



'May you live in interesting times' may indeed be a curse, as each day seems to bring yet more bad news from the financial world. Some describe the markets as 'volatile' which seems to translate roughly as nobody knows what's going to happen next. But consumers aren't taking chances, their confidence is low and spending is shrinking. Can we learn from what's happening in finance? Perhaps - the global economy is changing rapidly - like banking we also need to be aware of what this means for our business. There's a lesson too about taking too many risks to simply chase profit, otherwise known as greed. We can translate these into the day to day running of business by getting clarity on our strengths and weaknesses; understanding our market and its drivers and then understanding ourselves and the values powering our business. Now's a good time to

consider if your marketing's up to scratch - what are you doing (not thinking about) to promote your business? And if you haven't already, find support with other businesswomen through our everywoman network.

Yours, Karen and Max

Features

Balance your life and work

We don't hear many complaints from women in business who struggle to get to work in the morning, or won't work overtime to deliver top quality products and services to customers and clients! Quite the opposite in fact and it would seem that if there's one malaise it's overwork. If you are struggling to find a balance between home and work we've got a lovely little book to help you rebalance and find your inner calm, it's one of our Simple Approach business books

[Order your copy here >>](#)

Cut costs and go green with BT Business

BT Business and management experts from the environmental charity Global Action Plan are offering 10 small businesses the chance to win prizes worth more than £2,000. If your business has taken steps to reduce its carbon footprint and get energy efficient don't hang about, enter now as winners will be announced on Thursday 16th October.

[Enter the competition >>](#)

News

Retail Awards: winners announced

The everywoman in Retail Awards took place this week at the Marriott Hotel in Grosvenor Square, compered by Ruby Wax.



The awards celebrated women from all walks of retail, with experienced pros and new faces equally recognised by their peers. We'd like to congratulate all our Award winners



and finalists, truly inspiring women making a difference in an industry with too few women working in leadership roles.

[You can find out who won here >>](#)

Have your say and a chance to win a 'Red Letter Day' Experience

We're asking you to answer our quick questionnaire which will help us to improve the products and services we offer you. The survey will only take a few minutes to complete and is a great opportunity for you to share your opinions with us.

Tell us what you think and you'll be entered into a draw to win a Red Letter Day Experience voucher worth £99!

[Complete the online survey and enter the prize draw >>](#)

Marketplace pick of the month

Cath Collins is a name synonymous with the finest in luxury fragranced products. Created, developed and designed by Cath Collins herself, only the finest ingredients are used to produce unique, timeless fragrances. The collection includes products for body and home and a range of fragrances from exquisite florals to sensuous spices.

[Find out more about Cath Collins fragranced products in everywoman market place >>](#)



[Find out how to advertise in the everywoman Marketplace now >>](#)

Training

Reach your next level with our Leadership Development Programme



We've mentioned it before, but our Leadership programme really is the bees' knees. If you want to find out how to lead your team for success there's a course coming up this November in central London.

In just two days we'll work with you to realise your own leadership potential – from developing your charisma to learning how to handle power.

[Register today or find out more about bringing our Leadership Programme into your workplace >>](#)

Conference Diary

Replenish - The National everywoman Conference

We're delighted to announce the programme for our eighth national conference – the biggest UK conference for women entrepreneurs to network, share ideas, find inspiration and get great business advice from the experts. Sarah Baskcomb, Director of Brand Communications at the extremely cool Fat Face will give you the inside track on creating and building your brand, Avril Owton MBE and proprietor of the Cloud Hotel will share her insights into giving great customer service without breaking the bank and Helen Clark, MD of Jaluch Ltd will help you become a great employer with her in a nutshell guide to employment law.

[Don't miss it, register now >>](#)

Featured Case Study

After discovering bamboo fabric a year ago Jayne Saunders was fascinated by this new

product and set up Bamboo and More to sell bamboo clothes and homeware. Getting as far as she could with word of mouth marketing, Jayne knew she had to generate more interest in the product and raise the profile of her company.

'BT Tradespace was the perfect way for Bamboo and More to reach a new audience,' says Jayne. 'It helped the business grow in a way that wouldn't have been possible otherwise.' BT Tradespace Basic helped Jayne put her business online. It's a simple to use, free business community with endless potential for promoting your business.

[Read more about Jayne's experience >>](#)

[Find out more about BT Tradespace Basic >>](#)

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everywoman is supported by

IBM: IBM is proud to be working with **everywoman** to bring expert advice and technology solutions to women who are starting and growing their own businesses. Uniquely, IBM has created IBM Express Advantage offerings specifically to help growing businesses access the critical business and technology capabilities required to innovate and win. IBM Express Advantage offerings combine hardware, software, services and financing in competitively priced, prepackaged solutions designed specifically for small and mid-sized businesses. For more information on IBM's support for Small and Medium businesses please visit <http://www.ibm.com/businesscentre/uk>

NatWest: NatWest is the leading bank for small business, with a network of over 1,600 branches and 1,681 Business Managers no one is better placed to help businesses succeed. NatWest recognise the contribution that female business owners make to the UK economy and are proud to work with organisations that promote women's enterprise. For more information on NatWest support for small businesses please visit <http://www.natwest.com/smallbusiness>

BT BUSINESS: BT Business works with over 1.1 million small to medium sized companies across the UK, providing a range of IT and communications support. This ranges from telephony services, mobile technologies and web-based services, through to IT support and advice on how to develop a full-blown e-business strategy.

The services are designed to look past headline offers, creating solutions that deliver real benefits and value for money. Combined they help take the hassle out of IT and communications, allowing small business owners and managers to do what they do best and manage their businesses.

For more information on how BT Business can help your business, please go to <http://businessclub.bt.com>

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