



We did it Again!



white river design has done it again! For the second year in a row we have won the Penrith Business Award for Outstanding Professional Services!

This is very exciting for us as it means that we must be doing something right!

I would like to personally thank my wonderful Michelle, who has not only been an amazing employee, but who has remained so level headed through all the business changes this year.

Thank you Michelle - I could not have done it without you!

THE Altitude Ball

The Altitude Ball, an initiative of Women With Altitude, will be held on 25 August 2006, at the Fairmont Resort in Leura.

Everyone is welcome to attend as it is going to be a great night. Apart from getting all dressed up, indulging in fabulous food, wine and dancing, this is also an opportunity to give to two worthy charities.

The ball is in aid of raising funds for the National Breast Cancer Foundation and NNICUPS (Nepean Neonatal Intensive Care Unit Parents Support). There will be some wonderful items up for auction as well as balloon items for sale for as little as \$10!

If you aren't able to attend, maybe you would like to donate a gift voucher or item for the evening.

For more information or to secure your tickets please call 0425 205 440, go to www.womenwithaltitude.com.au or email enquiries@womenwithaltitude.com.au.

Wow, just when you think that things are going to slow down - they get busier! Which is always a good thing in business.

We are now a company: **white river design pty ltd.** Thank you to my fantastic accountant, Melissa Hewitt from Accounting and Taxation Advantage for all her help in making this process as painless as possible!

A year ago (8 August), Michelle Gulyas started at **white river design**. She is such an important part of the company now and from the feedback from clients, she has been very well received - happy anniversary Michelle!

We are now into the second half of the year, so for any of you whose busy time is Christmas, I would highly recommend that you start planning your marketing for this period now - if you haven't already.

For the best results don't leave this until the last minute, as a rushed job is never as good as a planned one.

Please feel free to call us if you have any questions or require any design or printing.

Kind Regards

Debbie O'Connor

white river design

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Congratulations!

- To **Nepean Regional Security** for becoming a finalist in the Australian Achievers Awards for Guarding & Patrol Services. They won the award last year, so have done extremely well to be a finalist again - well done!

- To the **Penrith Valley Home Based Business Network** for being a finalist in the Penrith Business Achiever Awards for a not-for-profit organisation. For more information on their next meeting go to www.homebasedbusiness.org.au

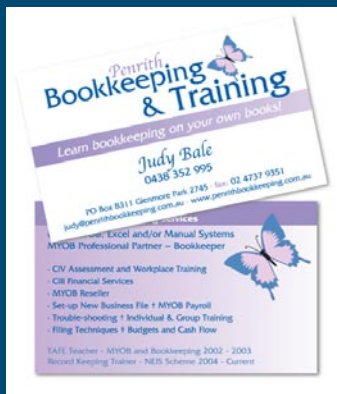
If you have a success story please let me know and I will include it in further editions of **gushhh**.

FEEDBACK



Debbie & Michelle worked hard at understanding my business and my personality. My new logo and business cards accurately represent me - and that makes me excited whenever I meet someone new! I have been telling everyone about the personalised and professional services I received from White River Design.

*Elena del Rio
Work In Progress Coaching*



I had an email from a lady who found my testimonial on your website - she's just in the process of starting up her business and said she will contact me a bit later. I thought you might like to know that.

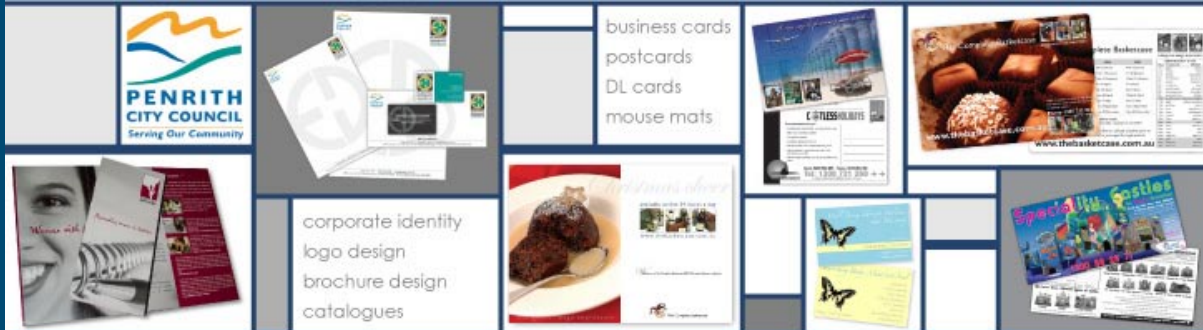
*Judy Bale
Penrith Bookkeeping & Training*

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white river design

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Help to nail pitfalls early in business life

DEBBIE O'Connor had a new baby and just taken on her first employee when she heard about the Women in Business Mentoring Program.

"I knew the year ahead would make or break the business, and without sufficient planning the latter would be more likely," she said.

"My main objectives when entering the program were to obtain people management skills to create a positive working environment with honesty, pride of work and ownership.

"I also wanted to learn more about negotiation skills as this was becoming an area I could pinpoint as a weakness."

The mother of two owns White

River Design, a small graphic design studio.

Her mentor Kathy Rojo had extensive background with people management.

"She understood what I was facing and immediately offered suggestions on how to combat issues that previous to our meeting had seemed insurmountable," Ms O'Connor said.

"I was impressed at her life experience and soon realised how much I could learn from this very dynamic yet humble woman."

Ms O'Connor's negotiation skills have improved and a marketing plan is being developed. Ms Rojo was hesitant about taking on the role, but believed she could share her experience to help others.



Mentor Kathy Rojo with Debbie O'Connor of White River Design.

Penrith Press, 21 July 2006. To read, please click on the article.

Keeping Your Promise



When was the last time that you put yourself in your customers' shoes? As business owners we tend to put a great deal of time and money into developing our promotions to achieve the best possible results.

We tend to focus on the creative aspect, the copy and the offer, but how many of us focus on the response process? In other words, how much time and effort do we really spend on making it easy for the customer to respond, and on following up our promises?

All too often business owners are heard to say "That direct mail out was a waste of money, we hardly had any response". The question remains; did you follow up on the mail-out? Did you call your clients to make it easy for them to say 'yes' to you?

You can learn a great deal from responding to your own promotions. By viewing the process from the customer's perspective you experience such things as: how long did it take for the phone to be answered, were you greeted in a friendly manner, were your questions answered, was the promotion how you perceived it to be... and so on.

To be successful at keeping your promise, you need to plan for it from the outset of a promotion. Have a clear and precise way in which you are going to manage and process the orders. Consistency is best and having procedures to ensure this is vital to maintaining customer satisfaction.

Providing quality customer service is an essential part to keeping your promise. If people are dealt with in a friendly, polite manner with all transactions going smoothly, then they are not only likely to use your services again, but they are also likely to recommend you to friends and family.

Extracts from 'Do-it-Yourself Marketing' - Greg Smith

www.whiteriverdesign.com