

# The Ripple Effect



## Special points of interest:

- > Success in 2009 is only a goal away! Learn with Project Progress on effectively setting your goals.
- > Recognize your hard work—you deserve it
- > One little tip of ten words to keep your business on the tip of tongues.
- > A woman's design to grow
- > Upcoming Events that a woman in business does not want to miss!

## Experience The Ripple Effect

Welcome to The Ripple Effect, Kincardine and Area Women in Business's very first e-newsletter.

The Ripple Effect has been created to keep you informed on the details of what your fellow Women In Business are up to, and to offer insights for your own endeavors.

The focus of Women in Business is networking – meetings provide the opportunity to meet associates and share what our businesses are about. The Ripple Effect takes the networking one step further. Now there is a platform to share our amazing ventures that we can extend beyond the table and onto each others.

Each issue will feature women from our community – who they are, what their business is, and why they do it. Resource tips, upcoming events, and words of encouragement will be included in the newsletter as well, to help keep you informed.

Women who join WIB have several things in common. We are ambitious women with an entrepreneurial spirit. We are

business owners or are employed business women who want to promote our businesses and gain more contacts and clients.

Women in business should be applauded for their courageous acts. It can be incredibly hard work to set up and move forward with your business and it can be even more difficult as woman.

Share your triumphs through The Ripple Effect. Connect with your fellow business women by submitting articles, anecdotes, ideas and successes.

We hope you enjoy reading The Ripple Effect. Here's to a great start in 2009!



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## The Road to Success is Paved with Goals (con't on pg 2)

Every woman in business is looking for success. As 2009 breaks it's way into our lives, setting our goals and making a plan to achieve them is vital.

Project Progress will help you find it. Lynn Stevenson and her daughter Melissa Macfarlane formed their business, M&L Ideas in early

2007. Since it's inception, M&L Ideas has been working with clients to help them work through life in areas where they need it.

As time passed, it became evident that effective goal setting was an area where they were continually providing coaching to their clients.

Putting their heads together, Lynn and Melissa created Project Progress, a goal achievement program.

October 2008 saw the first Project Progress meeting. "We were looking for a way to help people achieve their goals. Melissa and I both know that it is not always easy



**Who:** Lynn Stevenson and  
Melissa Macfarlane

**What:** Project Progress, a goal  
achievement program with M&L  
Ideas &Co.

**Contact:** 519-395-3657

lynn@ml-ideas.com

melissa@ml-ideas.com

**Where:** www.ml-ideas.com

### The Road to Success is Paved with Goals con't...

to stick to what you want to do. Project Progress helps people stay focused through to the end," stated Lynn.

The concept of Project Progress is not new; many successful people in the past have had 'meeting of the minds' type groups where they met to discuss their goals and dreams. Henry Ford and William Wrigley are just two of the many.

Lynn and Melissa applied the group network concept and added their own twist. Members benefit by using a specifically designed manual that encour-

ages them to assess their personal values and strengths, along side their goals.

Each member works towards their own goal, but has a support group to help them succeed. Members are placed into small groups where they can work together in a positive environment, lead by either Melissa or Lynn.

Project Progress programs run over a four month period. The first meeting, members are introduced to each other and goals are discussed in general. From there, each member

meets with either Melissa or Lynn on an individual basis to really assess their goals and themselves. This way, each member gets the full benefit of spending time with a trained life coach, where the focus is only on them.

Once all members have their individual sessions, they are brought back together for the duration of the program to develop the group rapport, where they can encourage and support one another.

Project Progress let's you make an investment in yourself!



### Bloom into Business

All it took was a seed of thought, and the idea was planted. To grow our own businesses, we have nurtured that seed, added water, made sure the soil was plentiful and the nutrients were there.

Women in business can attest to seeing their business grow,

provided they have cultivated and cared for it. We all come from varied backgrounds, and our motivations are different for success.

We are, however, representative of the strong, independent woman, who can stand up proud of her accomplishments.

Today, on your next trip to the powder room, look at yourself in

the mirror. Smile at your reflection and say hello to the woman you see. She is, and always will be, a shining example of inspiration. Be proud and acknowledge your accomplishments, and all the steps you took to get there.

Your business is not the only thing that has grown—you have blossomed as well.

**"We are, however, representative of the strong, independent woman."**

### One Little Trick for Big Success

First impressions are vital in business. How you come across in the first ten seconds can make or break you with new clients, potential investors, or potential partners.

When asked what you do, a simple answer does not suffice. "I am an accountant" will likely lose the interest of your listener. Instead, give them some to work

with, flesh out what it is you do. Sum up your career in ten words packed with intrigue and impact. Use your ten words to articulate your specialist position, or to talk about the problems you solve or results you create for your clients.

"I am an accountant" becomes "I specialize in solving tricky tax problems for my clients."

Your ten word teaser will stay in the forefront of people's minds and will easily drum up business for you.

To create your own ten word teaser, think about what would motivate people to call you. Drop the label and give them the reason to pick up the phone!

~

**Don't just roll with the punches, deliver them with impact!**





**Who:** Gemma Moore

**What:** MG Moore Designs, specializing in Graphic Design, Photography and Print Media

**Contact:** 519-396-2250

[gemma@mgmooredesigns.ca](mailto:gemma@mgmooredesigns.ca)

[www.mgmooredesigns.ca](http://www.mgmooredesigns.ca)

**“The perception of the creative woman, she feels, has assisted her growth in the field.”**

### One Woman’s Designs for 2009

With 2008 behind her, Gemma Moore is aiming for bigger and better in 2009. As a graphic designer, she provides her clients with many services that are a demand in today’s business world.

Six years ago, Gemma was looking to utilize her education from Conestoga College. Pregnant with her first child, she had time on her hands and skills to show the world. What lead her in the direction of web design was the request to create a site for a wedding and then for the Port Elgin Community Band. Following the challenge, she began approaching small graphic design companies, soliciting her services.

Her request was answered by a designer in Kitchener who had been debating contracting out work, but just hadn’t decided to yet. Something about Gemma’s letter and work piqued her interest, and brought her to call Gemma.

A successful collaboration was built. Gemma began assisting, but also began to grow on her

own as well. Now, five years later, her business is booming, and is now herself considering contracting out some work.

Gemma’s time is balanced between work and her family. Working at home allows her the flexibility to spend time with her children and husband, and still be able to focus on her business.

Gemma’s clients can expect to be treated with respect and in a timely manner. She offers web building, design, logo creation, print services, business cards, posters and photography. Easily adapting her client’s ideas and feedback, her reputation as an easy-to-work-with designer precedes her.

Among the benefits of being in business for herself, Gemma notes, is the satisfaction of knowing she has completed a project that meets and exceeds the customer’s expectations.

As a woman in business, she admits her surprise to how well received she is in the graphics business community. Gemma had prepared herself for the male stigma that is still attached to the computer industry. However, the perception of the creative woman, she feels, has assisted her growth in the field.

In 2009, Gemma is working towards increasing her customer base. Her clientele list is rather extensive and impressive, spanning across the country from Kincardine to Yellowknife, and all the way down under to Australia. The path of satisfied clients that follows her is reason

enough to know that she will succeed in her goal. Down the road, Gemma would like to have office space away from her home, with a small team working beside her.

Visit her website to peruse her portfolio and see what creative angle she can do to help you!



*Photo taken by Gemma Moore*

Be involved in your community and support your fellow women in business!



### Events You Don’t Want to Miss!

#### Project Progress Open House

**January 14 2009, 7:00–8:30**

926 Queen St, 2nd Floor  
Kincardine, ON

(Coldwell Banker Office)

Cost - no charge

Join Lynn and Melissa at their Open House to learn how Project Progress can benefit you. Participate in the workshop that touches on the Law of Attraction, Self Awareness and Communication, and why these are

important when setting goals. Contact Lynn at [Lynn@ml-ideas.com](mailto:Lynn@ml-ideas.com) or 519-395-3657 for further details and to RSVP.

#### New Year, New You Makeover with Mary Kay

**January 19 2009, 7:30**

926 Queen St, 2nd Floor  
Kincardine, ON

(Coldwell Banker Office)

Cost—no charge

Put your best face forward in

business with a new makeover! RSVP to Charlene Randle Clayton at 519-396-9697

#### International Women’s Day

**March 8, 2009**

Details to follow

#### Next Women In Business meeting

**April 2009**

Details to follow

## Kincardine and Area Women in Business

Kincardine and Area Women in  
Business Coordinator:

Michelle Mancell

Contact: 519-881-1724  
mlmancell@yahoo.com

Get involved! Include yourself in our quarterly newsletters, and be part of the ripple effect. You never know who will forward the e-newsletter on to who—could be to *your* next potential client. To discuss becoming a part of The Ripple Effect, contact:

Melissa Macfarlane  
melissa@ml-ideas.com

