

Coloring Outside the Lines

By *Connie Hartig*
Owner, *Hartig Real Estate & Loan, LLC*
and *WBON President*



I was a little uncomfortable at our September meeting, seeing a man in attendance. I thought he might have made a

mistake and came in the wrong room. I just didn't know why he was there. I knew Glenda would take care of it. Well, then he came over and asked if he could join me. Of course, I said, please do. You know how your mind races and your thoughts go from one extreme to another. Well, that was me. Preparing for my first meeting as president, and then this pops up. I settled down and thought about the situation. This was a very ambitious man. He wanted to reach women, the decision makers. How courageous of him, to color outside the lines. He really got out of his comfort zone. I don't know if I could be that brave.

In our marketing, we brand ourselves, we advertise, join clubs and organizations to get our name out there. Dr. Michael Patestas' actions should challenge all of us. I will never forget him because of his presence at our meeting. He left an impression.

By giving out some free gift certificates, he will gain at least one new patient. You know the numbers game—that person will tell 10 more people, etc. On the back of his

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WBON in October

Your Web Presence



Wednesday, October 17, 2007
11:30 am - 1:00 pm

(Reservations required by noon, Friday, October 12)

The Knolls

2201 Old Cheney Road, Lincoln

\$15 for Members & 1st-time Guests; \$20 for Non-members

Add \$5 for late or no reservations.

(No-shows will be billed)

Does your business have a website? Is that enough to effectively present your business, products and services?

Glenda Hinz and **Paula Fehringer** of AzureVantage, LLC will be discussing blogs, podcasting, VODcasting, web conferencing, RSS feeds, and what they can mean to you and your business. You will be able to use this information to decide whether you need this technology and which options would be best to help YOU deliver your information effectively.

You will:

- Learn the difference between blogs and conventional websites
- Discover the pros and cons of running a blog
- Become more efficient with web conferencing
- Understand the benefits of podcasting/VODcasting (audio/video)

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at www.wbon.us by noon on **Friday, October 12** (no-shows will be billed).

- Bring another woman business owner as a guest!
- Bring your business cards for networking!
- All southeastern Nebraska women business owners are welcome!

Coloring Outside the Lines (cont. from page 1)

business card he also gave us a free visit. Very clever.

Think of ways to market yourself and your business. How about teaching a class about your business at a community college or hold an event at your business. Go somewhere you normally don't go and make your presence known. Give out gifts certificates. Let your imagination run wild.

We need to challenge ourselves to get out of our comfort zone. We need to color outside the lines, and be brave....

Negotiation Tips for Women

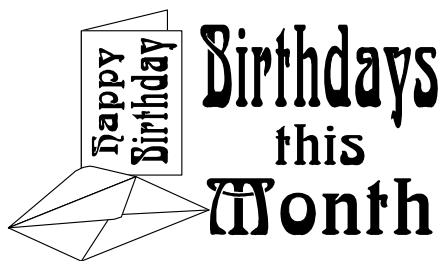
This is the third in our series of excerpts from an interview done by Joanna L. Krotz with Deborah Kolb, a professor at the Graduate School of Management at Simmons College in Boston, one of the country's best-known centers for women's business leadership.

Q: How can small-business owners stand up to powerful suppliers and vendors during negotiations?

A: First, get out of your own way. Recognize tendencies you may have for making immediate concessions. "Smallness" shouldn't equal weakness in your mind. Don't mistake size for clout. Approach the negotiation by asking: What's the value you bring to the deal and how can you make that visible? Work on how you will communicate your value.

Assess your bargaining position by drafting a "BATNA" strategy — that is, your Best Alternative to a Negotiated Agreement. Think about what would happen if the big vendor doesn't make a deal with you. How else could they get the business? Even though they're large, maybe you have a special offering or a market niche.

By thinking through your BATNA, you'll know what to do if the terms start looking unfavorable.



October 8

Connie Hartig

October 30

Jan Gauger

September meeting review

Sell, Sell, Sell!

By Glenda Hinz, HINZtime Virtual Assistance

S-E-L-L! What does that spell? Sell, Sell, Sell! That's how our sales "cheerleaders" started off our September meeting at our new location, The Knolls. (They even had pom-poms!)

Rachel Taylor of Arbonne reminded us that every business sells, whether you like it or not. Her key to sales success is relationship building. Your clients must trust your knowledge of the product/service, along with your professionalism and attitude. You need to decide who you want to be a part of your business—not all clients are a good fit. Establishing a personal dialogue with clients is very important in gaining trust, which will grow over time.

Xuan Nguyen of Let's Do Tea focused on product knowledge, both yours AND your competitors. You must experience the product you are selling and be sold on it yourself. You also need to know what other products are out there and recognize the differences. This will allow you to niche your business to make it stand out from the competitors. The more you learn about your product and use it yourself, the more it will benefit your clients.

Doris Kruse of Mary Kay asked us if we are dressed for success. Your co-workers' image and attitudes reflects on you, the business owner. Leave your personal "stuff" behind and focus on the client. Treat people like you want to be treated. Don't put your competitors down. You must read customers' minds—anticipate what they need and contact them BEFORE they have a chance to contact you. This will make your business stand out in their mind. Remember, your success is dependent on you!

Obviously these ladies know what they're talking about. There is truly a wealth of knowledge just waiting to be found in our WBON membership.

Glenda, a virtual assistant, and Paula Fehringer of blueship.com have formed AzureVantage, LLC, a virtual business information network. Their first venture is AroundLancasterCounty.com, an online community magazine where the subscribers are the contributors. It's YOUR community connection!

Welcome, New Member!

Jennifer Bartels
Premier Designs, Inc.

Member Profile

Barbara Kenyon



Barbara started Kenyon Coaching with her husband Allan in 2002. Life coaching is absolutely who she is, not what she does. Barbara and Allan offer business and/or personal coaching to people who want to move their lives forward—fast. Their clients produce extraordinary results in their personal and professional lives as a result of their coaching.

When she began coaching as a career in 2002, she doubted whether she had the ability to attract paying clients. Now, in 2007, she never worries about attracting new clients. They always come!

If she had to do it all over again, she wouldn't do anything differently. Everything she has done has brought her to where she is today.

Barbara's advice to other women considering starting a business is to do your homework in advance. Make sure your idea is sound or tweak it until it is. Develop a strong support system. Read about the Law of Attraction ("The Secret") and live it on a daily basis. Lastly, hire a coach to keep you on track!

Barbara joined WBON in March 2007 in order to meet other interesting business owners. She offers WBON members a 10% discount on monthly coaching fees. Welcome to WBON, Barbara!

WBON Golf Scramble

Several WBON members and their guests enjoyed the first-ever WBON Golf Scramble at Wilderness Ridge Golf Course on September 13. Golf expertise was not a prerequisite (thank goodness!), and the small number of participants just meant that we all got to win pin prizes! Afterwards we enjoyed refreshments on the deck of the Lodge on a beautiful fall evening.

A big thank you to Jennifer Haralson for coordinating this event, and to those of you who participated and provided pin prizes. Your support of this event is appreciated!



Upcoming Events

October 17 (Wed.), 2007, 11:30 am-1:00 pm

Your Web Presence

Blogging, podcasting, videocasting, web conferencing...what does it mean, how does it work, and how does it affect your business?

Presenters: Paula Fehringer of blueship.com and Glenda Hinz of HINZtime

The Knolls, 2201 Old Cheney Rd., Lincoln

November 13 (Tues.), 2007, 6:00-9:00 pm

WBON On Display (see enclosed flyer)

A showcase of products and services offered by women-owned businesses.

Hi Mark Banquet Facility, 8901 Augusta Drive, Lincoln



December 19 (Wed.), 2007, 11:30 am-1:00 pm

Giving Back

Learn first-hand about giving back to the community from someone who "walks the walk and talks the talk."

Presenter: Tammy Eagle Bull of Encompass Architects

The Knolls, 2201 Old Cheney Rd., Lincoln

Website Updated

Many of you have already noticed the new website. It is a work in progress, and we plan to add many new features this year. When you get a chance, go to www.wbon.us, register and choose your own individual password. Because we want to limit registration to members only, we presently have to approve the registration manually so please give us 24 hours (or longer on the weekend) to get that done. You will receive an email when that has been accomplished.

Once you have logged in, you will notice you can actually write your own articles for the website. These will be available to the public and a great new networking tool. The new on-line member directory will not be available until after the printed copy is completed. More features are planned. If you think of something you want on the website, contact Paula and we'll see if it's possible.

2007/2008 Board

President, **Connie Hartig** 228-3041
Vice President, **Phyllis Webb** 327-9998
Secretary, **Mari Lane Gewecke** 423-8871
Treasurer, **Dawn Liphardt** 416-5906
VP Membership, **Jennifer Haralson** 420-7387
Programming, **Kathy Koch** 434-2442
Communications, **Paula Fehringer** ... 797-7782
Past President, **Gail Perry** 475-1075

WBON Mission Statement

It is the mission of the Women Business Owners Network to provide a positive, supportive environment, relevant programming, and networking opportunities to women business owners. We strive for a core membership of women who contribute their interests and perspectives to programs that promote professional and personal effectiveness, as well as the development of personal relationships.



**Elizabeth
Nelson**

Who can join Women Business Owners Network?

WBON is intended for women who are sole proprietors, partners, and corporate owners with day-to-day management responsibility. Sustaining memberships are available to individuals who support the objectives of WBON.

Annual Dues

First-year dues: \$120 (prorated at \$10/month to the start of our annual year, September 1); plus a \$25 entrance fee = \$145 total.

Renewal dues

\$120 per year, September 1-August 31. Renewals are due September 1.

Send your dues to:
WBON
P.O. Box 85323
Lincoln, NE 68501-5323

To encourage guests to try out WBON, and to make it less expensive for members to bring a guest, we have lowered the meeting fee for first-time guests. First-time guests can attend one meeting at the member rate of \$15.* Non-members can attend two additional meetings at the non-member rate of \$20. After attending three meetings, nonmembers are encouraged to become members. If they wish to continue to attend meetings as nonmembers, they may do so at a rate of \$30 per meeting. Past WBON members are welcome to attend at the \$30 rate, and can deduct \$15 from the membership fee if they renew their membership by the close of the meeting. (*Add \$5 to all prices for late or no reservations.)

Members, please let your guests know our policy.

Newsletter Policy

All guests are added to the WBON prospect mailing list. Individuals on this list will receive our mailings for a year. Their names will be removed if they do not become a member during that time.

Visit the WBON website: www.wbon.us

developed and maintained by blueship.com

Lincoln, NE 68501-5323
P.O. Box 85323

