

When Wendy Johnson wanted to change the way she worked and attract different clients to her business she naturally turned to her BNI chapter for help.

Wendy, director of Total Secretarial Solutions, and a member of Cheltenham since April 2003, wanted to do less telesales work. 'I was getting a lot of referrals for telesales which was brilliant but I decided to concentrate on my core skills of typing, administration, powerpoint presentation and training. To do that I needed to make sure potential clients knew what TTS was good at,' said Wendy.

She enlisted the services of her fellow BNI members. 'I wanted words for my website, pictures and publicity. It was fantastic because the people who could do all this for me were at BNI every Friday. I knew I could trust them and I knew the work would be done on time,' she said.

Tim Ferguson of Marketing Words worked with Wendy to make sure her website tells everybody who logs onto it what she does. Photographer Kirsty Limburn of Fingerprint Photography suggested some very different pictures. 'Kirsty suggested a juggling picture because I am always working on different projects. I was a bit sceptical at first when she said she would put my head on someone else's body. But the result is brilliant and everyone who has seen it think's its marvellous.'

Ray Clancy of Gotcha PR is working with Wendy to publicise her business. 'Wendy has done everything right. She knows what kind of client she wants and she knows she has to tell people what she does. And she has some fantastic pictures. Pictures really help a business stand out. Wendy juggling shows that she is flexible and well trained. It really helps her to look different from her competitors.'

Among the other BNI members to get involved were Rapid-Print who printed Wendy's new business cards and Beaverpark who provided all her stationery.

'My makeover has been a real BNI joint effort. It is great to have these contacts,' she added.