



CHRISTMAS CREEPS CLOSER!!!

Have you started organising your Christmas brochures, catalogues or special promotional material? If not, you had better get a rustle on. Christmas is just around the corner and for those who are busy at this time of year, you would know that planning starts in July!

What about the rest of us who are in the service industry and aren't as busy? Now

is the time to get promotional material out there to ensure that Christmas isn't the quiet time that it always tends to be. This is a fantastic time to offer clients special consultation rates, referral incentives and add-ons.

Take a look at what your clients value, and give them the perfect excuse to contact you during the silly season. Perhaps a new years promo is in order to ensure that you have work for the usually quiet January month. If you are doing a direct mail out or advertisement, remember to add a 'call to action' to get people to pick up the phone. And don't forget - always ask how they heard about you - this will allow you to track what promotions are working.

For great promotional ideas, brochures, calendars, fridge magnets or mouse mats, give us a call on 4733 7668 and let us do the brainstorming for you! This is a fantastic time of year... if you are organised!



Charity Christmas Cards



50 foiled Christmas cards with your own special message printed inside (includes envelopes) - **only \$198***

These are charity cards, so proceeds will be going to a good cause!

Contact Debbie or Michelle for more details or to view samples & make a difference this year:

**4733 7668 or
info@whiteriverdesign.com**

*terms and conditions apply • offer ends 31 October 2006

Congratulations!

- To **Antonella Sanderson** from **Sanderson Partners Lawyers** for winning the Altitude Community Spirit Award. You are a worthy winner!
- To **Andrea Turner Boys** and **Jane Holdsworth** for being finalists in the Sydney Business Review Business Women of the Year Awards.
- To other clients of ours, **Gladys Reed, Gina Field, Melissa Hewitt** and **Maralyn Kastel** who were all finalists in the 2006 Altitude Awards!

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

We have had such a fun couple of months! In August there was the Altitude Ball which was fantastic and raised about \$18,000 for The Breast Cancer Foundation and the Neo Natal Intensive Care Unit Parents Support (NNICUPS). Well done to all involved.

I was so honoured to be a finalist in the Altitude Awards for the Small Business Woman of the Year Award. The ladies that I stood beside that night are so inspiring, and I have to admit that I was a little overwhelmed. Congratulations to every one of you!

A few nights later, Michelle and I attended the Penrith Achiever Awards as we were finalists in the Trades and Services category. What a spectacular and wonderful to see so many of our clients and associates there.

Last but not least I made it onto the air waves! SWFM did a segment on home based businesses and I was interviewed by Tony Hunt who also runs his own business called 'Audio Life Portraits'. Thanks for a fun interview, Tony!

Kind Regards

Debbie O'Connor

white river design

[t] 02 4733 7668

[m] 0425 213 897

[f] 02 4733 7768

[e] info@whiteriverdesign.com

FEEDBACK

Debbie,
Congratulations on your business award - especially impressive for such a young business. You have given me the inspiration to keep forging on ahead in our own fledgling business despite how daunting it has felt in the last month or so. **Good on you!!**

*Debra Uren
 Regentville Vet*



Hi Debbie and Tony

I have just turned the radio off after listening in for the last hour. I have to say I found it very enjoyable and I am positive that a lot of people who are considering or just started a business from home would have gained plenty of information.

Congratulations to you both. It was a pleasure to listen to and very informative. As you both know I work from home too and many issues that you raised today bought a smile to my face.

Thank you for a great hour!

*Teresa Malecki
 Costless Holidays*

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[+] 02 4733 7668
 [m] 0425 213 897
 [f] 02 4733 7768

[e] info@whiteriverdesign.com



Pat on back for business

HOME-BASED businesses had created "a string of jobs", according to Penrith Valley Economic Development Corporation CEO, Jane Holdsworth.

The corporation also provided one-on-one assistance and phone consultations for program period participants who wanted further advice or assistance. Ms Holdsworth said.

"The creation of 39 jobs by these small home-based operators is an outstanding success story," she said.

"They have shown what can be achieved by people who are innovative and creative in what they do, and who are open to ideas and learning."

In addition to the jobs already filled, tax incentives are to be offered in the near future and further growth is expected from the work, she said.

One of the businesses has moved into commercial premises and has employed two subcontractors, while another is gearing up for a national product launch within three months.

"These home-based entrepreneurs did more than just bring their

Pat on back for business

Home based businesses had created 'a swag of jobs', according to Penrith Valley Economic Development Corporation CEO, Jane Holdsworth.

Ms Holdsworth said 39 more local jobs were created after 15 businesses completed a home based business program last year...

White River Design is proud to be one of these businesses. To read more about the program and the article that appeared in the Penrith Press on 22 September, please click on the article.

Decision Makers and Influencers

Last week I saw the perfect example of a sales person focusing on who the decision maker was and not even consider to show the influencer the same level of interest. Let me explain.

We were needing to put insulation in our roof. So I did my research and organised for a few companies to come out and quote on the job.

At 5pm I received a call from - lets call him John. He said that he would be around soon and that I should put on the kettle.

By the time he arrived, I was in full mum mode with my 10 month old demanding my attention while I organised dinner. My husband wasn't home yet as he had a few errands to do on the way.

I asked John if he would like that cup of coffee and he answered in perfect salesman etiquette "only if you will join me". I declined

but he opted for the coffee anyway.

While boiling the kettle, John quizzed me on what my husband does for a living, where he works and what time he usually gets home as "I could always come back over the weekend to explain everything when your husband is here."

I mentioned that Dave would be home shortly, which seemed to please him immensely. I was then asked if I was - and I quote - "a lady of leisure!"

Now something other than the kettle was starting to boil.

To make a long story short, when I asked John questions he said that he would explain everything when David got home.

Finally my husband walked through the door and from the look on my face knew that I was not happy Jan!



From that moment on I may as well not have been there. John directed all conversation towards David and eventually showed him the quote. He wanted an answer on the spot, but with a slight shake of my head, Dave said that we'd get back to him.

By the time John left, the only thing that I was certain of was that we would not be using his services.

John made a fundamental mistake in focusing entirely on who he thought the decision maker was and totally neglected to take into account that it is the influencer who points the decision maker in the right direction. If he had given me the same courtesy as my husband he may have got the job!