



Regional Enterprise Network Central Victoria Ltd

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Mr Greg Chapman
Director
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Dear Greg,

Just a short note to thank you for your email and your ongoing support for the Regional Enterprise Network.

The Regional Enterprise Network works with approximately 90 small businesses across seven different Enterprise Centres. Our tenants are all new businesses and must learn every part of running their business, from selling to bookkeeping and everything in between. We offer them assistance and support with those things and one of our most useful tools for getting the message to tenants is our monthly newsletter. Our tenants love the newsletter because it is written in 'plain English', without too much technical lingo and industry jargon. They tell us they don't have time to read lengthy articles so we try to keep them brief but to the point.

We may think that everybody in small business already knows the basics of running a business, the truth is - they don't! Some have no idea and with a little guidance, some smart tips and support these people can operate their own very successful small business.

We congratulate you and Empower Solutions for providing a great service to non-profit organisations like the Network. Contributions from experts, like yourself, are usually very expensive and most of our budget goes back into advice and support for tenants and is not spent on paid articles.

Your eBooks are very easy reading and provide our new businesses with the sort of tips and good business advice that they all need. We had a great response to your articles - "*A Million Dollars of Marketing Advice for Nothing*" and also "*Take Your Business to the Next Level*". They were very informative, some of what is written is just commonsense - but sometimes we need prompting to see the commonsense approach, particularly when dealing with "Marketing". Marketing is something which small business thinks is only for big business - that is not so - as your article explained.

It is encouraging to hear tenants comment on changes they have made and things they have implemented due to reading an article in the Newsletter. It may only be some small tip - but it changes the way they look at things.

Thank you again for your continued support for our Network and keep the articles coming.

Regards,

Dianne Parsons
ADMINISTRATION
REGIONAL ENTERPRISE NETWORK
- CENTRAL VICTORIA LTD

