



**Mum's The Boss!**

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## Social Networking for Beginners

Social networking is a fantastic resource for work at home mums as it allows you to access a whole world of potential customers from the comfort of your own home - at any time of the day or night and for free! For some start-up or small businesses, paying for advertising can simply be out of the question. However sites like Facebook, MySpace and Twitter are free to join and a fabulous way to create a profile and spread the message about your business. They are also a great way to network with other people working in your sector.



Mum's the Boss has its own group on Facebook which you are welcome to join by clicking on the following link - <http://www.facebook.com/home.php?ref=logo#/group.php?gid=66442490549&ref=ts> . We have also recently started using Twitter ([www.twitter.com](http://www.twitter.com)), which involves posting lots of brief status reports - what we're up to, questions we need answering, links to other interesting sites/blogs, and other general chatter - to keep our profile in the public domain. And that also means that we can now 'tweet' on your behalf. So if you have any news you want to share then email us at [info@mumstheboss.co.uk](mailto:info@mumstheboss.co.uk) and we can mention you in our reports. Whether it be a new product, special offer, an interesting article relating to your market, changes to your website etc - just let us know and we can help you spread the word.

If, however, you fancy having a go at tweeting yourself, then the following Twitter Checklist for Small Businesses, compiled by Karen Skidmore of CanDoCanBe, is an excellent introduction to getting the most out of networking on Twitter. Click the link, enter your email address and Karen will send you the list - [http://www.candocanbe.com/Twitter\\_Business\\_Checklist.php](http://www.candocanbe.com/Twitter_Business_Checklist.php)

## Focus on.....Pippa Highfield - Raring2go!

If your target customers are local families then talk to Mums the Boss member Pippa Highfield about promoting your business through Raring2go! magazine. Raring2go! is a local guide of what to do and where to go with children and is packed with details of events, clubs & classes and holiday activities all aimed at families. It is published quarterly and distributed via lower schools & pre-schools, libraries and toddler groups to 11,000 parents across Bedford, Sandy, Biggleswade, Ampthill, Flitwick and surrounding villages.

Since Pippa set up Raring2go! in 2007 it has grown from strength to strength and has a loyal readership and an established base of local advertisers including Theatretrain, StageCoach, Kumon, Jo Jingles and many more. A marketer by profession, Pippa loves the challenge of helping her customers generate new business through Raring2go! 'It is about so much more than just selling an advertising space' she says - 'it's all about timing, getting the message right and appealing to your target audience to generate more business for your business'.

To find out more about Raring2go Bedford or for an informal chat about your marketing plans you can contact Pippa on **0844 800 1948** or [bedford@raring2go.co.uk](mailto:bedford@raring2go.co.uk)





# Marketing Demystified

By Claire Burdett

www.funkyangel.co.uk ~ Where business and home work together

Everywhere we look at the moment, the big boys of business are coming tumbling down, and the media is full of doom and gloom. When times are tough it is easy to justify reducing the spend on your marketing to zero, or thereabouts, and hoping that just doing the do will help you survive. But if you are tempted to do so, don't. Just think of Woolworth's and it's ill trained and rude staff, cheapo branding and poor marketing and promise yourself you won't make the same mistakes!

Comparing you and your solo enterprise to a nationwide chain is perhaps a little surprising, but the premises of good marketing remain the same, regardless of scale. And it remains a truth that deciding not to make the effort is a very easy choice when you don't really understand what you are doing - or the most affective way to make every penny or hour of effort you do put in actually count.

After all, promoting, selling, marketing the product, even if, or maybe, especially if, it is just YOU and what you do, but neglecting it does not lead to security. And in a recession, if you are the only voice making that effort, then yours will be the only voice your potential clients will hear - or buy from!

So where do you start?

**Click through to read more...<http://funkyangel.co.uk/Work/Funky+Agency/Marketing>**



## Meeting Report - March

Our March meeting was very well attended and it was lovely to see lots of new faces, proving that the promotional work we carried out in February had really paid off. Our speaker was Sue Wilson, from the Bedford Hypnotherapy Clinic, and her talk on Goals and Motivation was inspirational on both a personal and professional level, giving everyone food for thought about where our lives and our businesses are heading.

First we all carried out a physical activity to demonstrate the power of the mind. After this we carried out an exercise where we looked at our lives in the form of a wheel, scoring various elements and highlighting areas which need our attention. Then Sue demonstrated to us how any goal - however ambitious - can be broken down into achievable chunks, some of which can be addressed straight away, taking us immediately one step closer to our dreams.



Sue's role at the Bedford Hypnotherapy Clinic involves helping people overcome a wide range of emotional concerns such as fears, phobias, anxiety, depression and addictions. She also carries out motivational training days for small business owners. Sue is offering free relaxation session worth £75 to the first 10 people who respond. Tel Sue on 01234 327444 or for more information view her website at [www.bedfordhypnosis.co.uk](http://www.bedfordhypnosis.co.uk)

## Any other business



**Sponsorship** - we are delighted to report that Mum's The Boss has secured sponsorship for our creche provision.

Nicola Cooper-Abbs, of All Words Ltd based in Manchester, was so impressed with the concept of our child-friendly networking group that she has generously donated a sum of money to allow us to provide a creche at every meeting this year, irrespective of how many children attend. Nicola is a freelance copywriter with a 2 year old daughter so understands perfectly what we are trying to achieve with our group.

We are extremely grateful to Nicola and are looking at other potential sponsors to allow us to expand the services and benefits we can provide to the group.



**Survey** - if you haven't already done so can you please click on the link below and spend a couple of minutes completing our survey on Support for Work at Home Mums. It will help us greatly with our planning. Thanks!

[http://www.surveymonkey.com/s.aspx?sm=NbI1o3JZcUAHle0fMt2gwg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=NbI1o3JZcUAHle0fMt2gwg_3d_3d)

**Next Meeting**  
**Thursday 9th April - 10.00-12.00**  
Caldwell Community Centre, Althorpe St, Bedford, MK42 9HF  
As the meeting falls in the Easter holidays there will be no speaker. Instead Kate Parker of Tatty Bumpkin will be carrying out a taster session of her yoga inspired programme for children, so come along for a cuppa and maybe some relaxation - children of all ages welcome