

# Venus

BUSINESS WOMEN'S NETWORK

**GET YOUR  
BUSINESS SEEN  
WITH VIDEO**

6

**REASONS  
TO INVEST  
IN YOUR  
BRAND**

**INVEST IN  
YOURSELF  
YOU'RE YOUR  
BEST ASSET  
& ADVOCATE**

**PLAGIARISM &  
MARKETING  
HOW DOES  
IT RELATE  
TO YOU?**

**ARE WE ENCOURAGING  
OUR WORKERS TO WORK  
UNSAFELY?**

**INSPIRING  
BUSINESS WOMEN**

## *Stepping up for* **SALES SUCCESS**

**WITH BUSINESS COACH, FIONA CLARK**



# Johanna-May

Personal Stylist

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\*Complimentary 20 minute Skype session to find the styling package that best suits your needs.

Welcome to the second issue of the 'new look' Venus magazine. Thank you all so very much for the overwhelming and incredibly wonderful feedback on our first new magazine – it was great putting it together and the positive response truly makes all the hard work very worthwhile. For me, never having done a magazine, it was also a steep learning curve but I loved it, I was out of my comfort zone but decided to just look at it as another growth and learning experience!

2018 sees me diving in to my second year as the CEO of Venus, the dream is very much my reality and its wonderful! We've officially done a whole financial year and survived. I've also celebrated taking over Venus on Valentine's day last year – yes, there was a glass of wine involved in that celebration! Like you, every day in business has been different and there have been a lot of growth experiences over the last twelve months, equally I've experienced a lot of those 'magic' moments as well that makes it so rewarding.

We are definitely a lot more than a networking group, we are a community of women that are committed to helping, supporting, encouraging and motivating one another – seeing that in action in my travels and in meeting with you all continues to fire me up to do more and more! I keep asking and 'the universe' keeps delivering, so onwards and upwards!

Sales is the focus for this magazine. This is one area we all seem to struggle with from time to time. Once we are presenting ourselves and our personal brand it comes down to the nitty gritty of the sales – after all love doesn't pay the bills! As Kiwi's, and as women, we have a much more consultative approach to selling. Interestingly the article points out sales is really as simple as realising that it can be viewed as helping others. When it's put that way it seems so palatable. It's about working alongside people to help them out with something you are good at and they aren't. Personally I'm a great believer in doing what I do well and getting others to do the things that need to be done, but that I don't do well. That way you can achieve a lot more and can concentrate on enjoying what you do well yourself, which has a positive impact on the business.

Once again thanks to all those involved in the production of the magazine – you all do a wonderful job and make the magazine (and me!) look wonderful!

So, time for a wee read, find a quiet spot and a coffee (tea or wine is okay too!) and enjoy!

Carolyn

Carolyn Banks, Editor and CEO  
Venus Business Women's Network







emarkable means to be extraordinary, stunning and miraculous. Remarkable is a state of mind and a way of being. It's the real you.

In today's fast paced world it's easy to focus on what's going wrong and experience resentment, frustration, stress, overwhelm or grief.

Unless you address the underlying and deeply ingrained beliefs, you will continue to get in your own way, feel stuck and continue to settle. If you don't have the results you want yet, it's because on some level you don't believe that you are worthy of the results.

We are here to change that. The Remarkable Group is a boutique personal leadership agency. We know that our self worth and our net worth are linked. We also know that unless we heal some old wounds, set some boundaries and shift some deeply ingrained behaviour patterns, it will be difficult to get out of your own way and access your purpose and potential.

It's time to breakthrough to a more meaningful and remarkable life, develop your intuition so you listen to your own wisdom, gain the clarity and confidence you need to move your life in the direction you want. It's definitely time to stop dimming your own light and step into the Remarkable life that's waiting for you.



Contact us today and schedule a complimentary clarity call with Mandy and the Remarkable Group.

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# Stepping up for SALES SUCCESS

Getting past your fear of selling starts with shifting your mindset, then embracing smart strategies to confidently drive the growth and success of your business.

WORDS BY MONICA SHEPHERD  
PHOTOGRAPHY BY KIRSTEN SUDBURY

It's simple, our business relies on sales. Without them, we don't make money. And yet many of us have a negative association with sales being 'pushy', shy away from being 'salespeople', or simply don't think we are naturally good at sales.

After all, you didn't get into business to be a salesperson, right? Well, the reality is, sales are the lifeblood of your business, and there's no one more qualified to be its salesperson than you.

So, as business owners, how do we get past our fear of selling, gain confidence with our approach and start to look at ourselves as a sales- and marketing-led business?

## On a mission

Director of BreakThrough Business Solutions and Venus member, Fiona Clark is on a mission to help more business owners learn how to sell.

With over 15 years of sales experience, she now works with businesses - from

SMEs through to multi-million dollar corporates - to provide training for sales and business growth. She understands the challenges that they face. After all, she was once a new business owner waiting for her phone to ring - until she realised that the success of her venture rested on her shoulders, and her ability to sell herself.

*"Sales is helping people find a solution"*

"If you startup your own business, who teaches you how to sell? When was the last time you went on sales training? No one teaches you how to be a business owner, you need to seek out information on what you need. And it's important to realise you're a sales and marketing business first, it just so happens that you provide a certain service or product," she explains.

Her approach with clients, she says, is not about theory, but about what works in the real world, relative to the New Zealand market. "Kiwis take more of a consultative approach. We are a bit softer; we want to build relationships", she explains.

If sales is all about relationships, then what makes us shy away from it? Or more importantly, how can we learn to embrace it as critical to the success of our business?

## Shifting your mindset starts with semantics

According to Fiona, getting over the roadblock starts with a shift around your perception of what sales means.

Sales, she says, is really just helping people.

"Many women in business have a thing around not wanting to sell because they don't want to seem pushy, but all it is, is helping people. The way that I teach around sales is almost to

take the word 'sales' out of it. Call it Customer Service, if you like, because all it is helping people find a solution."

*"Go to a meeting with the intention to find out what your client needs, not to talk about what you have."*

It may seem counterintuitive, but her advice is to stop selling. "What I say to clients is: take the pressure off. Go to a meeting with the intention to find out what your client needs, not to talk about what you have. If you have the solution for them, great. If you don't, point them in the direction of someone who can help".

By first asking your customer questions about them and what they need, it gives you the opportunity to tailor the direction of the conversation to a solution that you can offer them.

"Now it's not selling - it's helping to fix a problem. By linking what you have to what they need, you're no longer having to 'sell' what it is you offer, because they'll already be linking the benefits themselves," Fiona adds.

## Passion and purpose over sales pitch

Sales, Fiona says, is not about having a script to remember, but being able to speak passionately and genuinely about what you do or what you sell.

"Business owners are actually the best salesperson for their business. When

someone is passionate about what they do, it doesn't matter whether they're a natural at sales or not, the fact is, you're buying into *them*", she says.

"Don't try and be something that you're not. Be genuine, but know your stuff. If you can't confidently talk about what you do, it's hard for people to buy from you".

## Confidence to convert

It's not uncommon to see a business invest significantly in marketing, branding and lead generation exercises, but in reality, investment in sales should come first. If your funnel is filling up fast at the top, but you don't have the sales process to convert them, then you could be losing potential customers and money. »







*"A coffee meeting is never just a coffee meeting. You're there for a business meeting, it's just over coffee. Be prepared, value the other person's time."*

Fiona's advice is to first focus on creating a sound sales process. This, she says, is key to gaining confidence in sales because you'll have a structure around your conversion and onboarding processes that you know will work. It comes through having a strategy around who you want to sell to and how many sales you need to make, and then understanding the customer journey, and what the experience is like for them.

Having processes and practical tools is also not just about those initial contacts, but also how you finish up a working relationship with clients.

"What's the very last thing you do for people? Send them a bill? Is that the experience you want them to end on? Follow up, check in, keep in touch. There is value in nurturing the customers you already have, not just seeking out new ones", says Fiona.

#### Never miss an opportunity to impress

We know the impact that personal branding has on our business - and there's nowhere more so than in sales interactions. Your language, etiquette, presentation and the way you conduct yourself are all critical to how customers perceive you, particularly in a face to face sales meeting. Here, Fiona is also keen to impress that 'a coffee meeting is never just a coffee meeting'.

"You're there for a business meeting, it's just over coffee. Be prepared, value the other person's time. If you want new clients, you need to 'wow' them when they meet with you. Be interested, do your research, connect from the beginning, and they'll like you. Get them talking first about their business, then work on building a relationship, and lastly speak about your product."

She advises researching their website to find out more about their business - what's important to them, what their company values are, what is their mission, who do they serve.

"High level people expect you to know about them. They'll know in minutes whether you've done any research on them. If you're after these type of clients, you need to be organised," she states.

#### Closing the deal

When it comes to asking for the sale, it's beneficial to let the customer feel like they have some control. To do so, Fiona suggests you look at how you are packaging up your product or

service. For example, offering flexible payment options, such as installments, in a positive way will make customers feel more open to purchasing.

"We make pricing decisions based on what works for us, but we also need to consider our customer's point of view. Are you actually doing yourself out of business? If you only have one option, there's only one of two ways that they can go", Fiona shares.

Pricing options also help you avoid discounting or undervaluing your product, just to get a sale.

"You deserve to make money, you deserve to do well. Stop discounting and trying to sell to everyone. Don't

*"Package up your product and present pricing options in a way that makes your customer feel empowered by choice and real value."*

aim to be the cheapest, add value instead. Package up your product and present pricing options in a way that makes your customer feel empowered by choice and real value," she reiterates. »







### Getting past rejection

The reality is that not every lead is going to be the right fit for you - and that's okay. Rejection and opportunity go hand-in-hand, and the way that you deal with both of them will make a difference to your business. Careful management of lost opportunities will mean that you don't necessarily close doors for good.

'No' doesn't necessarily mean 'no, not ever', it could mean 'no, not now'. Take emotion out of it and don't get caught up in stories about why there was a rejection.

"Business is about being good to people. It comes back to you in different ways. New Zealand is small, and you need to do good by others. Focus on the customer - they might not be ready to buy from you now, but they might come back to you a year later, or refer someone else to you."

### Learn before you earn

Her question for those of us still reluctant to put a sales hat on: can you afford not to invest in upping your game?

*"No' doesn't necessarily mean 'no, not ever', it could mean 'no, not now'. Take emotion out of it and don't get caught up in stories about why there was a rejection."*

"If you're serious about growing your business, you need to invest in it - and that means focusing on sales. You've got to learn before you earn," Fiona says. "If you don't like selling, get some help. It's important to work on the things that you aren't so strong at."

Take a look at how much time you are spending each week dedicated to closing more sales. If your focus around money-making activity is lacking, then a good place to start, Fiona suggests, is her simple 30-day challenge. "Every day, for 30 days, do one thing on your business. It could be one blog, one social post, one coffee meeting, one follow up email. So every day, you are doing one thing totally good for the growth of your business."

### Stepping up for sales success

Through Fiona's mission she hopes to help more women achieve financial success through sales confidence, and in doing so, see them step up and put themselves out there for the benefit of their business - and in turn support the women that follow.

"The more money you make, the more good you can do, the more you can give you others, and the more you can help people", she says.

While she wants to stress that sales doesn't have to be scary, your approach to them should be serious.

"If this is your full-time business, you've got to be prepared to roll up your sleeves, and put the work in, because if you don't there's no pay cheque every week."

Challenge yourself to make 2018 the year that you really focus on helping your clients. Watch the impact it has on your growth, and see how a sales-led approach can truly transform your business.

# THE SALES GAME CHANGER PROGRAM™

TRANSFORM YOUR SALES. TRANSFORM YOUR BUSINESS.

### Don't Like Sales – But Want To Increase Turnover And Cashflow?

Want to learn how to convert more clients, and ask for the business without feeling Pushy or Salesy?

Join our Dynamic online program and learn the latest step by step systems working for hundreds of other successful Kiwi businesses.

### TO FIND OUT MORE FROM BREAKTHROUGH BUSINESS SOLUTIONS:

Contact Fiona: (021) 991 917  
E-mail: [fionaclark@bbsolutions.co.nz](mailto:fionaclark@bbsolutions.co.nz)  
[www.businessgrowthcoach.co.nz](http://www.businessgrowthcoach.co.nz)

*Fiona Clark*



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ADDRESS: 334B Rosebank Rd (behind BOC gas),  
Avondale, Auckland | PHONE: (09) 815 7230

The Party Starts Here!



# Mortgage free. Get there faster.



After 22 years in finance in NZI have found Kiwi's have their mortgage with a particular provider for one of three reasons – they bank where their school banking was, where their parents banked, or at the Bank that gave them the best deal at the time (or was the only bank that would approve them!)

But even the 'Best Deal' at a main stream bank means you will pay that home loan back twice, and if you're lucky over a period of 42 years. That's the average length of a mortgage in NZ – 42 years! Yes the original term was 30 years probably – but you've increased that loan for a new car or a kitchen renovation – moved banks to chase a lower interest rate, put it on interest only while you had your babies. All good ideas at the time and the Bank is more than happy to do all these things knowing it means they will make interest off you for longer.

I ask all my clients – has your current bank shown you how to pay your home loan off faster and save yourself thousands in interest? The answer 100% of the time is NO!

And of course they haven't, as you can't keep making \$1 Billion dollars\* in profit per year (PROFIT – after expenses AND after tax) by showing your clients how to repay their mortgage faster.

So that's why in 2011 I joined NZ Home Loans. NZHL is dedicated to showing clients how they can be debt free faster – while still having a life. Our DebtNav system isn't about only repaying the mortgage and never having any fun – we are the exact opposite actually.

\*As announced by the ASB Bank July 2017

DebtNav will show you a direct comparison for your current mortgage – explaining how by doing your normal banking we can easily help you save at least 10 years' worth of interest, and 10 years of interest on a mortgage is a TON of money. All by simply doing your normal banking.

NZHL is not a brokerage but a lender – our clients have their banking, mortgages, bank accounts, eftpos card, internet banking and banking app with us – all the time saving a ton of mortgage interest and we don't charge any Bank fees – so no more \$2.50 for loading a bill payment or having \$\$ taken from your account for the privilege of using your eftpos card.

So if you want to actually be mortgage free in the next 15-20 years instead of 42, and would love to have choices for your family without the mortgage hanging over your head forever – then I would love to show you what we do!



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# Reignite The Fire at Home!

Do you feel when things are moving in one direction, **chaos turns up** in other areas?

Do you feel the more your **flame lights up** within you, there is someone trying to put your flame out?

Do you feel deflated when things don't go your way & you get **frustrated with yourself** and others around you?



We all have levels of inspiration & deflation but it is how we handle the rollercoaster in-between that is the key to being alive. Think of a time when you have had an amazing day. Where your juices are flowing and you felt **ALIVE**. Then when you went home or spoke to a friend about your success, what happened? Did they try and pop your balloon? The higher up you celebrate success, the more others (whether partner, friends, family members or colleagues) try and bring you down – unless you stay poised, balanced and centered. So how do you handle the "bubble popping"?

- 1 - Do NOT look at other sexes for support!
- 2 - Do NOT look at other sexes for support!
- 3 - Do NOT look at other sexes for support!
- 4 - Get your pen & paper out and write the **VALUE** your partner/friend has given you by expressing their opinion. e.g. Appreciate they have been honest to you, thus building trust & transparency. They are testing your mindset to see if you delivered everything you could at a high level, thus raising your self worth.
- 5 - You must keep going on this exercise until you feel a shift within your heart and you love that person/s for speaking up. In other words **GRATITUDE** for their external voice.

The reason I have said "pen & paper" is to allow you to have a mindset shift. It is all about brain dumping your unconscious mindset to making it conscious by writing and shifting the energy through your body. Any area of your life you are disempowered, someone else will monopolise you, aka "take over". The person with the most certainty rules the game, aka "conversation".

Up-level all areas of your life and continue to raise the bar to yourself and those around you.

You are worthy of **MAGNIFICENCE** - Now believe and trust yourself.

## ABOUT DEBORAH COOPER

Not only is Deborah Australasia's first Demartini Method Facilitator, she is one of just 11 people in the world certified by Dr John Demartini as a Master Demartini Method Facilitator. Deborah works alongside Dr Demartini presenting on stage internationally. Deborah's work is based on Universal Laws and The Demartini Method - she coins it "Stressologist". By teaching you to identify and break down the barriers that keep you from moving forward. Deborah will help you reach new levels of inspiration, creativity, and performance in pursuit of your goals ... with a gentle stiletto kick!

Be nosy here: [www.DebzCooper.com](http://www.DebzCooper.com) | Book a complimentary strategy session: [support@DebzCooper.com](mailto:support@DebzCooper.com)



# How important is YOUR LOGO?

6 reasons to invest in your brand.

WORDS BY TONIA HILL

Let me start by saying your brand is so much more than your logo. I realise the heading of this article started by asking how important is your logo – and this article hopes to answer that question as well – but you should know firstly that a good logo is just one part of your brand.

## If not your logo, then what is your brand?

Your brand is every point of communication you have with, not only your customers and potential customers, but also your staff, suppliers, investors and contractors. It's the uniforms of your front line staff to the conversation the CEO has with the bank manager. It's the posts on Instagram and the tone of the language on your website. It's the person driving the company car letting cars in front of them in traffic or succumbing to bouts of road-rage. It's what Mary tells Jane about the experience she had with your company last week.

Whether you're a solopreneur or building a corporate empire, and whether you're a product or service based industry, the same is true – you either build or confuse relationships with every point of contact.

If you've ever thought that branding was just for the big guys or something you might do once you've reached a certain level of success with your business, these 6 reasons to invest in your brand might just do the trick to convince you to do it sooner rather than later.

## 1 First impressions last

Would you trust a dentist if they had a hippopotamus smile? How well you value yourself is an indication of how much you'll value your customer. Customers want to know they'll be looked after. When you start by investing in your business it shows a potential customer that you're invested in your relationship with them too. A poorly designed logo will stick out to a potential customer like a yellow, crooked & broken smile. Rest them assured that you look after yourself and they'll trust that you'll be able to look after them as well. You get one first chance to make a first impression. You'd better make it a good one.

## 2 Know what makes you different

Even better than a good first impression is a unique one. As well as showing a potential customer or investor that you're professional and invested in the business, you'll also want to give them a taste of the flavour that is unique to your business. That magical thing that sets you apart from your competition. If you're banana, make it known that you're banana! Investing in your brand foundations can help clarify your point of difference and figure out how to communicate that with ease.

*Having your brand  
clearly identified actually  
makes life as a business  
owner easier!*

## 3 A wise man builds his house upon the rocks

Just as painting the ceiling of the Sistine Chapel, if it were to all come crashing down with the first autumn breeze, spending your time, effort and budget on advertising without a solid foundation is a wasted exercise. Knowing your brand inside and out from the onset can help clarify where you should focus your marketing efforts, plus it will greatly increase the chances of those efforts being successful and an ongoing asset for your business. In short, a better brand means better marketing.

## 4 Building a brand builds relationships

A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. As competition creates infinite choices, looking for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships can affect your success, regardless of whether you're a start-up, a nonprofit, or a product.



## 5 More desire, price higher

Have you ever bought a product that you knew had a cheaper identical twin in different packaging? You could have spent less money for the same outcome but you wanted the "nice" one – the one that made you feel worthy, beautiful, healthy, classy, successful? The great thing about investing in your brand is that it truly is an investment. With greater demand for your product or service, you'll be able to bump up your pricing and reap the rewards for years to come.

## 6 Create clarity!

If you've ever asked yourself what you should wear to a business meeting, what you should post on Facebook this week, what colour you should make the headings in that document, or how to get noticed and be taken seriously by your target market, you could definitely benefit from some clarity around your brand. Having your brand clearly identified actually makes life as a business owner easier! Those questions you ask yourself on a daily basis can be answered before you even ask them. Imagine that.

Now that we've learnt how establishing solid brand foundations will help you build success for your business, let's see how a logo ties into the picture.

For the sake of clarity, a logo is an easily recognisable, reproducible design element, often including a name, symbol, specified colors or trademark. It is a quick, visual representation of a brand's message and position.

So while having a logo is important, it's fair to say that having a GOOD logo can add immense value to your

business. The actual power to be leveraged behind a great logo is not simply in the creativity and design of the logo itself, but in the clarity, definition, uniqueness, and articulation of the larger brand behind it. A good analogy is that the logo is the tip of the brand iceberg. It's the visible part above the water line, but what it represents is so much bigger.

Conversely, having a solid brand foundation and then failing to convey that through the use of a well-designed logo is equally pointless and detrimental to your brand.

Appreciating that your logo will feature on your all of your marketing, packaging, products, social media, website, etc., whether it's in the store, in your customers' homes, online... everywhere you want to be, it becomes clear that having a well-designed logo is of great importance to your business.

So rather than brand vs. logo, it's really more brand and logo hand-in-hand.

As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason, a well-designed logo in front of a solid brand foundation is an essential part of any company's overall marketing strategy.

Tonia Hill, who established her business Crisp Graphics 15 years ago, is passionate about helping small business operators bring their ideas to life. As a designer of brands, websites, packaging and printed promotions, Tonia has worked with hundreds of successful businesses in New Zealand and further abroad.

[www.crispgraphics.co.nz](http://www.crispgraphics.co.nz)



# Looking after WHAT MATTERS most



If you were asked what was most important to you, what would you say? Your family? Your lifestyle? Your wellbeing? What about your biggest asset, your ability to earn an income?

If you were to suddenly lose your ability to make money through illness or injury, how drastically would your life shift and impact on what really matters to you? The right protection can provide you and your business with security and options, whilst ensuring that your lifestyle doesn't have to be compromised.

## Looking after your bottom line

Do you get a shock when that ACC invoice appears in your letterbox once a year? Many business owners are paying out ACC levies without realising what they're actually for, or what level of cover will payout if they were to make a claim. Also, many don't know that there are adjustments you can make to save you money while allowing a satisfactory level of private insurance cover. Restructuring ACC tailors the cover to suit your situation, and with the right advice, ACC doesn't have to be a huge expense for your business.

## Looking to the future

Planning for a comfortable future is as important as protecting your current lifestyle, which is why it's also necessary to understand the benefits available for your retirement.

Did you know that through KiwiSaver, every New Zealand resident over 18 is entitled to \$521 per year from the Government towards their retirement plan? This means you will be given 50c for every dollar (up to \$1042 pa) you put towards your fund, growing your KiwiSaver account by \$1563 per year – and that's not including the returns.

I am passionate about helping you grow your nest egg and there is no better investment available – so even when you're self-employed, signing up and contributing to KiwiSaver is one of the best steps you can take towards saving for your future.



## Meet Nicole Skewes

Everyday, I help business owners find the right solutions for looking after what matters most to them.

I have a life that I want to protect too – a business, a family, and a house that we call a home. Which is why I put myself in your shoes when it comes to choosing the right insurance cover and the most cost-effective solutions for your business.

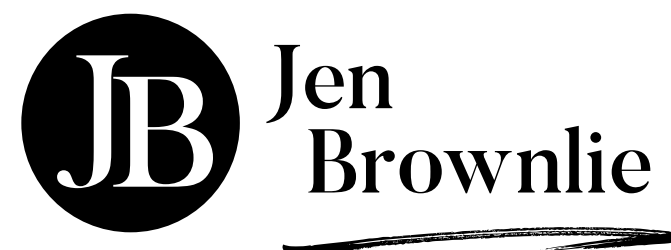
Let me do the hard work for you so you can concentrate on enjoying life, growing your business and planning your future with peace of mind that the things that you've worked hard for are protected.

Feel free to get in touch for a no obligation chat about what matters most to you.

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THE SUGAR CLUB



# water babies®

WORDS BY KELLY WILLIAMS

The splashing of water is usually a sound associated with summer fun but for many parents it is a sound that grips their heart with panic. For a nation with over 14,000kms of coastline and an appetite for water recreation, we are notoriously bad at ensuring our children are safe in the water.

Water Babies has been teaching babies to swim for 15 years and currently teaches over 52,000 babies per week through a network of family businesses across the UK, Ireland, Holland, Canada, China and New Zealand.

After teaching Water Babies in the UK, Kelly Williams wanted to move back to her hometown in New Zealand. In 2014 she set up a Water Babies franchise in Wellington, and now covers both Wellington and Auckland.

*"I passionately believe that babies should be given the opportunity to swim from birth. As well as being fantastic for them, it's such a vital life skill." says Kelly.*

Unfortunately, research shows that too many children are at risk due to lack of water safety awareness and swimming skills. Drowning is the third leading cause of unintentional injury & death worldwide (fourth in NZ), accounting for 7% of all injury-related deaths<sup>1</sup>. Tragically in 2017, nine New Zealand children (seven were under four years old) died from drowning and all of these fatalities were preventable<sup>2</sup>.

Studies show that formal swimming lessons reduce the risk of drowning in children aged one to four years by 88%. Water Babies teaches safety techniques to infants allowing them to stabilise themselves in the water and make their way to the edge.

"I'm part of a fantastic world-wide Water Babies support network, but our biggest challenge is finding 'suitable' indoor heated swimming pools. That's just one of the

benefits I've gained being a part of the Venus Network - I've been able to hire pools from Venus members who have been happy to collaborate so they're earning revenue when their pools are otherwise empty and we're running more and more classes to keep up with our client demand."

But Water Safety is just one of the benefits of Baby Swimming - research has shown that there are numerous physical, cognitive, and psychological benefits and because swimming is one of the few things that a baby can do from birth, the benefits start immediately.

Kelly loves being in the water with precious new-born babies and their parents just as much as being in a more energetic class with older pre-schoolers.

"I've become very close to the children after teaching them every week since they were born, it's so rewarding watching them achieving such incredible things in the pool and having so much fun whilst expressing their fabulous personalities."



Kelly Williams, Director, Water Babies

For further information please contact Kelly Williams Director, Water Babies, Wellington

P: 021 545 760, E: [kelly.williams@waterbabies.co.nz](mailto:kelly.williams@waterbabies.co.nz)  
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# You CAN HAVE IT ALL: career and kids

Joyn's recruitment and HR on-demand solution enables mums to work as and when they like, from wherever they like. Whether they want to work 5 hours a week or 30, the choice is theirs.

BY AMARIA OSMAN, BUSINESS MANAGER FOR JOYN



A game-changing new recruitment service called Joyn is providing a growing number of women with the opportunity to have recruitment and HR careers while managing their family commitments.

In most cases, the typical recruitment agency model involves working from a city office - often starting at 8am and working up to 50 or 60 hours a week. Let's face it, that's just not feasible if you have a young family or prefer a more balanced work and home life.

Joyn has developed a ground-breaking new recruitment and HR on-demand solution which, amongst other things, is enabling mums to work as and when they like, from wherever they like. Whether they want to work 5 hours a week or 30, the choice is theirs.

One of the mothers in our team taking advantage of that flexibility is Zoe Dalton in Christchurch.

"I have two young children, a nine-year-old and a four-year-old who is still in pre-school. In my previous job I worked from 8am-6pm and was missing so much of their little lives. Now I have complete control over how many hours I want to do," explains Zoe.

We have consultants all over the country across every industry you can think of. And since launching in November last year, some of New Zealand's biggest and most innovative companies have started using Joyn. Because we charge our clients on an hourly basis with no fee per hire and no minimum spend, we end up being at least 50% cheaper for them.

What this means for our consultants is they don't have to do any business development to find work. Joyn provides the assignments for consultants, pays them a healthy hourly rate and takes responsibility for ensuring they are paid by the clients.

The one thing a lot of women say about working from home is they feel removed from the world, they miss having colleagues to talk to and run things past. Don't worry, we've thought of that too. We promote interaction amongst all of our consultants around the country - holding regular training sessions and industry updates so that everyone is engaged and connected.

If you're in recruitment or HR and want to learn more about Joyn, or need to hire staff, get in touch via our website - [www.joyn.co.nz](http://www.joyn.co.nz)



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## "You can say that again!" No, you can't... or at least, you really shouldn't.

WORDS BY LINDSEY CARROLL

**W**e live in a world where seemingly boundless resources are a click away. However, just because you can read an article, look at a photo, admire an illustration, or laugh at a GIF, it doesn't mean that you can simply take that item and use it for your purposes.

Let's take a look at the thorny subject of plagiarism, and how it relates your online marketing.

Marketing a business or product covers a wide range of avenues but most, if not all, should lead back to your website. I like to think of a site as the hub in a wheel where all other marketing drives in leads through the spokes. It is an integral part of your online presence and interacts with your e-newsletter, marketing, videos, social media platforms and blog posts.

Your website and these promotional feeds, of course, require content - images, text, video and audio - so this is the area that awareness around plagiarism comes into play.

### What is plagiarism?

The Oxford Living English Dictionary defines plagiarism quite simply as: "The practice of taking someone else's work or ideas and passing them off as one's own."

While most of us wouldn't dream of reproducing lengths of text from a book or illegally downloading a song, for some people the same rationale doesn't seem to apply when it comes to the Internet.

I'm often asked if it's okay to "cut & paste from [that person's] website?" The answer is categorically no.

Let's get this one clear: Web content is as much the copyright of its designated creator as the contents of a book or any other printed material. It may be freely accessible to view but this does not mean it's up for grabs to claim as your own.

### How much is too much?

Some take the legal view that an identical string of any more than five words constitutes plagiarism. However, this does cause some complications, since certain generic phrases are in frequent everyday use that it would be difficult to claim ownership. For example, how many ways are there to say, "We are a team of web developers based in Auckland"?

What we're talking about is a breach of someone's intellectual property. In other words, expressions of ideas that someone has personally created. These could be words, images or audio.

### So, what should I be doing?

The legally correct protocol will vary according to the circumstances, but at the very least you should be crediting the individual whose work you're copying and link to the online original if available. It could likely go further than that, requiring you to seek their permission or paying for the rights to re-publish.

My philosophy is better safe than sorry - if you're unsure at all, speak to your IP lawyer before you go ahead.

*The Oxford Living English Dictionary defines plagiarism as "The practice of taking someone else's work or ideas and passing them off as one's own."*

### How to avoid unnecessary stress

If you're looking for photos and illustrations for marketing purposes, there are several online suppliers from which you can easily purchase images, including Shutterstock, iStock and Big Stock image libraries.

Before you sign up, check with your marketing support team. Your web developer, graphic designer, social media expert or even your copywriter may have an active subscription that you could tap into. If you do buy your subscription, be sure to check the licensing terms are suitable for your project.

To help refresh your website content, why not feature guest blogs from trusted associates, suppliers and clients. This is a great way to share useful content. It can demonstrate the benefits of collaboration and underscores the level of respect between the two parties. It can also provide mutually beneficial promotional opportunities, such as cross-promotion through each company's MailChimp newsletters.

### How can I protect my own images and content from being plagiarised?

Unfortunately, it's hard to give a definitive answer to this. An IP lawyer may tell you differently, of course, and gaining professional advice is always sensible.

What I can share, though, are a few practical, common sense ideas that you can easily action to help protect yourself:

- » Make sure that your website has a copyright statement visible.
- » Save and print your website content as PDFs and ensure the date is included. That way you have proof of when your content was uploaded. This information may also be available from your website editor software.
- » Trademark your logo (there are several areas to this) and register your company name.
- » Use software such as Grammarly to proof your text for plagiarism. This app is available on their Premium plan.
- » If you're feeling paranoid, you could use Google from time to time to search, for example, for key phrases from within a blog post or by an image. Alternatively set up Google Alerts.
- » If necessary, after speaking with another party whom you believe has copied your content, send a cease and desist letter and follow up if required by a lawyer.

Lindsey's useful tips to keep you on the straight and narrow.

#### The Basics

Convert a webpage to an Adobe PDF: [www.webpagetopdf.com](http://www.webpagetopdf.com)

Grammarly: [www.grammarly.com](http://www.grammarly.com)

Google Alerts: [www.google.co.nz/alerts](http://www.google.co.nz/alerts)

#### The Legal Angle

Google Usage Rights: [bit.ly/GoogleUsage](http://bit.ly/GoogleUsage)

IP Lawyers NZ: [www.baldwins.com](http://www.baldwins.com)

NZ Companies Office: [companies-register.companiesoffice.govt.nz](http://companies-register.companiesoffice.govt.nz)

NZ Intellectual Property Office - Trademarks: [www.iponz.govt.nz/about-ip/trade-marks](http://www.iponz.govt.nz/about-ip/trade-marks)

#### Free Stock Images

Pixabay: [www.pixabay.com](http://www.pixabay.com)

Unsplash: [www.unsplash.com](http://www.unsplash.com)

#### Create Your Own Images

Canva: [www.canva.com](http://www.canva.com)

Photoshop: [bit.ly/tryphotoshop](http://bit.ly/tryphotoshop)

Take your own photos or have them taken for you with agreement of use.

#### Purchase Licensed Images

iStock: [www.istockphoto.com](http://www.istockphoto.com)

BigStock: [www.bigstockphoto.com](http://www.bigstockphoto.com)

Shutterstock: [www.shutterstock.com](http://www.shutterstock.com)

Lindsey Carroll, MCIM, is the owner of Outbox Ltd, an award winning online marketing company, which specialises in MailChimp e-newsletters and website creation. She uses cloud based software to help businesses both in New Zealand and worldwide. Lindsey is listed by MailChimp as one of their Experts and Partners.

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- Don't hide your spare key. Ensure someone you trust holds your key.
- Don't leave car keys near doors or windows and ensure you have a spare - **be prepared.**



*Tanz Jeffries-Pointon and Ange Peckham help parents and teachers say no to single use plastic bags by providing a bag for life alternative.*



At Venus, we support the not for profit community by providing complimentary membership in each of our networking groups. If you would like to promote your charity, please contact us at [www.venusnetwork.co.nz](http://www.venusnetwork.co.nz)

Not For Profit



## Dirt Doesn't Hurt

What happens when you get an Early Childhood Education (ECE) teacher with a passion to save the planet and a creative serial entrepreneur mum together? ECE centres are big users of single use plastic bags for kids dirty clothes and wet swimming and water play gear. Concerned by the 1.6 billion single use plastic bags that Kiwis use every year, and how they are only used on average for 12 minutes before they are thrown out, Tanz Jeffries-Pointon and Ange Peckham wanted to help parents and teachers say no to single use plastic bags by providing a bag for life alternative.

Dirt Doesn't Hurt was started as a social enterprise by Tanz and Ange in August 2017 and from this, the TIKA bag range was born. TIKA, because it is a fundamental principle of Maoritanga concerned about doing things right, in the right way, in the right order.

TIKA bags are 100% made by Kiwis in South Auckland, for Kiwis everywhere. Using hardy, waterproof fabric, TIKA bags are perfect for dirty clothes, wet swim gear, sports gear or even books and technology that needs to be kept dry and clean. Waterproof, wipeable and machine washable plus super tough, the bags are able to be used as a wetbag, bookbag and swim bag as the child grows.

There is now a range of TIKA bags available – TIKA Junior which is a perfect wetbag/dirty clothes bag for preschoolers and young school kids, TIKA Sports which is larger for rugby or netball clothes or as a larger swim bag, and TIKA Office which is a document and iPad wallet.

A share of profits go back into under-resourced centres across Aotearoa to help with sustainability projects like creating veggie gardens and worm farms.

For Tanz and Ange, it's about completing the sustainability education cycle and reaching their goal of taking 5 million single use plastic bags out of landfills and oceans by providing a sustainable, lasting alternative. They are determined to help stop the 8.3 million tonnes of plastic bags which end up in our oceans every year.

Buy a TIKA bag to not only get a fabulous NZ made, quality lasting bag, but also you will be supporting the girls taking single use plastic bags out of landfills and oceans, and giving back to under-resourced centres at the same time.

For further information visit [www.dirtdoesnthurt.co.nz](http://www.dirtdoesnthurt.co.nz)



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# Get your with BUSINESS SEEN with VIDEO

Video is fast becoming the 'must-have' tool for growing your business – so how can you make sure you're keeping up with this important trend?

WORDS BY MICHELLE SOKOLICH



*By the end of this year 70% of all online content will be video.*

**B**y the end of this year 70% of all online content will be video. I know that's a staggering thought, but think how far we've come just in the last year alone! The way businesses communicate is changing, and we need to keep up.

So why video? Well aside from standing out and grabbing people's attention in a busy social media feed, it can also help increase your reach. This means that because platforms like Facebook and Instagram love having video content, they'll show your video post to more people than if it were a post with text or a still photo.

But aside from the algorithm, nothing beats video for creating connection and trust with your ideal clients. They can step into your world, get a sense

of you and feel like they really know you. As Seth Godin once said "If you have a lot of connection and trust you will never have trouble making a living".

There are a few ways you can get video content for your business. Hiring a professional to create authentic video content for you will really help you stand out and elevate your brand.

But when it comes to short simple pieces of content to use on social media there's no reason you can't do this yourself with just your smartphone.

## Here are my five best tips to get you started

### 1 First three seconds

The first three seconds are crucial – this is the time it takes someone to decide whether they want to keep watching or not. For this reason never start a video with your logo! It's boring and feels instantly

like an ad, not what you want when trying to get engagement on social media.

Also don't start by saying 'Hi, I'm Michelle from Show & Tell', this wastes valuable time and at this stage it's not important, if people are on social media they know who the post is from. Start with the most interesting thing you're going to say, or the 'headline' for your video. Then you can introduce yourself.

So it could be something like 'Did you know by the end of this year 70% of all online content will be video? Hi, I'm Michelle from Show & Tell....'

### 2 Don't waffle

If you've ever filmed yourself before you'll know how easy it is to not really know how to finish. So you just keep on nervously talking, and before you know it, you have a five minute waffle that no one but your Mum will want to watch!

A really good way around this is to pop a post it note on your phone with two or three bullet points of what you want to cover in the video. You can discreetly glance down at it to keep yourself on track.

### 3 Get some basic equipment

One of the best things you can invest in is a little smartphone tripod. You can find these in camera shops and everywhere online. I like the gorillapod. It has bendy legs so can grip onto anything. Essential if you want to have a nice steady video!

Next is a good microphone. Audio is one thing that can really make your videos look super amateur if you don't do it well. Search for a lapel mic for smartphones that clips onto your top and plugs into your phone.

### 4 Tell stories

Storytelling was traditionally an oral history passed down from generation to generation. But social media changed everything... everyone's a storyteller now. We're all learning to talk in a new way, less corporate more human.

People love stories, they want to know who you are and what you stand for before they'll decide whether they want to do business with you or not. Prospective clients or customers spend 30% more time on your about page than any other – I know it's the first place I go on a website! A really good question to ask yourself when you're trying to find your stories is: What am I really selling? People buy with their hearts not their head. So say you're selling takeaway picnic dinners... what you're really selling may be a fun family day out, or a romantic evening with your partner at the beach. So think about this, and incorporate these stories in your videos.

### 5 Look at the camera

This is oh so simple, but probably one of the most common mistakes I see. When you put your phone in selfie mode to film, make sure you don't look at yourself when you're talking – look at the camera lens. If you're not sure where that is just poke around with your finger till you cover it, then you'll know you've found it.

*When it comes to short simple pieces of content to use on social media there's no reason you can't do this yourself with just your smartphone.*

When you look at yourself talking you won't be making eye contact with the person viewing your video. But when you look at the camera lens you are looking directly at the viewer, which is what you want! Have a practice and see what I mean.

So now you have some tips to get started, the best thing to do is practice practice practice!!! And to be honest, your first video is probably going to completely suck. It's ok – just delete it and try again! What are you waiting for?

Michelle Sokolich is the Creative Director at Show & Tell. After 16 years experience Producing and Directing in TV she now creates authentic brand movies to really connect with your customers and give your business heart.

Michelle also teaches business owners to create their own social media content using a smartphone.

[www.showandtellvideo.co.nz](http://www.showandtellvideo.co.nz)



# Terms of TRADE

You are not alone

WORDS BY PAULA KRUGER

**W**e, at EC Credit Control, understand the importance of having robust credit management processes as a foundation for your business. It is alarming to see the number of businesses who still operate under the old “handshake”, no Terms of Trade in place!!

From our experience, we estimate more than 60% of businesses in New Zealand operate with little or no Terms of Trade documentation, leaving them exposed to all kinds of potential liabilities.

One of the most common areas of non-compliance relates to the Privacy Act, where businesses both seek and furnish clients’ credit information with absolutely no customer consent - a fundamental breach of the Act. Significant changes to the Privacy Act have just passed the first reading and may further impact the business community’s responsibility in relation to security of their customer’s personal information.

A comprehensive Terms of Trade document, worded correctly, will establish a clear legal relationship with your customer from the start. They are the foundation on which your business trades - the rules of your business game. They refer to New Zealand legislation and outline practical, every day clauses around how you operate your business.

Since the year 2000 we have drafted over 25,500 Terms of Trade documents in every industry sector from construction, equipment hire, manufacturing even documents for the agricultural sector and everything in-between. It is important to have Terms of Trade documentation specifically tailored to meet individual requirements. EC Credit Control has the experience to review your current terms and recommend any changes or additions.



Our experience working with thousands of small to medium businesses has shown by having properly drafted Terms in place, your cash flow will not only improve but it will greatly reduce disputes resulting in unpaid accounts, minimise your liabilities and empower you to take action in the event of non- payment.

Best industry practice involves; credit checks, know who you’re dealing with, PPSR registration to become a secured creditor, comprehensive Terms of Trade to set the boundaries of the relationship and the security of an escalation partner offering a debt collection service.

EC Credit Control has been assisting small to medium businesses develop robust credit management processes since 1989. In 2012 ownership moved from a privately owned business to become publicly listed via the purchase by Dorchester Pacific Group, now known as Turners Automotive Group. Impressively, EC Credit Control now represent more than 25,000 clients across New Zealand and over 45,000 in Australia including some major corporate household name businesses.

**Contact your local Area Sales Manager today for a complimentary review of your current Terms of Trade and credit management process.**

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## Are we encouraging our workers to work unsafely?

WORDS BY BARB HUTCHINSON

*Common Sense doesn't work as a safety strategy because there are often multiple common sense strategies that could be applied in any given setting.*

Quality workers are hard to come by in today's market. The economy is good, workplaces are expanding. Qualified and experienced workers are in high demand right across the country. So, as employers, we want to do our best to maximise the potential of the workers we do have which includes keeping them safe, happy and well.

And yet, in almost every workplace I walk into, whether they know it or not, the answer to the headline question is "YES we do encourage our workers to work unsafely".

Is your workplace any different... probably not!

Here are some common ways employers actively encourage unsafe behaviours in their workplaces, whether they realise it or not.

### Leading" by example

Is your management style one of "do as I say, not as I do"? If so, you are encouraging your workers to work unsafely. Whether we like it or not, our workers look to leadership for guidance. If they see you working unsafely, they'll think it is ok for them to as well... no matter what you might be telling them otherwise.

### Turning a blind eye to unsafe behaviours

Managers and supervisors are busy people and sometimes it seems quicker and easier to simply turn a blind eye. Unfortunately turning a blind eye is a sure-fire way of reinforcing undesired and unsafe behaviours.

### Applying blanket approaches

Blanket approaches invariably create unnecessary risks for certain groups of workers. E.g. hard hats and steel cap boots aren't safe for some construction workers and yet, some sites will insist all workers on site wear them.

### Failing to assess the competency of new workers

Just because a worker has a qualification it doesn't mean they know how to work safely or how to use tools safely. The only way to be sure workers know how to work safely is to assess their competence by watching them work before you let them work unsupervised.

*You can contract work out, but you can't contract out your health and safety responsibilities.*

### Failing to vet and assess contractors

Contractors are a significant risk for any business who uses them. WorkSafe NZ is very critical and unforgiving of workplaces who don't actively work with their contractors to create and maintain safe environments. You can certainly contract the work out, but you can't contract out your health and safety responsibilities. Despite this, many businesses engage contractors without any understanding of their health and safety capabilities. What do you know about your contractors and what are you doing to work with them on your sites?

### Workplace "design"

Simple things like the position of a workbench, the height of a drawer, the location of a PC, can all make a difference to the safety of your workers. Is this a consideration when you make changes to the workplace layout? Are you engaging ergonomics professionals to help with this? Or have you looked up any of the free tools that are available via ACC and WorkSafe. It might seem like time and money at the time, but the rewards are worth it in terms of preventing lost productivity, downtime and absenteeism.

### Learning opportunities

Upskilling and cross-skilling your workers has many benefits, and not just from a safety perspective, and yet, it is an area that I find is often neglected, particularly in smaller businesses. We get so busy doing the work we do, that we forget to allocate time to learn and adapt.

### Organisation of work

Sometimes the way work is organised makes it impossible for workers to work safely. Do you have enough resource, are you supplying the most appropriate tools, do you ensure your workers take their allocated holidays? These are all areas that impact the health and safety of your workplace because they place your workers in a position where they often have to choose, for example, between the likelihood of meeting a deadline and their skewed perception of how likely they are to get hurt (hint: no one thinks they are going to get hurt).

### Relying on "common sense" as a safety strategy

Despite what people like to think, common sense is very common. The reason it doesn't work as a safety strategy is because there are often multiple common sense strategies that could be applied in any given setting. Workers are often put in positions where they have conflicting priorities so applying the "appropriate" common sense strategy isn't always as simple as we like to think it is (especially when we have the benefit of hindsight). Where a conflict exists, for example, between safety and a deadline, most workers will aim to please their employer and so they will choose common sense strategy that facilitates the deadline... often at the expense of safety.

### Assessing the work you do

We are all experienced in the work we do right? And sometimes we become so complacent with our tasks that we forget there is an element of risk involved. When was the last time you took the time to assess what could go wrong in the tasks your workers perform every day? Are you even aware of what could go wrong? If you aren't aware, then it is very unlikely you'll have sufficient controls in place to prevent injury.

These are just some of the ways workplaces encourage their workers to work unsafely.

How many of them did you recognise from your workplace?

Barb Hutchinson is a Health & Safety Advisor from Harm-Less Workplaces.

[www.harmlessworkplaces.co.nz](http://www.harmlessworkplaces.co.nz)



# INVEST *in* YOURSELF

*You're your best asset & advocate*

WORDS BY GAYLENE HUGHES

I was not always a natural public speaker. I was shy and blushed red something wicked! I shook with nerves when I spoke, my legs were as weak as water and I'd hide behind the podium given half a chance. There was no thought in my head about voice-projection. What was that?

The thing is, I was a professional – an accountant. When I learned that speaking in public would be an essential part of my career, I invested my own time and money in a Toastmasters course held through the then Institute of Chartered Accountants (the group was called “Chartered Chatterers,” a name I particularly liked!). It felt like the right step to take, and the course fast-tracked modules where I learned how to put structure around my presentations and how to deal with the nerves.

I later paid for courses with Rich Allen, a speaking specialist, when I became a business coach, and these workshops took my public speaking to a whole new level. I found I have a natural talent for speaking and people pay me these days to present at their functions, both nationally and internationally. Most recently I have had two opportunities to “give-back” when I presented to thousands of young students and entrepreneurs in Bangladesh – something I'd never envisaged doing.

## Make the choice for yourself

The point is, public speaking was an area where I needed some help, and as such I had a choice. I could invest and learn a new skill, or not. To do nothing would have had a limiting impact on my career, so I chose to invest in myself. There are many of us though, who presented with a situation like this, may back down for a variety of reasons.



*Tapping in to what you enjoy in life and what makes your heart soar is important. Play to these strengths.*

I firmly believe in the importance of investing in ourselves. Our confidence and awareness grow because new skills are learned. Whether as business owners, managers, leaders, communicators, mums, wives or presenters – whatever roles we hold in life – those skills, that awareness and that confidence gives us options for advancement both professionally and personally. Sometimes it takes courage and a need to think outside the square.

## Facing your fears

As a young adult, I took up karate when I realised I didn't like people “coming at me” when I played basketball! (Whoever told me it was a non-contact sport lied!) I learned to be proactive and on the offensive and this has helped in all areas of my life.

I had a staff member who had a real fear of flying – it made her physically sick with panic attacks, so she'd choose not

to fly. She hadn't seen her brother for a number of years and was missing him, so I recommended she have a couple of sessions with a local hypnotherapist, which she did. She made the trip to visit her brother and she has recently been accepted for cabin crew training – something I hadn't known she was interested in doing. What a turn-around!

Likewise, I had a client some years ago, who had a phobia about getting into lifts or buildings where she had to go past the first floor. Living and working in the CBD of Wellington, this was having a negative impact on her career. Under hypnosis she learned she had been in a car accident as a young child (something she hadn't known). This was the cause of her phobia. Knowing this, we could then find solutions at both a conscious and subconscious level.

*Get outside your comfort-zone. When we push forward, address our fears and try new experiences, we truly grow.*

## Clarity leads to change

The more we read, learn and understand ourselves, the more we get clarity on what's important in life and in business. We learn to embrace change and identify what motivates or drives us. Ultimately, what makes us (and those around us) happy. I believe we make different, and more often, better choices.

Landmark is a course I regard highly for personal development. The series of workshops I participated in, helped me identify beliefs and areas of my life that were potentially holding me back. It helped de-bunk ‘clutter’ that I wasn't even aware I was holding onto. You don't know what you don't know!

## Lead with what you love

Tapping into what you enjoy in life, what makes your heart soar, is also important. Play to these strengths.

Mum and dad paid for piano lessons when I was a kid. There my teacher encouraged me to sing. Joining choirs was fuel for the fire when I was growing up. It was something I enjoyed doing, and when I came to Wellington to study at University, I joined the Orpheus Choir and paid for private singing lessons. There's no way I knew that 30 years later, I'd become part of a duo singing at public gigs and even sharing the stage at one point with the Topp Twins and Eddie Lowe, while singing at a country music festival in front of 1000+ people!

My love of learning (and now speaking and performing) has enabled me to meet some amazing people, to travel to some awesome places including Egypt, Athens and Rome, which were always on my to-do-list as a child, and to share some amazing experiences and cultures. This has also had an impact for others.

## Where can you start?

Books! Books! Books! And these days: webinars, podcasts, Ted Talks, the Venus Network and people you meet ... there are so many avenues of learning. There is no excuse not to invest in yourself and upskill, particularly in this fast-paced world where change is ever constant.

It doesn't matter where you are – just take that first step. Get outside your comfort-zone, understand we're all creatures of habit, but it's when we push forward and address our fears, and try new experiences and things, that we truly grow. Analyse WHY it is that something fills you with fear or angst; if it does, then seek help and/or address that fear. What better place to start than through the Venus Network?

*“Where you'll be in 5 years will depend on the books you read, the people you associate with and the actions you take”*

Brad Sugars, founder of ActionCOACH franchise

## Some books to get you started

Dr Kerry Spackman. *The Winners Bible*.

Jen Sincero. *You Are A Bad Ass – How to Stop Doubting Yourself & Start Living An Awesome Life*.

Michael Losier. *The Law of Attraction*.

Rhonda Byrne. *The Secret*.

Simon Sinek. *Start With Why*.

Gaylene Hughes is a Business Development & Performance Coach for JDI Business Coaching Ltd  
[www.jdicoach.co.nz](http://www.jdicoach.co.nz)



# Inspiring BUSINESSWOMEN

We talk to three successful women in Venus

**What inspired you to start your business?** My inspiration came from boredom and not enjoying the work I was doing. So one school holidays I googled 'what sells the most?' It came up with SEX!! Oh jeppers, I thought,

but it was my year of 'going out of my comfort zone' (I give each year a title). All was going well until my 16 year old son looked at the 'history' on my computer. I got a loud ...Mum W\*\*! (Not like him to swear in front of me) so I ran to the office to discover a screen filled with adult shop visuals! Opps. Once I explained my idea he even helped with the research...mmm. I didn't think that one all the way through.

Since I had experience with essential oils I concluded that I could make massage oils and lubricants... why not put them together I thought. So the Sensual Massage Oils were made and just before we went to our first expo I decided to make a moisturiser and sugar scrub. Both of these I had been using myself for years because of my Contact Dermatitis (a reaction to ingredients in many products) and also Psoriasis of the scalp. As it turns out many people suffer from this and they have now become our biggest sellers.

**Tell us about your business?** Smooch Natural Products are a natural skin care company. We believe that nature knows best, so we source our ingredients from it. We also go one step further than just using natural ingredients - We don't use any ingredients that you can't eat. Our products are good for everyone, but we specialise in dry skin and skin conditions.

**What do you love about running your business?**

I love the freedom and the rewards of doing hard work for myself, not for someone else's company.

**What have been some of your biggest challenges?**

Building a website with the right people. In fact, I'm thinking of writing a book on it!

CORRIN MILLER

Smooch Natural Products

Venus Nelson

office@smoochnaturalproducts.nz



**Do you have a favourite quote?** "If your dreams don't scare you, they're not big enough." Not sure who said it. And "Be the change you wish to see in the world." – Ghandi

**Who inspires you, and why?**

When I first started, it was Richard Branson as there were a few articles on him around that time. He succeeded and failed many times but kept going. He also said always say, "Yes, I can do that for you." and then go back to your office and work out how. I think that is key in having your own business. Staying flexible and up-skilling all the time.

**What growth have you experienced being in Venus?**

Personal growth mainly. Growing in confidence and reflecting on what I am doing each fortnight helps. Knowing that the other girls in the group are going through the same challenges, ups and downs as I am. Venus lets you know that you're not alone!

**Women are redefining success and growing businesses on their terms - What does success look like to you?** Having balance in my life and being able to afford to do things that I like doing. I don't need to be rolling in cash (wouldn't mind if I was) but just having enough and success also means having time to take a long weekend whenever I feel like it.

**What's your favourite pastime when you are not working?** Travelling, hiking in the NZ bush and reading.

JADE THORBY

Jade Thorby Photography

Hamilton - Cityside

info@jadethorby.com



*"Take action daily towards building your business and practice gratitude in everything you have now."*

**What inspired you to start your business?** Photography has always inspired me, even from a young age. I bought my first DSLR camera in 2009 and what started as a hobby became a part time job on the side while I worked full time as a travel consultant. After first exploring wedding photography, I began to become more drawn to portraiture.

Then the funniest thing happened around 2010, I was out one day in Rotorua and saw the NZ Professional Photography Exhibition was on. As I walked through, looking at all of the different styles of prints around me, I saw a series of portraits by a photographer named Sue Bryce. These made me stop in my tracks – it was the way the women and children were looking at me. The way it had been styled. I didn't know at the time what it was about the portraits that made it special, but when I think back now, it was the connection captured in this portrait.

From that day I started down a new path of education, creativity & the excitement of thinking I could do this for a living and get paid well. By having Sue as a Mentor, I have been able to build an incredible portfolio of portraits that my clients and I love. I have learned how to create portraits that speak to you, what it takes to create a business, and most importantly, that to be successful, one must envision themselves daily with the dream that you have inside that you're striving to achieve. Take action daily towards building your business, practice gratitude in everything you have now, and for everything that is coming towards you every day.

It was with inspiration, passion, creativity and the desire to have my own business doing something that makes my heart sing that I made the big decision to leave my 'safe' full time job in 2015 and pursue a life built on my terms, doing what I love. Creating beautiful portraits for the people I photograph is a wonderful experience and giving people the chance to experience their beauty the way their loved ones see them. To celebrate the relationships with the people they love. From this I can create a legacy of portraits that will exist forever in photographs; to be loved by many for generations to come.

**Tell us about your business?** I am a portrait photographer based in Hamilton, and I specialise in contemporary, fashion-inspired portraiture. My sessions are tailored to how you dream of being photographed and includes a professional makeover, fully guided and stylised photo shoot with up to five outfit changes. During your session, you will be guided with easy poses that are designed to make you feel more confident and comfortable in front of the camera. My goal is to create the most incredible portraits that change the way you see yourself and help you reconnect with the beautiful person in your photograph.

**What do you love about running your business?** I get to do something that I love every day and I can be creative.

**What growth have you experienced being in Venus?**

Since joining Venus, I experienced much more confidence as a business owner, along with camaraderie with other Venusians, regular education and development, and of course the incredible connections, friendships and collaboration that have come from Venus. Networking is a huge part of my business, and I love to surround myself with other like-minded women in business.

**What's your favourite pastime when you are not working?** I went into business to have more flexibility and do the things that make me happy. I love spending time with my family and friends. Road trips are my favourite. Yoga, reading & meditation are lovely for giving myself some downtime. And for those times that the night calls, I do enjoy a good live band!





MONICA FERGUSON

Monica Ferguson Photography

Lower Hutt

Photoswithmonica@gmail.com

**What inspired you to start your business?** The sudden loss of my little brother in 2007. As the years went on I became so grateful for the photographs that we had of him, but also realised that most people hate being photographed and so they avoid it all costs. To me the idea of a family losing someone and having no photographs of their loved one was unbearable, so I had to start my business.

**Tell us about your business?** I am a Portrait and Wedding Photographer. For me it has always been about people, women in particular.

I learned early on that what I felt while taking photographs is what would end up in the final portrait, and I use that to my advantage.

To see someone in their power, their beauty and to create an environment for them to feel safe, confident and amazing is where the magic happens. When people trust me, they drop their guard and I am able to show back to them a version of themselves that they haven't seen before. We can't get there on our own because we see what's wrong where as looking in from the outside, I can see what's right.

**What do you love about running your business?** To be able to create a portrait of someone that will last beyond a lifetime means everything. It means that photographs now

exist not only for them but also loved ones, and when we lose people close to us photographs are everything. To see the sort of transformation that can go on within people when they feel confident and come to see themselves differently is the best feeling in the whole world.

**What have been some of your biggest challenges?** Imposter syndrome! For a long time I was so scared and insecure I worried and spent a lot of time comparing myself to everyone else.

Also learning business was huge and still is. I had a background of mental health so learning how to be in business was a huge learning curve.

**Who inspires you and why?** Every single person who created something from nothing. People who risk everything in the pursuit of their dreams and go after them completely! That is why we are here, and there are only a handful of people who are brave enough to step out there.

**What growth have you experienced being in Venus?** I have found my voice, my passion, my why. More importantly Venus has given me the practical steps and tools to move forward with my passion. I am the strongest most confident and able person I have ever been because of Venus and the incredible women I have been able to meet.

**Women are redefining success and growing businesses on their own terms: What does success look like to you?** Success for me means that I have combined passion with profession and that I feel free.

For me it is having the time to look after myself and listen to what I need, and that I am able to treat myself like a friend rather than overload and overwork. Of course this is a work in progress- I am an entrepreneur after all!

**What's your favourite pastime when you are not working?** Movies! I love movies, I sing too, in two bands and I love road trips and adventures.



## EXPERIENCE VENUS

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## "She was Ready..."

A Venus member collaboration

On 15 February 2018 three Venus members - Michelle Keating, Caroline Sandford - Love Your Career NZ, and Jo Robertson - Transformation Coach, presented "She Was Ready", an inspiring evening for women wanting to make a change in their life or career.

Held at Biz Dojo Takapuna, this event attracted a delightful audience of over sixty women who enjoyed a glass of bubbles and a gourmet platter of nibbles, followed by three presenters sharing stories and powerful strategies as they inspired their audience to create the successful and fulfilling life they have imagined.



The inspiration for joining forces to create the collaborative event came to Michelle after she discovered a common link between herself, Caroline and Jo's businesses when she met them through Venus workshops and fortnightly meetings.

Michelle developed a passion for helping women to do work they love when she herself transitioned from a career as a Graphic Designer to running her own business as a kikiki.K Workshop Consultant. She shared her inspiring story during her presentation, as well as offering her tips for successfully making the move from a 9-5 job to work and a life you love.

Caroline, a Career Specialist, introduced the Career Planning Process to the audience, emphasising that understanding who you are is the most important part of making decisions about your career and your future. This includes identifying your values, strengths, interests, drivers and personality, and then using this information to explore the options that best suit who you are. At the core, is keeping your values as stars to guide you along the way. Participants enjoyed the finishing activity of identifying their top values and committing to taking themselves towards aligning with their values.



JO ROBERTSON

MICHELLE KEATING

CAROLINE SANDFORD

Jo finished the presentation, activating the audience with a visualisation to set a direction for where they want to go, and to have the courage to take the next step. She shared strategies for how to move past the thoughts and limiting beliefs that may have been holding them back, and how to listen to their intuition, so they can make brave decisions and choices and move forward with courage and confidence.

This collaborative event is an uplifting example of how Venus women can successfully work together to collaborate and compliment each other's businesses. It meant they could each meet their business goals and promote their businesses. They shared ideas and resources and learned more about what each of their businesses had to offer, each bringing a different perspective, which as a whole, made the event bigger than just a sum of the parts.

They look forward to working together again in the future to leverage off the success of the evening and all the work and effort they enjoyed putting in to creating it. It's amazing what's possible when women work together around an area of passion and expertise!

Get in touch to receive your own recording  
of this inspiring event for only \$14.99

Jo Robertson -Transformation Coach  
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# *The Venus* FOUNDATION

Venus as a company operates exclusively for charitable purposes – to build the Venus Foundation.

**T**he Venus Foundation is the charitable arm of the Venus Group. Any profit from either Venus Networking or the Venus Training Academy will go to the Foundation. This will allow the foundation to provide interest free loans to women to enable them to grow and develop themselves and their businesses. It will be run by members of the Venus Management Team alongside a board of experienced business people, external to Venus, who will ultimately approve all loans.

Venus' role is to provide networking, coaching, training and personal development programmes for New Zealand women that are affordable.

The Venus Foundation's role is to encourage business women from all walks of life, irrespective of their current level of success, to share their experiences with others with a view to enhancing the confidence of all women in business endeavours in the knowledge that they are supported by like-minded individuals for mutual and community benefit.

Through interaction with other charitable and educational organisations in New Zealand, the Venus Foundation will enhance and better understand the importance of women in business for the overall benefit of New Zealand society. They will work to encourage the acceleration of more and better diversity within New Zealand businesses.

The Venus Group and Venus Foundation will manage its own affairs according to its core values of respect, courage, honesty, integrity and generosity.

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We champion a feminine approach to business; we use our heads, listen to our hearts and create a values-led culture. We draw on both our intelligence and our intuition.

We believe that business is always personal, because business involves people. We seek to find our competitive advantage through collaboration. We believe that meaning should go hand-in-hand with money and purpose and hand-in-hand with profit.

New Zealand Businesswomen proudly exists to develop and celebrate women in business who draw on feminine qualities of empathy, intuition, collaboration and connectedness to grow profitable businesses which contribute positively to the world.

There has never been a better time to partner with women in business. Come on the journey with us.

We invite you to be a part of this new era for New Zealand business women and look forward to you joining us for what is to be a huge success – the inaugural New Zealand Businesswomen Conference.

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MARTINE CARROLL



Regional Manager  
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## VENUS ADVISORY BOARD

The Venus Advisory Board has been established to offer ideas, advise on new initiatives and help grow the Venus Women's Business Network in the interest of its members.



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# Take yourself and your business to the next level of success with the Venus Training Academy

In today's economy businesswomen face unprecedented change and opportunities. We believe it's vitally important to continue to develop and grow both personally and professionally to maximise these opportunities in the rapidly evolving business environment.

The Venus Training Academy is committed to providing relevant, powerful and practical business training and development programmes supporting women to thrive. There is something for every woman at every stage of her business and we'd love to be part of your journey.

[www.venusacademy.co.nz](http://www.venusacademy.co.nz)



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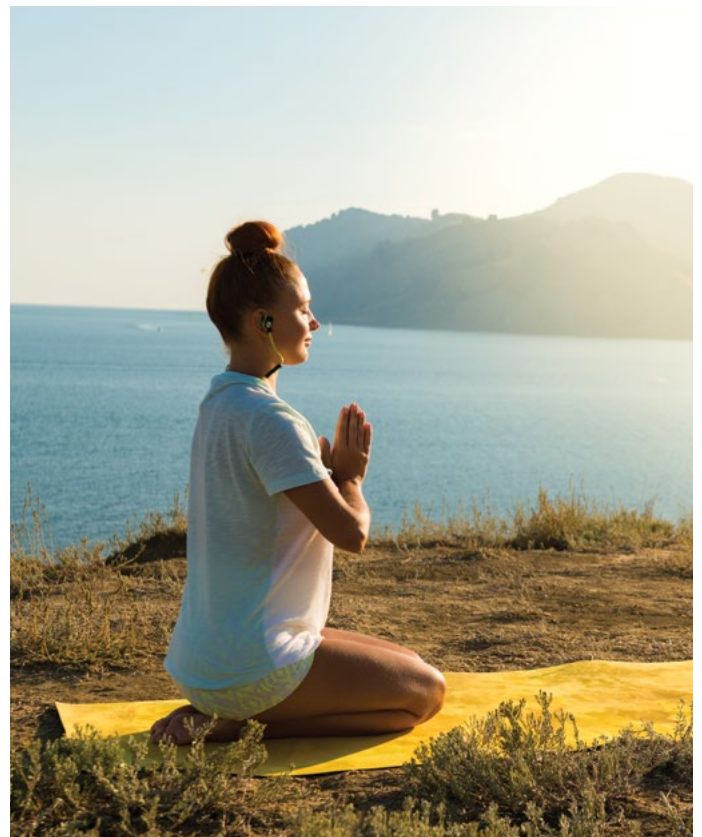
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