

# Womentrepreneurs

Dear Readers

Nice short edition this month. We are building up for some major workshops in the next few months around marketing, tax and human resources. So watch this space and enjoy.

cheers

Shelley Aherne  
Small Business Consultant

Issue 19 2011

## INSIDE THIS ISSUE

- Workshops & Seminars
- Moving with technology
- Business Humour

## UPCOMING WORKSHOPS & EVENTS

### Tax Basics Seminar - Hobart

Tax issues relevant to owning and operating small business.

Presented by Ken Read, Australian Tax office.

#### The Workshop

Would you like to learn about tax issues relevant to owning and operating a small business? This seminar will address these issues and give you some practical tips for your business.

#### Topics covered:

- Getting Started in Business
- Goods and Services Tax (GST)
- Employing People, Reporting and Pay
- Income and Expenses
- Record Keeping
- Dealing with the Tax Office

Please [click here](#) to view our flyer.

Price: FREE

# The Light in Our Eyes

Australian Engineering Week 2011



Light impacts on every aspect of our lives. Our moods, health, sleep patterns, rest and effectiveness at work are all directly affected by the colour and intensity of light.

Join one of Australia's leading lighting engineers and researchers, Urbain du Plessis for an illuminating insight into the meaning of light and how it can be applied in the workplace.

**6pm to 8pm Wednesday 3 August 2011**

**D Building Cradle Coast Campus  
16-20 Mooreville Rd Burnie**

This FREE EVENT is part of Australian Engineering Week 2011



RSVP by Monday 1 August 2011  
E: [CCC.Support@utas.edu.au](mailto:CCC.Support@utas.edu.au) T: 6430 4949



**Cradle Coast Campus**  
UNIVERSITY OF TASMANIA

## MOVING WITH TECHNOLOGY

### Social Media in Retail

Debra Templar, "Retail guru", presented a workshop in Devonport recently. This visit was all about using social media in your business. Facebook, Twitter, Linked In, Foursquare... if these things are a foreign language to you, check out Debra's page at [www.thetemplargroup.com.au](http://www.thetemplargroup.com.au). You will find your free copy of "Jingle Bells, Christmas Sells" and many slideshows on various retail topics.

## Spam trigger words

Spam is a huge issue on the internet these days and, unfortunately, it has impacted on businesses that send legitimate bulk emails using database marketing tools. It means that we have to work a lot harder to get our emails to our reader's inboxes.

All email programs (from Hotmail to Outlook) have in-built spam filters that scan incoming emails to determine if they are spam. One of the things it checks is the words in the content of the email and in the subject line - if it finds words that are 'spammy', the program will mark your email as spam and the recipient will probably never see it. So if you want to make sure they do read your emails, you need to find out which words to avoid. Visit <http://www.bloomtools.com>

Obviously some of the words are common business phrases, like 'web traffic' and 'free offer', so it is difficult to avoid them. We suggest that if you must use one of these phrases, just use it once per email otherwise you are risking getting your email blocked. If you can, try to use synonyms like 'complimentary' instead of 'free' or changing the wording slightly so you don't get picked up by the spam filters.

Also, make use of the in-built spam measuring tool in the Ezy Communicator - this looks for key spam words in your text and checks the coding side of your emails which is equally important for getting your emails through filters.

## BUSINESS HUMOUR

- A clean desk is a sign of a cluttered desk drawer.
- An expert is someone called in at the last minute to share the blame.
- For maximum attention, nothing beats a good mistake.
- How do I set a laser printer to stun?

## CONTACT DETAILS

### Business & Employment

45 Best Street, Devonport 7310

t: (03) 6422 7777

m: 0439 338 468

w: [www.businessandemployment.biz](http://www.businessandemployment.biz)

If you no longer find these newsletters useful please click here: **UNSUBSCRIBE**