

Summer is here! Hello Again BarterWorks Members

BarterWorks has not seen a newsletter go out in some time. We are excited to be sending out this letter with updates on what's been going on in the BarterWorks community over the past few months. In this issue you'll find out about upcoming events, how to market your products and services more effectively, how to form relationships with other BarterWorks members, a profile on a new BarterWorks member and more!

Over the past two months, there has been quite a bit of energy stirring around the promotion of BarterWorks. Ideas have popped up that both encourage current BarterWorks members to make trades as well as draw in new members. Suggestions include reaching out to community organizations that have similar values to BarterWorks, putting out a frequent newsletter and creating a Facebook Page with member profiles. The BarterWorks office would also like to provide more services to members, including networking lunches and creative workshops. (See "What's Happening" on Page 4.) With so much in the works, it can be a little overwhelming to organize and prioritize. If there is an area you feel that you can contribute to or just have a keen interest in, don't hesitate in calling the office (519 743-1151, ext. 248) or shooting them an email (barterworks@theworkingcentre.org) expressing how you'd like to be involved.

The great news is that summer has just begun and we have time to prepare for the busy upcoming fall and winter months. But let's not forget to take a break and enjoy the beautiful weather too!

-Valerie Manica

BARTER Buzz



What's happening in the Barter and microenterprise community...

Office Updates

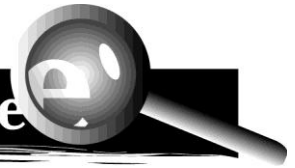
We have a busy summer ahead of us here at BarterWorks. We are rebuilding the BarterWorks website and are hoping to increase our profile in the community through participation in a number of festivals and special events. We have also increased our membership by nine members this year. Last year we we increased by 18 members for the whole year, so we are on pace to meet that or grow. (Typically more people join in the end of the year.)

Website

As a member you may have noticed the popularity of our Yahoo groups' messages, or you may be excited about the potential of Facebook to connect people. We have noticed that the directory of member services is less useful and harder to maintain. Our goal with the website is to

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IN THIS Issue



OFFICE UPDATE

The BarterWorks office is now across the street at 58 Queen St. S as the Queen Street Commons Café has built a stage where the offices were! Come out to the next BarterWorks Market to see the newly constructed stage.

The new BarterWorks website is in its initial stages, and we're all looking forward to seeing it completed!

FEATURE ARTICLE

"BarterWorks 101" for new and familiar faces alike. Page 2

MEMBER PROFILE ON ANN SERI

Learn about what brought Ann to our community and the jewellery that she makes. Page 3

UPCOMING EVENTS

There are events being planned for BarterWorks members! Page 4

BARTERWORKS ONLINE

Read about how to use email to make trades on Pages 3&4.

A Facebook Group has been created for BarterWorks members to contact one another and to keep everyone in the loop about upcoming events.

A Facebook Page is in the works that will feature Member Profiles. Please send the office info. on you and/or your business, along with a photo, if you'd like to be included!

BARTER BUZZ

(Continued from page 1)

combine the benefits of social media (Facebook and email) with searchable offers and wants lists (Kijiji). We also want to include regular updates (like the one you're reading) on the main page of the website. All of this we hope will give the members one stop shopping for all the information they need, and it will give non-members the chance to see what great potential BarterWorks has.

Events

Non Violence Festival: Day in the Park –
July 10 Victoria Park Island 12-9:00 pm

This is our second year participating in this event. BarterWorks members can apply to the office directly for the opportunity to set up a table at this busy event (some conditions apply). **Please note we will not be hosting a July Market at Queen Street commons.**

Potluck - July 15 St. John's Kitchen 6:00 pm

Our first event is a new and improved monthly potluck. We are teaming up with two of our members: Grand River Car Share and

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NOTABLE Quotes

“The day you *don't* check your e-mail is bound to be the day when something you really wanted was posted on BarterWorks ... and someone else got it. – Sounds like Murphy's Law, but it's really happened to me more times than I want to admit.”

– Pauline Finch

FEATURE Article



“BarterWorks 101” Greg Roberts

Over the past few months BarterWorks has welcomed several new members. Because of this, we have decided to re-print an article by Greg Roberts discussing how to effectively market your products and services in the BarterWorks community. Enjoy!

BarterWorks 101

So you're wondering why no one is calling you about the great product or service you offer. Well don't take it personally; chances are the other members don't know just how great your offer is. When you are in business (all members are a bit like a business) for yourself it is not enough to make the product, you also have to market it. Here is a brief primer on how to get your “business” rolling.

Trades follow relationships

“In small business ventures, you are as important as the product.”

In small business ventures, you are as important as the product. Your customer has to get to know you and your product or service. You have to give some thought to who your customer is, as it is not likely that all BarterWorks members want to buy your product. Consider demonstrating your service or displaying your products at one of the monthly Market Days; tables are available at no charge to you. At very least you should try to introduce yourself to your potential customers by attending BarterWorks events. Remember that if you haven't made any trades you have not built any relationships. Your first trade need not be your sale. Instead you may buy something you could use (ideally in your business) and get to know another member (but make sure you let them know what you do) as a bonus!

Social Marketing Sites

If it is unreasonable to bring your product to the Market, then you can bring the market to your product. By using the email trading service you can connect with close to one hundred members. By sending an offer to barterworks@yahoo.com you can promote that hard to carry (e.g. refrigerator) item from the comfort of your home. Indicate the percentage of BarterDollars accepted, add a photo or describe your product, condition and features as clearly as possible. If you can accept 100% Barter on your offers, you are more likely to make the sale. Introductory or special offers can be posted on Yahoo Groups or Facebook and are a great way to promote you to the BarterWorks community. Contact the office if you need help with photos or general use of these Internet services.

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FEATURE ARTICLE (Continued from page 2)

The Gift Economy

What if the reason you joined BarterWorks was to trade in manner that is a decidedly not “business” like. Have you ever heard anyone say BarterDollars are funny money or that they are not worth anything? Well, they are both right; mostly. Trading in BarterDollars should be fun, and it’s true that the money is worthless. It bears no interest and can’t be exchanged for CDN \$. The value is in the service or goods being offered. There are times when offering someone CDN\$ for a good deed done could be taken as an insult. In this spirit BarterDollars, because they seem less like money, may be more acceptable for recognition of a gift given.

This other “gift” side to BarterWorks is complementary to the “business” side. While we may indeed have a craft or product that is our primary offer, we all have skills and passions – often everyday tasks – that would be of benefit to others. The online trading list (Yahoo) offers members a way to list their wants and needs. Members willing to offer occasional services can also use it. What separates this from the “business” approach is the recognition that the offers are occasional and not necessarily attached to market rates.

The above overview of BarterWorks gives you an idea of how to involve yourself in the community and communicate with other members. Also check out Pauline Finch’s article on effective online bartering below. Use this information and come up with some creative ideas of your own to spark new relationships and increase your trades in BarterWorks!

Some Tried-and-True Tips for Bartering Online

Pauline Finch

Offering or seeking items: Tell readers the date you posted and how long the posting will last. Items unsold or unfound in 7-10 days are usually not needed or not available.

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MEMBER Spotlight

Ann Seri

My husband and I are missionaries stationed in Côte d’Ivoire in West Africa and work with single women. These women have virtually nothing to invest in any kind of a project, so we show them how to start with something small and simple that God can grow into something big. I discovered paper beads from Uganda; you would never think that they were made of paper! We were already doing beading, but this was the beginning of another direction that we could take.

While in Canada, the message to recycle, reuse and reduce is everywhere. It was only logical to continue producing paper jewellery, so experimenting led to what I am calling ‘Junk Mail Jewellery’, made from paper selected from all that annoying advertising that comes into the house. And that led to using even newspaper to produce a straight rolled bead, then covered with a serviette!

BARTER BUZZ

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Transition KW to host a potluck on the 15th of each month. The day of the week will change; and this means people will never be excluded from coming out. This month and most months the event will be held at St. John’s Kitchen.

Transition KW is community based organization with the goal of improving Kitchener-Waterloo’s ability to meet the challenges of climate change, energy shortages and economic uncertainty. BarterWorks expects to play an important role in building the relationships and developing the skills needed to help one another.

Community Market – Queen Street Commons August 28, 11am-3 pm

Please RSVP by August 13.

Stuff Swap/Community Market – Student Life Centre, University of Waterloo. September 18

WPIRG is inviting us to participate in hosting this event to provide an opportunity to raise student awareness of community resources and the wonderful vendors in BarterWorks. While not for all members, it will give some a great opportunity to promote their goods and services on campus.

Community Market – Queen Street Commons, September 25, 11am-3 pm

Please RSVP by Sept 10

WHAT'S Happening



EVENTS

June 26: Community Market
July 10: Non-Violence Festival
July 15: Potluck 6pm St. John's Kitchen
August 28: Community Market
Sept. 18: Stuff Swap U of W
Sept. 25: Community Market
October 30: Community Market
Nov. 27: Festive Season Sale

FUTURE ACTIVITIES

If you're interested in being involved in one or more of these events/workshops, contact Deborah at barterworks@theworkingcentre.org.

The Artist's Way 12-Week Program

If you feel like you need to get back in touch with your creative side, this group is for you. Read through "The Artist's Way" by Julia Cameron, doing artist exercises and meeting once a week with fellow artists to discuss your progress.

Small Business Networking Lunches

We would like to have times dedicated to allowing small business owners in BarterWorks to meet and listen to presentations on relevant topics, such as marketing. Let us know what dates and times work for you!



58 Queen Street South
 Kitchener, Ontario N2G 1V6
519-743-1151 x 248
barterworks@theworkingcentre.org

TRIED AND TRUE TIPS... (Continued from page 3)

Offering or seeking services: Tell potential providers or seekers of a service if it's something you want done soon, or something you can only offer at certain times of the year. If you offer a service year round, post a brief monthly reminder ad about it.

Picture it: Offer to send photos of your item(s). JPG picture files can easily be attached to personal e-mails or inserted into the body of your e-mail message for instant viewing.

Once a Day: Get into the habit of checking e-mail once a day, instead of letting it pile up. It takes just a few minutes; you won't miss a BW posting for something you really want.

Found or Sold? Report back: If you found the item or service you wanted, or have sold something, post a brief message saying so and thanking those who responded.

Timely Transactions: Don't put off recording transactions. Sellers are normally responsible for this, but whoever does it must make sure the office has clear information.

E-mail transactions to barterworks@theworkingcentre.org using a template like this:

SELLER: *abc doe #0000*

BUYER: *xyz smith #000*

ITEM: *widget*

AMOUNT: *B\$ 1.00*

DATE: *June 9, 2010*

In the subject line indicate: TRANSACTION from (your name and BW number)

Do you have any tips for better BW trading online? Let us know and we'll share them.

CONTRIBUTORS: Greg Roberts, Deborah Evans, Valerie Manica, Pauline Finch, Ann Seri – Research and Editorial, Ingrid Kessler – Copy Editing and Production, Ingrid Kessler – Newsletter Design. Contents Copyright © BarterWorks 2010, all rights reserved.