

My Beechworth Secretary

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“Impressions of Summer”

Happy New Year and welcome to the first edition of my ‘Impressions’ newsletter, a quarterly newsletter reflecting our seasons.

‘My Beechworth Secretary’ began on the first day of Spring 2004 and I have been thrilled with the response and support from the Beechworth community. It has been a great opportunity to work with some wonderful people and be part of a wide range of very interesting businesses.

Working for many years in administrative roles, including Mayday Hills Hospital, Ford Motor Company, Dept of Meteorology, Uncle Bens and Broadmeadows Army Camp, I have gained extensive experience in the clerical and administration area, experience that is now available to individuals and businesses in this region.

Add to that 10 successful years in the party plan industry leading a team of 100+ consultants, gives me a strong base to assist local small businesses and individuals.

As we move into each season, I will be sending out my ‘Impressions’ newsletter featuring some of the services available through ‘My Beechworth Secretary’, anything new and any other relevant information.

**STAFF ON HOLIDAYS / SICK
EXTRA WORKLOAD**

‘My Beechworth Secretary’ can help.
call Karen now!

New Year Resolutions



Have you set the usual New Year resolutions? And do you keep them, or are you enthusiastic for the first couple of weeks, then move onto something else?

For individuals and businesses, the New Year is an excellent time to take stock of what you have been doing, what’s worked, what hasn’t. A ‘SWOT’ analysis is a great tool to do this - take a look at your Strengths, Weakness, Opportunities and Threats.

In early December, David Wilson, reputable Business Coach, spoke to a group of local business people in Beechworth. After doing a SWOT analysis of yourself and/or your business, he recommended that we should develop our strengths and delegate our weaknesses.

Don’t waste time doing something that you are not good at, when you can be using that time to build on your strengths and develop yourself and your business. Find someone who is good at the things that you are not and pass them over.



Many individuals and business owners are not happy doing administrative tasks.

You can delegate them to ‘My Beechworth Secretary’ and know that they will be handled professionally and promptly.

The reasonable cost involved will ensure that you will have time for the things that you enjoy.

Data Base Management

Every business has customers coming through their doors each day. These customers' details are often lost or, if collected, never utilised. Yet, we know it is much harder and costlier to find new customers than to maintain old ones.

A manageable data base of your key customers can give you the opportunity to regularly keep in touch with them and encourage them to return. You can make them special offers and discounts, inform them of any new or existing services or products you have available, link in with other complementary business and generally remind them of how important they are to you.

'My Beechworth Secretary' can assist by establishing a simple, efficient database for you that can be easily maintained by your staff or myself. I can produce newsletters, flyers, information packs etc, all of which can be personalised if necessary.

Your key customers are the lifeblood of your business and deserve to be well looked after.

Give them a reason to come back to you!

Thankyou for taking the time to read my first "Impressions" newsletter. I hope that you have found it of interest.

I look forward to hearing from you at any time that I can be of assistance.

*Karen Nankervis
'My Beechworth Secretary'*

Take the MBS Test!

Let's look at 4 areas of any office. How effective do you think you are in these areas? Tick the areas as they apply to you.....

*Office Organisation,
Time Management,
Filing, etc*

- Up to date
- Weeks behind
- Never done, huge box full
- Other

*Stationary,
Flyers, etc*

- Professional
- Eye catching
- Needs updating
- Drab & stale
- Other

*Customer
Database*

- Efficient, well maintained
- Info collected, not used
- Non existent
- Very much needed
- Other

*Correspondence,
Manuscripts, etc*

- Well presented
- Concise, accurate
- Average, needs improvement
- Terrible, avoid if possible
- Other

Overall Impression

- I am very happy with results and my overall business presentation
- I have some areas that could improve, but I'm happy with the way things are.
- I need some help and I'll be in touch.
- HELP – ring me quick!!
- Other

**Return this section completed to
'My Beechworth Secretary' by
Friday 21st January and go into the draw
for 2 hours of secretarial support
– of your choice – FREE.**

Your Name :
Business :
Contact Number :
Email :