

## A Minute To Win It!

Presented by Networking Strategist & Trainer, Louise Heasman, co-founder of The Athena Network

Cost: £18 plus VAT for Athena Members / £20 plus VAT for Non-Athena Members

All too often we are told by business advisors to 'get out there and network!' And having plucked up the courage to go out and find a group that meets your needs, the next step is making it *work* for your business. One of the key strategies for successful networking is ensuring you get your message across with the greatest impact.

Many networking events follow the One-Minute presentation format. Being able to communicate your business in just one minute AND be clear about what you are looking for is an incredibly useful skill to have and can really help to increase the bottom line of any business.

So how do you get your message across well? How do you ensure you have the right amount of content? What aspects of your business do you promote? How do motivate fellow networkers to spread the word about you? What can you do to remain remembered long after the event?

We show you how at the Minute To Win It Teleclass – a highly informative, entertaining and interactive conference call designed for women like you. An investment that could take your business to places you haven't yet dreamed of.

Athena Co-Founder Louise Heasman has been running networking groups now for over eight years. She delivers knowledge, best practice and business acumen in a fun and informative way, which you will be able to put into practice immediately.

### What is it?

Areas we will be covering include:

- Presentation Skills – We look at some practical skills to help you to deliver your message with the greatest impact.
- Chunk Your Business Down – All too often we try and bombard the audience with too much information. The art to delivering a really effective Monthly Minute or Elevator

Pitch is to make sure you keep the message really clear and simple. Learn how to chunk your business down to ensure you get results from your presentations.

- How To Identify The Appropriate Content For Your Audience – Just which aspect of your business do you promote at events to gain the best results? How To Be Remembered! – Networking doesn't always bring instant results so factoring the WOW factor to your presentation will help you remain long after the event.
- How To Make It Easy For Others To Refer To You – Sometimes we can get too technical in our message which results in information overload for our fellow networkers! Sharing a few practical tools with your networking colleagues as to how to introduce your business to their contacts will result in more 3<sup>rd</sup> party business for you.

### What You Get...

- You will have the chance to evaluate or re-evaluate your current business relationships and decide who else you need to get on board to move your business forward!
- If you've ever wondered whether you could be doing more, doing things better or differently or simply if there's something you feel you don't know – here is where you find the answers
- Time to work ON your business
- Practical tips, exercises and ideas on how to take your business to the next level
- You'll be given tried and tested business tools that work
- Simple Pre-Call Coursework to complete and Post-Call articles and strategies
- Invaluable practical support and advice from the co-founder of Athena
- A great networking opportunity as it's an interactive call

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### About Louise Heasman...

*"Louise Heasman is a Networking Strategist and Trainer and she's the Co-Founder of the Athena Network, a support and training network designed specifically for women in business. In her business life Louise has worked in sales and marketing for Barclays, supported over 40 business groups for BNI as a director for London and Birmingham and has run her own successful aromatherapy business in Harley Street."*

*"An iconic figurehead, businesswoman and 'MumPreneur' Louise is married and has two children and has a wealth of expertise on how to run a successful business and have a life too."*

If you've ever had a nagging voice in your head saying, "Could I be doing more?" or "Is there something about business that I don't know?" – then book now. It could mean the difference between your business success and failure...

To Book A Place Or To Find Out More Information:

Go online to [www.athenateletraining.com](http://www.athenateletraining.com) or contact Louise Heasman on 0845 004 9262 or at [louise@theathenanetwork.com](mailto:louise@theathenanetwork.com)