



Central Lancashire Business Club

bringing local businesses together

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Impression

Newsletter
Issue 7, April 2008

THE NEXT MEETING

TUESDAY 7.45 for 8pm

1st April 2008

Lee Morris of Brothers of Charity

Lee will talk in general about the work of Brothers of Charity as a whole and in particular about Jobspec.

Jobspec is the supported employment team of The Brothers of Charity Services in Lancashire and promotes, supports and embraces the rights of adults with learning disabilities to be employed.

Lee is the Job Spec team leader and will explain how Jobspec operates and how local businesses can help them achieve their aims. It is hoped that a current service user will be involved in the presentation to explain just how jobspec has helped them.



NEWSLETTER DISTRIBUTION

The cost of printing, packing and distributing the club newsletter is now the biggest item of expenditure we face each year. Each four page newsletter posted to a member costs almost £1.

We have for some now time offered newsletters by email for those members who opted to receive their newsletter by this means. The majority of members, however, still receive their newsletters by post.

During an informal discussion following the agm it was suggested by one member present that all newsletters should be distributed by email in future. A pole of members present at the agm found everyone in favour of the proposal.

Considering the comments above, the committee has decided that from next month all newsletters will be distributed electronically. We would like to ensure that you receive your copy of future newsletter without any problems therefore we would like to check that the email address we hold for you is correct and up to date. We would be grateful, therefore, if you could send the email address you wish to use to receive your newsletter to David Kevill at david@kevill.co.uk as soon as possible.

It is the intention to electronically distribute all newsletters initially for a six month trial period, at which point we will review the success or otherwise of the trial.



St John Ambulance 120th Anniversary Year

Preston St John Ambulance has launched an ambitious fund raising Challenge, their target is to raise £15,000 in 2008.

St John Ambulance has been a part of Preston since 1888 and in their 120th year, they want to both raise awareness in St John Ambulance, and raise funds for their unit as well as Lancashire County.

St John Ambulance is not only about standing in yellow jackets at football matches. It is about teamwork, first aid knowledge and dealing with members of the public. Their members gain vital knowledge by regular training and this includes using the latest difribulation machines essential when dealing with potential heart attacks, and medical gases including oxygen, a long way from just giving out a plaster!

The main fund raising 'challenge' is the 120 challenge. The challenge is to raise over £14,000 by attracting 120 shops, businesses, clubs or individual donations of £120. Basically in our 120th year, 120 donations of £120.

If you are able to help, please contact **David Hoyle** on **01772 252239**.



BUSINESS CLUB LEAFLETS

The club now has a stock of new design Central Lancashire Business Club leaflets. We would like to place these in as many outlets as possible to obtain maximum publicity for the club. If any member is able to arrange to place some leaflets in a suitable location please email David Kevill at **david@kevill.co.uk** or contact any committee member. We also have a small number of leaflet holders available.

1) Be creative with your subject Line

This is the most important sentence of your entire email campaign, so don't settle for a banal subject line, like "March Newsletter."

Sum up the content of your email and use emotive language and rhetoric to sell it. For example: "Save money this March with...!" "Are you paying too much for....?"

2. Get the right balance between images and text

Emails with images in them perform better than those without. As a rule of thumb, avoid sending massive images, and strive for a healthy balance of moderately-sized graphics and text.

3. Don't rely on pictures

Some users may only receive your email in plaintext format, which means that some of the pictures you include may not be viewed. To allow for that possibility, make sure your campaign still makes sense - and makes its point - even if the graphics aren't displayed.

4. Get your branding right

Making sure that your branding is clear and consistent is one of the most important factors in producing effective email marketing. Ensure that your company logo is clearly visible and that all communications are branded with your name, address and contact details, so people can get in touch with you.

If you trade under various different names, make sure that this is clear. For consistency, choose one of your brands and stick to it.

5. Focus above the fold

It is important when laying out your email's content to pay a lot of attention to the top four inches, as this is the first thing people will see. Make sure your logo is there and that you've introduced your email's topic or theme.

If there is an important link or action in the body of your email don't hide it in the middle, put it near the top for your audience to see straight away. This is your opportunity to sell yourself, so don't waste it with a bland opening!

[Learn More](#)

To find out more about how Maxomail can help you to improve your email marketing, visit www.maxomail.com.

6. Personalise your emails

Add personalisation to your campaigns so that you can address your customers personally. Research shows that personalisation really does boost response rates. But don't stop at a personal greeting.

Think about other personal details you might be able to drop into your email. Making sure that your emails feel personal is a great way of marketing your products effectively. It illustrates that you have taken the time and effort to think about what you send.

After all, showing that you know someone's name is great, showing them you really know, respect and care about them is even better.

7. Be aware of your audience

It is important to have a good knowledge and understanding of your audience. 20-30s may respond well to a very informal and light-hearted approach, whereas silver surfers (ie the over 50's) may expect a higher level of formality.

By all means, use a colloquial and informal style, but make sure that this is appropriate.

8. Send well-timed, targeted follow-ups

In addition to personalising the greeting, content and feel of your emails, you can also personalise the timing with which your emails are sent. Why not have a welcome email queued up to send the moment someone new joins your list? Or a 'thank you, here's a coupon' email to anyone who clicked a product link in your last campaign?

9. Make the most of landing pages

Think of your emails as a front door to open up other things, such as landing pages. Landing pages are the relevant information on your website to your products and services and provide a great opportunity not only to reinforce your branding, but also to take advantage of the moment of undivided attention you have once someone takes the trouble of clicking one of your links.

10. Experiment!

Track and review the effectiveness of your campaigns. You can use this to learn what your audience likes, and doesn't and then experiment to see how changes affect your response numbers. At the end of the day, the only way to learn what works and what doesn't is to experiment.

As you may have noticed on the cover we intend to give all members a free listing on the club website. We still need your consent to put your details on the directory. In the next couple of weeks I will be contacting all members that currently don't have a listing to get their details. Please make sure you reply back to avoid losing out on your free listing. **ED.**

BLENDED PERSONAL DATA ATTACKS ON THE RISE



As users have become savvier about traditional threats like e-mail attachments, cybercriminals are increasingly attempting to integrate multiple forms of attacks.

Research indicates that criminals are more frequently converging their attacks across multiple communications channels, such as e-mail, Instant Messaging, Web sites, mobile computing and VoIP. And they are also using several different malware components at once, such as worms, Trojans, spyware, keyloggers, and spam and phishing schemes. This blending of attacks is making malware more complex, and personal information is increasingly the target.

The most common type of blended attack uses spam e-mail messages or Instant Messages to distribute links to Web sites where malware or spyware is secretly downloaded to computers. These types of attacks are on the rise and in July 2007 a massive Storm Worm assault used this method. In one day around 142 million emails was spammed out containing URLs leading to Web pages infected with the infamous Storm Worm Trojan. The messages typically claimed that an electronic card had been sent to the recipient and that the ecard could be viewed by clicking the enclosed URL.

This ecard tactic has been a favourite of the Storm Worm crew for a long time and these IM- or email-based blended attacks are very effective. No attachment means no antivirus block, and when combined with a user-friendly invitation, these attacks easily lead people to Web sites where malware gets downloaded mostly without user interaction or knowledge.

Another common blended attack uses Distributed Denial of Service (DDoS) attacks combined with phishing emails. For example, a bank's Web site is taken down by a DDoS attack and shortly afterward the bank's customers receive emails apologising for the inconvenience, directing them to an of course fake and malicious emergency site.

In 2007, users of the popular employment Web site Monster.com were victims of an attack that blended several elements stolen credentials of users, phishing e-mails, Trojan horses, ransomware and more. About 1.3 million resumes were stolen from Monster's database and the personal information was used to create convincing messages that left password-stealing Trojans and ransomware on users' computers.

Another example of the trend toward blended attacks can be found in the increasing blending of phishing and VoIP. Such an attack could involve a phishing email, apparently being sent by a credit card company, asking recipients to "re-authorise" their credit cards by calling a 1-800 number. The number leads them (via VoIP) to an automated system in a foreign country that asks that they key in their credit card number.

One such threat was aimed at users of eBays PayPal online payment site. The attack used phishing e-mails to persuade PayPal customers to call a fake customer service call center where they were asked to disclose personal information including their credit card details by an automated voice system.

Attacks like these have also taken place using SMS text messages instead of emails. So watch out for blended attacks and keep your BullGuard active! Bullguard 8.0 Internet Security is available now from Business Club members **BBTV**, tel 01772 335985.

JUST FOR LAUGHTS



The following are from a book called Disorder in the Court, and are things people actually said in court, word for word, taken down and now published by court reporters - who had the torment of staying calm while these exchanges were actually taking place. Some of these are excellent.

Q: Are you sexually active?

A: No, I just lie there.

Q: What is your date of birth?

A: July 15th.

Q: What year?

A: Every year.

Q: What gear were you in at the moment of the impact?

A: Gucci sweats and Reeboks.

Q: This myasthenia gravis, does it affect your memory at all?

A: Yes.

Q: And in what ways does it affect your memory?

A: I forget.

Q: You forget. Can you give us an example of something that you've forgotten?

Q: How old is your son, the one living with you?

A: Thirty-eight or thirty-five, I can't remember which.

Q: How long has he lived with you?

A: Forty-five years.

Q: What was the first thing your husband said to you when he woke up that morning?

A: He said, "Where am I, Cathy?"

Q: And why did that upset you?

A: My name is Susan.

Q: Do you know if your daughter has ever been involved in voodoo or the occult?

A: We both do.

Q: Voodoo?

A: We do.

Q: You do?

A: Yes, voodoo.

Q: Now doctor, isn't it true that when a person dies in his sleep, he doesn't know about it until the next morning?

Q: The youngest son, the twenty-year-old, how old is he?

Q: Were you present when your picture was taken?

Q: So the date of conception (of the baby) was August 8th?

A: Yes.

Q: And what were you doing at that time?

Q: She had three children, right?

A: Yes.

Q: How many were boys?

A: None.

Q: Were there any girls?

Q: How was your first marriage terminated?

A: By death.

Q: And by whose death was it terminated?

Q: Can you describe the individual?

A: He was about medium height and had a beard.

Q: Was this a male, or a female?



COMMITTEE CONTACTS

committee 2008-2009

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DATES FOR YOUR DIARY

This month – April

1st: Brothers of Charity

Future Events

May 6th Effective Networking with Mike Holman, Regional Director of BNI and a short introduction to [Heartbeat](#), with Bridgette Almond

June 3rd Employment Tips for Small Businesses, with Peninsula HR and [The Rosebud Fund](#), with Sue Roberts, Lancashire County Developments Ltd

July 1st Advance Driving with Police Driver Trainer, Ian Bateson

Sept 2nd Behind the scenes at PNE, with Adrian Ward

Oct 7th To be confirmed

Nov 4th Wine Tasting with Brian Wilding of Chordale Wines

Dec 2nd Members Presentations

March 08 talk David Kevill with Karen Smith and Jennifer Clough of South Ribble Borough Council




THE CHAIRMAN WRITES

Thank you

I would like to begin this report by thanking you, the members, for supporting me to be your Chairman for a further year. As I begin my third and what I have decided will be my final year in this position I can assure you that I will give 100% effort to ensure that the Central Lancashire Business Club has another successful year. I think the vibrancy of any organisation is to have a constant flow of new ideas and therefore I feel that it is important for the Chairman to change at least every 3 years, as has been the case in recent times.

I am delighted that we are such a well organised club that others want to use us as a model to develop their own organisation. At the last club meeting we were visited by Councillor Julian Mineur from Blackpool Council and Katie Lambie and Johnny Heron from Beacon Hill School in Blackpool who are hoping to start a business club in the Blackpool area.

Also at the last meeting we had a presentation on the Leyland town centre redevelopment plan. It was interesting to hear of the very ambitious plans that are in place for a major redevelopment of Leyland.

So what of the year ahead? We have an excellent line up of speakers confirmed and we plan to hold one or two meetings in other Central Lancashire locations later in the year. We always welcome suggestions for speakers and for presentation topics so please do let us have your ideas.

As always, the success of your club depends on your support. If you haven't attended a club meeting recently, do try and join us soon, I am sure you will enjoy the experience and the networking opportunity.

At our next meeting on 1st April we welcome [Lee Morris](#) to give us a presentation on the valuable work undertaken locally by [Brothers of Charity](#). I hope to see as many of you there as possible.

March Prize winners.

