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Steer

STEER YOUR BUSINESS | THE MAGAZINE

Breaking the Glass Ceiling

Beverley Bunn

Reasons or excuses

Ash Lawrence

No Fluff

Nicola Lutz

Work experience

Jemma Fairclough
Haynes

People say I got lucky

Brad Burton

Editor's Review

A big thank you to everyone who is supporting the magazine and helping us achieve our aim to share information and promote businesses. The magazine is now appearing in reception areas of accountants, solicitors, recruitment consultants and serviced offices and many more which is fabulous. It means that each copy is now being read by more than just one person which in turn grows the network even more.

I was asked recently how to get a regular copy of the printed magazine. If you prefer this format, then you can subscribe online for £3.99 and receive the latest issue through the post.

Now onto this issue! What a great bunch of contributors and articles we have in store for you this month.

Our cover photo is Brad Burton, the founder of 4N Networking. I heard him speak recently and he's certainly different! If you think he's just been lucky to get to where he is, read his story and you might change your mind.

Nicola Lutz's article is about sales and mind set. Do you struggle with sales and then wonder why you've got no money? Check out what Nicola has to say and the tips she shares with us about getting over ourselves and making sales.

I watched Emma Paxton produce the most amazing graphic of an event a couple of months ago. She is brilliant! I had never seen anyone translate the speakers and their business tips into pictures in real time before. It certainly makes the event different and there is a tangible result at the end which you can share with your audience and social media platforms.

On a slightly different note, have you noted the changes in MOT requirements for your car? Cars4Girls give us an update on the new regulations which we should all be aware of but most of us are probably blissfully ignorant. If your car is an integral part of your life, then check out what they have to say.

Do you have a hobby which you'd like to turn into a business? Follow Beverley Bunn's journey and check out the beautiful glass items which she makes.

There are lots more interesting and fascinating articles in this month's issue so by now you should have a flavour of what's in store and be struggling to decide which article to read first!

Enjoy each and every article, let us know what you think via social media and consider writing something yourself for a future issue.

Have a great month

Sally



Sally
Marshall

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News From the Beach!

Here in Whitstable, walking on the beach is a big part of my business. It gives me time to process what is happening in my business and helps me work out what I need to do next. If you're not taking that time out to clear your head, process what's happening and plan where to go next, then you are missing out.

Whitstable is known as a creative place and I don't consider myself the least bit creative, but something definitely happens when I'm here.

Every time I talk to someone I seem to come home with homework – whether that's an idea for my business or people to connect. Mine – and other peoples – heads then buzz with what we've discussed, and amazing opportunities seem to present themselves. This has happened several times recently and it's taking all our businesses to places we never imagined.

Collaboration is definitely the way to grow your business. You can't do it all yourself and the opportunity to bounce ideas off each other can take you on an amazing journey. It might be that someone gives you an idea of something you can do or someone to talk to, or perhaps there is an opportunity to work together. This not only means that you offer a better product or service and give more value to your customers, but it also keeps the overheads down if you have someone to share the cost with.

I love coffee meetings! People often say they are a waste of time and why do I do so many but ... you never know who people know and who is in their circle of

influence. We all know about 250 people so imagine adding 250 people to your network each time you make a new contact who is happy to promote you. What would that do for your business? It doesn't mean that you will sell to all 250 but what it does mean is that each one of those 250 people know another 250 people and so it goes on. The more you meet people, talk to them and find out what their challenges are, the bigger your network grows and the more people you will have to potentially bounce ideas off and possibly collaborate in some way.

Now does it all start to make sense? Networking, collaborating, joint ventures, leveraging other people are where the money is so why aren't we all doing it I wonder.

If you'd like to know more, please get in touch.
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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 via our Editor's social media - current 22k followers on Twitter - and also through the Steer Your Business social media on facebook and Twitter. Every time a post is retweeted or shared, then it gets to an even bigger audience. Leveraging each other's contracts 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 at 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.

 @SallyDMarshall

22k
followers

 Sally Marshall

7k
followers

ADVERTISING

SIZE	RATECARD		
	1-3 insertions	4-9 insertions	10-12+ insertions
Inside front, Inside back cover	£350	£350	£350
Back cover	£450	£450	£450
Quarter page	£100	£86	£72
Half page	£155	£130	£105
Full page	£265	£218	£171
DPS	£475	£386	£297

People say I got Lucky

I founded the business network organisation 4Networking in 2006. Fast forward 12 years and we now run over 5,000 meetings each year and have 1,000s of members.

Lucky?

I've also written 4 business books and am the highest rated and reviewed author on Amazon.

Lucky?

I'm the motivational business speaker hired by companies like JCB, Bentley, Costa, and the NHS.

Lucky?

I'm 45 now; at 31 years old, I was £25,000 in personal debt, had no savings, and, as a father to a 6-month-old baby, I delivered Pizza at weekends to keep my business afloat.

Was it unlucky that I found myself in that position?

Or was it my decisions, up until that point, that led me to where I was in my life?

See, your success or failure in all areas of your life and business will be defined by your ability to make decisions.

Want more success? Make better decisions.

Often people are scared or slow at making decisions in case they are the wrong ones.

Here's the thing, an expert is someone that has made all the mistakes in a particular niche field. Want to be

considered the expert in your world? Then you have to make more mistakes.

When it comes to business, I made them all.

Book writing. Made them all.

Speaking. Made them all.

That's why I'm the expert.

Life. I've not made all the mistakes... yet. However, I have made my fair share. You see a mistake is only a mistake after the event, up until that point it's the correct decision. No one, including me, wakes up and says "you know what, I'm gonna f**k up today!" But occasionally we do.

Probably the biggest lesson I've learned over the last decade is the importance of health and that your body isn't just a vehicle to transport your brain from experience to experience.

Brad learned that finding balance in life can be more important to success in business than any growth strategy you'll read about:

"I forgot what was REALLY important in life. My priorities were 1) Business 2) Family 3) Health.

Sometimes you become so goal focused on business success that you stop paying attention to the other things and in my case, it was so detrimental I almost lost everything.





I had a successful multi-million-pound business, yet I almost lost my wife, my children, and I certainly lost my mental health. I was burnt out, I broke down.

The great thing about any deconstruction is you get the opportunity to rebuild yourself differently.

It made me re-evaluate everything. Almost losing everything tends to do that. I changed my life. I changed my focus to **1) Health 2) Family 3) Business**, and I am now in a much happier, content, fulfilled, and successful position.

My advice is this. Choose health and happiness. Then once you have those under control the wealth comes easier.

Thinking once you gain wealth, that happy and healthy are just around the corner nearly helped cause my ruin.

Fortunately, crisis and divorce were averted at the last minute by my wife saying a sentence when I was mentally at my lowest that changed my life.

"I understand how we got here"

Do you understand how you got to where you are in your life?

Decisions. Your decisions, that's how you got to where you are in your life.

Want a better life? Make better decisions.

You wouldn't get in a car to a new destination without having a postcode loaded into your satnav... yet each day people do what I did. I didn't specify where I wanted to head, then got upset when I ended up in a place I really didn't want to be!

Every single decision in your life has brought you to this article. Why do you believe that is?

Read it again not as my story, but as yours... time to make changes?

Now what?"



**Brad
Burton**



Brad Burton, is The UK's #1 Motivational Business Speaker.
www.BradBurton.biz
www.NowWhat.biz

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

Mindset

For small business owners or solopreneurs perhaps the hardest to conquer is the Mindset of sales. This is your attitude to selling, how you feel about selling your service or product and how you approach the client. If you are a sales professional, you should not have too many problems with this part. Also you might find if it's not close to your heart, it feels easier to sell. But trust me, for someone who is passionate and committed to what they are selling, there is no better 'pitch', you just need to finesse it a bit.

Many people find they cringe when selling (or even at the mere thought of it), they feel awkward and want it over with ASAP. Some of the most competent, talented and confident people I know, get squeamish about selling. They have set up their businesses, taken income cuts to do so, are concurrently supporting a family, and sometimes other jobs too, have developed the most groundbreaking products and services and perfected their offering, their image, their production... but when it comes to sell they go a little doolalley. It's put on the back burner. Marketing seems easier – but advertising and social media isn't active selling, it's lead generation. At some point you're going to have to 'sell' if you want your business to grow.

Many find themselves rushing through anything that resembles 'sales', often discounting or giving away freebies far too early just to make the pain end and secure a deal – any deal – just make it stop!

In a short article it is difficult to find out why, or train you how to get over it. But we can give you a few No Fluff ideas to help.

Try the following tasks. Schedule some time to do it, do it alone and don't overthink it. Be relaxed.

1. Remind yourself why you do what you do.
Get excited again about your service or product. Remember your 'why'. What is it about it that drives you? Write this down (not type.. Join up the synapses in your brain by using good old fashioned pen and paper and it is more likely to stick).
2. Remind yourself why YOU are best placed to do what you do.
Do you have particular skills, or have you spent years on product development, have you done a lot of research into demand, analysed the market, checked out the competition? What qualifications do you have? Are you the most passionate person you know about this service or product? Again, write these down. Nobody has to see them, be loud and proud.
3. Will your service or product be of benefit to those you

sell it to? Why? What does it give them in terms of help/satisfaction/making life easier etc?

4. Is your product good and lives up to what you claim? A simple question. Yes or no.
5. Is your price right? Again, a simple yes or no.

Re-read it. By now you must realise that what you offer is GREAT. Right there, on paper, is a list of reasons why it's great, and why you are great. The doubts about product quality and price should be gone. Feel good? Fabulous.

Now, think about those people that you can help.

1. Would they object to knowing about what you offer? (hopefully the answer is 'no')
2. Would their lives/work be improved with your product or service? (yes?)
3. Does it take away a 'pain point' or prevent one? (hopefully the answer is 'yes')

So – nice work - now we have established:

- You have a great product/service
- You are well qualified to deliver it
- It will benefit those that buy
- Your product delivers what it says it does
- Your price is right
- They won't object to hearing about it
- Their lives would be improved or their pain points would be solved/prevented

My question for you here is..

Why *wouldn't* you want to sell it, if it does so much good? Why deny them the chance to improve their business or lives? You are doing them a disservice if you don't sell to them.

And there is that word again – sell. That is where you might fall down.

Look at that list again and think about 'informing' potential clients. Think about 'helping' them. You know it will help, you just need to get that message across.

Stop selling, starting helping.

In the next month's Steer Your Business Magazine we will look at Strategy. If you are still struggling with the 'sales' word, a solid strategy will give you a goal, and a path to that goal. That will make it easier, motivate you and help you see why you need to sell.

In the meantime, don't worry about the 'sales' word. I imagine you have overcome worse things. It's just sharing what you offer with people that probably want to buy. Think of it as matchmaking, helping, informing. That's all it is.



Nicola Lutz



Nicola Lutz
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Social Media doesn't work

'Social Media doesn't work.' 'It's too time consuming.' 'I can't see a direct correlation between social media and sales enquiries.' These are just a few of the negative comments I hear SME businesses mention when talking about **social media marketing**. Although this is improving as people start to see the value in **social media marketing** there is still a gap in the knowledge and understanding about social media when it comes to SME'S, there is also a lack of understanding about the various ways businesses can reach very specific audiences through social media very easily.

The issue is not that social media doesn't work, it's the expectation business owners have for social media. They want instant results or results within 2 months. There has never been a time where marketers have had to prove that a platform or way of marketing works more than in today's world with social media and various forms of digital marketing.

The thing that baffles me the most is that many businesses are more than happy to pay upwards of £500/£1000 per month on an advertisement in a physical magazine and never know how many people saw it, how many people told a friend about the ad or how many people phoned the business off the back of it. They are still happy with an ABC certificate that says the magazine went to 10,000 people. Yet they continue to invest in new artwork and placements.

Whilst with social media you are able to see the impact of your content instantly. You can see how many people have seen your copy, how many have shared it with a friend, you can even see how many people clicked through to look at your website. Yet if someone calls in and when asked 'where did you find us' they say 'your website' the business owner thinks... it came through the website. People will say that they found the website through Google or so on but actually if the marketing being carried out is on social media then chances are they actually came from there and they could have seen the ads and Googled the company prior to making a call.

And another thing is that to go in a magazine or get a slot on the radio you'll always be selling and using ads to capture your audience's attention. We now know that people now have developed ad blindness which means that they don't see or hear ads. Which is why creating content for social media that looks like it belongs there, like it's been uploaded by a friend or colleague will be much more relatable than an ad. To be successful

though with social media you do need to consistently create content your customer wants to engage with and that looks good and is of course shareable. The best way to ensure that you are doing this is to plan your content out in a morning or afternoon when it's quiet for the rest of the month and use tools and technology that is available to make it much easier to be consistent on social media. This doesn't need to cost a fortune. For example you can use a content calendar tool like ContentCal which has a free version, with this you can plan and schedule content to go out over the course of a month. You can use your mobile phone to capture video, many smartphones nowadays have amazing 4k cameras built in. Tools like Animoto and iMovie give you powerful video editing software in your pocket and image creation apps like Canva mean you can create branded content very easily without having any design skills.

It's important though, that you are consistent with content creation over the months ahead and that you are measuring engagement as a KPI (because engagement is often an indicator of how well the content is being received by the audience) before you make a decision about whether social media works for you. And even then I'd suggest not giving up but changing your content strategy. (The audience may need to see your brand several times before making a decision as to whether your products or services are right for them or their business).

Even if you don't plan to do the social media and create your own quality content for your business, it's worth knowing how it works and what is available so that you can effectively brief a freelancer or a member of staff to do what is required. Of course, nothing beats having a solid strategy in place that integrates social media into the overall business marketing plan.

Over to you.



Lucy Hall



For more social media content creation and planning tools and tips check out: lucyshall.com



Work experience

As a nation, we are more qualified than ever before. Higher education and apprenticeships have increased and yet employers are still complaining about a skills shortage.

Whilst qualifications are important, there is no substitute for on the job experience. That is where we learn how to put what we have learnt into practice, it's also where we build upon our soft skills.

With this in mind, it is not surprising to see more people both young and old wanting to do unpaid internships and work experience.

There are other benefits to employers In addition to a feeling of fulfilling your corporate sense of social responsibility.

Taking on an intern or volunteer can give an employer an opportunity to assess whether their processes are working. This is done by testing whether a person outside of the company can follow your instructions.

It is an opportunity to learn and get fresh ideas from your intern and you may even find a suitable candidate for future employment.

From an Employment Law perspective, there are some do's and don'ts which are listed below.

DO

1. Ask volunteers, interns and work experience candidates to sign a volunteers agreement. This will set out the level of expectation between you and the volunteer.
2. Take information from the intern which you may need for health and safety. This includes Next of Kin details,

Allergy information and Health complications or illnesses.

3. Give your volunteer lots of support, introduce them to staff and assign a dedicated mentor

DON'T

1. Promise to offer them a job before or during the placement. If you tell an intern that they will get a job they will be entitled to minimum wage for the duration of the placement. That being said, you may decide to offer the intern a job once the placement has been completed.
2. Pay for anything which is not an expense. You can pay for travel but you should be able to show receipts are equal to the payment. If you pay more than the expenses are worth you may find that you are liable for minimum wage for the duration of the placement.
3. Leave your intern to do work which is unsupervised. Try to remember that they are there to learn and to shadow others.



Jemma Fairclough Haynes



If you would like advice about hiring an intern or any other Employment Law /HR matter feel free to contact us via our website at www.orchardemploymentlaw.co.uk

Reasons or excuses

As a performance psychologist, and someone who talks to business owners on a daily basis, some who are my clients and many more who are not, I've heard an incredible number of reasons why businesses are struggling or failing.

I know that 99 out of 100 times that a reason, really isn't a reason at all, it's an excuse. There's a big difference, and I'll tell you what it is.

A reason is an explanation for why something is the way it is, with everyone involved taking accountability for their part in a situation.

An "excuse" is an explanation for why something is the way it is, that always involves the blame being put on someone or something that isn't involved in the conversation, and not able to share their side of the story.

What's the difference?

Accountability!

Let me give you some examples of common excuses for why businesses fail:

1. The market is flat
2. There's a recession
3. Too many people doing the same thing
4. I'm depressed
5. It's not perfect
6. I don't know what to do
7. There's not enough hours in the day

This list is endless. There are as many excuses for failure as there are failed businesses. If a person were to take accountability for their decisions and their actions, those excuses could be seen as the real reasons for failure, and they would look more like this:

1. The market is slow, so what **CAN** I do to make it better
2. One man's recession is another man's **OPPORTUNITY** to grow
3. How **CAN** I stand out above the others
4. I feel low so what **CAN** I do to feel better
5. **NOTHING** is perfect I'm just going to get it going
6. What do I need to **LEARN** to do this
7. How **CAN** I manage my tasks better

You probably notice a pattern forming here. For every excuse that a business owner can give for a business failing, there is a real reason that points back to something **THEY** did or didn't do.

I'm sharing this information not to make anyone feel bad about their struggles or mistakes, I'm sharing it to help business owners realise that they are the only person that controls their destiny.

Nobody is going to save you. You are responsible for you, get over it and get on with it.

For every mistake someone else makes that affects your business, there is a system & process you could have put in place to increase your chances of avoiding the mistake in the first place.

Until you learn to be accountable and responsible for you and your choices, you'll be doomed to repeat the same mistakes over and over.

Don't be afraid to make mistakes, everyone does, and only those people that admit their responsibility in the mistake learn from it. These are the people that can keep trying and eventually taste success, after all, a mistake is only a mistake if you make it twice. The first time it is a beautiful lesson!

Those that want to blame someone else, themselves or circumstance for their failures are dooming themselves to a life full of them.

You can choose reasons (excuses) or you can choose results; unfortunately you can't choose both!

Do It Now!



<https://ashlawrence.co.uk>



MOT update

**As of 20th May 2018 the way MOT tests work, will change.
What will this affect? And what do you need to know?**

What are the things you need to know?

1. The defects found during an MOT will be categorised differently from May 20th. The defects will now be categorised as:

- **Dangerous** - This is an immediate fail as there is a serious immediate safety risk or an immediate risk to the environment. You will not be able to drive a vehicle that receives a dangerous rating until the car has been fixed.
- **Major** - This too would be a fail and require immediate repair. This type of defect may be a safety risk or an environmental risk.
- **Minor** - There is no immediate risk with a minor fault, and the vehicle will still pass, however the defect will need to be repaired as soon as possible.
- **Advisories** - This could become more problematic in the future and should be monitored with a view to review. A vehicle would pass the MOT even if it had several advisories.
- **Pass**. This meets the required legal standards, and nothing further is required.

2. New rules for diesel car emissions

The Rules for diesel cars will become a lot stricter, in particular:

- If smoke is coming from the exhaust this would be a major fault.
- The diesel particulate filter captures soot to reduce emissions and if there is any evidence that this has been tampered with, the vehicle would receive a major fault.

3. There is also a number of new items, that will be tested from May 21st 2018:

- Tyres being under-inflated.
- Brake fluid contamination
- Environment risks from fluid leaks
- Break pad warning lights
- Headlight washers if the vehicle is fitted with them.

4. Vehicles over 40 years old may not need an MOT.

- If your vehicle is over 40 years old, and has not been significantly changed, you may not need an MOT.



If you want to keep up to date with more car news check out our website at www.cars4girls.com



Why Bother With Induction When Someone New Joins?

Once you have found your ideal new employee and they've accepted your job offer, your work is not finished – it's only just beginning. Most people starting a new job want to make a meaningful contribution as soon as they can. They want to be successful and they want to start developing new skills and knowledge as quickly as they can.

Capitalize on their energy and make sure you put them through a structured induction process or program. If you don't, you they may leave quicker than you expect. I have worked with many companies who lost employees in the first week or first few months. In some cases it was because reality didn't meet expectation. The manager didn't set expectations appropriately during interview. Other times it the new hires said there was a lack of structure once they'd started and they felt that they were just sitting around waiting to be given something to do.

Keep Your New Hire Engaged

Make sure your new hire becomes effective as quickly as possible by giving them a well-structured start. That means planning the induction, especially those first few days and weeks in advance – not winging it on the day because you're too busy. Engage them from the outset so they can feel part of your company as quickly as possible. Give each new hire the same information so that nothing is forgotten. Small things that are second nature and somewhat insignificant to you may well be a great mystery to a new hire. Providing a consistent, structured induction process or program helps you do this and applies whether you employee new people often or rarely.

Communicate relevant information about your specific

products, or technical or operational processes. Don't forget health and safety requirements which may be second nature to you and your current staff, but not necessarily to your new hire. Don't assume anything. Spell everything out and then you know you've covered it all. If you need to send a new hire on certain training courses, tell them which courses, the timeframe and what the purpose of attending each course is. Tell them what you expect them to learn from each course.

What Does Induction Include?

Induction includes everything a new hire needs to get going effectively. You might start with the very basics such as telling them where the facilities are. You should introduce them to everyone else in the team. Provide them with an overview of the company and where you're trying to take the company. Explain to them how they role fits in. Give them all the information they'll need to get started for the first few days, weeks and months. Don't forget to tell them about all the acronyms and terminology you use that you probably don't even notice you use. If they can't translate, communication will be difficult.

Set expectations around the behaviours expected. Tell your new hire what you want them to achieve in their first few months. Give them access to processes you want them to follow and make sure they can follow those processes. Ask them to bring questions to you and then be open to those questions. Make yourself or other team members available to help walk them through things. Don't just leave them to get on with it. If you do, don't be surprised if the outcome is not as you expect or hope for. Even the most accomplished people will need to learn how you do things in your company.

Plan The First Week In Advance

Take special care to plan the activities you'll give the new hire to do in that critical first week. Don't just sit them in a corner and ask them to read process documents, policies and manuals. That's not very motivating is it? There's bound to be information they need to take on board, but try and spread it out around activities where they can feel useful. On the flip side – don't throw them in at the deep end to start doing their job without making sure they have the support and guidance available that they'll need to be successful from the start.

Probationary period

Assess your new hire during a 'settling-in' period, often called the probationary period'. If your new hire is not settling in as well as you expected, provide guidance and coaching. They may just need more support to get going in your environment. If they don't reach the required standard by the end of the probationary period, this job may not suit them. It is around the three/four-month point that the highest number of resignations occur. This is sometimes referred to as 'the induction crisis'. Whether the individual changes their mind or you decide they're not suitable, it can be quite demoralising

for both parties. Communicate by providing and receiving feedback throughout the probationary period so you can make sure they've been given all the support they need to make the best start they can.

My Question To You

How do you help your new hires get settled in quickly? What do you do to make sure they know what to do and can do it the way you want? If this is something you would like to discuss or would like some help with, contact me at nikki@mulberrybushconsulting.co.uk. You can also download my free eBook *Team UP! - Powerful Ways to Build, Develop and Maintain an Effective Team* and sign up for my weekly newsletter which contains lots of team and self-management tips.



Dr Nikki Faulkner



About the Author:

Dr Nikki Faulkner of Mulberry Bush Consulting works with business leaders to make the 'People' side of their business as effective as possible. Our specialty is helping small businesses who are new to having employees or who are struggling with any aspect of people management. You are not alone. We can help. We offer a Team Success program that uses our exclusive 7-step system to develop you into a People Manager with all the key processes in place, customised for your company, so you can start being successful through your team today.

Mulberry Bush Consulting: Maximizing your Business Capability through your People.

Video link: <https://youtu.be/RNjlgjTQfoQ>

<https://mulberrybushconsulting.co.uk>



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Social Media Acronyms For The Modern Marketer

By definition, an acronym is a word or name formed as an abbreviation, using only letters. While most find acronyms on social media annoying, they do help you understand and communicate effectively with customers and other marketers.

You should approach acronyms with caution, especially when using them to post on social media, not everyone will understand them so there's a chance you could alienate a lot of people.

Here are the most popular acronyms used on social media:

- **AMA:** Ask Me Anything
- **DM:** Direct Message
- **FTW:** For The Win
- **ICYMI:** In Case You Missed It
- **IKR:** I Know Right
- **JIC:** Just In Case
- **LMK:** Let Me Know
- **OOTD:** Outfit Of The Day
- **RT:** Retweet
- **TBH:** To Be Honest
- **TBT:** Throw Back Thursday
- **YOLO:** You Only Live Once
- **LN:** Last Night

Here are the most popular acronyms used by social media marketers:

- **API: Application Programming Interface**
An API is a set of functions and procedures that allow one backend system to be able to connect and communicate with another.
- **CMS: Content Management System**
A CMS enables you to create and edit the content of a blog or website. Popular yet basic CMS's include Wordpress and Joomla. However, bespoke CMS's allow you to include the exact functionality you require.



- **CPC/PPC: Cost Per Click/Pay Per Click**
Unlike other forms of advertising where you pay to display, this form of paid advertising only charges you when someone clicks on an advert. Online platforms like Facebook and Google Ad words allow the feature.
- **CTA: Call To Action**
This is a prompt, usually in the form of a button or link, which entices a response from a potential customer.
- **CTR: Click Through Rate**
This is the ratio of people who have clicked on a specific link or button, compared with the number of people who opened the email or web page etc.
- **CX: Customer Experience**
From initial contact to completion, CX is the relationship between a customer and company.
- **ESP: Email Service Provider**
An email service provider is used to host, create and send marketing emails.
- **KPI: Key Performance Indicator**
Key performance indicators are usually goals and objectives set by companies and used to measure the effectiveness of certain campaigns.
- **URL: Uniform Resource Locator**
A web address to a specific page or website.

• **SRP: Social Relationship Platform**

A software or service that is used to schedule posts on social media and track your efforts.

• **ROI: Return On Investment**

A measurement used to determine how effective an investment was. To calculate, you divide the amount of money made (as a result of the investment) with the initial investment.

• **SAAS: Software As A Service**

A provider or service you use and pay monthly or yearly for but never own.

• **Organic**

These are natural results, not influenced by paid advertising

• **Active Users:**

This usually refers to users that have logged into their account within the past 30 days.

• **Insights:** Facebooks form of analytics, it measures post reach, engagement, likes etc.

• **Engagement:** Refers to all forms of engagement on a post, post likes, comments, shares, retweets.

• **Algorithm:** Set of formulas developed to perform certain tasks, Facebook and Google constantly update theirs.

• **Clickbait:** A title or phrase used to entice people to click, usually leaving a mysterious factor and also often used on fake news.

• **CTR:** Click Through Rate is a metric used that measures the number of click throughs divided by the total number of impressions.

• **Conversion:** A conversion is a completed action by a person from a post or ad e.g. downloading a brochure or filling out a form.

• **Conversion Rate:** A metric that measures the percentage of conversions from the content.

• **DM:** Direct message is the term used for the private chat on Twitter.

• **Engagement Rate:** The amount of engagement a post or ad receives.

If you want any help on understanding social media, please feel free to contact Sonya Whittam, Go Media 07414903868. Article by written by Sonya Whittam and the Go Media Marketing team.



Sonya Whittam is a digital marketer who specialises in business development through digital marketing. Go Media is a full service, national digital marketing agency, helping business grow for over 10 years. Contact us on 07414903868 or www.gomedia.co

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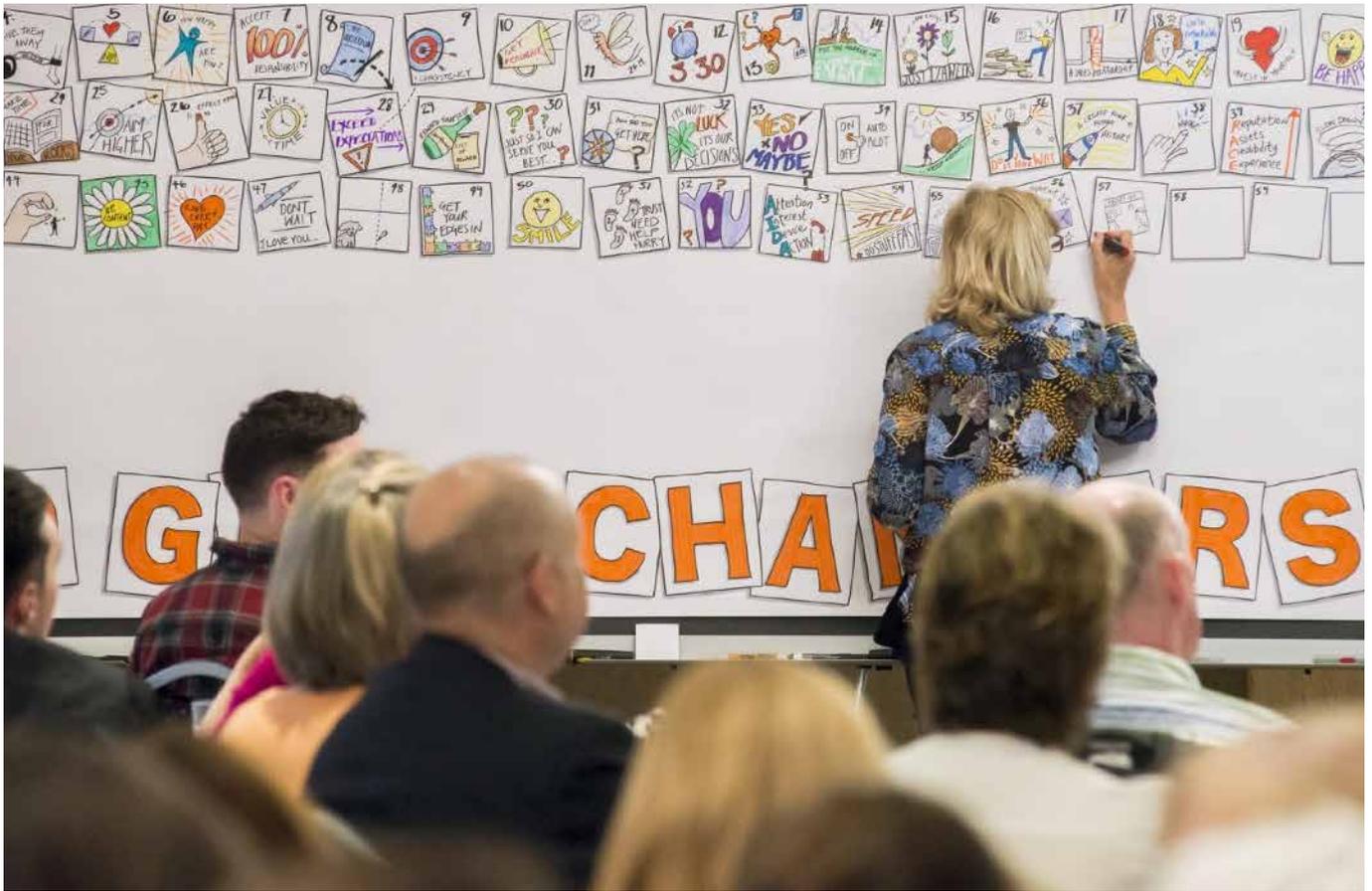


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Making meetings a work of art

When did you last read a set of meeting minutes and think “Wow”?

Unless you’ve engaged the talents of a Graphic Recorder then the answer is likely to be “Not a chance!”.

Meet Emma Paxton. Emma is the owner of Imagistic and, as a Graphic Recorder, her job is to visually capture your event as it unfolds, resulting in a stunning work of art that you can refer back to time and again.

Imagine being able to distill a complete event into a series of illustrations capturing the crucial nuggets of information in such a way that attendees only need cast their eye over it to be transported back to the discussions. Or being able to share the illustrations with people who missed it and at a glance, they understand the key points.

This unique way of presenting information means you can share it with other departments, customers, potential customers, or even to pitch new ideas to the Boss!

A great example of Emma’s work was recording The BIG 100 – 100 Game Changing Ideas for your Business with Ian Dickson. Throughout a six hour day, 100 business owners learnt 100 top tips – that’s one tip every three minutes. And Emma captured them all!

The outcome has been simply amazing, I really don’t know where to start. This isn’t just about the image that was created (which is fantastic by the way). It is about her arrival and setting up on time, her self-sufficiency, her professionalism, her general contribution throughout the day, the ability to perfectly capture each & every one of the tips every three minutes and keep up! – Every aspect of her involvement was completely faultless.

Drawing on her background in Event Management and Meeting Facilitation, Emma adds real value to your event as well as delivering a unique product.

Find out more about Emma and WHY Graphic Recording will be a brilliant addition to your next live learning event, conference or workshop.



Visit www.imagistic.co.uk
Call 0787 6687741
Email emma@imagistic.co.uk

Borrowing for a franchise simples!

Buying a franchise is a serious business and often requires a significant financial commitment. That said, raising finance as a prospective franchisee is much easier than raising investment to start a business from scratch. Most established franchisors will have negotiated funding arrangements with the major banks and a number of the banks have a specialist franchise department to deal directly with prospective franchisees.

One of the main advantages of franchising is that the banks will look at you more favourably as a borrower, compared with someone starting up on their own. For an independent start-up the banks will generally lend up to 50% of the total cost but for an established and proven franchise then they will lend some 70% of the total cost. Terms and rates vary of course between the banks – though in my experience they are all trying to be competitive in this modern age. That said you can't just walk into a bank and walk out with a loan – there is a process involved and the bank wants to see your commitment to the business as well as your own assets.

Contact at least two banks – your franchisor should be able to give you contact details – and arrange a meeting with their franchise specialist. How prepared you are and how you present yourself, will certainly make a difference and for me a professionally prepared business plan is a MUST. The first thing you need to think about is exactly how much money you think you will need and my recommendation is to add three to six months of working capital to the overall cost of buying the franchise. This will raise the total amount of money you need to pay back but it will ensure you have the funds to get the business through its early growing pains.

Whilst the banks are keen to lend to the franchise community you as the franchisee will also be called upon to invest some of your own money. It is important therefore that firstly you have liquid funds available and



secondly that you do not overstretch yourself. Franchise businesses have a good track record of success. However, no-one can forecast for certain the performance of the business in the future – or indeed your own commitment and if you do not have a safety net then you can easily find yourself in difficulty.

On top of this, you also need to be honest with your franchisor about the source of the money. There is no value in telling the franchisor that you've got 'X' amount in cash when in fact you've taken a bank loan for that amount and are paying high interest charges. If the franchisor doesn't know then they can't help or advise.

But if you do your due diligence and work with your franchisor, raising capital for that new outlet should be a comparatively stress-free experience.



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Breaking the Glass Ceiling

Glass Artist Beverley Bunn talks about her path to a career in glass.

Pictures left to right, Mars made with glass powder, Summer meadow sculpture, Teaching glass fusing in the studio, 100 glass jelly baby army

Glass Artist Beverley Bunn talks about her path to a career in glass.

The saying goes, "turn your hobby into a job and you'll never have to work another day in your whole life!"

Hmmm... I am a glass artist – yes, I am a glass artist, and I make beautiful things that people actually pay me for, even though I have no artistic qualification. Glass became my obsession 10 years ago, but I spent a long time being pulled between the creative, crafty genes of my mother, and the logical, problem-solving, engineering genes of my dad. I grew up making pom-poms and pin-art one minute and helping to fix the car or build a boat the next. When I left school in 1984 I was encouraged to follow a proper career path in electronic engineering, embarking on a 4 year indentured

apprenticeship with the then, Marconi Avionics in Rochester. I really just wanted to draw stuff.

So began my convoluted journey into glass - a hobby that became my dream job.

Let's just fast forward through 20 years of engineering, HR, Training & Development, 15 months living in Hong Kong and qualifying in Aromatherapy Massage & Reiki (random blip in the CV), then the birth of a 10 week premature son, which saw me technically 'unemployed' for a few years... until I came across fused glass jewellery at the Leeds Castle Xmas Fair. I was fascinated. I bought a ring, I studied it, I looked up how to make fused glass and a spark was ignited. I just needed a kiln, some tools and glass – simple! Luckily it was nearly Xmas and I have a very obliging family.



Finally, left brain, met right brain!

Here was a creative yet inherently technical process - melting glass to make art. Where had it been all my life? Experimenting and creating was a thrill - the thought of turning it into a business, was not! But the saying I quoted earlier promised I would never have to work another day in my life.

Like many newly self-employed people who have previously been someone else's employee, the familiar making bit was great, but then selling my own products to actual people - well this felt very much like work to me - work that was way outside my comfort zone! So, I started small, selling fused glass jewellery to friends and at local craft fairs.

I gradually got over the 'imposter syndrome' that could literally render me paralysed with self-doubt, and guess what? The more I made, the better my products became; the more I sold, the less unworthy I felt; the more positive comments I received, the less I doubted myself, until finally, I put on my big girl pants and plucked up the courage to approach an actual GALLERY. Then, because that didn't kill me, I decided to go the whole hog and put on a solo exhibition!

The more I pushed myself out of my comfort zone, the more opportunities presented themselves. Before I knew it, jewellery became dishes, became wall panels, became sculpture, became splash-backs, became light sconces, became teaching others to fuse glass, in my own studio - I knew my previous life in training & development would come in handy one day.

I practically had the perfect job! Practically... with growth comes all the bits that are definitely not hobby-like. Sometimes, I still have the dream about being lost, naked in a busy market, which I'm sure relates to exposing my business skills alongside my creativity; laying them bare for the world to critique; risking failure and embarrassment - but let's not dwell on that image!

Growing my technical skill-base and honing my craft, though expensive and time-consuming, is the backbone to my self-belief. Now that I'm sure I 'know my stuff', I'm confident I can rise to new and bigger challenges. Last year, I made a row of 6 glass jelly babies in a frame, for my exhibition. A few weeks later, I had a request from

a couple that wanted something a bit bigger... After a home visit, an army of 100 jelly babies in 12 colours, in a 160 x 60cm bespoke box frame was agreed - a big bright statement for a plain white wall. Was I nervous? Yes. But not from the creating challenge. It was telling them how much it would cost that scared me (got to love a bit of self-doubt when you're trying to be all professional!) And you guessed it - the cost didn't scare them! When will I learn?

Now I'm at the stage in my ten-year, 4 kiln, glass career, when I need to make grown-up business decisions to really move things forward. It feels like a big ask of a one-woman band who thinks more like an artist, than a business woman. Perhaps, therein, lies the fundamental issue for many artists, naturally deferring to their creative comfort zone at the expense of business success, and calling it artistic integrity. But not wanting to be seen as 'selling out', can mean not selling anything! And then it's back to being just an expensive hobby.

So, I want my glass to be seen and I want people to be curious, like I was when I first saw that ring. But now I'm thinking big: foyers, reception areas, hotels, restaurants, business spaces, gardens and homes with large walls and new kitchens. Collaborating with interior designers, architects and landscape gardeners is key to that dream. Creating an impact with a vibrant, durable, non-fading, temperature & humidity tolerant medium, such as fused glass, seems like perfect sense to me! It also sounds mature and business-like, without compromising my inner artist, so win-win!



**Beverley
Bunn**



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website - www.beverleybunn.com
and on LinkedIn, Facebook, Twitter and Instagram

Step by Step guide How to add a GDPR opt-in form to your website

We have already entered into the EU data protection regulations. I really hope you have tackled all the do's and don'ts of GDPR , but if you haven't yet, not to worry!

I've got you covered with something your customers most probably see everyday and are used to help your site to increase email subscribers: Opt-in forms.

Whatever type you use on your WordPress site such as embedded, pop-up, sidebar forms, etc, they all should make your users aware of your terms and conditions and privacy policy.

In this article, to make things plain and simple, I have worked on a demo to show you how to make GDPR opt-in forms.

Step 1: Install the MailMunch plugin

I love this plugin. It is wonderful for creating customized opt-in forms and, a few weeks ago, they emailed me to advise me on how to make GDPR forms for my website. I've tried it out and can now share my new found knowledge with you.

Look for it in your plugin WordPress section, see screenshot below for guidance:



Step 2: Create the form on MailMunch:

When you have installed and activated the plugin (don't forget to activate it), click on "create new" and you will be redirected to a screen like the one below.

Select which type of form. I selected sidebar for the purpose of this demo:



Step 3: Select one of the “themes”

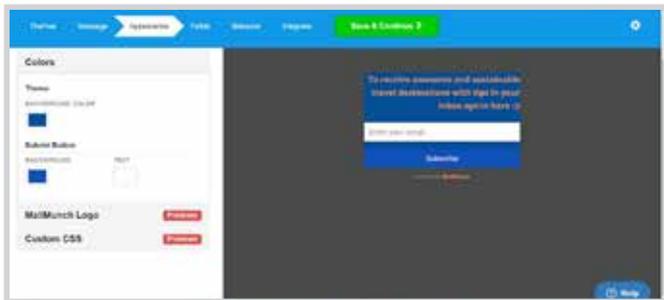
A free one would do and you can tweak it to your own style later:



Step 4: Write your message



Add your own style, colours, images that represent your brand and identity. Below you can see what mine looks like:



Step 5: Let's rock GDPR compliant opt-in forms!

1. Click “Fields” and then “Add new consent field”



You will see that a “Legal Text” appears on the form, this indicates that all your visitors must agree to the “Terms and Conditions” and “Privacy Policy” before subscribing. All of your subscribers’ consent, once they agree by ticking the box, will be recorded and you will have “proof of consent” in the subscriber pages.

I advise that you change your privacy policies and terms and conditions before creating a form or updating existing ones, so that you can add them (hyperlink) in this step to your new MailMunch forms and integrate them with your email marketing providers such as MailChimp.

It is very easy to update the privacy policies on WordPress, you can use the template that is available on your dashboard as an update news. This template can be tweaked with the name of you site, how the data is used, etc.

The good thing about MailMunch is that not only is free but also allows for integrations with most email marketing providers such as Aweber, MailChimp, Getresponse,etc.

And don't worry about how basic the forms are because you can tweak them as I mentioned before, adding your own images, text and even colours so the results can be even better than “premium forms” and for free, win-win!

And, most importantly, (and kind of feeling annoyed to write it again lol), all your forms will be GDPR compliant, perfect right?

Bonus reader:

I would love to help you even more with GPDR.

To make your site cookie compliant you can add a WordPress plugin called “Cookie notice”.

Cookie notice plugin, has a secure way of storing personal data without passing information to third parties, in comparison with Akismet which according to redsandmarketing.com, is not GDPR compliant.

This plugin not only is EU data protection regulation compliant, but also SEO friendly, has an elegant layout and is free.

Have a go at it and thank me later!



Karem Ortiz



Karem Ortiz is a marketing master Student at the Kent Business School and a SEO Marketer Freelancer and also open to hear about digital marketing roles in Kent. If you need any help with SEO for CMSs, SEO writing or any queries send her an email on: karemdigital@gmail.com

Go play in the garden!

When I work, hands-on, on a client's garden, I don't hang about. The challenge is to get as much as possible done in the time available, to make a difference the client will notice and appreciate.

At home it's different. As there is nobody to impress with my speed and efficiency, I take my time. I allow myself to linger and play. I create temporary focal points with plants in pretty pots. I have a couple of wooden benches that I move around – and change what I look at when I sit there with an occasional cuppa. I regularly take photographs of plants as they take turns to look their best. This is quite a challenge for someone who is still learning photography techniques, but so satisfying when I get it right.

Many people enjoy a spot of topiary in their gardens. Carefully trimming shrubs to regular – or not so regular – shape requires good hand-eye coordination and full concentration. Take it slowly and it is mindfulness at its best.

Many gardens, especially old ones, are full of buried treasure waiting to be discovered. This is a great one for children of all ages! There are pieces of crockery, fragments of clay pipes, rusty nails, coins, buttons and so on. When you find one, take a closer look. It belonged to someone once, then was lost or discarded. Now, it is your own little link to the past. What story would it tell...?

There is so much more to a garden than plants and a sitting-out area!

Talking of plants, here are some **TOPICAL TIPS** for early summer.

Watering - or not

Keep watering of the borders down to the absolute minimum, only giving a rare large 'drink' to those plants that absolutely need it and watering the soil not the plants. Use a lance on the end of a hose to deliver the water exactly where it's needed. This works very well on pots and hanging baskets, too. Opinions differ as to the best time for watering: morning or evening. Watering in the morning means that more of the water will evaporate

on a hot day. Watering in the evening helps slugs and snails to move about.

Can you bear the sight of your lawn turning brown in summer? Save yourself time and the expense, and don't water it. The grass will recover when the cooler weather returns.

Trimming shrubs and hedges

This is NOT the time to be giving shrubs or hedges a hard cut, especially if there is a possibility of them hiding active bird nests. However, if you have box hedges, or you like your shrubs shaped 'just so', topiary-style, now is a good time to give them their first trim of the season. Clean, sharp blades make all the difference. If you haven't already, invest in a good pair of shears or a battery-powered hedge trimmer. The price tends to reflect quality.

Visit some gardens

With gardens everywhere at their best in the early summer, now is a great time to go looking for inspiration. There are the historic gardens of the National Trust and English Heritage, and a multitude of private gardens that open to the public for the National Garden Scheme (www.ngs.org.uk). Talk to the owners or the gardeners, take photographs, make notes. You will see the plants as they really are, so it will be easy to decide which ones are just right for your own garden.



Eva
Girling



Eva Girling MSc (Hort) is a gardening coach and adviser from Kent, UK
www.gardenity.co.uk eva@gardenity.co.uk



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Events July

Company	Name	Date	Time	Location	Cost	To book your place
ABC Networks	ABC Canterbury	4th July	7am – 9am	The Blean Tavern Blean Canterbury	£16	www.abcnetworks.co.uk/bookings/
ABC and Dragon CoWorking	ABC Six o' Clock Club (Every first wed)	4th July	6pm – 7:30pm	7-8 New Road Avenue Rochester ME4 6BB		https://www.abcnetworks.co.uk/bookings/abc-six-o-clock-club/
ABC Networks	ABC Ashford	5th July	7am – 9am	The Flying Horse, Wye Road, Boughton Aluph TN25 4HH	£16	www.abcnetworks.co.uk/bookings/
Dragon CoWorking	How to use LinkedIn	5th July	4.30 – 6.00pm	Dragon Co-Working 7-8 New Road Avenue Rochester ME4 6BB	Free	https://www.facebook.com/events/1635520786543143/
ABC Networks	ABC Upon Medway	6th July	7:30am – 9am	George Hotel, 7-8 New Rd Ave, Chatham ME4 6BB	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Maidstone	10th July	7:30am – 9am	K Sports, Cobdown, Station Rd, Ditton, Aylesford ME20 6AU	£16	www.abcnetworks.co.uk/bookings/
Dragon CoWorking & Stormchasers Digital	WordPress Academy	10th July (every 2nd Tuesday)	6-8pm	Dragon Co-Working 7-8 New Road Avenue Rochester ME4 6BB		https://www.eventbrite.co.uk/e/wordpress-academy-tickets-41644831813
ABC Networks	ABC Gillingham	11th July	7am – 9am	Gillingham Golf Club, Woodlands Road, Gillingham ME7 2AP	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Sittingbourne	13th July	7am – 9am	Sittingbourne & Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Canterbury	18th July	7am – 9am	The Blean Tavern Blean Canterbury	£16	www.abcnetworks.co.uk/bookings/
Basepoint	Networking Hub	18th July	11am – 1pm	Basepoint Dartford Business Park Victoria Road, Dartford Kent DA1 5FS		dartford@basepoint.co.uk
ABC Networks	ABC Ashford	19th July	7am – 9am	The Flying Horse, Wye Road Boughton Aluph TN25 4HH	£16	www.abcnetworks.co.uk/bookings/
Dragon Co-Working	WAFFLE 4.0	19th July	4.00pm	Dragon Coworking 7-8 New Road Avenue, Chatham, Medway	Free	https://www.facebook.com/events/207578043183085/
Ladies Who Latte	LWL Ashford	19th July	10am – 12pm	The Farriers Arms, Church Rd, Ashford TN25 6NU	Free	https://www.facebook.com/groups/383353965115057/
Chatham Dockyard	Networking at the Dockyard	19th July		The Historic Dockyard Church Lane, Chatham, Kent ME4 4TE		cwilson@chdtd.org.uk
ABC Networks	ABC Upon Medway	20th July	7:30am – 9am	George Hotel, 7-8 New Rd Ave, Chatham ME4 6BB	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Maidstone	24th July	7:30am – 9am	K Sports, Cobdown, Station Rd, Ditton, Aylesford ME20 6AU	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Gillingham	25th July	7am – 9am	Gillingham Golf Club, Woodlands Road, Gillingham ME7 2AP	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Sittingbourne	27th July	7am – 9am	Sittingbourne and Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	www.abcnetworks.co.uk/bookings/
Dragon CoWorking	We're DoneFridays	Every Friday	3pm – 5pm	Dragon CoWorking 7-8 New Road Avenue Rochester ME4 6BB		https://dragoncoworking.co.uk/events/were-done-fridays/

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info@steeryourbusiness.com
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