



## Mum's The Boss!

In this issue:

- How to dress for success
- Meeting report - June
- Focus On...Natalie Harris - r-time / Birth Sense
- Diary Dates
- Any other business
- Next meeting

## Dress to impress! Personal style when YOU are the business!



Image consultant **Penny Gregory** helps women to dress to look great and feel fabulous every day. A recent client of hers had just set up her own business and was struggling with her work-wear wardrobe. The client simply did not know what to wear to meet new prospects or clients. She'd tried her one and only business suit, believing that this would give her a professional and assertive edge, but had just felt uncomfortable, lacking in confidence and if the truth be told, a little dull. She needed to make the very best first impression and felt that she was letting herself down somehow.

Penny says 'When you run your own business, you ARE the business. In the words of the famous aviator, Anne Morrow Lindbergh, "The most exhausting thing you can be is inauthentic". So why not just be yourself? Make the most of yourself and let that shine through into your business.'

- Do not feel you must 'conform' to a dress code
- Wear clothes which flatter your figure
- Choose styles which reflect your personality
- Wear colours that flatter you - you will instantly look healthier and more vibrant
- Make use of colour psychology - wearing different colours can promote different reactions in your clients/audience
- Build up a capsule wardrobe for work - several garments which can be mixed and matched to provide lots of outfits
- Wear one or two pieces of bold or eye catching jewellery or use texture and pattern to create a little individuality
- Be yourself - you will feel more confident and your customers will respond to that

You can find out more about personal style and image and sign up for Penny's newsletter at [www.pennygregory.co.uk](http://www.pennygregory.co.uk)

## Meeting Report - June

At our June meeting **Justina Perry**, founder of mother & baby wellbeing business **MamaBabyBliss** gave a light-hearted but insightful talk on the differences between how men and women communicate, suggesting that by understanding these differences we can enjoy better business relationships with male colleagues as well as learning how to focus on our own businesses. Whilst women are strong at multi-tasking and being creative, men are more single-minded in their approach to a task. When communicating they like to get straight to the point and respond well to visual aids such as written agendas, graphs etc. When dealing with men in business, women can learn to adjust their communication techniques accordingly in order to get their point across in a more positive way.

See <http://mumstheboss.wordpress.com/2009/06/13/getting-in-touch-with-my-masculine-side/> to read our blog post inspired by Justina's presentation. And for more information on Justina's mother & baby products and services visit [www.mamababybliss.com](http://www.mamababybliss.com)

## Focus on.....

## Networking for mums in business

### Natalie Harris - Natural Birth Sense/[www.r-timeonline.com](http://www.r-timeonline.com)



Mum's The Boss member and mum of 4 **Natalie Harris** is the founder of not one but two local businesses! Following a successful home-birth using HypnoBirthing® techniques, Natalie qualified as a HypnoBirthing® practitioner in 2007 and now runs 5-week courses from her home in Haynes.

"I believe I have the best job in the world," says Natalie. "To watch parents grow in their knowledge and confidence throughout the course is fantastic. However to see their faces filled with excitement after the birth is something I will never tire of and I thank every one of them for letting me take a very small part in their wonderful experience."

And as if that were not enough, Natalie has also founded a local Family and Community website **[www.r-timeonline.com](http://www.r-timeonline.com)** which provides a one-stop-shop for all family related information in Bedfordshire. Including a full What's On guide of local events and days out, school-friendly jobs, places to shop and eat, school events and information, r-timeonline also provides a cost-effective shop window for local businesses to advertise to their target audience. Visitors can also sign up to the Family Club and receive monthly emails containing local events and special offers specific to their interests.

For more details of Natural Birth Sense HypnoBirthing® classes call Natalie on **01234 381181** or **07525 727433**, or you can email **[info@naturalbirthsense.co.uk](mailto:info@naturalbirthsense.co.uk)** or visit **[www.naturalbirthsense.co.uk](http://www.naturalbirthsense.co.uk)**



### Diary Dates

#### Photo shoot

The photoshoot to have a professional business portrait taken is now booked for **Wednesday 8th July** from 7.30pm onwards.

The cost will be £30 per person and venue details will be emailed to all those people who have expressed an interest in attending. If anyone else would like to be included then please let us know asap.

#### Start-Up Business Event - Bedford i-kan

On **Wednesday 15th July** Bedford i-kan will be holding a drop-in event from 1-7pm for people starting up or new to business. Mum's The Boss will be attending the event, promoting the group to visitors and also to support Bedford i-kan, sponsors of our group.

#### Summer Social Event

Our Summer Social event has been booked for **Friday 14th August from 7.30pm at The Kiln** Pottery Studio in Bedford. We will need a deposit of £6 by the July meeting from anyone wishing to attend. Wine, soft drinks and nibbles will be provided and you will need to pay for whatever item of pottery you choose on the night (prices from £10 upwards).

### Any other business

#### Keech Cottage Children's Hospice Fundraiser

Many thanks to everyone who took part in our raffle at the June meeting. This, together with half the meeting fees, helped raise £25 for the Pasque Charity & Keech Cottage Children's Hospice.

Many thanks again to **Irene Houston** for donating a copy of her 'Blog in 1 Day' video tutorial as 1st prize which was won by **Sushma Patel** on her first ever visit to the group! Thanks also to **Vickie Humber** of **[www.humbershomemade.co.uk](http://www.humbershomemade.co.uk)** for donating 2 jars of her fantastic Traffic Jam as raffle prizes!

#### Mum's The Boss - The Blog

Since Irene Houston's presentation last month about online marketing, we have set up a blog for Mum's The Boss, which you can follow at **<http://mumstheboss.wordpress.com/>**

We hope it will develop into a lighthearted mix of posts about business, motherhood and any other random topics that take our fancy! We welcome any feedback so please feel free to leave comments on any of the articles on the blog. And for any new members with blogs or websites of your own, please email us with the details so we can add them as links.

## Next Meeting

**Thursday 9th July - 10.00-12.00**

Caldwell Community Centre, Althorpe St, Bedford, MK42 9HF

Speaker: Teri Baker - founder of Minikini - [www.minikinicolour.com](http://www.minikinicolour.com)

Topic: Taking your product or ideas to market

**Please contact us asap to book your child's place in the creche**

**[www.mumstheboss.co.uk](http://www.mumstheboss.co.uk)**