



**LadiesWhoLatte**  
Because there's no point being fabulous on your own!

## Starting a Latte Group – Crib Sheet

It costs nothing to set up a latte group other than your time. You need to find a suitable venue – consider access, easy or free parking. Hotels, golf clubs and some restaurants are great venues. There is generally a quiet time between 10am – 12noon. Choose the day and date with the venue, get the Manager on your side, it is VERY important they are supportive of your event. You could negotiate for a bit of a discount or free cakes or biscuits. It is a nice touch and involves the venue directly with the event. The more ‘friends’ in business you can call on to support you the better. You should hope to have at least 10/12 at your first meeting

You also need to have knowledge of the area, It is worth finding out what other networking groups are around– it is not wise to clash with them. Consider a 2 week gap and a different day, which could be beneficial. Also check with your chosen venue if they host any groups.

Most important – do this with a friend if you can – either personal or later someone within your group. It is hard doing this on your own. We ask people to commit for at least a year – many of us have been doing it for a lot longer (because we love it). The group needs time to settle and build and continuity is vital to that success. If you have a friend to work with, then she can cover for illness, holidays etc. The main work is on the day, be there to welcome and encourage people to network. Women never need an excuse to start talking; they will do that as soon as they arrive.

Have you been to another group to make comparisons – it is strongly recommended you visit at least 2 if you can. Some have spotlight speakers – only 5 minutes. Some allow everyone to introduce themselves, if the group is small (less than 20 you can do this) Not ‘1 minute intros’ – just a few words: e.g.: “My name is Mary Flavelle, I am from Ladies who Latte which encourages women to network with confidence, I have business cards with me, see me later”. That is all that is needed.

This is a time for giving rather than taking, so be sure this is what you want to do. Most of us get real pleasure out of helping other women grow and succeed. You will understand only too well why women need to feel confident and self assured. Many have to learn this and it can be difficult

When you are ready to go, I can send you a press release but don't depend on it putting bums on seats –it is just for marketing and maybe the local paper will ask more of your story. Also we will connect you to the Leaders page on Facebook, where we leaders can share concerns and warnings if need be. Also it is where we introduce you to the others and add your event to the website. [www.ladieswholatte.com](http://www.ladieswholatte.com) (press release attached)

Media wise you will also become well known. Keep your group in the public eye, add your events to any free networking websites in your area – including the local council and newspapers. Encourage the women to join LWL and LIKE our page on Facebook. We are growing and together we will be making a huge impact but we need to be united and prove we are a great business group.

Finally: What is the benefit to your business? One of the hardest things to do is getting known, for either your business or your product, it can cost a fortune in marketing. Ladies Who Latte will give you the opportunity to get your name out there. The main thing is to enjoy the experience, learn from it and learn from each other. The business will come. 8 years on I still love the Latte groups, you never know who you will meet or where this journey will take you – but never underestimate your audience. There will always be surprises.

Have fun!