group.com. Please contact me on 01823 401155 or email: **barryallaway@lebc-group.com**

Mike Stock of

N3 DISPLAY GRAPHICS (BRISTOL) LTD

Tel: 0117 965 5566

To help you to stand out from the crowd N3 are making available a display unit for use by members who take the opportunity to have a stand at a lunch. The graphics will be printed at a much reduced price of £90 and can be re-used.

Special discounts for Business Network Members - Any competitive price beaten on a like-for-like basis.

Jeremy Townsend of Picture of Health

➤ **Tel: 01666 504718**

Distribution of the ground breaking liquid nutraceutical VIBE.

➤ **Just released clinical trials confirm VIBE reverses DNA damage.**

➤ **In addition, independently conducted tests reveal that VIBE is totally dissolved and absorbed into the body's cells within 60 seconds after ingestion.**

➤ VIBE is a must for everyone wishing to maintain good health and, as an increasing number of testimonials bear witness, for all with health challenges.

➤ Liquid nutritional supplementation is the way forward.

➤ VIBE is the leader in this field.

Try FREE samples. There is nothing to lose and a lot to gain.

Peter Heath of STRATEGIC PLANNING SOLUTIONS

Tel: 08456 526371

How to benefit from the current financial 'credit crunch'; SPS offer one hour free business health check: decide where you are going & how to get there.

May Event 6th May at Oake Manor

Seminar Host Nigel Finch of The National Pages

Pay Per Click (PPC) advertising can be a very quick and cost effective means to put a link to your company website on the first page of Google and other Search Engines.

Our seminar includes a live workshop showing you how to set up your PPC adverts. It offers lots of advice and tips by our guest presenter, Nigel Finch, MD of The National Pages and Somerset Web Services, who use PPC extensively for their online marketing.

2009 Dates

MAY	6 th Oake Manor	Nigel Finch – The National Pages
		Speaker slot AVAILABLE
JUNE	3 rd Mount Somerset Hotel**	N3 Display Graphics
		Getting the most from your exhibitions
JULY	2 nd Oake Manor	Bluegrass Computer Services
		“Social Media – What is it and how it can benefit your business”
AUGUST	6 th Taunton Holiday Inn	Speaker slot AVAILABLE
		Secrets of Successful Networking – The Sequel
SEPTEMBER	2 nd Oake Manor	Speaker slot AVAILABLE
		Anthony McGloin – Straight Forward Business
OCTOBER	1 st Somerset County Cricket Club	Simon Hollington - Leading Edge Personal Development
		Simon Hollington - Leading Edge Personal Development
NOVEMBER	4 th Mount Somerset Hotel**	Somerset County Cricket Club
		Seminar AVAILABLE
DECEMBER	2 nd Somerset County Cricket Club	Speaker slot AVAILABLE
		Seminar AVAILABLE
		Christmas Event

Please let me know if you wish to have the opportunity to host a seminar or be a speaker.

I take it as a huge compliment to The Business Network that members with such experience and expertise give their time freely to share their knowledge with other members and guests.

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The seminar/workshop/business briefing ideally is between an hour and up to 1.5 hours long. The room and coffee is provided by Business Network as is any equipment that you may require.

Business Network will market the seminar to members and potential visitors and handle all the bookings. It will be added to the Business Network (SW) website along with your company logo and a link to your website.

As a seminar host you have the opportunity of inviting customers/clients and potential customers and clients along.

Feedback tells us that these are a great opportunity to showcase your expertise and also is a great way for fellow decision makers to understand more about your business and how it can benefit them.

Some offers from visitors at today's event

Tara Gillam of Lakewood

Lakewood is the perfect venue for any meeting or event, and is situated in Blagdon in North Somerset and is in easy reach of the M5, Bristol, Bath, Taunton and Bridgewater. We have our "Drop in Office" Offer available to all Business Network Members which is £25.00 per hour, rooms available for up to 8 people, with Coffee included and use of our in house equipment - call Tara on **07824 882250** for more information.

John Thorne of M2S Media Consultancy

M2S Media offers a free one-hour session at a venue of your choice within Somerset to give you tips on things you can do to get free or low-cost coverage of your business in newspapers and magazines and on local radio. M2S Media specialises in affordable and flexible PR and media support for SMEs - not just during the recession, but at all times. **01823 663146**

Networking Tip

Business Cards and the follow up

Courtesy of Will Kintish - www.kintish.co.uk

Business cards, we all have them and we all use them or do we just throw them all over the place giving them to anyone, even leaving them to be picked up. Perhaps we should look at them in a different way; are business cards there to be read, be interested in and then used to note the day in which you have agreed to call and follow up? That way there is an expectation for your call.

Always ask which is the best number to get them on – if you have created a rapport you might get their direct line or mobile – a lot easier than negotiating with the gatekeeper – and a great way to keep in touch with people who are not always office based.

Final words at any networking event should be positive and include how great it was to meet and promising you'll call on the agreed day. A promise to call and the fact that the call is expected gets past most gatekeepers. If you make the call then you are establishing the trust and reliability that is the basis of strong business relationships. The call is about securing a meeting and to start doing business.

Do not commit the networking crime – not following up. The full list of attendees at this event is available on www.business-networksw.co.uk – members' area.

TheNationalPages™

Pay Per Click (PPC) Advertising – What is it ?

PPC is the fastest means to get *your* company website on Google Page 1 !

The National Pages use Google Sponsored Links extensively to compliment their organic listings and draw extra traffic to their website (www.thenationalpages.co.uk).

The screenshot shows a Google search for "bristol restaurants". The search bar is circled in red. Below the search bar, the results are categorized into "Sponsored Links" and "Local business results for restaurants near Bristol". The "Sponsored Links" section includes "Bristol Restaurants" from topable.co.uk and "Restaurants in Your Area" from findthebestrestaurants.co.uk. The "Local business results" section lists various restaurants in Bristol, such as Zero Degrees, Elysium Restaurant & Wedding Venue, and The Ivy. A red circle highlights the "Bristol Restaurants" link in the sponsored links section.

- Internet Advertising on:
 - Search Engines, e.g.: Google, Yahoo, ASK, MSN
 - Content Networks (websites) e.g. www.timesonline.co.uk
 - Social Networking, e.g. Facebook Ads
 - Blogs
- Free advert displays (impressions) – normally you only pay for clicks
- Businesses bid for Keyword Search Terms that cause their adverts to appear e.g. Bristol Restaurants
- Bid (price per click) rates from £0.01 to over £10
- Focused Audience – adverts aimed at interested parties
- A simpler / quicker / cheaper way to get *your* website on Google Page 1
- Click Fraud - competitors / corrupt webmasters may click on your ads !

NETWORK CENTRAL 09

The South West's Largest Networking Event

Friday 15th May

10am-4pm

Junction 24, Bridgwater

www.allnetworking.co.uk



"Great to see so many people wanting to work with each other - and all of the networking organisations working together too!" *Andrew Parrott, Round Ash Associates (Network Central 08)*



"The event was good and well organised. It was a great way of introducing my company to a lot of people and making some very useful contacts. It has kick started my involvement in networking."
Geoffrey Moore, The Road Safety Solution Ltd (Network Central 08)

With yet more organisations involved, **Network Central 09** proves to be even bigger and better this year. Come along for the day to find out exactly how **we can help** you and your business develop, **network** with other business people through different platforms - including the ever-popular speed networking, and **gain valuable insight** from our speakers' presentations.

This year also sees the introduction of **80 pop-up pitches** from businesses exhibiting - join us to find out how we can **work together** with other businesses and stand out from the rest!

Refreshments are available to purchase throughout the day.

Register at this event today: www.allnetworking.co.uk

ORGANISATIONS INVOLVED:



LOCATION:



Junction24 Ltd, Regional Rural Business Centre - just off the M5 at junction 24