

Produced by The Small Business Community Network (SBCN)
133 Weber St. N. Suite #3-183 • Waterloo, ON N2J 3G9 Canada • www.sbcncanada.org • www.sbcnuk.org

INSIDE THIS ISSUE

- 1 Founders Message
Upcoming Events
- 2 Do You Fear Being Rejected?
- 4 Security Corner
- 6 About the SBCN
- 7 SBCN Membership
- 8 Social Networking



Founders Message

By *Dave Ockwell-Jenner*

Welcome to 2014, and welcome to *The Hub!* Now in our third year, we're looking forward to sharing even more great stories, tips and strategies from across the small business spectrum.

Perhaps 2014 is the year you renew your commitment to networking and business growth? The *Small Business Community Network (SBCN)* has been supporting small business owners who focus on 'growth through relationships' for over 10 years.

At our recent monthly networking event in Waterloo Region, we encouraged attendees to network out of their comfort zone, and the feedback was great. You never know who might already be in your network, but with whom you could get to know better. Those connections might just be the key to your business success.

As a subscriber to *The Hub*, we thank you for your support and welcome your contribution. **On behalf of our entire community, let me wish you a happy and prosperous 2014!**

Upcoming Events

- Wednesday, January 22nd Monthly networking - Barrie
Tuesday, February 11th Monthly networking - Stratford
Wednesday, February 19th Monthly networking - Waterloo Region

visit www.sbcncanada.org/events for more details

Do You Fear Being Rejected?

By Linda Ockwell-Jenner



Are you a business who thinks everyone is your target market? If so I hope you have a thick skin. Do you fear rejection? If so I am sure you have felt very let down many times.

Let me take you back in time and share with you how my expectations led me to feeling rejected and thinking my services were not good enough, or I was not good enough. As a very new Motivational Speaker I had faith in myself. I had high praises from everyone who heard me speak, testimonials, but when I sent out a proposal to speak and it came back with a big fat NO, I felt totally dejected, as well as disliking being rejected very much!

Luckily for me, two trusted people in my life who were taking on the roles of mentor to me were honest and shared some basic facts of life with me. Our expectations can somewhat leave us feeling let down because we expect something to happen and there is a high likelihood it won't happen.

Taken from Wikipedia:

An expectation, which is a belief that is centered on the future, may or may not be realistic. A less advantageous result gives rise to the emotion of disappointment. If something happens that is not at all expected it is a surprise

As you can see above we leave ourselves open to disappointment if our expectations are not realistic or we are not honest with ourselves.

How can we avoid? Well we can't entirely avoid disappointments in our lives but we can look at a variety of things that may guide us:

- Know our target market
- Know why we were turned down, did not gain the client or sell our product or services
- Have a realistic view of the outcome

One of my mentors suggested to me that when I sent out a proposal to speak, my thoughts should be along the following lines. If my proposal to a new prospective client came back with a "sorry you were not our first choice at this time, but in the future" kind of deal, I had lost nothing. Yes a big fat nothing. You can't lose something you did not have in the first place!

I want to share Seth Godin's blog post with you because it may illustrate better than I can, how we can armour ourselves from feeling rejected:

"You can't lose something you did not have in the first place!"

The Humility of the Artist

It seems arrogant to say, "perhaps this isn't for you."

When the critic pans your work, or the prospect hears your offer but doesn't buy, the artist responds, "that's okay, it's not for you." She doesn't wheedle or flip-flop or go into high pressure mode. She treats different people differently, understands that she is working to delight the weird, not please the masses, and walks away.

Isn't that arrogant?

No. It's arrogant to assume that you've made something so extraordinary that everyone everywhere should embrace it. Our best work can't possibly appeal to the average masses, only our average work can.

Finding the humility to happily walk away from those that don't get it unlocks our ability to do great work."

As one of the co-founders of the Small Business Community Network (SBCN) I was very naive in my early days, when getting to know people in business that were interested in finding out what the SBCN offered and how we could help them. I thought everyone needed to network, build relationships and above all build strong foundations; and it did not matter what stage of your business you were at or what business you were operating, the SBCN was the organization for you. I was right about everyone needing to network, build relationships and strong foundations, but what I now know is not everyone realises the benefits of all those three things, so those businesses are not our target market. It's very important to know you can't help everyone, not everyone will understand your business model and above all, they have to decide what works for them in order for them to see the benefits.

Every organization and the decision maker in that organization should realize that not everyone would like or want to purchase your products or services. This is not because what you are offering is being rejected in the sense it's not good enough, it's just not something certain demographics want or need, and that could apply at this time or ever.

We decided a few years ago to say no to certain businesses that we felt were not a fit for our organization. If we refer to one of the things in Seth's blog that really relates to our decision: "Finding the humility to happily walk away from those that don't get it unlocks our ability to do great work" you will see that we made that decision not because we felt rejected, but because we knew not everyone was a fit for our organization or products & services.



If you are feeling rejected when you get a big fat NO, think about it from your perspective as a decision maker when you are purchasing memberships to organizations, products or services and know why you say NO to someone.

Having the ability to say no in business takes strength and courage, but we all get used to it over time and know it was the right decision. You can think of it as rejection or you can think of it as not a fit for you.

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

small
business
community
network

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>.

Security Corner

By *Dave Ockwell-Jenner*

Security Resolutions

It's a new year, and whilst we look forward to new opportunities and ahead to new challenges, we must also remember the existing ones.

Many of us draft up New Years' Resolutions as a way of kick starting the year and doing the things we know we should focus on, but perhaps haven't. I'd like to encourage you to do something similar around security. The good news is that some of these resolutions might be easier to achieve than your commitment to the gym, or eating fewer carbs!

Computers as Tools

Our computers are just like any other tool – they require maintenance and looking after to ensure they work effectively. Why not take some time at the beginning of the New Year to tidy up your computer? Here are a few suggestions:

prime 
information security

“make sure you can get back what you need, when you need it.”

- Consider organizing some of those files that are littering your desktop or documents folder. Create a filing system that works for you and organize your files so make them easier to find.
- Don't be a 'software hoarder'. Look at the software applications you have installed and remove those that you haven't used in a significant amount of time.
- Update those applications you do use. Actively check to see if those applications have upgraded versions available that may fix security problems. Remember that Windows Update keeps your Microsoft software updated, but not everything else!

Better Safe Than Sorry

The New Year is also a good time to revisit your backup and restore strategy. Perhaps it's been a while since you backed up important files, or maybe it's something you haven't got around to sorting out yet. Here are some tips to help keep your data safe:

- If you haven't got a way to backup important files and data, start now! Even if this is as simple as purchasing a low-cost external hard drive and manually copying files across—it's better than nothing. Almost all computers come with a backup solution that serves simple needs.
- Test your backups. There's nothing worse than the moment you come to restore a file from your backup only to discover you can't! Don't wait until disaster strikes, test restoring files from your backups to make sure you can get back what you need, when you need it.
- Check your Anti-Virus (AV) software and make sure it's still up-to-date. Some AV applications (especially those that come with new computers) only work for a limited time. Check with your IT professional if you're unsure what options are best for you.

Plan for the Future

If it's been a while since you purchased your computer, you might also want to look at what you anticipate using it for over the next year. As technology gets increasingly clever, so we can do more with our computers. Unfortunately the equipment we bought several years ago might not be powerful enough to help us process new workloads.

Perhaps we need to consider purchasing a new system, or upgrading the one we have. We might have new security solutions we are thinking of running to better protect our business data; will they integrate with what we have?



Make Security a Priority

I've left the best suggestion to last! Make security a priority in 2014. I've worked with too many businesses that haven't prioritized security until it's too late. They've been left facing skyrocketing costs, big losses and in a few cases, major changes to how they expect their business to continue.

Don't let this be you. Invest a small amount of time in *protecting* your business, and it'll keep you *in* business!

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

About the SBCN

We are the Small Business Community Network (SBCN)—your connection to the small business community. The SBCN connects business communities, we are committed to building strong business communities. Connecting, collaborating and consistently working together builds a stronger economy, everyone benefits.

Our organization offers monthly networking events, special events, education and training.

If you want to attend professional B2B network meetings, where you are guaranteed to connect with like minded professionals who want to build relationships and share referrals, then the SBCN is the place for you.

We are an established organization who, have helped hundreds of businesses navigate the many realms of networking successfully. As an organization we have 10 years experience of assisting and working with SMB's to help them promote, via social media and traditional face-to-face networking, their businesses and build their brand in order to be recognized as experts in their field. We offer mentors, a podcast, a newsletter and many other benefits to the SBCN Members. Referrals are passed within the group and also shared via members and guests once the relationships have been built.

We also offer special focus groups, one of which is referral based and the other offers help in the many areas of building strong business foundations.

The purpose of consistent networking is to build trusted relationships and build partnerships, alliances and gain referrals.

[Find out more by watching our video!](#)



Dave Ockwell-Jenner

Co-Founder, Small Business Community Network (SBCN)

small business community network

SBCN Membership

By Dave Ockwell-Jenner

Did you know that the Small Business Community Network (SBCN) has different membership options? Here's a quick at-a-glance view of some of the major membership benefits we offer:

Benefit	Corporate	Regular	On-Line	Associate
Number of Members	5	1	1	1
Attend all Chapter monthly networking meetings for free	✓	✓		✓
SBCN Member badge for your web site	✓	✓	✓	✓
Listing in Members Directory	✓	✓	✓	
Free mentoring	✓	✓	✓	
Contribute to SBCN web site	✓	✓	✓	
Post to SBCN mailing list	✓	✓	✓	
Attend Christmas Social for free	✓	✓		
Attend Summer Social for free	✓	✓		
20% discount on special events	✓	✓		
\$20 member referral bonus	✓	✓		
Free display table at monthly networking	✓	✓		

Find out more at:

www.sbcncanada.org/benefits



the future is friendly[®]

Visit TELUSTalksBusiness.com



Social Networking

Connect with the SBCN on our social networking channels.



sbcncanada.org/facebook



sbcncanada.org/linkedin



sbcncanada.org/twitter



sbcncanada.org/youtube

www.sbcncanada.org • www.sbcnuk.org