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Founders Message

By *Linda Ockwell-Jenner*

Community is a powerful word, and more people are coming to the realization that being a part of their community is not only offering them opportunities to get to know more people, it is also an excellent way to give back. When Dave and I co-founded the Small Business Community Network almost 9 years ago we knew that including the word “community” was a very important part of how we saw the SBCN growing and helping SMB’s. The SBCN has a strong community of members, which now also includes online members and also some wonderful supporters in our sponsors, such as TELUS. A big thanks to all of our sponsors because we certainly could not help as many SMB’s without your help.

Monday July 9th was the SBCN Summer Social, where members and their guests came along and enjoyed an evening of fun including the now famous SBCN Quiz. It was a relaxed way to get to know each other on a personal level. We would like to thank Caesar Martini’s for hosting this year’s event and for the complimentary hors d’oeuvres, which were eaten up very quickly!

August is the only month the SBCN does not offer any events at all, and this gives Dave and myself a time to look at past six months and plan for the rest of the year.



Check out TELUSTalksBusiness.com

Upcoming Events

Monday September 17th @MarketPlace Conference

Monday September 19th Monthly networking

visit www.sbcncanada.org/events for more details

Business Education Series

By *Nikos Rentas*

What does the summer mean to you? Interestingly enough, for a lot of people it means vacation. It means without a doubt that small business owners will have a slow time. Not to worry I will give you something to do! Over the years it has been my build up time. I compare myself to sports teams and say: "I should be tuning my connections and building the sales for September". I started actively implementing a series of steps and since the conception I have managed to come out with a strong fall season in sales and kept smiling right through into winter. So what is my thought process?

- Everyone is thinking I am going for vacation
- Everyone is thinking money that is going to be spent
- Everyone is thinking fall will come and then what?

Simply put: it's all about planting the seed. Making sure everyone knows you are there for them when they return. It is a buildup of comfort; go enjoy and I will be here.

For most businesses summer sales are not always strong but the fall has to be prepped up to beat you competitor. The eventuality of success is based on what you do to secure the future. A strong example here in Waterloo is RIM. They will eventually pull out of their cry for patience. However, they could have avoided it all. Future thinking came late.

Look at what you have done, what your competitors are doing and this summer and ask what you want to see in the fall. Say "how have I planted the seeds?" Success will come but only with proper planning.

- *Nikos Rentas, SATNER Corp.*
www.satner.com



How To: Influence Others

By *Linda Ockwell-Jenner*

Influence - a word, meaning: "the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others" - via Dictionary.com

SMB's today are in a great position to influence their potential clients, and

some excellent platforms for them to do this online are: Facebook, Twitter, LinkedIn and the Small Business Community Network. You can post articles, tips, engage with your connections, to name a few of the things you can do, and if you do any of the above you are in a better position to influence your target market.

To be in a position to influence others you have to be regarded as an expert, or have credibility, or at the very least known to have some experience with which to share with others. Add to the 3 things mentioned above, respect and trust.

If you respect someone you are more likely to be influenced by what they say.

Add trust to the equation and you have a better chance of influencing someone.

Let's take the example of a parent who wants to influence their child to do something. You often hear the words "why" especially from a child. In order to influence the child in question, if you cannot answer the question "why", you are in a bad position.

If for instance you are teaching a child not to run across the road without taking the steps to ensure they reach the other side of the road safely, you know the reasons why you want them to listen to you. The child will trust you and respect you when you explain how dangerous it is not to look to your left and right (or right and left depending where you are located). If you further explain that being run over by a vehicle can mean they may die or be seriously injured this furthers their understanding of why you are instructing them not to do something.

Taking the word influence and bringing it into the world of social media where everyone is on a quest to influence someone to do something it gets tricky.

Unfortunately, and I have said this before, there are too many so-called experts out there who do not practice what they preach. This brings us back into the trust and respect area, how can you trust someone who tells you to do something that they themselves are not doing?

Trust, respect, and knowledge: three valuable assets when you want to influence someone. It does seem like I am also repeating the same message over and over again, and that is because I am. Building relationships with others can mean, down the line, you are in a position to influence them.



"how can you trust someone who tells you to do something that they themselves are not doing?"

Whatever way you chose to connect with your clients, online or face-to-face you can influence them in a positive way if you stay true to who you are. If you do not know the answer to a question or do not have the products or services your clients are looking for, point them in the right direction. Respect and trust go hand in hand and by being honest you are definitely influencing your clients to give you their loyalty.

- Linda Ockwell-Jenner, *Motivational Steps*
www.motivationalsteps.com

Diet Wars

By Kim Edmundson



Are you currently on a diet? Been on a diet? Thinking about a diet? Which one are you thinking about? Web MD has information on about 100 different kinds of diets. If you are curious, you may wish to check them out at: <http://www.webmd.com/diet/evaluate-latest-diets>

As a Holistic Nutritionist who specializes in sensitivity testing and energy balancing (BIE), I find that clients are sometimes disappointed when they come to see me but don't leave with a photocopy of one of the hundred-plus diets that are currently hip.

One issue with most diets is that they don't look at the big picture of health and wellness. Some people are only concerned about the number on their scale or their pant size instead of how their body is actually functioning and the state of their overall health. Many people have tried lots of different types of diets only to end up poorer (a lot of these diets are extremely expensive), fatter and sicker.

Did you know that stress can cause you to gain weight or prevent you from losing weight no matter what diet you are doing? There is a hormone in your body called cortisol that increases when you are stressed. When cortisol is high in the body, you will have difficulty losing weight and cravings for your favorite "comfort" foods will probably be intense. In fact, when you are stressed the body looks at calorie restriction as another stress and holds onto all the fat reserves it has – especially around the middle. I refer to this as the cortisol belly. I am sure you have seen it.

High stress and high cortisol can also lead to other health issues such as depressed thyroid function, adrenal fatigue, imbalanced blood sugar, high blood pressure and low immune system function, to mention just a few.

Hormonal balance is imperative to healthy weight loss. Once hormonal balance is achieved, healthy weight loss is possible; however, it must be a lifestyle change and not a temporary diet. If you feel like you are doing all the right things to have a healthy lifestyle and you still can't lose unwanted weight, or you are ready for a lifestyle change, you may wish to consult with a holistic nutritionist who specialises in sensitivity testing and energy balancing (BIE). Chances are you won't leave with a photocopy of a diet. You will, however, leave more enlightened!

- Kim Edmundson, Divine Wellness
www.divinewellness.ca

Security Corner

By *Dave Ockwell-Jenner*

Hunting Wabbits

Remember those old Bugs Bunny cartoons, with the ever-optimistic Elmer Fudd, convinced that he'll successfully catch some 'wabbits'? To tell you the truth, I've felt a little like old Elmer the past few weeks - so let me share a story with you and you'll see why.

Back in **The Hub** Issue 3 (March, 2012) I was recounting a tale of finding a new virus. If you missed the story, there's not much you need to know - except to say that I discovered a new virus whilst investigating a fraudulent e-mail.

It turns out, however, that it wasn't so new. Sure, it was new to the Anti-Virus companies, but the type of malware I had found had actually been seen before - it just wasn't public knowledge. Fast-forward to July, and I've since learned that what I found in March was the tip of an iceberg; this particular iceberg seeming to have originated in China.

For the past few weeks, I have been investigating an electronic intrusion from a team of people that actually provide this type of hacking as a service. In fact, they specialize in industrial espionage--gathering intelligence on companies that are either operating in China, or have plans to do so. From what we've been able to piece together so far, chinese companies can



engage the services of this group to collect information that may give them a competitive advantage.

This type of threat is called the *Advanced Persistent Threat*. It's not advanced from the point of view of the technology (the attack methods are almost identical to a demonstration I gave at one of our SBCN events) but the organization behind it. They are extremely capable, and are able to quickly and easily get to the information they need. They have distinct teams that determine a way to research the target company, another to construct a 'way in', another to find the data they seek once they're in, and so on.

The worst part is, they can be very tricky to detect, as their methods are designed to be almost invisible. This is why I'm feeling a lot like our friend Elmer Fudd. Even with the best of intentions, I get the feeling the wabbit is looking over my shoulder and is just one step ahead!

- Dave Ockwell-Jenner, *Prime Information Security*
www.primeinfosec.com

Power Questions

By Stewart Marsden

Chapter 6 – Discovery Is The Difference Between Selling & Buying

"The trouble with most questions is the point of focus the questioner has in the first place." John is firmly back in teacher mode. "Let's review the first power question of the Discovery process stage ...

"'Where is the money?' This is the RIGHT question to ask.

"What is the RIGHT focus needed to ensure you can always find a RIGHT answer?

"Obviously there are many big money sources in the marketplace. So, just finding any big money source doesn't necessarily mean it is the RIGHT money source to ensure a high probability of financial success.

"There is one simple way to always ask this first power question with the RIGHT focus that always leads to a RIGHT answer ... which can lead to identifying a new business venture with a high probability for financial success."



John has us in the palm of his hand once again. I think everyone is waiting for the Holy Grail (or something).

"It turns out that the first heuristic business principle is that RIGHT focus that always leads to a RIGHT answer to the first power question.

"Here is a review of the first heuristic business principle: 'The DESIRE to spend ENOUGH MONEY must ALREADY EXIST in the marketplace BEFORE the business starts up.'

"The first heuristic business principle is used to test every possible answer to the first power question.

"Can anyone tell me how using this question-focus duo helps you to identify the money sources with a high probability for financial success?"

The tall blonde guy, "Sales and profits ... the money ... is the primary business objective. Only the money sources that already desire to spend money on what the new business offers meet the 'high probability' requirement to be the RIGHT answer to the first power question. Therefore, the first heuristic principle is the RIGHT focus to have when you look for the RIGHT answer."

Bingo! This guy is no dummy. He just likes to ask lots of questions to get fast answers.

John beams, "Well said! I only want to make one little, but very important, distinction. I said 'a' RIGHT answer; not 'the' RIGHT answer. Asking the first power question can very often result in more than one qualified marketplace money source. Faced with many possible RIGHT answers, you will need to ask more power questions each with the right focus / heuristic business principle to narrow your search down to identify 'the' RIGHT answer – FOR YOU.

"I'll come back to explain that 'FOR YOU' part of 'the' RIGHT answer identification later."

Questions fly like golf balls on a driving range. Hands go up everywhere. Mine included.

"Wait. Wait." John waves our hands down. "I'm going to ask you to be patient a little while longer. Then I'll answer your questions.

Read more at: <http://dl.dropbox.com/u/926219/PQ-Article.pdf>

- Stewart R. Marsden lives and writes about business topics in Kitchener, Ontario, Canada.



Do you have a story to tell?

We're always on the lookout for great reader-submitted content for **The Hub**. Find out how to contribute at <http://www.sbcncanada.org/the-hub/submissions>

@MarketPlace Conference

Exploring the Future, Now.



On September 17th, the Small Business Community Network (SBCN) will be hosting the **@MarketPlace Conference** at THEMUSEUM in downtown Kitchener.

This year's theme is Exploring the Future, Now. With the rapid pace of change in technology, community and business we're looking to see what the future holds. You're invited to join us and see how upcoming trends can help you build better businesses, communities, environments and lifestyles.

Vendor Village

If you're looking for great future-thinking businesses, you need look no further than the @MarketPlace Conference. We feature a number of exhibitors in our Vendor Village dedicated to bringing you creative and imaginative products and services.

If you would like to showcase your business at the conference we have a number of Vendor Village tickets available. You'll get an exhibition table in our Vendor Village, along with a full-day pass to the entire @MarketPlace Conference!

www.marketplaceconference.com



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Social Networking

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