



Women's Alternative Network – keep your business moving forward

Stagnating or standing-still?

Find a business adviser or mentor from your own contacts or Business Link.

Integra has received excellent support from our Business Link mentor through the Business Transformation scheme.

Why external advice?

1. Enables you to talk about your objectives, to agree a plan, targets and realistic outcomes
2. Provides professional advice or direction
3. Brings discipline and commitment to getting things done
4. Brings contacts

Are you visible?

Spend time on business and personal promotion

As a public relations company our job is to help clients get noticed – for all the right reasons!

Some suggestions:

1. Keep a journal of your business experiences and tell your story
2. Offer to speak at events as an expert
3. Write a series of short articles / start a blog

Do people want to work with you?

Apply integrity to all you do

Especially in:

1. Choice of clients
2. Advice you give
3. Excellence in service

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