

Welcome to The Re-solution Business Club Newsletter

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How can a business protect themselves in a downturn?

Seven Golden Rules to Keep your Business Thriv-

How businesses can protect themselves in a downturn. George Derbyshire, Chief Executive of the National Federation of Enterprise agencies (NFEA) has some advice...

1. **FOCUS ON YOUR EXISTING CUSTOMERS** —When times are tough these are more valuable than ever. It is easy to axe your marketing budget but you should resist the temptation to cut back. You need to make sure that potential customers still know about you.
2. **BE AWARE OF YOUR FINANCES**—Review your projections now and make sure they still hold water in today's conditions. Consider the increased likelihood of bad debts: make sure your credit references are up to date and your debtor control is sharp.
3. **LOOK AT YOUR SUPPLIERS**—You may come under pressure from suppliers looking to increase costs. Remember you don't always have to accept price rises. It may be worth negotiating, suggesting staged increases or simply looking elsewhere.
4. **LOOK AT YOUR COSTS RIGOROUSLY**—it's time to trim the fat, can you reduce your utility bills by switching suppliers? Are you incurring unnecessary travel costs? Look at each line critically—you should be able to make worthwhile savings without damaging your business.
5. **ADAPT AND ADD VALUE**—you need to stand out from the competition so consider adding free servicing or free delivery. Consider 3 for 2 offers or packaging together a range of products and services at a discount to encourage customers to buy more from you—not less.
6. **KEEP TALKING TO THE BANK**—your business place should recognize the risks you face and build in contingencies. But, if life is getting difficult make sure you talk to your relationship manager in good time. It's not advisable to ring in a panic for an emergency rise in your overdraft.
7. **DON'T FACE IT ALONE** - take advice. There's nothing worse than feeling as if you are handling business pressures alone. Remember that there is a huge array of business support and advice available for you to take advantage of.

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- **Have you filled in your free online profile?**
- **Drive more Traffic to your website via your profile**
- **Visit the website today and Join in!**



Patrick can help
make social net-
working child's



Facebook—what's it all about??

Patrick Rednap our Social Networking Guru has written a series of articles to help you get going....

It was originally created as a way of organising parties and networking by a US college student, but quickly grew into the social giant that it is today, with over 150 million active users. As one of the most popular networks around it can be a comfortable way to get acquainted with what it means to participate in social networks.

Why use Facebook

Marketing strategies can be faceless and cold, so it's essential to add a human element to your brand. Facebook allows consumers to have some human contact with your business, so it's important to keep this at the forefront of your mind when designing your Facebook strategy.

If you're using Facebook to network with other business contacts, it's important to follow a few guidelines.

So what are the important areas to keep maintained on Facebook? To download the full pdf of part one go to the club site—Directory

Business Help from HMRC — Honest! Small Business Video Guides...

HM Revenue & Customs (HMRC) has launched a new series of online video guides for new and small companies.

The series of ten videos will provide help and guidance on a range of tax issues, from what to do when first setting up a new business, income tax for the self-employed, corporation tax and VAT.

A website is being launched to accompany the videos, which will be hosted by TV presenter Dan Snow. "We've broken the information down into small video chunks, so that people can access exactly what they need to know. Hopefully this makes the new videos really useful for people and businesses," said Snow.

Small companies can download the free advice by visiting:

<http://www.hmrc.gov.uk/index.htm>

Skills Seminars—Work Smarter not Harder

The Club has a menu of Skills seminars and will be delivering them throughout the year. We are featuring one here! - **Work Smarter not Harder** - and offering a reduced price of £10.00 including refreshments. All Seminars have been reduced to provide even better value for money.

Discover the 5 critical factors you need to turn your business into a successful profit making machine - Most people lack the basic understanding of how successful businesses are built. This is why so many people fail in business, but it isn't your fault. Why? Because you are not told the correct process you need to follow to create a successful business.

Have a look at our menu of offerings on 16th June 09—book early limited spaces.



workshops

Get the skills to fit all the
pieces of the Jigsaw together!

Business Link

Help and Advice
from Business Link

Managing a business is more demanding when market conditions are tough or uncertain.

Planning can be impossible when your business, its customers and suppliers are faced with rising prices, falling sales, shrinking margins and cashflow problems. Redundancies and business failures further diminish market confidence while reduced orders and late payment can indicate problems within your market.

You cannot make your business completely bullet proof. However, the first step to safeguarding it is to carry out a 'health check', which enables you to identify your weaknesses and threats, as well as your strengths and opportunities. Being a lean and efficient business is always wise, but it is crucial when market conditions are difficult. Putting in place some tried and tested measures can help you to weather the storm and go on to better things when the outlook improves.

Business Link (Tel: 0845 058 6644) has produced a series of FREE online guides and resources, all designed to highlight what to look for when economic conditions are tough and how to ensure your business runs effectively. They can also give confidential, impartial advice on how to assess performance, financial considerations, how to implement a risk strategy and where to get sources of additional support - including how to:

[Analyse the health of your business](#)
[Minimise cost and maximise efficiency](#)
[Keep your cashflow healthy](#)
[Limit the risks your business faces](#)

[Develop an effective survival strategy](#)
[Access additional sources of business support](#)
Produce [Checklists of key tasks](#)

The Business Link 'health checks'



are comprehensive business reviews that identify strengths, areas for improvement and issues for trading companies. Problems and opportunities may be obvious or hidden by a number of factors and provide personalised support and confidential advice for all businesses, regardless of their size or sector, on how to maximise cash flow, marketing and business planning.

An objective business review can be carried out online, over the phone or face to face with a Business Link adviser, the impartial review will fully assess a company's strengths, gaps and opportunities, all of which is particularly important, in the current financial climate, to identify and deal with business issues early. Business Link advisers are skilled at guiding companies through the review, and are well placed to offer access to solutions in order to address any issues identified, and help the company to write a realistic action plan.

For more information on carrying out a 'health check' contact Business Link on 0845 058 6644.



Help is but a mouse
click away!!

Online
Confidential
health check for
your business
with printable
report—what
have you got to
lose?



[Www.
businesslink.
gov.uk](http://www.businesslink.gov.uk)

Total Networking—Grantham	Dinner Meeting	20th May 09
Boston Business Club	Breakfast Meeting	28th May 09
LOGIC	Evening visit to Stoke Rochford Hall	2nd June 09
Spalding Business Club	Breakfast Networking Meeting	4th June 09
Re-Resolution Business Club	Work Smarter not Harder Introduction to Body Language Budgets, cash flow and all that Jazz Affiliate Marketing	16th June 09
Total Networking	Dinner Networking Meeting	17th June 09
Boston Business Club	Breakfast Networking meeting	25th June 09
Re-resolution Business Club	Speed networking	30th June 09
Spalding Business Club	Breakfast meeting	2nd July 09
Total Networking	Dinner Networking	15th July 09
Boston Business Club	Breakfast Networking Meeting	23rd July 09
Re-resolution Business Club	Speed Networking	28th July 09
Re-Resolution Business Club		

Contacts for all Clubs can be found on the Events page of the Re-resolution Web Site

Editors Note:

If you run a events for business and would like them included on our website and in our newsletter please email events@re-resolutionbusinessclub.co.uk.

If you would like to promote a special offer or a new service or your new company launch please contact Jax on jax@re-resolution.tv or call 01205 460 311.

Lets drive our local businesses forward for a stronger future for all.

Re-Resolution Business Club— Facebook Page

The Re-resolution Business Club has set up a face book page and would encourage all to join as fans—if you have not yet set up your Facebook page please go to our website and download the first part of our “social networking—Facebook” series— if you already have a business page then we will reciprocate and join yours—that way we can forge greater links as business contacts and many of my contacts are great shoppers!!!

Visit us today!! : <http://www.facebook.com/group.php?gid=77266827954&ref=share#/pages/Re-Resolution-Womens-Business-Club/47424901448>



**Join us on
Facebook!**