

The WALPOLE CHAPTER



February Issue 2006

NEWSLETTER



Message from the top table...

Welcome to the first edition of the Walpole Chapter newsletter. In recognition of the intense pressure on all our mailboxes,

we will be keeping this monthly communication relevant and short!

The letter has four main purposes:

- Increasing referral rates - an opportunity for the four ten minute speakers to reiterate the key messages they delivered in their presentations
- Boosting motivation - a platform for reporting our successes and highlighting special contributions made by Chapter members
- Transmitting information - a means of communicating critical Chapter news and informing the group about events of interest
- Attracting visitors - a tool to pass to local business

people that expresses the professionalism, vibrancy and welcome that the Walpole Chapter's reputation is built on

If you have something to say, our editorial team (Lindsay Grist and Cathy Howells) want to hear from you. They are particularly looking for two types of contribution:

- Referral of the month – maybe a high value referral or one with an interesting story behind it
- Success stories – for example, a method that has increased your referral rates, a testimonial for another Chapter member

Finally, I'd like to offer my personal thanks to Cathy and Lindsay for editing the newsletter and to Ruth Rollason for a superb design job. I encourage you all to help them turn this into a real asset for our Chapter.

Shainul Kassam, Chapter Director

Training for success

"BNI courses are designed with two main member benefits in mind," says Cora Corrigan, WPA, "increasing the number and improving the quality of the referrals each member receives. The Presentation Skills workshop focuses on some simple communication techniques that help participants convey the right message about their own organisation and about the kind of business they are targeting. The Referral Skills workshop, teaches listening skills to help members tune in to potential business opportunities for BNI colleagues."

Dates for your diary

Presentation Skills	27 Feb, 07.00-09.00, Hitchin
Referral Skills	27 Feb, 07.00-09.00, Ilford
Presentation Skills	20 Mar, 07.00-09.00, Ilford
Networking Skills	21 Mar, 18.30-21.30, Radlett
Presentation Skills	27 Mar, 07.00-09.00, Ilford

Please speak to **John Kelly** or **Cora Corrigan** or apply online in the members section at www.bni-europe.com/uk

Spotlight on a referral

A year ago **Ingrid von Bratt (Stay Active)** spotted a business opportunity for **Mark Foster** on an "affordable workspace" development. Andrew Dakers, Vice Chairman of Hounslow Borough Liberal Democrats, was heavily involved in the project and Ingrid's description of the services offered by Mark's company, **LifeStyle Access & Mobility**, interested him. Whilst the development was not particularly geared towards disabled users, a portion of the budget was to be directed towards facilitating disabled access.

Andrew proved a difficult man to get hold of. Then in February 2006, Peter Hughes, an ex-Walpole, now Hammersmith member, mentioned Mark to Andrew again and they finally made contact. Mark has given Andrew some pro-bono advice regarding fire doors and exits, and the next step is to arrange a survey for lift installation.

Referrals are always worth pursuing, but as Mark's experience shows, sometimes patience and persistence are required!

HOT NEWS

Business is booming for the Walpole Chapter; the first month of 2006 saw 159 referrals passed between our members, up an incredible 43 from the same period last year.

Events

Don't miss your very last opportunity to purchase a ticket for the BNI Annual Awards Dinner on Saturday 4th March. The eleven Walpole members signed up so far are travelling to the Heathrow Marriott Hotel by limo. Our stylish transportation will stretch to accommodate more so please contact Mark Foster if you would like to join the party.

Hello...

We have welcomed nine new members to the team since October 2005; much of this recent success is down to the energy and momentum generated by the Visitors' Day in November.

Amongst our newest members, we say hello to

Shobhat Sehmi who works in **Business**

Banking for NatWest Bank,

Bill Hardman of **William Hardman**

Associates specialising in sustainable

architecture and **Raj Dhunay** of **Tel-Cam**

Security Systems (with Nacoss Gold

Accreditation).

...and goodbye

We wish all the best to **Cathy Altmeyer**

who has made the decision to continue with

Ecoquest International on a limited basis to

focus on a full-time role. We thank Cathy for her

fantastic contribution to the Walpole Chapter,

especially her involvement with the Membership

Committee.

This months 10 minute presentations

Tony Hill - Cornerstone Wills

Why have a Will?

- To ensure those you want to benefit from your life savings don't lose out in the long term or suffer stress and financial hardship while your affairs are resolved. Without a Will the Government decides who inherits your wealth.
- To save tax, protect children, make gifts to individuals and charities and appoint executors

Why Cornerstone?

- Professional service providing specialist advice
- Member of TAS, a nationwide network of Will writing companies
- Link with Kings Court Trust Corporation providing a flexible probate service
- Member of Society of Will Writers maintaining education and ethical standards

"Ideal" referrals

Those who want to reduce their inheritance tax:

- Estate valued at £400k+
- Individuals dealing with the estate of someone who died within the last 2 years
- Owners of businesses with unrelated shareholders and tangible business assets
- Those who want to review their existing Wills
- Parents with children under 18 to ensure they have control over their children's future

Who do you know who has "been meaning to do something about it"?

Refer them to Cornerstone Wills.

Tel: Tony Hill on 020 8991 1517 Email: tony.hill@folkstyle.co.uk

"For a professional Will – call Tony Hill."

Chris Peak - Feeling Peaky

Helping make the web work

What do we do?

Feelingpeaky specialises in web design, e-commerce and e-marketing. Feelingpeaky is in its sixth year of business; growth is strong and driven almost entirely by referral.

Why choose Feelingpeaky?

Many clients choose us for our holistic approach. We are not just technical. We will look at their overall communications strategy, providing a quote for a comprehensive set of services. Effective search engine performance and online marketing services are two key tools in increasing our clients' success on the web.

Top referrals for Feelingpeaky would be businesses that could provide opportunity for multiple referrals: for example advertising, branding or marketing agencies, printers and IT consultancies. Feelingpeaky can provide a service that compliments their own allowing them to offer a more comprehensive solution to their customers.

Start a conversation: "Do you ever outsource?"

Other top referrals would be medium sized businesses based in Park Royal and Ealing looking to get more from the web.

Start a conversation: "Do you get much business from your web site?"

Thanks for your support. I look forward to working with you in 2006.

Chris Peak

Cathy Howells - Words Work

Profession: Copywriter **Website address:** www.words-work.com

Target customer 1: Communications and Marketing Managers in large organisations

Questions to ask

- Who handles your communications?
- Would you find it useful to use a copywriter who can get to know the brand / organisation?

Key points to mention to large organisations:

- My blue chip marketing background
- Client list includes Johnnie Walker, Smirnoff
- Capability for writing internal communications
- Reputation for being easy to work with and reliable

Target customer 2: Design / web design / marketing / communications agencies

Questions to ask

- Do you use freelance copywriters?
- Would you like to add another copywriter to your roster?

Key points to mention to agencies:

- I produce high quality work at a good price
- I invariably deliver on time and to specification
- Client list includes Johnnie Walker, Smirnoff
- Reputation for being easy to work with and reliable

Top tip: working with a mentor has changed the way I do business. In the past 6 months:

- My income has more than doubled
- My client base has expanded
- People are paying more promptly
- I've become confident about my talent as a copywriter
- I've stopped supplementing income by being a PA

Shainul Kassam - Fortune Law

"Lawyers for your business"

What do we do at Fortune Law?

We do "Coco" (company and commercial work), which means advising on buying or selling businesses, mergers, structuring companies involving shareholders and drafting agreements for partnerships. We advise on commercial disputes involving distribution, agency, partnership or shareholder issues.

Why are we different?

We are entrepreneurial commercial lawyers who understand the realities of business life. The word "can't" is not in our vocabulary.

Our backgrounds are with award winning City law firms and we always adhere to the standards of our training.

We use quality legal tools and subscribe to Practical Law - an online service ensuring that our documents are updated constantly by top tier lawyers.

We are applying for Lexcel (the Law Society's practice management quality mark of excellence) which has only been awarded to 535 firms in the country.

Who are we looking for?

We advise Stock Exchange listed companies and are considered price competitive and experienced. We advise SMEs and start ups with whom we build long term relationships.

The future of Fortune Law

We are expanding and have recently taken on Laya Falsafi a barrister with 15 years experience in employment and litigation. New trainee, Marina Nikitina, joins the corporate department next month so all your client referrals will be in competent and safe hands.