Network News April 2016

Many thanks to all of you who trekked across to Shropshire for the conference last week, it was lovely to see you all. Feedback was great. There are loads of photos if you need any for publicity. Do hope to see you same time next year.

Leaflets & Publicity

We've just taken delivery of a new batch of the 4 page leaflet, postcard and invitation postcard along with the hessian bags we used for goodie bags at the conference. If you would like any please just drop me an email. On the subject of leaflets we've created two new:

1) Focussing on why it is important that people join WiRE – sometimes it is not clear in the glossy ones

2) Rules of the house! There has been some discussion recently on the Facebook Leaders Group about people not turning up, MLM behaviour (most are great but some have been known to overstep the mark), use of data and getting involved – it never harms to remind people how to network.

Both leaflets are a work in progress – if you have any suggestions please email, it's just a quick CANVA change if you think anything should be added or changed. Screenshots are below – I'll circulate PDF's when you're all happy + can arrange some printed flyers (although some have said "please no more paper!")

To contribute to the Network Leaders Facebook Page (it's private and a good forum for discussion) – email Cheryl Turner (Network Leader for Cannock) cheryl@taobusinesssolutions.co.uk and she will send you an invite.

Website

Feedback is really positive, fresher, much easier to use and the automatic reminders to re-join seem to be working!

We are looking to implement more functions and **really need your feedback**. These are mostly focussed on events – we want to make it as easy as possible; it's great for SEO, people can find you and it gives people a sense of the reach WiRE has nationally:

1) Online booking of events with payments going directly/immediately to the network leader or group bank account (a sort of WiRE Eventbrite). The only way to do this is by using Paypal as the payment mechanism. This is easy to set up and is free to the delegate but charges are 3.4% + 20p per transaction which means on a £10 payment you will receive £9.46. The positives are that if people pay in advance they are more likely to show, the payment is immediate, it looks professional and is easily transferrable.

2) Download spreadsheet of current members in your area directly from the website. Theoretically simple but since many attendees cross county boundaries the only sensible way to do it is by region (west mids, east, wales etc.) which means you may have lots of irrelevant data to filter through. Also we will have to ask for a disclaimer regarding use of data to be signed

3) Autofill of venue and times when adding events – basically if you always use the same venue at the same time, when you are adding events all you will need to do is add the date and the content/agenda

4) Option to add an extra page/post to your network page to add additional information (this is very simple so we will do it anyway, useful for newsletters, minutes etc.)

None of these are written in stone and we won't go ahead if you think they are unnecessary. Please email me fiona@wireuk.org with your thoughts.

To login: Go to http://www.wireuk.org/account and login with your member details, you'll see your member profile options, network leader admin and Network Leader Resources with standard documents (inc. new leaflets above).

More info here http://www.wireuk.org/knowledgebase/wire-website-guide-for-network-leaders/ if you are having any trouble logging in just drop me an email fiona@wireuk.org

New networks starting soon, do pop by and say hello…

- East Riding of Yorkshire http://www.wireuk.org/networks/east-riding-yorkshire-network/
- Newmarket / Bury St Edmunds http://www.wireuk.org/networks/west-suffolk-wire/
- WiRE Norwich new (well old) Network Leader Julia LaRonde http://www.wireuk.org/networks/norwich-wire-network/
- WiRE Bedford new leader is Teresa Bellmaine http://www.wireuk.org/networks/bedfordshire-wire-network/

If you know anybody who has all it takes to be a network leader do point them in the direction of our Start your own network" page on the website http://www.wireuk.org/start-your-own-network/

Great Networkers
ARE MADE, NOT BORN

WiRE Network House Rules

GENEROSITY - networking is more give than take, if we can't help, we find somebody who can; we search for solutions and advise readily. We take work of mouth marketing seriously, recommending and promoting others – good business is good for everybody

RESPECT - integrity and authenticity are everything in networking. Everybody is important, everybody has something to say, everybody should feel welcome. We have a zero tolerance policy on spamming or making disagreements public. We expect people to turn up if they say they will and follow up on promises -we treat people as we expect to be treated ourselves

OVERENTHUSIASM – we think a hard sell hampers the chances of a long term relationship; you love your product or service but others are free to make their own decision in their own time. Great WiRE networkers concentrate on their skills, experiences and motivations; they know the sale comes later (much later when the customer knows and trusts you)

WORK - your network, cherish it, nourish it, and attend regularly - networking is for life. What you get out of it depends a lot on what you put in, so don't ask what your network can do for you, ask what you can do for your network. Put your hand up and get involved it will boost your confidence, your profile and your customers

LISTEN - we have two ears and one mouth, we use them in that proportion. Taking time to understand the person, the business and the needs and to build a genuine relationship, not just a sales lead. We talk with people not at them, we share our passion and celebrate the success of others

Networking is an enrichment program, not an entitlement program."
Susan RoAne

WWW.WIREUK.ORG

Join WiRE
BE PART OF THE NETWORK

WiRE Networks are for members only (but once you have joined you can attend any or all our networks).

WiRE membership costs just **£50 yearly**. It is this membership fee which allows us to sustain WiRE nationally, continue to offer networking opportunities and support the volunteer network leaders. We ask guests to join WiRE after one or two meetings so that WiRE can continue to support women in business - just like you.

WiRE Membership also includes:
- Profile in our highly "search engine optimised" online marketplace
- Regional training events, mentoring and national conference
- WiRE e-newsletter featuring member news, successes, events and offers
- Member Knowledgebase articles to improve your online profile
- Promotional, PR and marketing opportunities
- Helping to raise the profile of all women in business nationally

WiRE Networking isn't about swapping business cards, it is about support, inspiration, sharing skills and building relationships. WiRE Networking is different; we are always welcoming, supportive and non-scary.

WiRE networking will help you:
- Learn new and share your own skills
- Boost your confidence
- Find compatible collaborations
- Market your business and find customers
- Be part of a network open to all types and sizes of business

WWW.WIREUK.ORG

Don't forget #WiREHour please let your contacts know to join us **7pm – 8pm every Tuesday** it is great fun (you can eat your tea while you tweet).

Network Leaders Facebook Page (it's private and a good forum for discussion) – email Cheryl Turner (Network Leader for Cannock) cheryl@taobusinesssolutions.co.uk and she will send you an invite.