



"Impressions of Winter"

Winter 2007

www.mybeechworthsecretary.com.au

May was an exciting month with the launch of our new website. All our services are listed, lots of wonderful testimonials, business info, and all my newsletters. I'd love your feedback, please take a look at :

www.mybeechworthsecretary.com.au

I've also had a couple of articles published in the businessmums.com magazine and these can be downloaded from the website.

We feature the first in a series of articles on "Getting started with a website", by Fiona Larkings from WWW.ART Designs. (*and thanks to Fiona for our website*).

These gorgeous crisp winter days also heralds tax time and if you are facing a mountain of paperwork, give us a call. We can get your paperwork in order ready for your accountant. (*Kathryn's Feng Shui article this month is all about attracting money and prosperity, too.*)

I hope you enjoy this edition and welcome your impressions and feedback.

Karen

When Things Don't Go as Planned

By Maria Garcia - Get Organised Now!

While I always recommend planning, sometimes even the best plans don't go exactly as expected. But it's rarely the end of the world when this happens.

Here are my top tips to help you remain productive and positive when things don't go as you originally hoped they would:

1. Remain calm.

A surefire way to ensure your day is really unproductive is to waste most of it getting frantic, frustrated and angry. Stay calm and you'll be able to begin formulating and implementing solutions in the most productive, stress-free manner.

2. Focus on the solution.

Rather than complaining about the problem, focus your mind and energy on the solution(s). For example, if you just burned the roast and company is arriving in a half hour, don't focus on the burnt roast. Focus on where the nearest Chinese take-out restaurant is or focus on a

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'My Beechworth Secretary' Team



Karen Nankervis



Michelle Taylor



When things don't go as planned.... continued

meal you can whip up quickly in the meantime. If you can't get a report to a customer when you promised it, don't waste time being frustrated over missing the deadline. Determine when you can get the customer his report and what you can do in addition to make up for this mishap.

3. List your possibilities.



If you didn't originally have a back-up plan, brainstorm (yourself or with others) and then make a written list of options. It is easier to choose a plan when you can glance through all of the possible alternatives.

4. Divvy up some tasks.

Very often, when original plans don't happen as expected, back up plans require additional tasks that need to be done. Whenever possible, delegate these duties to others, such as family members, friends or associates. Dinner guests arriving early? Ask your oldest son to prepare the dinner salad. Deadline was moved up? Coordinate a team of co-workers to rally, stay at work a bit later and get that project done.

5. Don't sweat it.

Regardless of how bad things may turn out, try not to sweat it. Realize that things aren't always going to work out, chalk it up to experience and look ahead to the future. Make a list of what went wrong and how you can help ensure it doesn't happen again. Focus on 'what's next' rather than dwelling on the past.

6. Have back-up plans in the future.

While you certainly don't need to have a detailed back-up plan for everything in your day, having one is definitely suggested for any major events. For instance, if you're planning an outdoor birthday party for your son, you should have a back-up plan in case it rains. Or, if you're planning to show a Powerpoint presentation from your laptop at an upcoming workshop, have paper handouts on hand in case you have technical difficulties.

by Maria Gracia - Get Organized Now!

Want to get organized? Get your FREE Get Organized Now! Idea-Pak, filled with tips and ideas to help you organize your home, your office and your life, at the Get Organized Now! Web site <http://www.getorganizednow.com>

Thanks for your Feedback....

"I had extreme time frames while working towards the opening of an exhibition recently. I required pages of telephone numbers, addresses and rather scrappy diary notes to be deciphered and created into a data base.

With confidence and efficiency, My Beechworth Secretary transformed this information into a comprehensive format for me to use ... and met the deadlines!

Thanks again Karen"

Dianna Orton, Artist
Myrtleford



"I am very pleased with Karen's service and the work she produced for me. Very friendly, knowledgeable and supportive.

I will be using this service again.

And I won't hesitate to ask advice from Karen, great resource."

Jodie Scholz
Beechworth



Quotable
Quotes

Tell a man there are 300 billion stars in the universe and he'll believe you. Tell

him a bench has wet paint on it and he'll have to touch it to be sure.

Murphy's Law

NEED A WEBSITE, WHERE TO BEGIN!

Fiona Larkings

PART 1 - Domain Name Registration

Businesses, large and small, are heading online. There are many things to consider - domain name registration, hosting space, search engine marketing and the actual website design to name a few.

Your domain name is your business address/name on the Internet. So when choosing yours, remember:

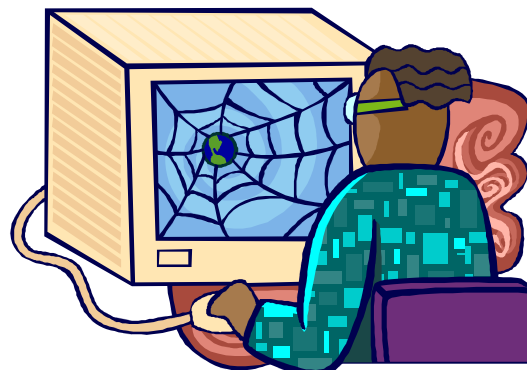
- Make your domain name memorable.
- It should be easy to say, understand, remember and spell.
- You can't go wrong with multiple addresses.

Strengthen your brand by registering a domain name/s that has a direct connection to your business. It could be your business name, one of your products or even a newsletter title that you distribute to your customers. However, it should be in accordance with eligibility and policy guidelines applicable to domain name registration.

Registering a generic name may work for your business, it is sometimes wise to register generic names like

- auditingspecialists.com.au - if that is your specialty or
- beechworthplumbers.com.au - if your business is local to the Beechworth area.

Generic names can attract a large amount of targeted traffic that happens upon them by people typing an obvious-sounding word or phrase directly into their browser's address bar - a process called direct navigation. For



example, someone interested in Beechworth might try beechworth.com.

Protect your brand by securing domain names in popular domain extensions like .com or com.au. If you trade overseas or have customers in other countries, you may be able to obtain domain names in those countries.

A web forwarding service can be set-up easily to redirect traffic to one main site. For example, if your website is on www.beechworthplumbers.com.au and you have two other domain names beechworthplumbers.com & plumbingbeechworth.net.au, a web forwarding service will redirect traffic going to these two domain names onto your main website.

Fiona Larkings is the sole proprietor of WWW.ART Design Services offering a comprehensive service for domain name registration, hosting and the design and installation of websites.

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Quotable Quotes

The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one.

Erma Bombeck

Prosperity

福 FENG 祿 SHUI

Kathryn Osmond

Money, Money, Money,

With the end of the financial year just around the corner we will have to organize our prosperity sector with in the house.

The secret of prosperity in Feng Shui is creating the essence of wealth by allowing the free flowing chi to meander through the house. Good wealth only exists where there is adequate protection against killing chi (sha chi), so look out for things that are *straight, sharp and those exposed beams* when you eat or work, as all these create sha chi.

To identify your most auspicious wealth direction, also known as sheng chi direction, you will have to work out your Kua number to obtain the best direction.

(The Beechworth Chinese Cultural Centre offer this service for a small fee of 50c per person. We require your name and the date & year of birth, of all people in the household.)

Generally the southeast sector of any house or building is the wealth sector, but if this is missing your wealth will only be short lived and will cause a lack of opportunities.

In the mean time to help you with the wealth luck

- Hang a faceted *crystal ball* in the s/e corner to capture yang sunshine.
- Protect your front door of any potential poison arrows from straight roads or corners of buildings, by placing a *Pa Kua mirror* above the door outside.
- Water also symbolizes wealth, but if placed incorrectly may cause loss
- Fountains do not create money unless the water is flowing towards the house

(The BCCC has many symbols that represent wealth coins to place in your wallet or invoice books to enhance sales.)

Sleeping Feng Shui is also important for creating prosperity it is best to have your head in the sheng chi direction & try to sleep with a solid wall behind you

Cheers Kathryn



To find out more about Feng Shui, look out for Kathryn's articles in future newsletters, or contact her at the Beechworth Chinese Cultural Centre in Ford St, Beechworth 03-57282866, email beechworthchinese@bigpond.com

'My Beechworth Secretary'

Ready to Help

Here are a few things that we can do
Lots more - Just ASK!!

Word Processing

Letters, memos, manuscripts, assignments.

Mail merging of envelopes & labels

Transcribing of tapes

Our Specialty

Resumes and Job Applications

Basic Book keeping

Weekly, monthly, quarterly, yearly

Desktop Publishing

Business Stationary, brochures, newsletters, flyers.

Wordsmith

*When you need the right words to get your message across in letters, websites etc
- let us put your thoughts into words*

Databases

Creation of databases and management for customer lists, stock, etc

PowerPoint Presentations

Effective visual presentations

Spreadsheets

Your Virtual Office

We can send and receive emails and faxes for you, collect and send your mail

Office organisation

Clutter elimination, filing systems, time management, software training

Business/Individual Coaching & Development

