

**Our Events in the coming month will be held at:**

<p><b>Southampton</b> - 12 May 2009 9:30 - 11:30 a.m. Esporta, Southampton SO30 3XA</p>	<p><b>Basingstoke</b> - 13 May 2009 9:30 - 11:30 a.m. Basepoint Business Centre RG24 8UP</p>	<p><b>Manchester</b> - 19 May 2009 2:00 - 4:00 p.m. Worsley Old Hall M28 2QT</p>	<p><b>Portsmouth</b> - 20 May 2009 9:30 - 11:30 a.m. The Premier Inn, Port Solent PO6 4FB</p>
<p><b>Bournemouth</b> - 21 May 2009 9:30 - 11:30 a.m. AFC Bournemouth</p>	<p><b>Romsey</b> - 27 May 2009 9:30 - 11:30 a.m. Venue to be advised</p>	<p><b>Reading</b> - 9 June 2009 9:30 - 11:30 a.m. The Southcote Beefeater</p>	

All you need to do to book your place is visit **Our Events** page on the website.

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

**Welcome to our APRIL Newsletter. We hope you find the content both helpful and informative. Do you have a success story to tell? If you have a contribution to make please contact us to tell us about your news.**

**In this month's edition:**

- AQ Networking - New synergies
- Invitation to The South Coast Franchise Show 2009
- Graham Niven needs your help
- Screw Surviving - How to grow your business during the recession
- Cheese, wine and networking with Kinnarps
- Robert Middleton - It's not the economy that's hurting your business - its you!

**MANCHESTER - Graham Niven needs your help!**

11 years ago, Sandra, Graham's wife, contracted an illness called Encephalitis – basically inflammation of the brain. It was contracted as a result of having cold sores and flu at the same time. Her resistance was low and the herpes simplex virus got into her brain. She suffered multiple fits and ended up in intensive care in a coma over Xmas 1997. She eventually came out of the coma before the New Year and came out of hospital 6 weeks later suffering severe memory loss. Sandra has recovered well although still has not recovered her lost memory and still has "absences" from time to time. The Encephalitis Society have provided Sandra with significant support over the years and Graham is running in the BUPA 10K on 17 May to raise funds for them.



We have agreed to donate as sponsorship, half of the profit from our Manchester event on 19 May - **SO CAN YOU BE THERE TO HELP US HELP GRAHAM?** The more people who turn up on the day the more money we raise in sponsorship - please come along, network for business and help a very worthwhile charity.

**New Synergies**



We always encourage the people who attend our AQ Networking for business events to form strategic alliances wherever they can. We are pleased to advise that we do follow our own advice! We are delighted to report that we have made a strategic alliance with a number of the best of franchises in the south .

**TheBestof Poole, Portsmouth, Romsey and Southampton** team up with AQ networking for business from May 2009

The organisations are working together to provide joint events that will be bigger and more beneficial to business people in the area.

TheBestof actively looks for the real gems in the local businesses, shops, restaurants and franchises; working with them to generate awareness of their products and services to each other and to the wider community.

**thebestofpoole**

**thebestofportsmouth**

**thebestofromsey**

**thebestofsouthampton**

We have also established a very positive relationship with Regus Business Centre at their centre at Southampton International Business Park, George Curl Way, Southampton SO18 2RZ who are sponsoring our June event. Why not come along and network there? The event is in the evening so that we can provide you with free parking and an opportunity to network with the businesses based at the centre.



**Why not attend the South Coast Franchise Exhibition on 9 May 2009 at St Mary's Stadium, Southampton? It's FREE and a great opportunity to meet and network for business with other businesses in the area.**



We always encourage the business men and women who attend AQ Networking to have a plan to follow up the people they meet. It's nice to know that our views are shared by others!

**It's not the economy that's hurting your business. It's you!**

**By Robert Middleton, Action Plan Marketing  
www.actionplan.com**

The magic of successfully attracting more clients has very little to do with the economy or brilliant marketing messages or exposure on every single social media site. It has a lot more to do with setting up opportunities to connect with more qualified prospects and actually following up with them.

**So why doesn't everybody do this? Three main reasons:**

1. People don't have a system and they are not prepared. They literally have no plan, no intention, no purpose or goals to build their business. They don't have a written strategy or plan. They haven't thought much about the tools and resources they need.

And if you don't have that, nothing much will happen. Not even if the economy picks up. By the time it does, your business may be dead and gone. Without a plan and preparation and some serious thinking about what you're doing and what you're trying to accomplish, your business will not grow.

2. People are disorganized and unfocused. Even if they have a basic plan, they are scattered. They get home after a networking event, put the cards they collected on their desks, and then they get busy and the cards collect dust. Two weeks later, they look at the pile of cards and go, "Oh, s###! I forgot to follow up with anyone at that event!" If this is your modus operandi for growing your business, you're in deep trouble. Like my young insurance agent, without some systems and organization, you'll be left with a pile of cards but no appointments with potential clients.

3. People Are Afraid of Rejection. If all of the above wasn't bad enough, we fail to follow up or take any kind of proactive action because we think things like this: "I don't want to be pushy. If they're interested in me, they'll call me. I'm just not the sales type. I don't have time for follow-up."

All of this is a disguise for deeper fears such as: "I'll be ostracized if I market myself too aggressively. I'll be rejected and then won't be able to show my face at that group again. I really have nothing of real value to offer. Why am I doing this anyway?"

**How to Stand Out and Attract Lots of Clients**

Those who are attracting as many clients as they can handle are doing the exact opposite of the above:

1. They have a plan and they know what they are doing. They are focused,

prepared and ready to play the game of marketing.

2. They are organized with real systems in place which they follow without fail. Follow-up is not a burden but an opportunity.

3. They are fearless. They understand the value of their service and don't worry about being rejected. They make it happen.

Now if this is you, you are attracting a lot of business and you probably wonder what all the fuss is about! You realize that marketing yourself is part of your business and you simply work at getting good at it until it's never a big issue again.

**For everyone else, please read this carefully:**

If you are not attracting as much business as you could because you have no plan, are poorly organized, and are afraid of rejection, what are you going to do to get beyond these three things?

Here are your options:

1. Do nothing and hope the economy changes.  
Recommendation: Get a job and stop driving yourself crazy.
2. Try half-heartedly but continue to complain about how marketing is so hard.  
Recommendation: Same as above.
3. Make a real commitment to change. Realize that if you don't have a plan, get organized and become fearless you might as well get that job instead of being miserably self-employed.

If you fall into the third category, please follow this link below. I have something for you that will make a big difference in your business: <http://tinyurl.com/time-for-action>.

**Robert Middleton, Action Plan Marketing**



**Nigel Botterill, Founder and CEO of thebestof says:**

The ruthless 'survival of the fittest' in the business world has only just begun and things are changing – probably for ever. We all need practical help and input and guidance in times like these and that's what these unique Training Days will give you:

**The last thing I want to burn my breath on is talking about how to SURVIVE the recession. I have something much more interesting than survival planned for these Events. MUCH more interesting!**

Practical, useful help, tips, ideas and insights – from one of the countries most successful entrepreneurs – someone who has been there and done it – and is doing it still. Guidance and inspiration that will equip you To ENSURE That Your Business Expands and Grows During the Recession, and MAKE 2009 and 2010 Super-Prosperous Years for you...

For more information visit [www.thebestoftraining.co.uk](http://www.thebestoftraining.co.uk)

**You can get £100 off the admission price to this great event by quoting Code: 7631AQN when you book your place.**