



Mum's The Boss!

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Getting the most from your online marketing

Meeting report

The May meeting took on an Internet Marketing theme after a last minute change of speaker. Online Technology Trainer **Irene Houston** saved the day by filling in at short notice after our planned speaker had to cancel due to health problems. Irene helps small business owners, new entrepreneurs, service professionals and work-at-home Mums learn the online technology they require to run successful internet businesses. Her teleclasses and eCourses are all delivered digitally... so everyone can learn without leaving the comfort of their own home!



Blogging

Blog

For many MTB members blogs are still somewhat of a mystery. However Irene explained that having a blog linked to your website is a great way to market your business online. Search engines such as Google are looking for fresh content and links coming into different pages of your site from other websites, all of which suggests you have lots of worthwhile content, thus pushing you up the rankings. Having a blog and keeping the content fresh and up to date is the best way to drive traffic to your main site, where the content often remains unchanged for long periods.

To get the most from your blog you should choose a name which contains key words that people use when searching online. To find out what people are searching for in your particular market use sites such as **www.wordtracker.com** or **https://adwords.google.co.uk/select/KeywordToolExternal**. Sites to consider if you want to set up a blog are **www.wordpress.com**, **www.typepad.com** and **www.blogger.com**.

We will be giving away a copy of **Irene's video tutorial 'Blog in 1 Day'** at our June meeting as a raffle prize in aid of the Pasque Charity & Keech Cottage Children's Hospice.

Information Products

Help!

Irene also talked about creating Information Products to complement your existing business. Everyone has knowledge or expertise which can be turned into an ebook or report which can then become a passive source of income, being sold many times over to customers all over the world. Customers will pay for information that solves a specific problem, so titles that contain phrases such as 'Top Tips...' or 'The Beginners Guide to...'etc, are all popular. By making your information product topical you stand even more chance of success. Irene has produced a guide entitled **17 Tips to create your own Information Product** (attached with this newsletter) or available free from her website **www.irenehouston.com**

Sarah Barnes - Ivy House Interiors



Since leaving her 'previous life' career as a Buyer for a high street chain, Sarah Barnes has been working as an Interior Designer, setting up her company Ivy House Interiors in 2006. Ivy House Interiors aims to offer complete interior design solutions for everything from entire show-houses to the smallest downstairs loo!

Based on the Bedfordshire/Buckinghamshire border, Sarah has a background of show-house and rental property design and project management. Whether you are looking to refresh the style of your bedroom or 'start from scratch' with your kitchen Sarah has the contacts and know-how to help – and if she doesn't she will go out of our way to find it! Through relaxed and informal discussions Sarah can provide you with the solution to your specific requirements.

If you are looking to sell your current property, Sarah also offers a Home Staging Service, transforming your home to "Show House Standard" maximising the sales potential of your property by setting it apart from the competition and offering discounted storage rates. Sarah has also undertaken work for landlords who are looking to transform rental properties from un-furnished to furnished to provide a greater return on their investment. This type of work is often budget led – but with Sarah's negotiation and financial background combined with design experience, Sarah has furnished properties to a high standard whilst keeping costs minimal.

For more details or to see examples of previous works, call **Sarah on 07711 293320** or drop an e-mail to **sarah@ivyhouseinteriors.co.uk**. You can also follow Ivy_House on twitter

Business Book Library

From June we will be bringing our Business Book Library to meetings. We have been extremely fortunate to have acquired copies of the following books:



The Boss of You - Lauren Bacon & Emira Mears
The Essential Business Guide - Julie Stanford & Jane Priddis
Supermummy - The Ultimate Mumpreneur Guide to Online Business Success - Mel McGee

plus 8 titles from the **Everywoman Simple Approach** series:

Work Well From Home, Manage Your Time, Deal with Stress, Assert Yourself, Interview Others, Give Great Presentations, Succeed as a New Leader, Balance your Life and Work

Books will be available free of charge for members and for a deposit of £5 per book to non-members.

We would like to thank all the authors who have donated books. Special thanks go to **www.essential-business.co.uk** who donated 4 copies of their substantial Complete Business Guide. They also have free eBooks available to download from **http://www.essential-business.co.uk/information.html**

Any other business

Professional photo shoot

We now have 6 members interested in the photo shoot, bringing the cost down to around £30 each. If anyone else would like to be included then let us know asap as we will be setting a date for the shoot soon.

Summer Social Event

As there is no MTB meeting in August we have decided to organise a social evening at The Kiln in Bedford. Details to follow shortly.

Keech Cottage Children's Hospice

At our June meeting we will be running a Tea At Three event to raise money for the Pasque Charity & Keech Cottage Children's Hospice

http://www.pasque.org/content/view/335/662/

We will be donating half the meeting fees to the charity and also doing a business card raffle - make a donation and put your business card in the hat to be in with a chance of winning a copy of **Irene Houston's 'Blog in 1 Day' video tutorial**, plus some smellies and a bottle of wine! So bring some extra change with you to support this worthy local cause.

Next Meeting

Thursday 11th June - 10.00-12.00

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

Speaker: Justina Perry - founder of MamaBabyBliss - www.mamababybliss.com

Topic: How to be more like a man - understanding how men operate and how it can help your business

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