



the program 'Bread' on Channel 10, that focuses on small business.

Bread TV!

A ripple of excitement was felt in our household a few Sundays ago as I got my weekly dose of Bread TV. There with the credits at the end of the show, the White River Design 'Snap Shot' appeared with my photo, name and business!

I'm amazed at how many people actually saw our 'SnapShot', and was tickled pink to receive emails from people as far south as Shoalhaven!

For those of you who are up at 8am on a Sunday or still awake at 10:30pm on a Thursday, you might have heard of or seen

I have found their program and website very interesting as they cover all areas of business - the good, the bad and the ugly.

Just for fun I filled in their snap shots form and sent it in with a photo. It just goes to show that there are many forms of publicity and a lot of them don't cost a cent!

Our profile is still on their website so feel free to click this link and check it out: <http://www.breadtv.com.au/snapshots/whiteriverdesign.asp>

If you have the time, why not fill in your own snap shot? You never know who will see your business...

Up Coming Events

21 April 2005

Penrith Valley Home Based Business Network

"The Psychology of Selling"

9:00am - 11:00am

Nepean Room, Penrith City Council

RSVP: Joanne Burrows on 4731 5711

29 April 2005

Women With Altitude

"Empowerment - Are your thoughts matching your intentions?"

7.15am - 9:00am

Oxygen Mind&Body Fitness Trade Centre, Mulgoa Rd

For more information or to RSVP ring 0425 205 440.

Sweet referrals

It seems that everyone enjoys a good treat, as we have had a wonderful amount of referral work that has come our way since introducing our 'thank you box of truffles' - keep them coming!



Congratulations!

• To **Bell Lawyers** who have not only changed their name from Bell and Partners Solicitors, but have also moved into new premises opposed the Penrith RSL and have a wonderful new corporate image to match!

• **Love 2 Dine** for the launch of your new up-market singles club for 40's 50's and over. We are so excited that you have had such an amazing response to the adverts that you have placed, and look forward to hearing more updates.

If you have a success story please let me know and I will include it in further editions of **gushhh**.

The past few months have been flat out for **White River Design**.

The third edition of the Glenmore Park Business Directory is at the printers. A HUGE thank you to Rachel for all her wonderful help on this project.

Sadly the time has come to say goodbye to her as she is concentrating on her studies in marketing and events management. I wish you all the best for this exciting time.

I would also like to inform you that I will be away from the office in the first week of May (2-6th). If anyone is requiring work for that particular week, please let me know as soon as possible so that I can have it out to you early.

In the previous edition of **gushhh** I posted the results of the survey that many of you were kind enough to fill in. Once again, thank you for that valuable information. Congratulations goes to Gina McNair of Nepean Regional Security who's name was drawn to receive the beautiful gift hamper. Glad you enjoyed it!

Kind Regards

Debbie O'Connor

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FEEDBACK

\$1 a day
Alarm Monitoring!
24 hours • 7 days a week
fast & simple change over to our alarm monitoring service

Alarm:
Alarm monitoring
Alarm maintenance
Alarm response
Alarm servicing

Services:
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Business security
Cash jobs up services
Commercial
Domestic

Looking after your security
is what we do best

NEPEAN REGIONAL SECURITY
Keeping business local
0412 927 284 (24 hrs)
ASIAL

"Dear Debbie,
I would like to thank you for giving me a great image that I love as well, it is great that I have all these things now - web, watermark, covers, cards etc to make me look professional.

So thank you.
Kindest Regards

Gina McNair
Managing Director
Nepean Regional Security

Tsunami disaster assistance

I am proud to say that White River Design in conjunction with advertisers in the Glenmore Park Business Directory have raised over \$150 for the Tsunami Disaster.

We donated \$5 from every application received in January and February of this year to help support these countries in need.

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corporate identity
logo design
brochure design
catalogues

business cards
postcards
DL cards
mouse mats



Glenmore Park Business Directory update

The third edition of the Glenmore Park Business Directory is currently at the printer, so with any luck they should arrive in early May with distribution in mid May.

When I receive the directories I will notify all advertisers of the proposed delivery week. I will also be giving all advertisers a copy of the directory for their records. If any business would like extra copies to hand out themselves, please let me know and I'd be happy to drop some over to you.

Customers are key



Customer service is key to building a reputable business. Lets face it, without customers you wouldn't have a business.

A friendly smile, the ability to listen and actually HEAR what your customers needs and wants are, are just basic skills that should be used in every day customer service.

Here are some interesting statistics on customers:

- 68% of customers leave because they don't like the way they are being treated.
- 96% of customers who are unhappy don't complain - they just go elsewhere.
- Each unhappy customer tells at least 9 other people about their bad experience.
- It takes 6 times the effort to get a new customer as it does to keep an existing one.

All very interesting. So how do you ensure that you keep your customers?

For one, don't be afraid to ask them if they are satisfied with the service, if they feel it can be improved on or if they have any suggestions that you may be able to implement to make dealing with your business easier.

Secondly, if something has gone wrong with the sale/service, be up front from the beginning, and have a win/win solution to propose to them. Most people will

appreciate your honesty.

Customer service is not only dealing with the client during the sale process. Often the most important aspect of the service happens after the sale.

Follow up on your clients - it's amazing what a simple phone call can do to building the client relationship and gain valuable information and insight into your business. It all goes back to the old saying... 'Ask and you shall receive'.