

Newsletter no.9: Autumn 2003

Dear Artisans,

Welcome to the latest Newsletter.

NEWS

We've had a good summer for recruitment - Lewes Artisans continues to grow as we welcome new members David Stammers, Jane Roe, Sara Grisewood, Tony Willett, Alan Jakeman and Sarah Worne.

Our website continues to attract a steady number of visitors, in fact in the last 12 months we averaged around 1,600 visitors per month. (That's actual visitors, remember - not the same as 'hits'. Those 1,600 visits are the equivalent of around 35,000 hits, which of course sounds very impressive, but it's misleading - which is why we don't refer to 'hits'. We realise this is a bit technical, But if you've ever wondered what 'hits' really means, ask Simon or Robin and we'll give you the full explanation!)

Speaking of the website, Simon has made improvements to the navigation, with the object of making it easier for visitors and members to find what they're looking for. There are now three ways to search for an Artisan (by name, skill or category) and all the categories are listed on the homepage. Images taken from the individual pages of Artisans are displayed on the homepage (a different image appears each time the visitor arrives at the page) with the aim of drawing people into the site. Please pay the site a visit and let us know what you think.

THE BIG AD

Thank you to all the Artisans who supported our full page advertorial in the Sussex Express in August. The feedback we received was that it was the best so far. We hope that all Artisans (not just those who advertised) felt the benefit of the publicity.

We had planned to run a similar ad next month in the free newspaper Lewes Life, but alas it ceased publication ... so we'd like to tell you what we decided to do instead.

FORTHCOMING PROMOTION

You may remember that last November we were featured in the centre pages of Lewes News. It was a

popular feature and we know that a good number of Artisans gained work from it. The piece included a full page 'cut out and keep' directory listing of all Artisans.

This year we are taking it one step further by producing a printed leaflet for the general public, listing all current Artisans. This will have the same production values as the recruitment leaflet - in other words good quality and something that we believe people will keep for reference. We will be having at least 500 printed, to be handed out at the Lewes Farmers' Market on November 1st (see below), and any left over after that will be distributed door-to-door.

All current paid-up Artisans will be on the list, with full contact details. The cut-off date for going to print is **20th Oct**. So if you've received a renewal request but haven't responded yet, now's the time to re-join! Also, if you have any colleagues or friends who are thinking of joining us, tell them to do so before **13th Oct** and they will appear on the printed directory.

We are aware that not all of your potential customers are using the internet to look for goods and services, so having a printed directory complements our website and should prove to be a good promotional tool for Artisans.

FARMERS MARKET - HELP WANTED

As we mentioned above, we are going to have a display table at the **Farmers' Market on November 1st** in Cliffe, and we would really appreciate some help 'personing' it. All it involves is chatting to people about what Lewes Artisans is about and who we are, handing out leaflets and taking contact details of anyone who wants to go on our mailing list. No hard selling required, just a bit of cheerfulness/helpfulness! This is a first for us and a chance for the 'general public' to put a face to Lewes Artisans. If you can come along to represent us even just for half an hour that would really help. Please let John, Simon or Robin know - thanks.

Also - if you have an event coming up or an organisation through which you would like to distribute copies of the printed directory, please let Simon know asap so that we get enough copies printed.

SOCIAL

We're planning a pre-Christmas get together at an Artisan's home.
More details to come about this shortly.-

R.H, S.D. J.H. 29/9/03