

# Steer

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STEER YOUR BUSINESS | THE MAGAZINE

## Creating a Vision for your Business

Andréa Watts

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Ash Lawrence

**No Fluff**

Nicola Lutz

**How the cloud can boost your business**

Paul Goggin

**GDPR; can we forget about it now?**

Simon Chambers



**Motivating Transformations**

**CHANGING**

# Editor's Review

We're in August already – where has the year gone?

After such an amazing response to last month's magazine, how do we top that I wonder.

Well, we've done it again with some fabulous articles from our regular contributors as well as some new faces. As you know, we are building a community of business owners who are happy to share information and support others on their business journey. This is the best way to build your network and learn as you go.

I'm sure you will love Ash Lawrence's latest article. Such great stories with a hidden meaning – well he is a psychologist after all!

Have you been following Nigel's series of articles on franchising? If franchising is something you've been look in to, then the latest article will add to your knowledge and help you make a decision on what's right for you.

We all love Nicola's "No fluff" approach to selling and this month you won't be disappointed. More great tips to help you get to grips with sales and increasing your conversion rate. Strategy is key and Nicola talks us through a sales strategy to increase sales which we all need, however big or small our business.

Have you ever wondered how you sell your products on Amazon? Ramunus talks us through the right way to list your products and get sales. The dreaded GDPR hasn't gone away! It might have gone a bit quiet in the press after 25 May but it's still something you need to be aware of and take action in your business. Simon Chambers reminds us of the areas we still need to focus on going forward.

Do you know who your ideal client is? Most business owners don't think about who they want to work with – or indeed who wants to work with them. Tim Coe talks us through identifying the type of person you want to work with which certainly makes interesting reading. Do you have a vision for your business? Andrea Watts talks us through the reason for having a vision as well as a mission statement.

This month we have Rachel Rissbrook's story and how she started Artisan Lane Gifts.

I hope you'll agree that we have some amazing content again this month and I'm sure you'll find at least one article which will help you in your business. As always, we love to hear what you want in the Steer Your Business magazine in future issues. We're constantly looking for new and exciting contributors so if you have a story to tell, or some great information to share, then get in touch and become part of this exciting journey.

Have a great month

Sally



**Sally  
Marshall**

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# News From the Beach!

Living by the beach means that my days are very flexible and that I can plan my day according to the weather if I want to. With the summer we're currently experiencing, I have to be very disciplined and get on with work when I really want to sit out in the sun! If you've tried working outside, you will know that it's not as easy as it sounds. The sun is too bright, and you can't see the screen which really isn't helpful.

Although my business is flexible, it is open during normal office hours. I work from my mobile, laptop or tablet depending on where I am. My clients can contact me through various different platforms and generally get an answer within an hour or so.

What has surprised me recently is how many businesses don't respond or sometimes don't even open during the holiday season. Living in Whitstable this is particularly noticeable – some of the shops and businesses only open at the weekend!

As a business owner, you will know that running a business is far more than a 9 to 5 commitment. Sometimes people contemplating starting out on their own, think it's an easy option but how wrong they are. It requires commitment and dedication as well as planning time to network and grow the business. If you don't go out and talk to people, work on your social media and engage with others then you could be very lonely and very isolated. If you don't tell people who you are and what you do, how will they know you are there?

Finding that elusive work/life balance can be challenging. I don't think you can really separate the two, but you can have set hours when you are available to your clients. If you have a shop, then that is easy to do but what if you work from home or maybe hotdesk?

What time do you stop answering the phone or replying to emails? It's all too easy to respond to something on your phone which could – and should – wait until the following day. Very rarely is it a matter of life and death and rather than a rushed response, it's probably better to give a properly thought out reply the following morning.

We are all guilty of this to some degree. The support of your family when you run your own business is vital so planning time with them should be one of your key thoughts when planning your diary. Some quality time with your children will then give you the freedom to work on your business at other times of the day.

When you are thinking about your working day and your family time, don't forget about YOU. As business owners, we usually focus on our business, our customers, fitting in the family etc and completely forget about ourselves and maintaining our own sanity. I love to walk on the beach and don't feel guilty about taking an hour out of my day to walk into town. It clears my head, gives me clarity in what I'm doing and then I'm ready to go again.

Planning your time, whether you live by the sea or work in an office environment, is essential to keep you calm, well-rounded and on top of your game.

Relax, breathe and enjoy – life is too short to do anything else.



**Sally Marshall**



## Sally Marshall

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# Get Involved!

*Steer Your Business* is about sharing information and building a community so why not get involved and become part of this amazing journey?

We Love to receive articles which help and support our readers and in return we will promote your business by putting in a call to action which links straight back to your email or website. If you'd like to write an article, we require about 500 words with a couple of images and we'll do the rest!

This is an amazing opportunity to get you and your business out there on a much bigger scale. The magazine is distributed through social media – currently 22k followers on Twitter – and also through the Steer Your Business social media on facebook and Twitter. Everytime a post is retweeted or shared, then it gets to an even bigger audience. Leveraging each other's contacts is fantastic and helps us all. You

just never know who will see your article and read it. If it's something that resonates with them, they can quickly and easily get in touch with you to start a conversation.

So what are you waiting for? Start writing and send your article to **sally@steeryourbusiness.com** and get your business out there – and it's FREE!

If you'd like to invest in some additional marketing, then we are able to advertise your business for you as a very reasonable rate. When business owners see your advert on a regular basis, they will remember you. When they are ready to buy, your name will be at the front of their thoughts. Please get in touch to discuss how we can help you promote your business to our readers.



## ADVERTISING

Size	Ratecard		
	1-3 insertions	4-9 insertions	10-12+ insertions
Inside Front, Inside Back Covers	£350	£350	£350
Outside Back Cover	£450	£450	£450
Quarter page	£100	£86	£72
Half Page	£155	£130	£105
Full page	£265	£218	£171
DPS	£475	£386	£297

# Stripes in my lawn!

I was cutting my lawn recently and I noticed that the stripes that I had worked so hard to keep straight had a bend in them! As I was going up and down the lawn focusing all of my efforts into making sure that the front wheel of my mower was adhering to the wheel mark from the cut coming down the other way I hadn't noticed that the stripes were gradually going off piste! The front wheel base being narrower than the rear wheel base meant that I wasn't actually following a straight line but a slightly off centre curve!

Now this got me thinking about a solution to the problem of a lawn that wasn't looking nice, stripy and perfectly square. (I hear you say sad bastard!) The answer was quite easy when I thought about it! It was to look at the end of the line I wanted to go along and not focus so close to the end of the bonnet so to speak!

By looking further ahead I was more aware of what was happening all around me and had a much clearer view of what needed to happen to keep the lines straight. I then thought that this was a lot like business and confirmed what I find all of the time that most small business owners don't look far enough ahead. They seem to be too busy being busy and not planning anything for their business or life going forward.

We've all heard the expression too busy working IN the business to work ON the business. You may ask why is it that we spend all our time looking at things right under our nose but not seeing the big picture?

Here are a few tips that will help you improve your business and life by changing your focal point;



**1. Set some goals...** Even if it's only small ones to start. At the end of every year I plan my next year with absolute precision breaking it down into quarters then months then weeks then days. Ok, it might not be precise at the end of that year, however I'm always a lot further ahead than if I hadn't planned anything. After all, if you go into a railway station and ask for a ticket the first thing the ticket clerk will say is "Where to?" If you don't plan it, it's very unlikely to happen!

**2. Put it in your diary...** If it's in your diary it's more likely to happen. The amount of small business owners I meet that don't keep a diary is astounding and they wonder why they haven't got any money or their business isn't growing. Putting things in your diary for the year is a great way to make sure that things start to happen, like HOLIDAYS! Part of my planning is six weeks work then a week's holiday throughout the year. My wife and I plan the holidays, diarise them and then book with the holiday company, that way there's no going back. I then work out the budget for them and that goes on the plan of what I need to earn that year.

**3. Say what you do and do what you say...** If you've booked it and you say you are going to do it, then make sure you do it. There are too many flaky business people out there that book things then don't turn up because they've had a better offer. This behaviour destroys trust and says more about your integrity than anything else. If you only have this one rule in your life it will make a massive difference to the amount of



referrals that you get. People like doing business with reliable people, so, if you say your going to do something,  
**THEN DO IT!**

**4. Have a look for challenges...** One of the most important aspects of good planning is that you can find out what challenges face you in the future. This means taking a bit of time to think about the tasks and wonder what challenges it could throw up. Doing this means that you can work out more accurately how long it might take you to resolve each one and be prepared. Hope for the best and plan for the worst!

#### **5. Decide what's most important, and ditch the rest...**

This may sound like a drastic measure to some, but it really isn't. The day will quickly fill up with time-wasting activities if you aren't careful. So, you must remember that being productive isn't just about getting things done, it's also about leaving things undone. The simplicity and efficiency of today depends heavily on the elimination of non-essential tasks. You must identify and focus on what's most important to you, and then ditch as much as you possibly can of everything else. Have a look at my 3F's video here!

So there you have it, you can focus on the front wheels and have curved stripes or look at the big picture and have a nice straight and stripy lawn!

#### *Do It Now!*

If you are a business or life coach and would like to get more clients please have a look at my SYSTEMS for Coaches course where you could be one of our next licensed coaches. Look here!  
If you would like to grow your business then why not join one of my accountability groups? Fancy it?  
Then watch this video!

Come along to my  
Entrepreneurs Business Club!



Ash  
Lawrence



Email Ash on  
[ash@ashlawrence.co.uk](mailto:ash@ashlawrence.co.uk)  
<https://ashlawrence.co.uk>



# NO Fluff

**Without sales you just have a great idea.**

We all need sales in our business, no matter how large or small we are. Unless you are a sales professional, or have training, you may not know the basics, so these articles from No Fluff in Steer Your Business Magazine are here to help you get the groundwork right.

The basic anatomy of sales success can be grouped into four categories;

**1 Mindset 2 Strategy 3 Process 4 Technique**

## Strategy

If you missed the one on Mindset, have a look at the last issue. This month we look at sales strategy.

So, why do we need a sales strategy? Is it a bit of a drag to set one up? Can you do without?

Most business can get by without a sales strategy for a certain length of time. You get the sales in as and when you can, you do your best, and if you're lucky, you'll do well with just that. However, a strategy will give you a clear idea on where you want to get to in your business, any obstacles that might get in your way, and a 'how' to get over them and reach your goals. It will also show you the most profitable parts of what you do, how to maximise them and where to focus your efforts. It is a much more reliable way of growing than hoping for the best.

Once you've completed your sales strategy, you will have a solid plan of what you're going to do to best grow your business. It is, however, an organic thing – strategy should and will change so regulara updates and tweaks will be necessary, but once the groundwork is done you'll get good at it!

As a growth business you should develop a laser focus on the key sales activity – or at most two or three activities – that have the potential to drive the most amount of growth to your business and profit to your bottom line.

Do stop the fluff, stop spending your valuable time on activities that aren't growing your business. If you are juggling

a load of roles, make sure you allocate time, and enough time, to your sales. Don't guess at how much time you need – work it out. If you don't, you won't generate enough revenue and your great idea will not flourish.

### Step 1: How to start?

A good place to start is to look at where you want to be with your sales. Preferably in profit, right? Note down where you want your company to be in 5, 3, 2 and 1 years. I like to work backwards, personally, but if you find this terrifying, just go for one year to start! I also like to work out what I want to be doing in 5 years, do I want to scale my involvement back and let others run the day to day business so I can go to the beach? Do I want to open other new businesses? Do I want to concentrate only on one aspect of it? Who will I need to do everything else, how much should they be paid and what tasks will they do? How much revenue will I need to cover those costs?

Spend some time on this. It's not set in stone, it's a starting point.

### Step 2: Know your market

Be clear on your market. Note down who your competitors are. Work out who your target customer is (or customers if you have more than one type or product). How does your business fit into the market as it stands?

Gain an understanding of who your target market is, and the customers you want. Are they of a certain age group? Do they shop in particular areas? What social media do they use/papers do they read/tv shows do they watch? Are they high flying executives or frequent travellers? Get into their shoes. Then work out HOW best to reach them. As an example, high level executives of 50+ aren't as likely to be using Instagram as a 20-year-old. They are more likely to have disposable income. They may have 'gatekeepers' that you'll need to get around.

### Step 3: Pricing

How does your pricing compare to your competitors? Know your numbers here – what is your most profitable product or service? Not the most expensive... But the most profitable. For example, a print advert may be more expensive than an online advert but as it involves more admin, post-sale support, printing costs and mailing overheads it may not be the most profitable.

Be careful of discounting and too many offers. Work out how many widgets you need to sell at the discounted price to make your target. If you have offers, which can work really well, use them sparingly, and alternate the products offered if possible, otherwise your customers will come to expect a discount or offer and wait for them, which will mess up your sales cycle.

It's also important to ask, what is your 'cost per sale'? A 'cost per sale' is how much it costs to get that client for that product. So this would be your overheads divided into a 'per product/service' amount, salary for whoever is involved, the cost of manufacture or delivery. That is your cost per sale. The aim, of course, is to make profit on each sale. If your cost

to get a sale is under your revenue from that sale, you need to revisit. Can it be streamlined without sacrificing customer satisfaction? Do you need to shop around for suppliers? Do you need to rent an office or is it cheaper to work from home? Do you need to go to every event you're invited to, or should you pick and choose better to utilise your time more effectively? Should you call more and email less? Is that more time efficient?

### Step 4: Positioning

Positioning is how you sit within the market, both from a price point of view but also brand, and where you are in terms of quality, recognition etc. Where would you like this to be? Is this reflected in your pricing? Do you want to price high and have fewer customers or low and have a large customer base? What are your key selling points compared to your competition? How do you stand out, what makes you different? Review your marketing materials, your emails and your approach to see if this matches your desired position. For example, if you have a high price product that should be reflected in the way your marketing looks, sounds and feels. Opening an email from a high-ticket supplier that starts with 'you ok, hun?' isn't going to be the right tone for that client.

### Step 5: Know your numbers.

Yes, this sounds very dull. But the more you track, the more you can forecast and check to see if you are heading towards your goals rather than just hoping it's all ok. You will need to know how many sales you will need to cover your costs, as a minimum. You can work this out right now.

It's also very useful to know how many clients you need to make your target. They may buy more than once in a year or buy several services or products. What is the average 'sale value' of each client?

Then we need to work out how many clients you need from these two figures.

Next, you need to know how many leads you need in order to get those clients. This changes with every company. It's your conversion rate. So, you may need to get through 100 leads in order to make one sale (so the conversion rate is 1:100). Or it could be that you need only 5 leads in order to make that sale (so the conversion rate is 1:5). You may not know this yet but start tracking it now so that you can plan for a) how much time and effort is needed to make a sale b) if you need external help reaching those leads c) forecast your growth regularly.

Let me give you an example, in a media company I work for, we know that we want £1500 worth of sales per week, per salesperson to make a healthy profit. We also know that reaching them by phone gets the best result. So we look predominantly at calling activity.

Because we have been tracking our numbers, we know that:

- Out of 10 calls to leads that they make, they get through to the decision maker in 4 of them. The rest are voicemails etc.
- Of those 4 decision maker conversations, 1 usually results in a sale.

- Each sale is worth £100, so we need 15 sales per week to hit that target of £1500.
- So, working it back, 15 sales to hit target, we need to speak to 4 decision makers per sale.  $15 \times 4 = 60$  decision maker conversations.
- If we need to get through to these 60 decision makers we use our knowledge of how many calls we need to make to reach them to work out how many calls we should plan in. We know that 4/10 calls result in a decision maker chat. So  $60/150$  calls result in a sale.
- 150 calls to leads are therefore needed – assuming a solid 5 day week, that's 30 calls needed per day to hit target.
- Taking it a step further. How are you going to get those 150 leads per week? That's where your marketing plan comes in, but that's a whole different article!

Still with me..?

Do message me if you need further help.

Also using these figures, you can work out that if your salesperson takes a holiday or is off sick, what is needed to keep you on track. It's worth working out the annual targets in both revenue and sales activity, and dividing it by, say, 40 weeks, to allow for holidays, bank holidays, sickness etc.

So now you know what you need to DO to get to your goal. If you can see that you haven't enough time or staff to

do this, you need to decide what to do, what you can afford and how to allocate your resources.

Review these figures regularly, compare reality with the projections and adjust the plan accordingly. You will soon learn the busy and quiet times, the best time of day to get hold of your ideal customer and you can plan to maximise these.

#### Step 6: Allocate your resources

By this I mean, allocate these performance targets to your team members, they are a valuable resource! Give them a solid plan for the time needed to get to the targets, so if they need to make 30 calls, for example, they should be able to fit this into a day quite easily, together with other tasks you may need them to do. Allocate specific time, too, when is it best for your customer to be called? Not just what suits you. If you put it off until 4pm after you've avoided it, your potential clients might not be as receptive as, say, 10am. Try different timings initially to find the most productive for sales results.

Also ensure you have the right resources in terms of equipment – a pc or laptop, a CRM, any outsourcing contacts, email templates and marketing materials.

#### Step 7: Check and tweak

Every day, track what sales activity you do, and its success. For example: 10 phone calls to prospective clients. Got through to 5 people. Made one sale of xx value.

5 phone calls to existing clients. Got through to 4. All four bought more or renewed.

Use an excel sheet to track these or your CRM if you have one.

You will soon see patterns emerging. Take time on them, look at what is yielding the best results for your business. See if enough is being done to make the sales you need. Adjust your activity levels accordingly.

Setting up a sales strategy need not be too scary if you don't have one. It can be as simple or as complex as needed, but start simple, invest some time in going over the nuts and bolts of what is needed and it will put you in a much stronger position, a knowledgeable one. As an added bonus you can see where your time is best spent, freeing you up for the many other tasks you have.

In the next month's ***Steer Your Business Magazine*** we will look at Process. If you are still struggling with the 'sales' word, a good sales process will help you go through the motions until you start loving sales. It will get you through the harder days and keep you on line with your strategy.

So – best of luck to you!



Nicola Lutz

**Nicola Lutz**  
hello@nofluff.biz

# Have you heard?

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# How often should you appraise your staff?

Most employers understand the importance of holding appraisals with their staff at least once a year but is this really enough?

The answer is nearly always no, only appraising staff once a year is, in essence, leaving a tap dripping in a sink where the drain is plugged. You may not see the effects immediately but if the tap is left unattended the sink will surely overflow.

The same theory applies to management. Appraisals, one to one meetings, performance reviews or whatever you like to call them are an essential part of managing people.

You may work closely with your staff but how much time do you spend dedicated to talking about their development, shortcomings and aspirations? As a business owner or manager you are more than likely busy fulfilling your day to day tasks, so having meaningful meetings which are recorded in writing is not high on your list of priorities.

Good employers should be doing this with employees at least twice a year and often more. The truth is, taking time out to meet with your staff will save you time in the future.

There are several benefits to having monthly or quarterly one to one meetings. Here are just a few of them :

1. It helps to create a culture and environment where your employees can talk to you about problems and triumphs.
2. You are able to communicate the business vision to staff and so they have a better understanding of what they are working towards.
3. Regular meetings allow you to address problems and shortcomings early and prevent them from becoming huge problems.
4. It is evidence. If problems do end up in an Employment Tribunal you will have a written record of conversations, prevention measures and warning.

5. Staff feel important and valued and in turn are more productive
6. It increases staff retention which will save you time and money in Recruitment and training of new employees.

Although there are several benefits to having regular one to ones we should ensure that we are not having meetings for the sake of having a meeting.

Pre-planning is important. In order to have successful one to one meetings, it is helpful to have a structure which you can work to. This keeps the conversations on track. However, there should be room for flexibility.

Remember that a one to one meeting is a two-way communication. Encourage and allow your staff to tell you what they feel is going right... and wrong. It is common for a manager to take criticism personally but you should try to view the criticism as constructive. If you are struggling with this you can speak to another manager or HR company but do not discuss this with other team members who are on the same level as the employee who is being appraised.



Jemma  
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Haynes



For more information or help with managing your staff, feel free to contact us at [www.orchardemploymentlaw.co.uk](http://www.orchardemploymentlaw.co.uk)

# Building, nurturing & strengthening **relationships** with social media



Relationships are absolutely vital to business and of course there are plenty of ways to start a conversation and then nurture relationships and prospects.

Social media can be used to start and build relationships as a stand-alone medium and also as part of a wider strategy. In this article we will look at some of the ways you can use social media to start, nurture and grow relationships with peers, suppliers and customers.

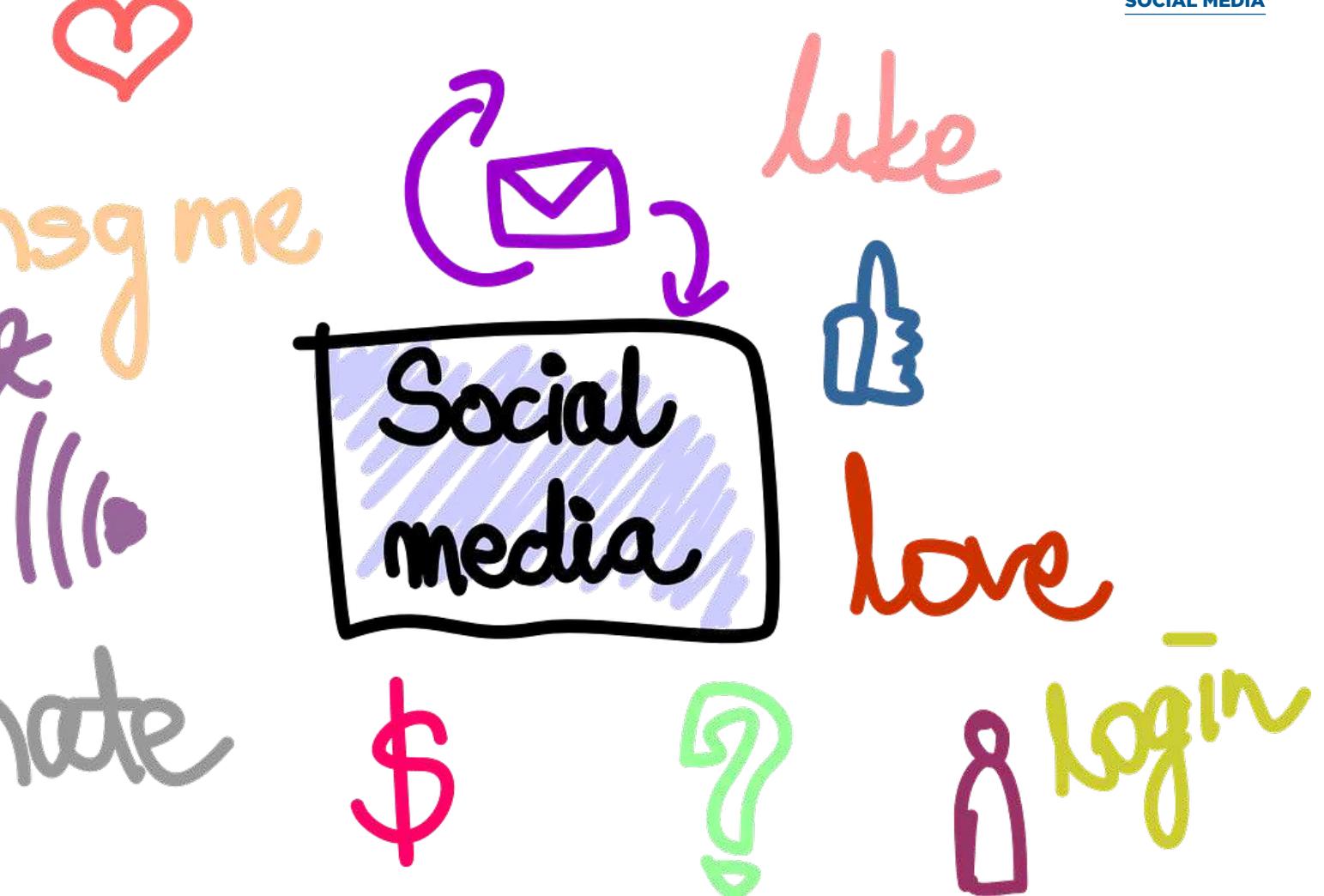
## Face to Face

Many businesses find that Networking face to face is vital with many opting to join regular meetings such as BNI, Fsb or local chamber events. Retaining contact in between face to face networking meetings is easily achievable with the use of social media. A good way to do this is to ask the people you meet what their name/handle handle is and tweet them after the event letting them know it was great to meet in person and that you'd like to stay connected, it's also worth adding people to Twitter lists that you meet at specific networking events so you can keep up to date with what they are doing and ensure you are engaging (talking to them on social media) with them regularly. It's always a good idea to share their content if it is of interest to your audience or community, chances are if you met face to face locally that you'll have a lot in common and can work collaboratively to reach each others audiences. Note that if you include your LinkedIn, Facebook twitter handle on your business card it'll be easier for people to find you.

## Sales Prospecting

Let's face it cold calling is tough, picking up the phone and

calling other businesses cold can be daunting especially if the call isn't pre qualified. A sure fire way to turn a cold call into a warm one is to start a conversation on social media with your prospect. Do some research on your prospect, ask yourself if they are in the market for your product or service, if they could be right, take time to connect with them on social media (LinkedIn is the perfect network for B2B relationship building), read their articles and comment with interest, like their posts and join in with their public conversations, when the time is right to get in touch with your prospect you could simply send a direct message and let them know about a your service and why it would work for them or you could just call them. You'll get to know when the time is right in the relationship for you to do this, it won't feel like a sales conversation because you'll already have a relationship, this can take a little longer than simply picking up the phone but over time it has a lot more value. - For example if you simply called cold with no relationship and they say no or put the phone down on you, you've already left a bad taste in their mouth at the first touchpoint, but if you speak to someone who feels they know you who isn't interested in your service they'd be more likely to offer to pass the information on to someone who may be interested, in simple terms they'd be a lot more open to having a conversation and recommending you if they know you. - If you tray to aim to do exercise this with a handful of connections before you know it you'll have built a good network of people you have relationships with that you'll be able to contact regularly.



If you want to go the extra mile, you can also create articles and posts that solve those target customers problems. Chances are with a mixture of engagement and regular delivery of interesting helpful content, they'll come right to you!

#### **Meeting new people**

You may run a business which operates mainly online or you may not be able to get to face to face Networking due to mobility or a busy family life whatever the reason, it doesn't mean Networking is out, this is where social media comes in again. There are plenty of ways to get to know people and start conversations that lead to relationships but one of the best ways is to join in with Twitter Chats, twitter chats are normally hourly sessions that take place on Twitter using a specific hashtag (to track the conversation) which take place normally weekly. There are chats for everything from business to finance to mums in business to local business. The benefits of Twitter chats are huge for people wanting to meet other businesses, likeminded connections or people in their industry. When you first join a Twitter Chat look at what others are saying and join in the conversation, respond and ask questions, as a rule of thumb you must never ever go in with a sell! The host may occasionally ask you to share your business or what you do but generally Twitter chats are about building relationships, solving problems and talking about the things that matter most to a certain bunch of people. Do a search for content and see if any hashtags arise around your

subject area and if one doesn't exist, start your own! There's no better way to become known in your area and start those all important relationships than actually being the facilitator of the chat.

So there you have it! 3 solid ways to start, build and nurture relationships using social media. I hope you'll try some of these strategies ...You never know! You might just make some great friends and have a lot of fun along the way.



**Lucy Hall** is Co-Director Avviso Media Ltd & Co- Founder *SocialDay.co.uk* she blogs at [LucyHall.com](http://LucyHall.com)

# How to SUCCESSFULLY Sell Products on Amazon

There are only two reasons why people go on the Amazon website:

1. They want to **buy** something
2. They want to **sell** something

If you are selling, or intend to sell, on Amazon, then this article is for you. There are a few important things to know in order for your product to sell successfully. For one, you have to list your product for sale on Amazon. There is the wrong way (which is used 98% of the time) and there is the right way. I'll cover five main points on how to list your product correctly to help you grow your Amazon sales.

- Title
- Price
- Images
- Bullet Points
- Description

**Title.** First of all you want your title to be as clear and as descriptive as possible. In fact the title is the most important part, because the words that are in the title are used as keywords on Amazon. What that means is when people search for a product on Amazon they are typing certain

keywords in a search bar. And if they type the keywords that are in your title, it's more likely that your product will come up in search results. So, if your title contains clear relevant keywords / search terms, your product will be found easier. Of course, there is a limit on how long the title can be and if you overstuff your title with too many unrelated keywords it will impact your product ranking in a negative way.

**Price.** Price is very important. If your product price is competitive compared to other product prices, then your product will be boosted up in ranking. So, make sure you are pricing it correctly. When deciding on a price, you need to make sure it will be profitable as well as competitive. You must calculate the costs associated with your product, including future advertising costs, as well as the fees that you will pay to Amazon.

**Images.** Now this one is a biggie. I've seen so many sellers skimp on this. They put one simple image and leave it at that. Some of them put images that are even against Amazon policies and then they wonder why they aren't selling much. Here's the main rule. Your main image has to be clear and must show only the product in white background. That's it. Anything else and it's against Amazon policy and you, as a seller, might get penalised for that. So make sure your first




**Hassett Green Natural Cotton - Scented Drawer Liners - Pack of 6 Sheets size 600 x 400**

by Hassett Green

**£8.99** ✓prime  
Get it by **Tomorrow, Jun 23**  
Eligible for FREE UK Delivery

**★★★★★** ▼ 12

**Product Features**  
... A single soft floral Hassett Green Natural Cotton decorative folder ...



**Hassett Green Lilac Lavender Fragrance Oil Diffuser - Long Lasting Home Indoor Reed Diffuser - Stylish Glass Bottle With 8 Fibre Reeds 100 ml 3.3 fl. oz**

by Hassett Green

**£9.98**  
Eligible for FREE UK Delivery

**★★★★★** ▼ 4

Promotion Available [See Details](#)

image is spot on. In addition, you want a minimum of six images in total.

The good thing is the other images don't have to be only product on white background. Here are some ideas of what you

can do. You can show product in action; somebody using the product; product dimensions; potential uses for your product; as well as lifestyle photos. People like to see that the product they are about to buy relates to what they want, so make sure that you provide lots of images that prove it's the best product there is.

**Bullet points.** These are great to further explain what your product is or is not. Provide additional benefits and / or uses for your product and be creative and convincing. People like to know how your product is different from others, so explain it to them. Giving some ideas and appealing to their emotions helps them making a decision. Here is one trick in writing bullet points. Most people usually read the first and last bullet point. It's just how it is. So make your first and last bullet point most important. It will make a difference. Also, it is important to list the main benefits and how your product is better than your competition in your first three bullet points.

**Description.** Description is the last, but not the least, to add. Sometimes people scroll down to read more about product so adding a description is important. You can provide additional information about your company and product that you didn't put in your Bullet Points. The good



thing about a description is that you can use basic html coding. Which means you can write words in bold, use the italic feature or even underline them to make better impact.

Those are the five main things to do when listing your product on Amazon. If you do a good job here, you are far ahead of your competition. Of course there are other things that are no less important. Like back end search terms where you can fill in some extra relevant keywords. In addition, choosing the right category to list your product in is important or else your product will not rank high on search results. Then we have all the other nitty gritty info: size, dimensions, intentional use, etc. etc.

Make sure you take it seriously. It is your sales that are at stake here. Obviously it will take more time and effort on your part, but it is well worth it. If you need any help regarding any aspects of selling on Amazon, feel free to contact me and I'll be happy to help.



Ramunas  
Micuta

### Hassett Green Natural Cotton - Scented Drawer Liners - Pack of 6 Sheets size 600 x 400

by Hassett Green

12 customer reviews

#1 Best Seller in Fragrant Drawer Liners

Price: £8.99 & FREE UK Delivery on orders dispatched by Amazon over £20. [Delivery Details](#)

In stock.

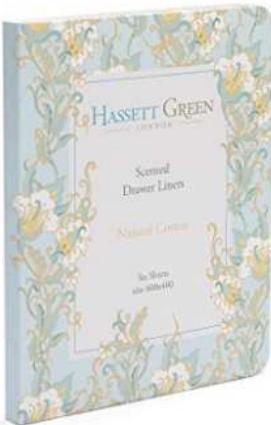
Want it delivered by tomorrow, 23 June? Order within 3 hrs 4 mins and choose One-Day Delivery at checkout. [Details](#)

Sold by Hassett Green and Fulfilled by Amazon. Gift-wrap available.

Note: This item is eligible for click and collect. [Details](#)

2 new from £8.99

- A single soft floral Hassett Green Natural Cotton decorative folder containing six scented drawer liners.
- A soft floral fragrance of rose, jasmine and gardenia with notes of bergamot, lemon, apple and pear and accents of pine and soft woods.
- A great way to add fragrance and warm colors to Drawers, Cupboards, Clothing & Linen.



**Ramunas Micuta** is an Amazon Business Consultant who helps other people successfully sell on Amazon. You can reach him on 07914751372 or send an email to ramunas@ultedge.com



# Creating a *Vision*

You need a vision for your business. It serves to provide you with an overall sense of direction and acts as the starting point for planning your strategy, business plan and goals. Without one you run the risk of lacking focus, with no true understanding of where you want to be and what you want to achieve.

The vision for your business adds purpose, meaning, passion, inspiration and value to your plans and goals. So, when things get challenging, which they will, your vision will keep you motivated and focused.

As well as giving you a clear sense of direction, your vision also helps clarify what you won't do. In a world full of distractions and competition for attention and finances, this is imperative.

## Crafting your vision

The word vision means:

- the faculty or state of being able to see
- the ability to think about or plan the future with imagination or wisdom
- a mental image of what the future will or could be like

So before writing your vision statement, clearly it makes sense to actually create and see it first using images. The best approach for doing this is imagery in collage, because images:

1. tap the unconscious, allowing you to gain new insights and perspectives in relation to your business
2. are a creative way to plan the future with imagination
3. allow you to compare and prioritise ideas
4. enable you to connect emotionally to your vision. This is important because your emotions influence decision making and behaviour.

### *Your completed piece:*

5. allows you to see the bigger picture
6. is easy to share and talk about
7. will remind, inspire and motivate you

Additionally, if your business is a joint venture you can be clear you share the same vision, as you co-create together. Once you've crafted your vision, you're now in a stronger position to articulate and write your vision statement.



# for your Business

## Your Vision Statement

Don't confuse your vision with your mission statement. The latter states the purpose of your organisation. A vision goes further. It paints a picture in clear language of where your organisation is going. That's why you must start with this.

Also, unlike goals your vision statement isn't time bound. Instead, it underpins everything you do with your business. For example:

Google's vision statement is: "to provide access to the world's information in one click." The company's nature of business is a direct manifestation of this statement.

Virgin's overall statement is "Changing business for good" which guides and drives every service.

Two very different statements, but each reflecting the nature of how the company operates and interacts with its customers. The purpose of your vision statement is the same. A well-crafted, purpose driven statement, is easy to share, has a strong clear message, and enables your customers and like-minded individuals to connect with you and use your services.

So, if you don't have one yet, now would be the time to change that.

UnglueYou run regular workshops, where you can create the vision for your business using images in collage.



**Andréa  
Watts**



To find out more visit [www.unglueyou.co.uk](http://www.unglueyou.co.uk)  
**Andréa Watts** can be contacted by email at  
[andrea@unglueyou.co.uk](mailto:andrea@unglueyou.co.uk)

# GDPR; can we forget about it now?



Good question; everyone is sick of hearing about the Generally Dreaded Preposterous Regulations or, in other words, GDPR. We have all been bombarded with hundreds of emails asking us to either opt-in or 'hurry while there's still time', all reminding us that if we don't do something the world will end as we know it on the 25th of May.

Well, the world didn't stop spinning on its axis on the 25th, and the regulator didn't start issuing fines willy nilly causing businesses to go bust overnight.

## Just another Y2K?

So, is it all just a fuss about nothing? Just another hyped exercise to make a quick buck off another PPI type gravy train?

The simple answer is no. GDPR is real and it's here to stay. It is certainly not 'just another Y2K' as some may have us believe (at least for those of us who remember Y2K). The key difference is that, with Y2K, the impact was instant. When the clock struck midnight at the start of the millennium you knew straight away if you were impacted or not and that would be the end of it. With GDPR, however, the story was only just beginning as day broke on the 25th of May and every single day since then businesses are expected to comply with the stricter controls on personal privacy. In that respect, GDPR is more like anti-money laundering regulation (to state an example) than Y2K.

## **Every man and his dog**

Considering the previously unheard of unheard-of penalties and the large market, many have jumped on the bandwagon to capitalize on the opportunity and, in doing so, have created a market of misinformation and self-appointed experts all proclaiming different versions of the truth. Unfortunately, this has resulted in a lot of confusion and distrust in what is an



important topic that can actually help businesses. Instead, it seems a large number of small businesses are left wondering what to do and who to trust. In testament to this, the Federation of Small Businesses has stated that the

*'.....likelihood is that many of the UK's 5.7 million smaller businesses will not be compliant'.*

BUT...

Although there isn't a big push by the regulators to target small businesses per say, GDPR is still law whether we like it or not. Small businesses (including sole traders) can still be sued by employees and clients, and can still face crippling fines for serious offences. Unlike before, consumers can bring legal action against companies, which sets a new chapter in where litigation can originate for the misuse of personal data.

## *“Consider” not “Forget”*

So, in summary, NO you certainly cannot forget GDPR. What you can do, however, is forget the scaremongering and hype and instead consider the simple changes you need to make to ensure you avoid disruption to your business, and usher in the new age of data privacy.



Simon  
Chambers



**Simon Chambers** is the co-founder of a software services company New Leaf Technology Solutions. He is proud to have co-created EnableGDPR.com, a simple, cost effective GDPR solution for UK small businesses. Check out <https://www.enablegdpr.com>.

# Getting the most from professional advisors

Believe it or not, there is a time when you do need accountants, lawyers and other consultants. You need people from strict disciplines to help you develop the business plan, explain the franchise agreement and even offer objective advice as to which of your chosen franchises they feel might suit your circumstances best. So, once you have selected your preferred franchise – and even when you are down to the last couple – it is time to call in the professionals.

All franchisors want successful, highly motivated franchisees because it is good for the franchisees, good for the franchisors and good for the credibility of the brand. To this end, a good franchisor will recommend that you speak to the professionals. When it comes to finding the right support, the British Franchise Association (BFA) can advise you on who is affiliated and thus are a good first port of call.

One of the key areas where it's worth seeking the help of an advisor is when it comes to the ins and outs of the franchise agreement. As this is a legal document, you need to understand exactly what obligations you are taking on: to do that you need an experienced franchise lawyer to advise you. In light of this, please don't use a lawyer who specialises in divorce law, property law or, heaven forbid, is a 'mate' – they will almost certainly know little about franchising. With the complexity of the modern franchise agreement, you really do need a specialist.

Another area where professional advice can prove invaluable is when you're putting your business plan together. My advice would be to do this in conjunction with an accountant – and an accountant who has experience of franchising. It is always useful to have somebody with you who can make sure your projections are sound and that you can achieve the income levels you aspire to. Running a successful business requires experience, skill, drive and determination and a decent accountant can help you to generate a better return – even in a successful franchise system.

Do remember though that advisors can only advise: ultimately it is up to you to decide how to proceed. As such, once you've spoken to the lawyer and accountant, this will be the time to step back and review all the information you've gathered. Considering all the advice and guidance you've received, are you up to the challenge? Can you afford it? Can you take the pressure? Are you confident in the franchisor? Most importantly, can you see you and your family enjoying it?

Professional advisors will help you understand the small print; they can assess the investment objectively and they

will prepare and evaluate business plans. However, remember advisors are only as good as the brief you give them: ultimately the decisions and the consequences are yours and yours alone.



Nigel  
Topliss

**Nigel Topliss** is managing director of The Bardon Group. Contact him on Tel: 01530 513300 or Email: [info@thebardongroup.co.uk](mailto:info@thebardongroup.co.uk)

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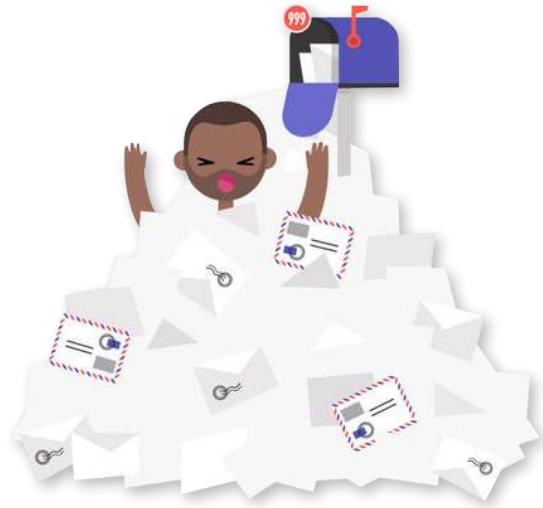
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Contact Susan Holt if you would like more information  
[Sholt@cruiseholidaysuk.co.uk](mailto:Sholt@cruiseholidaysuk.co.uk) | 01233 280 908



# How the Cloud can **boost** your Business

PART ONE

## **Introduction:**

It's often said that good communication is vital in business. Why do so many of us get it wrong? I'd like to explore the problems with traditional communication methods and look at the ways we can solve them.

## **The Problem:**

Most businesses use email as their number one method of communicating, externally, and internally. Email seems like the perfect communication tool, as you can use it to reach anyone, anywhere as long as you know their address.

There are, however, a number of problems with email.

- By design email is exclusive, you have to decide who to send to and who not to. How often have you sent an email, realised you should have added someone to it, and sent another email with the same info as the first?
- As the business grows it's increasingly hard to keep teams updated. Email attachments are saved individually, so information is quickly duplicated or lost altogether.
- Information shared via email becomes outdated quickly. People don't read their emails at the same time, so some learn things before others. Some important information is buried under all other unread emails. New updates are read before previous ones, so create confusion.
- Too much time wasted finding info or reinventing the wheel on repeatable tasks. If information is spread out, or only shared with some people, there is no way of being

sure that processes, tools, or tasks are done correctly and evenly. People will come up with their own ways, if they can't find existing info on how to do them.

- How many times has a colleague asked a question and you've wasted time saying "let me just find the email with that information"?

What you and your team want is more inclusion, not less. Inclusion means they are informed. Informed about big things like the direction of the business, future plans, and how well it is performing, but also small things like how much paper is used every month, who's birthday it is, and which team member is working on which task. If everyone is informed and included they feel more involved in the overall business, which makes them more likely to want to help the business run the best way it can. They feel more valued, so are willing to put more of themselves into their work. Inclusion breeds innovation as more voices are heard and more opinions taken heed of.

## **The Solution:**

OK smart guy, I hear you say, what do we do instead? Doesn't everyone use email?

Well yes, but just because everyone does it, doesn't mean you should use it. I'm not saying you should stop using all email immediately, just not as your primary means of communication.

There are solutions that can be implemented quite simply, and work well if followed by everyone:

1. Stop using email as a primary communication tool.
2. Internally - create internal team websites for knowledge sharing, updates and training.
3. Internally - use chat-based collaboration tools for fast communication, meetings, etc. Many of these are encrypted and more secure than sending emails outside of your organisation.
4. Internally - share calendars.
5. Externally - use social media to communicate updates, promotions, etc
6. Externally - use CRM to centralise comms with clients & prospects. All team members can see latest comms.

### Summary:

I hope you learned some of the real problems that a tool, supposedly designed to improve communication, can cause for your business.

Hopefully, you have a better understanding of how to improve your communication and boost your business.



**Paul  
Goggin**



**Paul Goggin** has 20 years experience in the IT industry, Innovo Consulting can help you use the Cloud to save time and cut costs. Paul can be contacted by email at [paul.goggin@innovo-it.com](mailto:paul.goggin@innovo-it.com), on Twitter @cloudfirstpaul or LinkedIn at <https://linkedin.com/in/pgoggin/>

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### Talk to us about: Business Protection

Don't neglect your responsibilities

- ✓ **Key Person Protection?**
- ✓ **Business Loan Protection?**
- ✓ **Directors Loan Protection?**
- ✓ **Share Protection?**
- ✓ **Business Continuation Plan?**

Avoid business interruption and uncertainty when the unexpected happens to a key employee.

Avoid having to sell part of the business, or all of it.

Ensure continuation of employment for your staff.

Ensure quality of life for you and your family.

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# Your Ideal Target Client

is not male or female.

He or she does not necessarily have a business located in your town, drive a black Audi A6 or have 5-10 staff either.

He or she is a person – and that person is precisely who you're going to have to work with. You do not build a relationship and collaborate with a 'description of a business'.

One of your very first jobs in marketing is to understand who will pay you the most for your services.

What type of person is most suited to working with YOU?

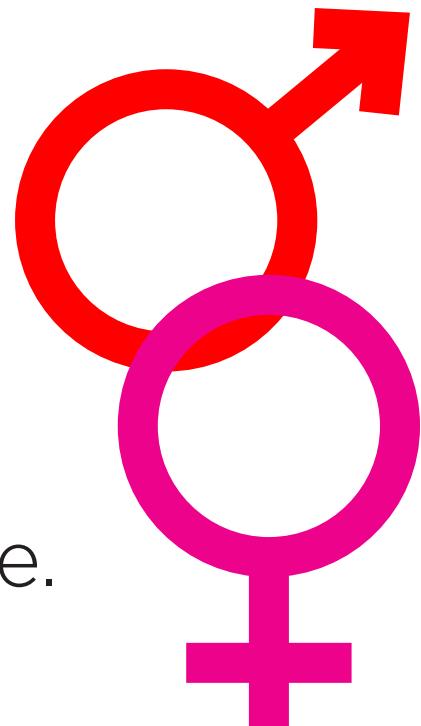
Additionally, what type of person are you looking to work with? Here is an example for you. This is a list I made of personality traits of my Ideal Target Client (ITC). As you can quite clearly see, it's all about *THE TYPE OF PERSON*.

Now let's turn this around...

## Here's mine:

- Works on weekends
- Hard working individual
- Must want to grow their business
- Will step outside their comfort zone
- Open to new ideas
- Doesn't care what people think
- Doesn't watch the news
- Doesn't buy newspapers
- Repelled by negativity
- Thinks TV is rubbish
- Loves sport
- Loves the camera on their smartphone
- Has a vision
- Has massive belief in their product
- Has lots of ideas
- Has trouble sleeping from mind racing
- Decisive and open to change
- Not sentimental about changing their mind on past decisions
- Must want their business to look good
- Must want to have fun with the business
- Must want to be proud of their product
- Must feel proud of what they have built to date
- Has a web designer
- Has a graphic designer
- Has virtual assistant
- Has a bookkeeper

TIMCOE



## YOUR IDEAL CLIENT HAS NO SEX

TIMCOE

### Who is my Ideal Target Client looking to work with?

If they've thought about it, your ITC will also have their own list of 'Ideal Supplier' personality traits. So, do you match up? Can you predict what they are looking for and what they'll write on their own list?

You have a list.

They have a list.

What cross-matches?

I don't even know if that cross-match is important at this stage. What I do know is that you must aim to work with the right type of people (especially in business consulting services) or your client could frustrate the hell out of you and a business divorce is inevitable.

Thanks for reading. Please share if you enjoyed this.



**Tim Coe** is straight-talking, authentic and honest guy trying to help others out with their business messaging. Tel: 01590 672 282 or Email: [tim@timcoe.com](mailto:tim@timcoe.com)

# artisan lane gifts

Rachel, owner of new gift company, artisan lane gifts, champions local and artisan British producers to create a range of gift boxes.

Having turned 50 last summer, I decided to leave a marketing career in the travel and leisure industry working for big names such as First Choice Holidays, Go Ape and CAMRA (Campaign for Real Ale) to launch my own solo venture, artisan lane gifts.

It was while working alongside the eclectic mix of independent retailers and market traders in a previous role as a marketing and commercial manager for Cambridge BID (Business Improvement District) that I discovered the sheer number of talented producers and craftspeople on my doorstep. I worked with a number of independent shops and market traders and came to appreciate the quality gifts, food and drink that were available. I was amazed at the range of beautiful, locally made items available and it got me interested in what was closer to my home in Bishop's Stortford, on the Hertfordshire/Essex border.

I select individual gifts from designers, small batch and artisan producers who are primarily based across the East of England. These items are often unique and hard to find, and I think this makes them extra special and ideal for those looking to give something a bit different. You are buying a gift with personality that is lovingly made by a passionate artisan.

I've always enjoyed making up my own gift boxes for relatives and friends to mark special occasions and I've created a curated modern gift collection including Afternoon Tea, Pamper, New Baby and Comfy (a range of beautiful pashminas). I am now developing my food and drink and home selections ready for autumn and Christmas. The gift boxes make ideal gifts for family, friends and colleagues - there's a box for every occasion and season whether it's a birthday, new home, congratulations, get well or thank you gift. I pack the gifts in a luxury keepsake box - I like the idea



that people can reuse the box. I then tie brightly coloured ribbons to create a really special touch and there's also an option to add a personal message that is handwritten.

I am also able to offer a corporate and bespoke gift service and I've had a lot of interest from local firms who want to offer their clients something different whilst supporting local producers.

As well as online, I have test sold some of my gifts in retail spaces both as individual items and in curated boxes, and am looking to expand this concept. It is hard for artisans to get their products to reach people as the shops demand a high mark up on a product that is already more expensive to produce because it's usually handmade, made on a smaller scale and from high quality ethically sourced materials. I hope that if I work collectively with the artisans I can get established space in some key retailers so that they have a more permanent presence and bring something of a community feel to the shops whilst giving the shopper more variety and access to local items.



Rachel Rissbrook



You can view the artisan lane range at  
[www.artisanlanegifts.co.uk/](http://www.artisanlanegifts.co.uk/)

# DIY Design



Can design be done on your own? Can you cut out the professional designer?

The DIY option is appealing for many reasons, its cheaper for one, but is doing it without any guidance a good idea?

When it comes to start ups, many first time business owners go it alone. With little or no knowledge of colour, fonts, layout or pre-production, they "give-it-a-go" when designing their logos, business cards and leaflets. - with costly mistakes.

I've even seen larger SME's trust their brand to their sales personnel instead of getting a professional designer to understand and build their brand, therefore appealing to the right audience crucial for new business.

I would like to shed a little light on the technicalities behind design. Helping you to make informed choices when you design your logo or advert for yourself.

Lets begin with your logo. Logos are very personal. They are a reflection of you, your business and your values, likes and dislikes. Its usually in colours you like, contains an icon you like or signifies your type of business.

Stick to that. It's the face of your business. Secondly make it simple. Simple logos stand out more, are easier to remember and easier to reproduce when you need to print it on complex items like clothing or the odd pen. It will also be easier to make print ready - when the time comes to print business cards or anything like that. Your printer will have someone who can do that for you, a bit cheaper than if you had a very complex logo that needs to be redrawn into high resolution for print.

Colours are a matter of choice, but there is a unwritten rule with colours in a logo, keep to a maximum of 3 colours and at least one of those colours needs to be dark, not necessarily black, but dark, like navy blue, dark purple or charcoal. This makes it easier to connect visually to your brand when it comes to other collateral, where your logo is not always present. The text in adverts, leaflets and brochures can be in the darker colour to emphasize the branding, therefore increasing the brand awareness. The more your branding is recognized, the more credibility it gains.

You also don't necessarily need an icon on your logo. Some of the best logos are simply one name in an interesting font. - consider that if you are not very creative, but still want a logo that looks professional.

When advertising - be it an advert or leaflet, remember that this is a "call to action" not a brochure. Try not to add reams and reams of text. Let your images tell the story. It needs to grab the attention of the reader firstly, and text is not an attention grabber. People notice colour and images. The major types of images that are most likely to be noticed is one that evokes an emotion, ie: sadness, fear, anger, curiosity - if you can link your company to an image that evokes a reaction, that's powerful - you've just grabbed the attention of the reader, he will then read further either to find out why that image is there, and what to do about the response he's just experienced. - the call to action is to contact you for more info or a quote... viola! Your foot in the door.

These are just two of the most common DIY design projects undertaken, and with a little help, you can make it look like you spent hundreds on a designer to get that professional look. But bear in mind, as your company grows so should your branding, and investing in a good, reliable graphic designer who can carry your brand though all your collateral is actually a good investment into your brand.



Kathy  
Merchant-  
Nel



**Kathy Merchant-Nel** is owner of GraphicKat Uk Ltd, a graphic design studio based in Kent. She can be contacted on Tel: 07399 712 721 or Email: kathy@graphickat.co.uk. www.graphickat.co.uk



“

## ARE YOU LACKING A LITTLE OF THIS RECENTLY?

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A monthly online programme which allows you to work at your own pace with lots of resources available to you 24/7



#### A 2 day live event

Don't want to wait 12 months? Book onto a 2 day intensive workshop and work on all 12 modules for YOUR business



#### A real business community

As part of the Steer Your Business community you will find support and resources to benefit YOUR business

### WHAT'S THE SECRET ?

Define YOUR Vision

Focus on what YOU want

Set goals and be ACCOUNTABLE

Have a strategy to deliver what YOU want

### WHO AM I ?

I use my knowledge and experience gained from working in the House of Commons to work with business owners to deliver their goals. Businesses of all sizes start to grow when the vision is clear, goals are set and a strategy is in place to deliver the end result.

The Steer Your Business Programme takes you through 12 steps to work on YOUR business so that it runs efficiently and effectively to give you the lifestyle that you want.



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# Events August

Company	Name	Date	Time	Location	Cost	To book your place
ABC Networks	ABC Canterbury	1st August	7am - 9am	The Blean Tavern, Blean, Canterbury, CT2 9EF	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Ashford	2nd August	7am - 9am	The Flying Horse, Wye Road, Boughton Aluph, TN25 4HH	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Upon Medway	3rd August	7.30am - 9am	George Hotel , 7-8 New Rd Ave, Chatham ME4 6BB	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Maidstone	7th August	7.30am - 9am	K Sports, Cobdown, Station Rd, Ditton, Aylesford ME20 6AU	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
Chamber of Commerce	After Hours Ashford	7th August	6.00pm	The Conningbrook Hotel, Canterbury Road, Ashford TN24 9QR	Free	<a href="https://www.kentinvictachamber.co.uk/events/after-hours-club-322/">https://www.kentinvictachamber.co.uk/events/after-hours-club-322/</a>
ABC Networks	ABC Gillingham	8th August	7am - 9am	Gillingham Golf Club, Woodlands Road, Gillingham ME7 2AP	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Sittingbourne	10th August	7am - 9am	Sittingbourne & Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
Dragon CoWorking & Stormchasers Digital	WordPress Academy	14th August (every 2nd Tuesday)	6-8pm	Dragon Co-Working 7-8 New Road Avenue Rochester, ME4 6BB		<a href="https://www.eventbrite.co.uk/e/wordpress-academy-tickets-41644831813">https://www.eventbrite.co.uk/e/wordpress-academy-tickets-41644831813</a>
ABC Networks	ABC Canterbury	15th August	7am - 9am	The Blean Tavern, Blean, Canterbury, CT2 9EF	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
Dragon Co-Working & ABC Networks	Dragon@SIX	15th August	6pm - 8pm	Dragon Co-working 7-8 New Road Avenue, Chatham, Medway, ME4 6BB	Free	<a href="https://www.facebook.com/events/207578043183085/">https://www.facebook.com/events/207578043183085/</a>
ABC Networks	ABC Ashford	16th August	7am - 9am	The Flying Horse, Wye Road, Boughton Aluph, TN25 4HH	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
Ladies Who Latte	LWL Ashford	16th August	10am - 12pm	The Farriers Arms, Church Rd, Ashford TN25 6NU	Free	<a href="https://www.facebook.com/groups/383353965115057/">https://www.facebook.com/groups/383353965115057/</a>
ABC Networks	ABC Upon Medway	17th August	7.30am - 9am	George Hotel , 7-8 New Rd Ave, Chatham ME4 6BB	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Maidstone	21st August	7.30am - 9am	K Sports, Cobdown, Station Rd, Ditton, Aylesford ME20 6AU	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Gillingham	22nd August	7am - 9am	Gillingham Golf Club, Woodlands Road, Gillingham, ME7 2AP	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Sittingbourne	24th August	7am - 9am	Sittingbourne and Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
Dragon CoWorking	We're Done Fridays	Every Friday	3pm - 5pm	Dragon CoWorking 7-8 New Road Avenue Rochester, ME4 6BB		<a href="https://dragoncoworking.co.uk/events/were-done-fridays/">https://dragoncoworking.co.uk/events/were-done-fridays/</a>
ABC Networks	ABC Canterbury	29th August	7am - 9am	The Blean Tavern, Blean, Canterbury, CT2 9EF	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Ashford	30th August	7am - 9am	The Flying Horse, Wye Road Boughton Aluph, TN25 4HH	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Upon Medway	31st August	7.30am - 9am	George Hotel, 7-8 New Rd Ave, Chatham ME4 6BB	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>

THURS 27TH SEP 2018 > ASTON VILLA FC, BIRMINGHAM



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