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NAWBOtime

A Publication of the National Association of Women Business Owners

March 2006

MARCH PROGRAM

CHATTANOOGA CHAMBER OF COMMERCE

Kristi Haulsee, Vice President of Chamber Membership, will speak to us in March on how membership in the Chattanooga Chamber might be the perfect fit for the female business owner.

CHANGE IN RESERVATION SYSTEM:

Nesha Holloway; Buyer/Supplier Diversity Coordinator will be receiving all email reservations before Monday, March 13. She will also check the phone line.

Her email address is:

nesha_holloway@bcbst.com

Call in your reservations today. If you do not cancel within 24 hours you will be billed for non-attendance at the lunch.

Luncheon: Thursday, March 16

Sign in: 11:15 AM

Lunch: 11:30 AM

**Location: Gallery Café
1404 Cowart Street**

Cost \$14.50

Register by Tuesday 3/14

Call 886-8367

or email nesha_holloway@bcbst.com

All reservations must be paid

President's Message—By Marj Flemming

Spring is just around the corner (we hope!) and for many of us this is the time of year to rethink priorities, tasks, and even some business goals. Some of you may want to “re-freshen” the wardrobe, closet, kitchen, or office and some may even want to update yourself and your thinking, be more creative, or focus on business growth.

Since we are busy people doing the business of running our business, introspection isn't always comfortable or time efficient.

The following questions will help with thoughtful analysis of what's doing well, what needs to change, and where our focus needs to be, as we move into the spring season. They may get you thinking about which parts of the business are: (1) living your passion, (2) utilizing your ability, (3) building confidence, (4) moving you in the right or wrong direction, or (5) setting your attitudes as viewed by those outside your business.

1. How do I feel about my projects so far this year?
2. What have I accomplished that I am pleased with?
3. What recent accomplishment do I most appreciate? Why?
4. How can I describe clearly and accurately the way I want a specific project to turn out?
5. What specific objectives am I striving for each day? Or willing to accept?
6. What will be the benefits to my customers and myself if I meet those objectives?
7. What key things need to happen for my business and personal growth this year? Are my plans in place to make those things happen? Why or why not?
8. What kind of support do I want and/or need to assure my success? A mentor/support staff/new software/new policies or procedures?
9. What or who consistently feeds me? What or who takes away from my energy and enthusiasm and what am I doing about it?

Spring is a good time to sweep away the cobwebs in your thinking, refresh your ideas and actions, and face the rest of the year with renewed energy. Hope it's a great one for you!

Personal Marketing

Unless you're using every advantage of Personal Marketing , you're not achieving all of the potential success that is sitting there waiting for you to grab. Personal Marketing means that you're providing the right impression of your small business, right down to the smallest detail. If you want to be more successful in all your various endeavors- and especially in the case of a small business- you need to know the six "P's" of personal marketing. These are a set of concepts developed by business and entrepreneurship experts that give you the key to unlocking your potential.

PERSONA

Who are you? What is your small business all about? What kind of customer service do you provide? What are your business values? What are you proud of ? What makes you different from the competition ? These are questions potential customers and clients must answer for themselves in a short period of time. How they answer them depends not just on what you say or what kind of persona you have managed to convey to them. Your policies, atmosphere, customer service, integrity, and overall quality are all factors that you can usually control. Your business "personality" has to shine through , so don't waste time wondering if they'll like you. Simply be yourself and they will.

POSITIONING

Everyone knows you have to be at the right place at the right time and know the right people-right? While this is true to some extent, more important to realize is that you can put your business in the right place when the time is right and get to know all the right people. Positioning is how you do it- and this simply means you want to make sure you're always in the best position possible.

PACKAGING

Just like you make decisions about the products you buy based on their packaging, so do prospective customers and clients. They make a decision about your business as a whole by the atmosphere you put forward, the quality the packaging of your specific products implies, and the additional support, guarantees , and other peripheries that you offer. When it comes to personal marketing, packaging is a behind-the-scenes kind of preparation that's only really obvious if you don't do it, or if you don't do it right. If you've ever wondered how someone gets to be "the whole package" it's because they put the time and forethought into all the little things that many others overlook. Just a little attention to your own packaging can help you market yourself much more effectively.

PRESENTATION

Just as important as making sure you're "the whole package" is paying close attention to every aspect of your presentation. Again, this is a lot of little things that can add up to a big impression-and you always want to make a good one. It's an unfortunate reality in today's world that appearances do matter, and they play a large role in how prospective and current customers see you. Those who market themselves effectively know that how you present yourself is of the utmost importance, and it goes beyond just having a fancy exterior. Providing quality service, standing behind your products and services, presenting effective follow-up, and maintaining an overall professional and polite impression are all crucial elements of your presentation.

PROMOTION

Perhaps the most important element of personal marketing is promotion- shameless self-promotion. You know your business, including its strengths, what makes it stand above the rest, what makes it a good "deal" and what qualities you possess: it's absolutely crucial you convey this to potential customers.

PASSION

Last but certainly not least in the concepts that make up personal marketing is passion-for what you're doing, for who you are, and where you're going. Customers are looking to know you-so don't waste time trying to be something you're not. Instead, let your passion- your enthusiasm and energy for the job you're doing and the things you love-shine through and you're sure to meet with the kind of success you've always dreamed of.

Remember, the key to effective personal marketing is confidence. Don't be afraid to let others know what makes you great, and why you're the best choice there is. *2005 Digital Women article by Robert Moment (<http://www.digital-women.com/personal-marketing.html>)*

March Birthdays

Julie Betry 3/13



Did you know the Chamber offers these services?

The Chattanooga Chamber of Commerce has designed programs and services for the small business owner. Several are included here. The Chattanooga region values existing businesses and start-ups. This index provides links to a collaborative network of public-private partners that can help you face the challenge of starting or running a business. If you go to their website (<http://www.chattanooga-chamber.com/>) you can read more details. In each of the items below, we have provided the text you add on to the Chamber link to read more information.

[Assistance for Starting a Business](#) </entrepreneurs/startingbusiness.asp>

[Existing Business Development & Expansion](#) </entrepreneurs/existingbusiness.asp>

[Professional Organizations & Networking Opportunities](#) </entrepreneurs/networking.asp> - Meet other business leaders to market your company, learn what others are doing, and face common challenges.

[Renewal Communities](#) </entrepreneurs/renewal.asp> - Federal tax credits for businesses investing in specific areas of the community.

[Worker Recruitment & Training](#) </entrepreneurs/workerrecruittrain.asp> - A network of training programs and other resources to connect with qualified applicants or improve the skills of your current employees.

[Technology Transfer Assistance](#) </entrepreneurs/techtransfer.asp> - Chattanooga is located in the heart of the Tennessee Valley between Oak Ridge National Labs, NASA Marshall Space Flight Center and Arnold Engineering Development Center/UT Space Institute (AEDC). Find out about leveraging those technology assets for commercial enterprise.

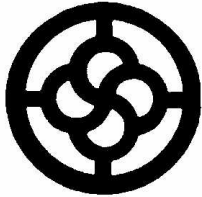
[Tennessee Valley Authority Online Business Resource](http://www.tva.gov/econdev/obr/index.htm) <<http://www.tva.gov/econdev/obr/index.htm>> - An online compendium of business support offered by TVA and its partners throughout the Tennessee Valley.

[Tennessee Venture Forum](#) </entrepreneurs/tventureforum.asp> - The State of Tennessee sponsors an annual statewide competition in the fall to select the top 20 most promising high-growth, early-stage technology companies to present their business plans to regional and national investors and technology stakeholders in a two-day forum.

[Venture Capital Networking Opportunities](#) </entrepreneurs/venturenetworking.asp> - The City of Chattanooga Mayor's Office is an honorary member of the Atlanta High Tech CEO Council, the Technology Association of Georgia, and other similar organizations in nearby markets.

[Tennessee Department of Revenue](http://www.tennessee.gov/revenue/) <<http://www.tennessee.gov/revenue/>> - A great resource for the latest tax information, forms, and publications related to the taxes administered by the Tennessee Department of Revenue. Tax help is also available by e-mail at tn.revenue@state.tn.us <<mailto:tn.revenue@state.tn.us>>.

<p>NAWBO has started monthly membership orientation teleclasses. All members are invited to participate in any national New Member Orientation, held the third Wednesday of each month at 2 p.m. EST. New members should call 877- 805-0964, and use code 576127#. Calls last approximately one hour and include a short tutorial on the NAWBO web site.</p>
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OUR MISSION STATEMENT

Empower women business owners through education, opportunity and support, to achieve success economically, socially, and politically

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- **National:** www.nawbo.org •
- **Chattanooga:** www.chanawbo.org •
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