

# Steer

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STEER YOUR BUSINESS | THE MAGAZINE

## Social media which one is for you

Sonya Whittam

**Eco Warrior**  
Caroline Lyons

**Check in on  
your goals**  
Dr Nikki Faulkner

**Franchising**  
Nigel Toplis

**The Cloud**  
Paul Goggin

## KIAC knowing is not enough

Ash Lawrence



# Editor's Review

Welcome to another fabulous issue. The magazine is getting bigger and better with every issue with some fantastic contributors sharing great information to help and support us all in our businesses.

This month we have Ash Lawrence talking about those people who know it all. You know the ones! Never listen and always know better. Don't you just love them?

Caroline Lyons tells us about her journey to having her own natural products business. This is not as simple as people think with lots of hoops to jump through to get everything certified and safe to sell to the public.

If you're thinking of buying a franchise, make sure to read Part 2 of our series of articles by Nigel Toplis.

Have you trade marked your logo and business name? If not, Ken Sewell gives us some great advice on the process. None of us want to lose our business because we didn't take the time to look at this important step when setting up our branding.

Do you worry about closing a sale? Find out from Nicola Lutz why it's more important to open than close and keep your pipeline going.

Wondering what all those social media acronyms mean? Sonya Whittam demystifies the world of social media for us.

A new section for the magazine is a list of events. Networking is a vital part of your sales and marketing so know what's happening and where is a great new addition. If you have business events, please let us know so that we can add them in to our calendar.

As always, we are looking for new contributors to share their area of expertise. We welcome your feedback on how we're doing and what else you would like to see in future issues.

Enjoy the magazine and don't forget you can now a printed version from the website if you would prefer this format.

Have a fabulous month

Sally



Sally  
Marshall

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# How launching my new venture has turned me into an Eco Warrior



After being a practising Holistic Therapist for many years and working with cancer patients; last year I launched an on-line shop selling my handmade Natural Aromatherapy Products. My inspiration in part came from the many conversations I had with clients about their need to reduce the amount of toxic chemicals they encountered in their daily lives. As a therapist and mother, I had been creating my own personal use products for this very same reason. One of my products that received a particular big thumbs up from family and friends, was my deodorant. This led me to think about the possibility of being able to create products for use by my clients. After many trials and vigorous testing, I proudly launched my deodorant, and within the first year it had won a Green Parent Beauty Award...and many happy clients and wonderful comments!

Having established a successful first product, this spurred me on to create more products for the market place, including some for the home; like my Reed Diffusers alongside a variety of balms for personal use. However, never one to sit around... after getting to grips with how to navigate through the myriad of regulations and with a greater understanding of what is actually involved in getting a product to the market place, I decided earlier this year that it was time to expand further and to launch a whole new brand with a complete new concept...this being a brand that encompasses being fully Eco.

## So what does Eco mean to you?

Our Planet is very important to all of us, and it is our responsibility to look after it. "Reduce, Re-use, Recycle" we have all heard this statement many times, but how easy is it for us to make these choices?

In terms of packaging there seems to be many options to choose from: using recyclable materials, having something that has already been recycled, to re-use existing packaging in some way, or to use something



Biodegradable.

So...which one would best fit my product line concept and budget? This was going to take some investigating!

**Plastic Bottles?** Many of the plastic bottle options available are PET, Polyethylene Terephthalates. These are intended for single use only and are difficult to decontaminate, in consequence, harmful chemicals are more often used in this process (they are commonly used in our water bottles for example). Additionally there are debates surrounding the safety of using PET, and whether it may leach carcinogens. This aside, there are positives, they are easy to recycle; usually being turned into new PET bottles, or shredded and crushed into fleece, carpets or similar.

However, for me PET or other plastics were not an option. Despite having the ability to be recycled/



shredded you only have to watch programmes like The Blue Planet, go for a walk along a beach or glance around your streets, to see this is not happening on a wider scale. Our seas and countryside are continually being contaminated by huge amounts of plastics. If/when they do eventually break into miniscule pieces, there is concern that they can potentially enter the food chain. Additionally, even when we are trying to do our bit by recycling, many of us don't really understand the recycling system enough to ensure we use it to its maximum effect. Our confusion is often compounded by the fact that, what can be recycled differs, depending on where you live. For this reason many towns and cities are now trying to do their bit, by going plastic free.

With access to information now so readily available, many informed individuals have taken this a step further, and have taken the decision to be completely plastic and plastic derivative free, which is now making industry sit up and take notice, as you will be surprised as to where plastic/plastic derivatives are used.

## For example our Eco warriors have made the beauty giant Garnier take notice

Garnier are now involved with Terracycle – a scheme that accepts the packaging of ALL beauty brands for recycling, if you want to find out more about the scheme and or set one up in your local community please do check out their website <https://www.terracycle.co.uk/en-GB/brigades/personal-care-and-beauty-brigade>

**Recycled Packaging?** My next option could be using recycled materials or even to re-use existing packaging. But again this is usually in the form of plastic and the use of PET, so I would be no nearer to my goal of reducing overall plastic use, and as previously mentioned, to re-use packaging brings up questions of effective cleaning

to prevent any contamination which is an industry in itself.

**100% Biodegradable?** Sounds great doesn't it, and I thought so to. But after extensive research I finally found a Finnish company which looks very exciting. However, at a cost of 700Euros per product to test against my formulations, this is a big outlay for such a small start up like myself. I have not shelved this idea, as I am trying to source additional funding, but until that happens sadly, this potential solution is on hold.

Just a thought... during my search for a biodegradable option, it also got me thinking about whether people would actually know what to do with it. It's nice and easy if you compost yourself but if not, where does it go? In your recycled bin? In with your food waste? As I am not sure of the answer myself, further investigation needs to be undertaken, if this looks like a viable option.

**Glass & Tins?** This brings me onto Glass and Tins, both of these are nice and easy to recycle and/or have come from a previous life, having been recycled. We are generally well informed and trained in recycling these items. Lids however, economically and practically can't be made of glass. The two glass options I have found both have plastic lids, back to plastic again! Tin lids are available, but in my opinion, sadly are not quite so aesthetically pleasing, but fully fit with being Eco.

So until things progress a little further, this eco-warrior has decided to continue using glass bottles and tins, as most people know how to recycle these items. My current Deodorant and Lip Balm tins just go in with the recycling, with your standard recycled items. After much research, I am still really excited about what the future holds, and in particular within the cosmetic industry, regarding their packaging.

If any of you kind readers are involved in this field, or have gone down the same route of exploration as me, I would love to hear from you; and I will certainly be thinking about educating people in what to do with my packaging once they are empty. So how about you and your business, have you ever asked yourself, what can I do to help our planet? You may be surprised as little changes by lots of people, make a huge difference.



Caroline Lyons



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# Now's A Great Time To Check-In On Any Goals



## 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>

Photo by STIL on Unsplash

If you have set goals (preferably SMART goals) for yourself, your business and/or your team, have you checked to see how it's going? I do a lot of work with business owners on setting goals for their teams, and for the rest of this article I will focus on that topic. The concept, however is valid for your personal goals and your business goals, so don't switch off if you don't manage a team! Is your team on track? Hopefully they are now well on their way to achieving their goals, but have you actually checked? Do you need to work with them to make adjustments to help them get back on track or to stay on track? Or is everything going well? If your team, or individuals in your team, are doing well have you taken a moment to let them know?

## Avoid End-Of-Year Arguments

I recommend periodically reviewing your team's goals and their progress towards those goals throughout the year. This will ensure that any end-of-year review meetings you have with team members are not argumentative, unfulfilling meetings. Make sure the end-of-year meeting is not the first time you discuss goals with someone after they were set. If that happens you may find your team member thought they were doing a great job, while you have a different view. If you surprise someone with 'bad news' like this, the meeting is likely to become an argument. By the time they find out that you think they've done a poor job, it's too late to do anything about it. As a result they will feel unmotivated, and it might lead them to start the next year thinking "What's the point of even trying to reach any goals?"

## Ongoing Feedback To Stay On Track

To ensure an end-of-year meeting is harmonious, make sure it's just the last meeting of a year of ongoing feedback. The final meeting then becomes a simple summary, with no surprises. Such meetings are typically fairly short and sweet. If not all goals were met, but everyone knows the circumstances going into the meeting, there's no need to argue. If you provide ongoing feedback throughout the year, your team is more likely to be successful because you have many opportunities to see if something isn't going well, and can put measures in place to try and turn it round before it's too late. Start looking for ways to review how your team are doing against their goals on an ongoing basis. You don't have to implement big, onerous processes - but set a schedule and stick to it. Look for simple ways you can check-in with your team regularly.

## Adjust As Required As The Year Progresses

If it looks like things are heading off track, you have time and opportunity to review what's causing the problem. You can then work with the individual to remove any blocks to them being successful. Try and include the individual in the process to troubleshoot why something isn't working as expected and see if they can help come up with the solution that will make it work and allow them to be successful. Don't forget that the other

advantage of ongoing feedback is that if someone is ahead of where you thought they'd be, you might be able to close out a goal early. If so - think about setting a new one to help the business overall move forward.

## Tell Your Team

Tell your team you want to move to more regular feedback sessions if you're not already using them. Let your team members know how this will benefit them. They'll be able to act on any feedback quickly while it can still impact their year. You'll be able to help them clear anything that is blocking their progress if you know about it early. That might include changing workflows or processes. Learning and development needs can be fulfilled as they arise.

## Engage Your Team

Ask your team for ideas for how feedback might be provided. They might be able to suggest simple ideas that will work for them and not become a burden on you. Consider the frequency (weekly, monthly and/or quarterly) and the format. Some formats might be initiated by you, as the manager, while others might be initiated by the team member. A self-assessment approach, where the onus is on the team member to put most of the effort in, often works really well. If you take this approach, make sure you ask them to think about what's going well as well as what's not going so well, so you keep it balanced. Encourage them to keep it focused on the goals. And get them to suggest realistic solutions for things that aren't going so well so they start to become more engaged in their own work.

The important thing is that communication about the goals and progress towards achieving them is two-way. It should happen at least once a quarter. All feedback should be specific to the goals rather than being a general chat.

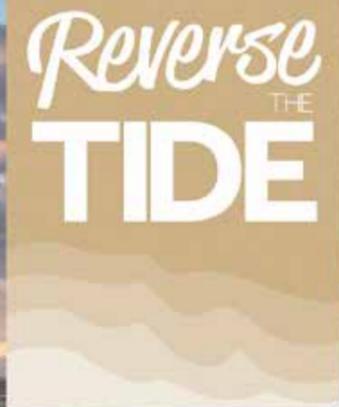
## My Question To You

How often do you review goals you've set for your team? What methods do you use to provide feedback against goals? If this is something you would like to discuss, book a free 30-minute consultation at [www.talk-to-nikki.co.uk](http://www.talk-to-nikki.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

STEER YOUR



# News From the Beach!

Having just spent a week in New York city, it struck me how amazing it is to realise that my business can run without me! Do YOU need to be in your business every day or can it run efficiently without you?

My vision is to have a business which I can run from a coffee shop anywhere in the world and I seem to have achieved this. It is a little scary to "let go" and allow others to run my business in my absence but with WiFi and social media, I can keep an eye on what is happening without having to be in the office.

This isn't for everyone but for many, it is a goal which they'd love to achieve. Obviously it depends on the nature of your business. I have a magazine which is basically run online. By having trusted people around me, I'm now in a position that they can keep everything running whether I'm there or not. I'm always on the end of the email so if they need help, I'm able to respond pretty quickly.

Have you thought what you want from YOUR business? Do you want a business which is totally dependent on you or do you want a business which is scalable and therefore ultimately saleable?

The answer to this question determines how you run your business. There is no right or wrong answer; it's what works for you.

Many businesses I work with haven't thought that far ahead. They are thinking about today or tomorrow and not focussing on the bigger picture. Think big! Although the main goal is huge, you can work your way towards it with small steps, taking it one task and one day at a time. Every small step takes you a little closer to that big goal.

Do you have an operating manual for your business? If not, start with that and begin to document everything you do in your business. Once you have instructions on how to run everything day-to-day, you can start to delegate tasks and edge yourself out of your business should you choose.

Outsourcing is a great way to begin delegating. You are not committed to paying a salary at the end of the month or all the other costs associated with employing staff. With outsourcing you can generally specify how many hours you require each week or month or maybe get someone to complete a specific task. That way you can budget and increase the hours you use as your business starts to grow. It feels like a big step but it's so liberating once you start to do it and trust that the tasks are completed to your satisfaction.

Delegating allows you to focus on the tasks which bring in the money - and they are generally the ones you enjoy and why you went into business in the first place.

In my business, delegating all the admin tasks enables me to go out networking and speaking at events which in turn brings in clients and new opportunities. I am therefore the biggest asset in my business and the more I'm out of the office the better! It also enables me to plan my diary more efficiently so that I maximise my time and focus on helping support business owners with their own particular challenges.

If you'd like to know more, please check out my books (<https://www.steeryourbusiness.com/product/delegate-to-elevate/>) which give you more detail on delegating in YOUR business.



Sally Marshall



Sally Marshall  
[www.steeryourbusiness.com](http://www.steeryourbusiness.com)



# 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](mailto: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

## EVENTS LISTING & DIRECTORY

Listing	£150 per year	Enhanced Listing	£270 per year
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## ADVERTISING

SIZE	RATECARD		
	1-3 insertions	4-9 insertions	10-12+ insertions
Eighth page	£75	£66	£57
Quarter page	£100	£86	£72
Half page	£155	£130	£105
Full page	£265	£218	£171
DPS	£475	£386	£297

# 7 good reasons to write a Will now



1. Hand your property and estate to the right people.
2. Avoid expensive legal disputes.
3. Reduce Inheritance Tax and maximise the benefit for your heirs.
4. Protect your children and your grandchildren.
5. Include a legacy and leave a little something for those special in your life.
6. Minimise the risk of family disputes and stress.
7. You choose your executor, not one appointed by law.

You've worked hard for what you have. You've paid more than enough tax, too.

So shouldn't you decide where your wealth goes after you die? Shouldn't that be your right?

### The simple answer is 'yes.'

Yet two thirds of UK adults have not written a Will. Nor have 70% with children under 18. It's an enormous risk.

### Without a Will, you could find:

Your property is handed to the 'wrong' people.

Expensive legal disputes destroy the wealth you've worked your entire life for.

Your inheritance tax bill spikes – wiping out 40% of any mismanaged money.

Making plans for when you die is - understandably - difficult and uncomfortable.

Nobody wants to do it.

Nevertheless, consider what could happen to those you love most if you don't.

Put this off, and the law decides what happens to your money.

And it's highly unlikely the law will carry out your wishes

### If you die without a Will, you're known as 'Intestate'.

Your money is handed out according to a dated Government standard.

Not in a way which works for your specific circumstances.

"The laws of intestacy are there to protect individuals, but only cover a certain range of scenarios,"

says Lucy Brennan, a partner at Saffery Champness.

"For example, cohabitees, and those that are divorced with children from different marriages can be hugely affected."

### To give you a few examples of what could happen without a Will.

John and his partner Margaret have been together 30

happy years. Margaret's first husband, Gary, left her 40 years ago and she hasn't seen him since. If Margaret dies, Gary gets the bulk, if not all of her wealth. John gets nothing.

James has 3 children and 1 step-child who he's raised and loved as his own. If James were to die, his 3 children would receive their shares, split evenly. His step-child gets nothing.

David, an elderly man, has no known relatives. However, his neighbours have loved and cared for him in old age. They've become a new family to him. When David dies, none of them receive a penny. Everything he owns is seized by the Government.

These are just 3 potential problems.

There are countless other possibilities, because every situation is unique.

Your situation is unique.

Quite simply, the Government do not consider your personal relationships after you die. The rules are black and white. Sometimes leaving those you love and care for most with nothing.

Even if your situation is relatively typical you need a Will. Because this keeps your tax to a minimum, too

For example, you can pass as much money as you like to a spouse or civil partner. All without paying a penny of tax.

### But that's not all ...

Gifts of up to £3000-a-year can be handed to your children while you or your spouse are alive. Again, tax free.

However, without a will, your spouse would likely get your first £250,000 worth of assets. Plus 50% of what's left.

The other 50% would be split evenly between your children. Or other members of your family. And this is all heavily taxed.

As you may have seen, this recently happened to comedian Rik Mayall's family.

Mayall died without a will and assets totalling £1.2 million. Hundreds of thousands were exposed to a 40% tax hit.

Perhaps you're thinking "I'm not Rik Mayall. I don't have that much money."

### Maybe.

But consider the rising value of your assets. Particularly your property.

You need a professionally written Will to keep this to an absolute minimum.

So what are your options?

First, obviously, you could do nothing.

Let the Government decide what happens to your money. Place your family's well-being in their hands.

However, I expect this is not the option for you. The chances are too high something will go wrong ... potentially leaving those you love most with financial stress after your die.

You could hire a solicitor to do it.

But this, as you know, is expensive and time-consuming.

Or what about a DIY will?

True, this is cheap. However, the slightest mistake could make it completely useless as a legal document.

If you don't know what you're doing, your Will could be disregarded entirely.

And if your family wished to challenge it, they may find

the legal fees aren't worth the risk.

### Thankfully,

There is one other option. A way to get a fast, affordable Will professionally-written to your exact circumstances.

What's more, getting started is effortless:

Just Contact me Paul Harrison 07881803447 paul.harrison@honeylegal.co.uk honeylegal.co.uk/people/paulharrison

It's so simple to do.

Now you can relax knowing your family are protected. No matter what happens.

You're under no obligation to do anything. So why not get started now?



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Mobile: 07881803447  
www.honeygroup.co.uk

**CRUISE HOLIDAYS UK**

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**Venice – Kotor, Montenegro – Corfu – Santorini – Mykonos – Day at Sea – Dubrovnik – Venice**

Take in the wonders of the Greek Isles on this cruise brimming with history and breathtaking scenery. Climb the 1,350 steps to the top of Kotor's town wall, dating back to the 9th century, rewarding your effort with glorious, postcard-perfect views of a churches, palaces and quaint squares. Sip a glass of ouzo at a charming hillside tavern in Santorini, admiring the view of whitewashed buildings accented in blue that matches perfectly with the Aegean Sea. When arriving in Venice, make your way along the Grand Canal via gondola and behold the gothic architecture of the Doge's Palace.

Contact Susan Holt if you would like more information [sholt@cruiseholidaysuk.co.uk](mailto:sholt@cruiseholidaysuk.co.uk) 01233 280908

An effective team is built around enjoyable shared experiences, collaboration, and understanding, far broader than their 9 to 5 experience.

# Team building but with a different approach...

I wonder how many members of staff cringe, when presented with the words "good news, we are all booked on a team building event"

Building an effective and cohesive team is not accomplished by forcing people to compete against each other, particularly for those who barely know their colleagues outside of their working relationship.

Many organisations will book their staff onto team building events that they feel offer, leadership activities and trust exercises with the intention and hope of creating a stronger and more dynamic team. However, achieving a good team atmosphere and good group dynamic, can also be approached with a different perspective. I believe in order to achieve the best results from your team, it is essential that all team members have an understanding and appreciation of the differing personalities of their colleagues.

An effective team is built around enjoyable shared experiences, collaboration, and understanding, far broader than their 9 to 5 experience.

By getting the team outdoors and into an activity that isn't the typical leadership or trust building exercise, common preconceptions surrounding "team building" are broken down, so that participants can relax and enjoy the day; explore new ways to communicate and succeed together.



For further information and bookings contact Brelade Travel on [info@breladetravel.com](mailto:info@breladetravel.com)



Laurence Connor

Through a pleasurable, "Back to Nature" one-day or weekend wilderness event, the team can enjoy a chance to learn a number of new and useful bushcraft and wilderness skills, in a relaxed and healthy environment.

Building improvised shelters, foraging for wild edibles, cooking flavoursome meals over an open fire, friction fire lighting, carving wood utensils and sleeping under the stars. A unique and shared experience where all participants are equal – no challenges or set goals to achieve. What a wonderful way to promote a better awareness and perspective between colleagues to enhance a stronger and more cohesive team when back in the office.

Free from the stresses and distractions of the daily routine, this is a great way to build and bond in a memorable, fun and highly informative way.

Brelade's Corporate Wilderness Experiences take place in Stodmarsh Kent, on a Site of Special Scientific Interest (SSSI) home to a wide verity of wildlife including water voles, marsh harriers, and the occasional osprey. Hosted by a qualified safari guide, the team can be assured of a great atmosphere and some "wild" stories told around the fire after dinner.



SLEEPOUT

## STREET SOCCER SLEEPOUT

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FROM 7PM ON SATURDAY 30th JUNE  
TO 7AM ON SUNDAY 1st JULY 2018



The Sleep Out is simple. For one night, you will give up the luxury of your bed and swap it for a sleeping bag under the stars at Priestfield Stadium. Sign up now for an unforgettable experience.

Visit: [www.streetsoccersleepout.org.uk](http://www.streetsoccersleepout.org.uk)

# How to make SEO Content on WordPress

And here we are again! With Part 2 on how to make SEO Content on WordPress.

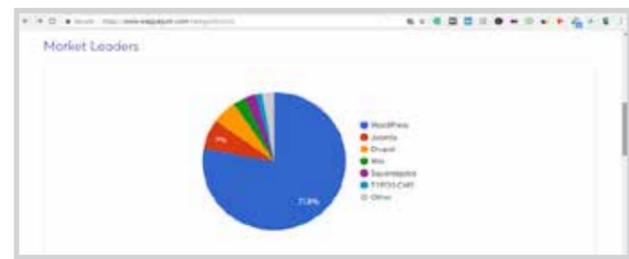
## Part 2

### Introduction

WordPress is a CMS open source free software that according to Wappalyzer has 77.8% in CMS market share, so there is a huge reason to master how to make the most out of your WordPress site or your client's sites, as is my case as a marketing freelancer.

We will look at:

- How to optimise images,
- The basics of keyword research
- How to add your site to Google webmasters tools



- Optimizing images for better SEO with YOAST plugin (Irfanview, alt text,)

To optimize your images for the web and improve speed load there are two options I recommend:

### WP Smush plugin

This plugin is easy, convenient and has a free version to use.

I often use it as it is very quick and takes literally seconds to get the size of my images 'smushed' which helps with speed load.

The only thing I would consider a con is that, there is no control in how much to optimize an image so I prefer to use Irfanview before uploading images to my media library on WordPress.

### Irfanview Image editor

With this image editor, which is freeware for non-commercial use, you can choose exactly the size of your images and even watermark them.

See picture below as an example:



I resized the picture to make it less heavy and improve speed performance for a better user experience. I even added a custom watermark to make it more unique and original, plus avoiding anyone stealing my most beloved pictures.

You can do the same or tell your assistants to start optimizing the pictures before uploading them onto WordPress, plus adding your brand name on them.

Your brand will look even more attractive and awesome to your customers!

- Keyword research for your content: keywords are a very important part of SEO content and I have two important suggestions:

**1. Choose "long-tail" keywords:** long tail keywords are less competitive, very specific and they have the highest conversion figures (Source: Yoast.com).

For example if you offer business advice for businesses in Kent:

People looking for this service will most likely type: "Business Coach"

You could use the following long-tail keywords:

Keyword	Search Volume	CPC	Competition
Business coach near me	100	\$2.00	2.7
Business coach Kent	10	\$2.00	2.7
Business coach near me	100	\$2.00	2.7
Business coach Kent	10	\$2.00	2.7

As you can see:

The graph above generated by keywords everywhere, shows how relevant are the keywords for the query: "Business coach"

This tool tells you important metrics such as "search volume" or "competition", so this means: what people are typing in when looking for a particular product or service, and what keywords offers less competition. Indeed, there is more probability to rank higher with long-tail keywords because usually specific queries lead to more conversions and traffic, than generic terms (Yoast.com).

In the case of "Business Coach" what people are interested in when they are looking for a business mentor in Kent, is that, it is located near them. This explains the higher figure for the term "business coach near me" in comparison with less specific terms such as "business mentor kent" or "business coach kent" (See graph above)

With Keywords Everywhere add extension for Chrome or Firefox, you can easily add your own keywords to the "Bulk upload" section, once you have installed it on your browser.

Next step is, to type potential keywords you think your audience most likely will be typing and then get the metrics for that set of keywords, see example below:



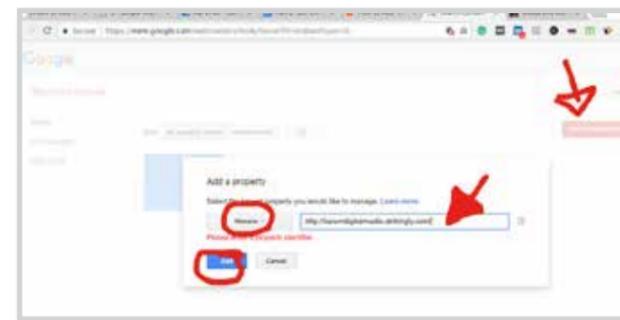
- How to add your site to Google Webmaster Tools

First of all, what is "Google webmaster tools"?

This term, simply means "How Google sees your site" or "What the search engine thinks about your site"

What steps are needed in order to add your site to Google webmaster tools?

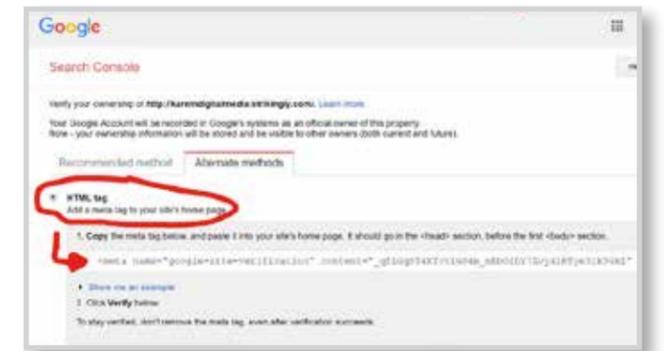
1. You need a Google account: create one
2. Go to "Add a property"



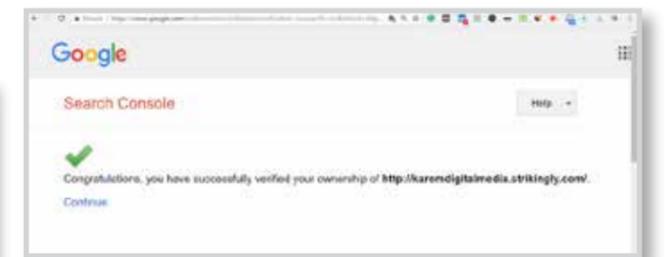
3. Verify your site: Google wants to confirm you are the owner of the site you say that you own, for this:

I recommend to click on "Alternate methods" and select: "HTML tag" option. (as the file upload method can be very complicated if you are not familiar with it).

4. Copy and paste the "HTML tag" onto your SEO settings on your WordPress website, it will look like this:



5. Go back to Webmasters tools and click in "Verify" A message like this should come up:



As you can see on the picture above, my media and marketing services has successfully been verified.

That's all you need to do to tell google you have an awesome site, and worth finding!

To find out more about my SEO and Wordpress services book your 30 minutes free consultation at: [karemdigitalmedia.strikingly.com](http://karemdigitalmedia.strikingly.com)



**Karem Ortiz** is a Marketing master student at the Kent Business School. She is currently offering marketing and media services to local businesses, call her on 07736395592 or email her on: [karemdigital@gmail.com](mailto:karemdigital@gmail.com)

# Your brand is your business

Your brand is a significant and valuable business asset. It is vitally important that all businesses take appropriate steps to protect it.

**Nucleus IP** explain why every business needs to protect their brand.

Every business has a brand; it is what sets your goods or services apart from your competitors. It is how your customers know they are buying your product from you and not an inferior one from a rival. It is what brings your customers back to you for more, again and again.

Every brand has a value. Over time, some have become so valuable it is almost impossible to calculate quite how much they may be worth; brands such as Apple, Google, Coca Cola.

Your brand may not have reached valuations these companies enjoy but it will certainly be a significant asset for your business and one you should give serious consideration to protecting, wherever it is the basis for your trade.

Your brand, if properly protected, can also provide security for a business loan, helping you raise the additional funding required to take your business to the next level. Thanks to the Dragons Den effect, most investors will now only consider investing in a business where Trade Mark protection is already in place. This underlines the value in securing the right protection for every business.

Every day we are subjected to hundreds of Trade Marks, breakfast cereals, newspapers, shops, we don't order a pint of lager we ask for a pint of Foster's, it isn't a packet of mints it's a packet of Polos. It is brand awareness which is all important.

Because of this, business owners spend much of their time and considerable sums of money building the value of their brand. Money spent developing a name or a logo which is then "marketed" to the public, building awareness of the goods, increasing the goodwill. It's not

just the buying public who become aware of you and your success; your competitors do as well. As awareness of your brand grows so do the risks associated with infringement.

Having put time and money into growing awareness of the brand the last thing you need is for another party to try to trade off the back of your efforts and your cash, causing confusion amongst the public and potentially damaging not only your sales and your business but also your hard-won reputation. One sale lost is one too many and if your brand is attacked in this way it won't be just one sale that is lost.

Attempting to defend your brand without the security of Trade Mark protection is both difficult and expensive. A common law action of passing off requires evidence of

**“Your brand, if properly protected, can also provide security for a business loan.”**



**“Attempting to defend your brand without the security of Trade Mark protection is both difficult and expensive.”**

reputation or goodwill, misrepresentation and damages, a high and often extremely costly evidentiary burden.

Worse still, if your rival has registered your Trade Mark for their business they now own the rights and very often the only way out is to go through a complete re-brand, with all the costs associated with that and whilst the value previously built up in your original brand is lost completely.

We often hear business owners say "I have my Company name registered, that's all the protection I need", sadly this is not the case. In a Trade mark dispute, having a company name registration is of little practical help. In reality, a company name registration serves only to prevent someone else registering the exact same name at Companies House and providing the taxman with a business name to use when sending out a tax bill. A Domain Name is similarly of limited value in a Trade Mark dispute.

The solution for all business owners, from the largest multi-national to the smallest start-up business, is to seek proper advice regarding the appropriate protection for their brand before there is a problem. Get your brand protected by filing Trade Mark applications in those countries where you trade already or where you think you may be interested in expanding in the coming few years. It is important to get your registration in before anyone else to give you exclusive rights to use your brand for your goods or services in the countries covered by your registrations.

If you register your Trade Mark it is much easier to take legal action against others attempting to use your mark without your permission as registration gives concrete proof of your legally protected rights.

Nucleus IP have been looking after clients' Intellectual Property rights for over 130 years. We focus on delivering value to our clients by understanding their issues and by looking at the wider context in which they operate. Understanding the challenges and

opportunities our clients face enables us to create commercial and innovative solutions designed to protect their needs.

We protect Trade Marks in every country of the world where registration is possible. Guiding clients through the maze of legislation, making maximum use of the various conventions and international arrangements to reduce costs, taking into account their goods or services, their target markets and business needs, to ensure their brand receives the widest possible protection at a price they can afford.

Trade Mark protection for your brand and your business is not expensive. If you don't already have this in place talk to Nucleus IP today...before it's too late.

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# KIAC

I see lots of people that come to see me and ask how they can grow their business. They fall mostly into two groups. Those that don't know what to do and those that know what to do but don't do it.

## How crazy is that? Knowing what to do and not doing it.

When I deliver a taster session for my Millionaire Mind-set SYSTEMS® I can always divide the participants into 3 types... Those that love the content and will take action. Those that love the content and might change something, and those that say they know it all anyway. These people are called KIAC's (Know It All Colin's!) Next time you see me ask me about this. :-)-him at that network meeting? Probably not!



If you like this blog, please sign up and you will receive it straight into your inbox. Also please tell all of your friends, colleagues and family.

## So here are 6 tips to help you stop becoming a KIAC!

### 1.

**Knowing is not enough.** You have to take action on what you know, if you don't take action, you might as well not know it. I've met loads of people that are very knowledgeable but don't take action on any of it so remain broke. They are classic KIAC's. **Do It Now! Din!**

### 2.

**Don't wait until conditions are perfect.** If you're waiting to start until conditions are perfect, you probably never will. There will always be something that isn't quite right. Either the timing is off, the market is down, or there's too much competition. In the real world there is no perfect time to start. You have to take action and deal with problems as they arise. The best time to start was last year. The second best time is right now. **Do It Now! Din!**

### 3.

**Become a doer.** Practice doing things rather than thinking or talking about them. Do you want to start exercising? Do you have a great idea to pitch to your boss? Do it today. The longer an idea sits in your head without being acted on, the weaker it becomes. After a few days the details get hazy. After a week it's forgotten completely. Stop talking and start doing and you'll get more done and stimulate new ideas in the process. **Do It Now! Din!**

### 4.

**Remember that ideas alone don't bring success.** Ideas are important, but they're only valuable after they've been implemented. One average idea that you put into action is more valuable than a dozen brilliant ideas that you're saving for "some other day, or the "right opportunity. If you have an idea that you really believe in, do something about it. Unless you take action it will never happen. **Do It Now! Din!**

### 5.

**Take action to cure fear.** Have you ever noticed that the most difficult part of public speaking is waiting for your turn to speak? Even professional speakers and actors experience pre-performance anxiety. Once they get started the fear disappears. Action is the best cure for fear. The most difficult time to take action is the very first time. After the ball is rolling, you'll build confidence and things will keep getting easier. Kill fear by taking action and build on that confidence. **Do It Now! Din!**

### 6.

**Live in the present.** Focus on what you can do in the present moment. Don't worry about what you should have done last week or what you might be able to do tomorrow. The only time you can affect is the present. If you speculate too much about the past or the future you won't get anything done. Tomorrow or next week frequently turns into never. **Do It Now! Din!**



Ash Lawrence



Take some action for the new year and have a look at this! <https://ashlawrence.co.uk/ebcenqr/>

# Always Be Closing

Heard that before? Did you roll your eyes? I assume you know you need to close sales. If you don't, then you won't have a business. Whatever your role, without sales you're going nowhere. So closing deals is vital, yes.

However, ALWAYS be closing..?

There are two reasons we think ABC is a faulty way of thinking in selling - selling anything, whether a service or a product.

## Number 1:

If you are always closing, when are you opening? Like doors, sales need to be opened before they can be closed. Staring at a closed door isn't going to get you anywhere. It simply won't let you through. You won't get that sale.

Opening doors, or sales, is a good idea, trust us. What are the possible outcomes?

They may slam shut in a quick 'no'.

They may slam shut in a quick 'yes'.

They may creak slowly to a close.

They may stay open.

Whichever of these outcomes, you've got more chance of 'closing' if you open the doors/sales in the first place.

So if you follow the Always Be Closing rule- you're not spending enough time opening potential opportunities and your pipeline will run dry.

**If you're wondering why you're having a slow period- it's because you haven't focused enough sales activity on prospecting previously - you haven't opened enough doors.**

**Always be opening!**

## Number 2.

Closing deals is important, but it's not a phrase we like to use at No Fluff as it implies the final step of the customer journey is when they agree to the sale. Please- no. Seriously -no. This isn't the closing scene, it's the beginning of a beautiful relationship where you can prove that customer was right to trust you, to build a rapport with you, to agree to work with your team and to choose your service or product over everyone else's.

Once you've 'closed' a deal - deliver. Go beyond that- delight them. Open up a world of customer service and relationship valuing that they hadn't even dreamed of. As well as being the right thing to do, this isn't just a new client.

It's also a future client as they may buy again, renew, buy other services or products.. With friends that might be future clients. So don't just close the deal, ring your celebration bell, tally up against your target and move on. Nurture them. Grow them. Help them. Keep the relationship open.

**Always be opening.**



**Nicola Lutz**  
hello@nofluff.biz

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- ✓ **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.

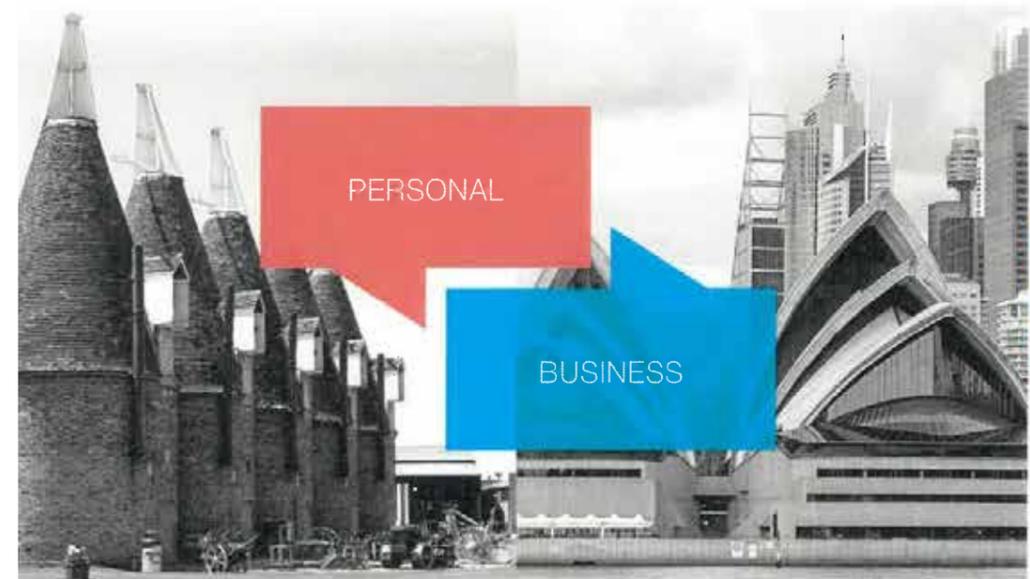
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# How the cloud can set your small business free

The "Cloud" has become a popular buzzword, but has matured into mainstream business, that most of us have heard about. Even so, not all small business owners really know much about what it is and how it can benefit them.

## What is the Cloud?

At its most basic level, the Cloud simply means any technology that is stored and accessed via the internet. Services like email, Facebook and Dropbox are cloud services.

In its most complete form, it completely changes the way you, your people and your business works, compared to traditional IT. You and your team can work from anywhere, on any device, without compromising on availability, functions or security.

## How is the Cloud different to traditional IT?

The traditional method of using technology, involves storing your software & data on computers in your office. This is expensive to purchase and time consuming to maintain, both for you and your IT guy. You are totally dependent on your office, or your computers to be able to work, even if you work from home you need to connect to your office to access your software. If any of your computers fail, or your office experiences a power cut or a flood, you are unable to work effectively.

The Cloud removes these risks. If your office experiences a power cut, or flood, you can go somewhere else, connect to the internet and carry on as normal. If your computer fails, or is stolen, you simply pick up a spare, or use your tablet or smartphone to continue working without disruption.

## How can the cloud help my business?

Did I mention potentially saving you time and money?

Cut down on travel costs by using video chat to host meetings. Save time, wasted waiting for email responses, by working together on documents. Increase security by having hundreds of experts looking after your documents, no more hoping that one computer in the office never fails. Unrestricted access to top talent, because your business is now based online, you don't need to only hire people who live close to your office. Cut costs and energy usage by being able to use your computers for longer before needing replacing, perhaps even remove the need and cost of a permanent office altogether!

## Summary

Start-ups and small businesses need reliable technology, that doesn't cost the earth.

Cloud computing gives you the reliability you need, while saving you money and giving you the confidence to get on with running your business. Paul Goggin has 20 years' experience in the IT industry; Innovo Consulting can help you use the Cloud to save time and money.



Paul Goggin can be contacted by email at paul.goggin@innovo-it.com, Twitter @cloudfirstpaul or LinkedIn <https://www.linkedin.com/in/pgoggin/>.



## ARE YOU LACKING A LITTLE OF THIS RECENTLY?

Believe me you are not alone but with the Steer Your Business programme that all changes!

## SO HOW CAN WE HELP ?



### 12 months of support

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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# Do you want to use social media but don't know which one is for you?

## This guide may help

### Facebook

Facebook has over 2 billion active monthly users. It is a great way to connect with potential customers. Facebook advertising is still one of the cheapest ways to advise online the targeted ads are a great way to reach potential customers. Ideally, you will need to have a good website already or will have one up very shortly so that posts can link through to more information.

If you are starting a new Facebook account it is always worth investing in Facebook Advertising (you might know it as boost) as it is an integral part of building a following, especially as the Facebook algorithm as a decreasing organic reach. Facebook has some online guidance to help you set this up. Make sure you set the maximum amount that you want to spend at the start of any campaign to ensure you don't overspend. It is a really good idea to look at the insights too, as this will give you a sense of how the campaign is going.

Facebook works best for B2C (business to Consumer) businesses. These are the types of business Facebook would work well for:

- Retail (fashion, car sales, electronics, jewellery)
- Hospitality (cafes, restaurants, hotels, pubs, bars)
- Leisure (sports halls, gyms, community centres)
- Health & Beauty (salons, beauty parlours, make-up artists)
- Home & Garden
- Writers
- Arts & Entertainment
- Community/Charities
- Schools/Governments
- Public Figures
- Musicians/Bands
- Book/Film Launch
- Sports Clubs
- News/Media
- Food & Drink
- Travel

### Best-selling points;

- Over 2 billion active monthly users.
- Reach a targeted audience.
- Get insights into post engagement.
- Facebook ads to reach potential customers.
- Watch competitor's pages.
- Inexpensive.
- Raise brand awareness.

### Twitter

Twitter works best when you have a lot of content to throw at it, for example if you have a very active blog or news section or if you are in the public eye or attend a lot of

events/conferences. Links, photos, videos, graphics and GIF's all work well so it would be beneficial if your content is versatile. Ideally, you will need to have a good website already or will have one up very shortly so that posts can link through to more information.



Works best for B2B (business to business) although does work well for some B2C accounts too, industries that work well;

- Public Figures (Industry Leaders, Celebs)
- Recruitment
- Events
- Schools
- Apps
- Community/Charities
- Sports Clubs
- Leisure
- Retail (mainly for customer service/support)
- News/Media
- Entertainment/Comedy

### Best-selling points;

- Casual method of communication (alternative to email).
- Promoting blog content.
- Gain competitor intelligence.
- Increase subscribers to blog/newsletters.
- Solve customer service issues.
- Hashtagging to increase brand/event awareness.
- Boost visibility on search engines.
- Keep up to date with industry news.
- Easily find trending topics.

### Instagram

Instagram is an abundance of highly active and engaging users, predominantly 18-29 but older users are beginning to use the app more. There are more females than males on Instagram. This social media platform is good if you have good imagery/graphics or potential to have quality images, and lots of them too.

Ideally, you will need to have a good website already or will have one up very shortly so that posts can link through to more information.

Works best for B2C, industries that work well;

- Health & Beauty
- Retail
- Fitness
- Food & Drink
- Home & Garden
- Arts & Entertainment
- Travel

### Best-selling points;

- 80% of users follow a brand on Instagram.
- 200 million Instagrammers actively visit the profile of a business every day.
- An engaged audience.
- Utilise Facebook Ads on Instagram.
- Connect with customers easily.
- Have fun with visuals.

### LinkedIn

LinkedIn is good for senior members of a company to be on and use fairly frequently, especially if they have a business page as people might try and find someone specific to talk to on the platform for a more personal

approach. It is also good for them to share content from the business page to their connections.

LinkedIn advertising is a good way to raise brand awareness and sell products/services, it is also often used for recruitment purposes to advertise listings, it is a little more expensive than Facebook ads budget wise. Ideally, they will need to have a good website already or will have one up very shortly so that posts can link through to more information.

Predominantly B2B industries, perfect for networking, industries that work well;

- Information Technology and Services
- Marketing and Advertising
- Human Resources
- Computer Software
- Financial Services
- Staffing and Recruiting
- Management Consulting
- Telecommunications
- Retail
- Healthcare
- Higher Education
- Real Estate

### Best-selling points;

- Identify the right people.
- Receive introductions.
- Receive referrals.
- Pick up trends.
- Create and manage your reputation.
- Lead generation (Premium Account).
- Others can recommend and endorse you for skills.
- Show off work and projects you have completed.
- Traffic to website.
- Find experts in your industry.
- Export connections to gain email addresses.
- Get found by potential customers.
- High brand exposure.
- Increase credibility.

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



**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](http://www.gomedia.co)

# LADIES WHO LATTE

As a 41 year old mother with 2 boys (12 & 14), 2 successful businesses, a growing team of franchise owners, and Founder of Faversham Ladies Who Latte; there is nothing outwardly remarkable about me.

Yet at 6 months old, I was diagnosed with bilateral congenital cataracts and registered blind. Earmarked to be placed in a special school for disabled/impaired children, my mum fought to get me into and keep me in mainstream education.

Despite my father leaving when I was three and a troubled childhood living with an abusive stepfather, I overcame my anxiety and low self-esteem, and excelled at school. I even completed a BSc in Business Economics and an MSc in Logistics & Supply Chain Management, meeting my husband on the very first day at Cranfield University.

We married and I pursued a varied career in London before having a family. After recovering from postnatal depression, I decided not to go back to the corporate world and set up a franchise providing Go Kart Parties to children. This was highly successful until I had to sell due to a retinal detachment in 2007.

Devastated that I had let people down, I drowned in depression which reignited my confidence issues. In 2009, I had a full mental/physical breakdown, diagnosed with Cyclothymia and Fibromyalgia, and was heavily medicated until 2011. My 'life' was non-existent.

I now call this period my 'reboot' as it triggered a journey of self-discovery and personal growth, leading me to where I am now.

In 2012, I set up CMCV Writing & Consultancy as a self-employed CV writer, leveraging my experience across New Business Development, Admin/Executive Support, Customer Service, and Process & Business Improvement within the Logistics, Recruitment, Public and Telecoms sectors. I provided social media marketing to start-ups DragonFly Invites and JobPage, and delivered CV writing and career/interview coaching upto Executive level for CV Writers and DoMyCV. I was bouncing back!

Unfortunately in 2014, my children's father died from a brain tumor, and a month later I received court papers from the paternal family for custody of my own children, citing previous mental health problems.

With no funds, I represented myself during 2.5 years of painful litigation where I was hauled across the coals at every turn, enduring an intrusive psychiatric assessment and Social Services assessments of my children/life. Thankfully the judge denied full custody to the paternal



family and my name was cleared. In debt and still in shock, I buried myself in my business, defying all odds by remaining positive and inspirational to both my clients and my children.

But the challenges weren't over yet! In October 2016, I had a second retinal detachment and was told I would not regain my eyesight. I had also developed macular degeneration and glaucoma, both vision robbing conditions. Advised to sell my car as I wouldn't drive again, give up my business and trained to use a symbol cane (white stick!), I crumbled.

After much soul searching and research, I decided to seek an alternative outcome. Refusing to accept the prognosis, I focused on meditation and nutrition as my medicine, discovering a 'Health & Nutrition' network marketing business and the concept of residual income along the way.

Despite the ever present worry of progressive loss of vision, I dedicate my time to using my personal experiences to connect likeminded individuals and inspire others to reach their full potential. I promote clean eating, healthier lifestyle choices, mindfulness, nutritional products, and a positive mindset and the right tools to help others overcome their limiting beliefs, challenges, and enjoy a better quality of life.

My personal quest is to empower others through coaching, education and self-awareness; and live life to the full without limitation!



**Claire Mason** Ladies Who Latte  
[www.facebook.com/groups/383353965115057/](https://www.facebook.com/groups/383353965115057/)



## Hello, we are the flex studio

We help small businesses just like yours to become awesome.

We are proud to have been asked to design the Steer Your Business website and the magazine you are now viewing. If you would like to chat about the way your brand looks, how you should approach your website or anything else troubling you, we would love to hear from you.

We are friendly, approachable and we speak plain English!

[WWW.THEFLEXSTUDIO.COM](http://www.theflexstudio.com)

### Branding Design

Branding is the expression of who you are as a business so looking awesome really is the first step to being awesome. We would love to help with that.

### Web Design

Your website is the heart of your business online and enables you to showcase who you are and what you do. Be sure to showcase it with style.

### Mobile Applications

It has never been easier to create stunning customer experiences on the go. If you have a need we would love to help you go mobile.

# How do I become a franchisee?

Getting into franchising can be difficult and confusing and shouldn't be rushed into.

It is not a 'spur of the moment' decision – or at least shouldn't be!

Finding the right franchise for you can be tricky. But after 23 years in franchising I think I've found the best way to find the most appropriate franchise.

It all comes down to one thing: assessing the suitability of the franchisor.

Do they have a proven business history, documented systems in place and will they explain them to you in advance?

Furthermore, does the franchisor provide effective training and do they have a reputation for robust ongoing support with an evident structure? I also want credibility, so I would always be looking for their bfa membership – a sign of accreditation.

Once you are confident of the franchisor's suitability then you need to be sure it's a good market to get into; that demand for the product or service can be sustained and that there's room for growth.

So, you need to assess the competition.

You will get answers from the franchisor about the business in general, the market opportunity, their service support and so forth. BUT I would also want to ask questions of their franchisees.

Ask if they are making money, how many hours they work, if they get good support from the franchisor? and if they'd buy into the same franchise again.

If the franchisor refuses franchisee access, that's a red flag – walk away.

Assuming you've followed these steps, then you've probably narrowed your choice down to a couple of franchisors so it's time to seek professional advice from a franchise lawyer to look over the agreement, a bank to talk

finance and an accountant to help with your business plan.

These two last steps are especially important once you have your heart set on a franchise. Why? Because you need to figure out how to pay for it. Fortunately, there are numerous ways to beef up your war chest. From ransacking your savings and selling ISAs to asking parents and other relatives for help; you would be amazed where budding franchisees find the initial investment.

Remember that a franchise is an investment, not a job, so you must determine exactly how much you need to invest and how much you've got. There is no point taking on a business that will only generate half of what you need. But also, beware over-extending – ensure you can make the repayments through the business.

Finally, no matter how good the franchise you need to be sure that you are the right fit for it. Be honest. Do your strengths and weaknesses match the criteria? Can you see yourself enjoying the business? Can you afford the business and is it a good investment? Do you think you can take the pressure? Finally, do you have confidence in your franchisor?

If you answer yes to all the above, then welcome to the world of franchising.



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## ★ TEXAS ★ SCRAMBLE TEAMS OF FOUR

Friday 6 July  
Gillingham Golf Club

Shotgun £120 per  
tee-off at 1pm team of four

Dinner and prize giving in the bar afterwards



Supporting Medway Hospital Charity

Registered Charity Number: 1051748

E: medwayff.charity@nhs.net

T: 01634 825398

**NHS**  
Medway  
NHS Foundation Trust

in association with



# Events June

Company	Name	Date	Time	Location	Cost	To book your place
ABC Networks	ABC Canterbury	6th June	7am – 9am	The Blean Tavern Blean Canterbury	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC and Dragon CoWorking	ABC Six o' Clock Club	6th June	6pm – 7.30pm	7-8 New Road Avenue Rochester ME4 6BB		<a href="https://www.abcnetworks.co.uk/bookings/abc-six-o-clock-club/">https://www.abcnetworks.co.uk/bookings/abc-six-o-clock-club/</a>
ABC Networks	ABC Ashford	7th June	7am – 9am	The Tickled Trout 2 Bridge Street Wye TN25 5EB	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Upon Medway	8th June	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>
Dragon CoWorking & Stormchasers Digital	Wordpress Academy	12th June	6pm – 8pm	7-8 New Road Avenue Rochester ME4 6B		<a href="https://www.eventbrite.co.uk/e/wordpress-academy-tickets-41644831813">https://www.eventbrite.co.uk/e/wordpress-academy-tickets-41644831813</a>
Dragon CoWorking and ZC Social Media	Social Media Clinic	15th June	2.30pm	Dragon CoWorking 7-8 New Road Avenue Rochester ME4 6BB		<a href="https://www.facebook.com/events/242028826328463/?event_time_id=242028856328460">https://www.facebook.com/events/242028826328463/?event_time_id=242028856328460</a>
ABC Networks	ABC Gillingham	16th June	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	18th June	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>
ABC Networks	ABC Maidstone	18th June	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 Canterbury	20th June	7am – 9am	The Blean Tavern Blean Canterbury	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
ABC Networks	ABC Ashford	21st June	7am – 9am	The Tickled Trout 2 Bridge Street Wye TN25 5EB	£16	<a href="http://www.abcnetworks.co.uk/bookings/">www.abcnetworks.co.uk/bookings/</a>
Ladies Who Latte	LWL Ashford	21st June	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	22nd June	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>
Basepoint	Networking Hub	28th June	11am – 1pm	Basepoint Dartford Business Park Victoria Road Dartford Kent DA1 5FS		<a href="mailto:dartford@basepoint.co.uk">dartford@basepoint.co.uk</a>
Dragon CoWorking	Optimizing Your Zero Programme	29th June	10am – 12pm	7-8 New Road Avenue Rochester ME4 6BB		<a href="https://www.eventbrite.com/e/optimising-your-xero-programme-tickets-43270998722">https://www.eventbrite.com/e/optimising-your-xero-programme-tickets-43270998722</a>
ABC Networks	ABC Gillingham	30th June	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>
Dragon CoWorking	We're Don 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>



## How to use infographics to boost your business

Put simply, infographics are pictures that communicate messages supported by data. They allow you to share a lot of information in a very short time. So, they are vital to any marketing strategy.

Infographics are a great way to get your business noticed. They increase brand awareness, help persuade people of the benefits of using your products or services, and they drive people to your websites or physical stores. The fact that they are backed by data makes infographics more credible and more interesting than standard advertising graphics.

### Are infographics for you?

Maybe you have a lot of great information to share but you don't have a lot of time to grab people's attention — you need to be short and snappy. Alternatively, you may already have your tried and tested key messages but need to get your data into shape and turned into graphics to support your messaging to enhance its credibility. In either case, infographics are a sure-fire way of turning data into gold that supports your business goals. Here are three steps to follow:

### 1: Key questions to ask

**Who is your audience?** This will determine the style, level of detail, and type of language your infographic uses.

#### What are they interested in?

The infographics topic needs to be of high interest to your audience.

**What are you offering?** Try to find the middle ground between audience interests and the service or product you provide.

### 2: Creating infographics

You can create infographics yourself using templates available online, or through websites such as Canva.com which offer free graphic-design tools. It is surprisingly straightforward. Alternatively, you can write a creative

brief and hire a designer to create a bespoke Infographic. If this is something you'd like advice about, feel free to get in touch with us at DataChronicle.

### 3: Publish and promote

Once your infographic is ready you should publish it on your website and write a blog post to back it up with more information. You can then submit it to Infographic submission sites and share it with media outlets focused on your business sector.

Social media will probably be your primary outlet though so remember to repackage your infographic into different types of content. A good animator can turn it into an animated video, you could break apart your infographic into smaller chunks, which you can share on social media with different messages. Why not add those smaller chunks to a PowerPoint presentation and upload to Slideshare?

You can even use them with online advertising such as Facebook or Google Ads to give it an extra boost to further get the word out.



Soti Coker



**Soti Coker** is the founder and director of DataChronicle, a Kent-based marketing and analytics agency that specialises in infographics and online advertising. DataChronicle helps businesses turn their data into images and compelling stories that existing and prospective customers can understand at a glance. [www.datachronicle.co.uk](http://www.datachronicle.co.uk)



### **Get to know us...**

Steer Your Business is a community to help businesses collaborate and engage with each other so that we all grow. It's based on the idea that we share information and promote each other and therefore all benefit from a much wider network than we can achieve on our own.

If you'd like to write an article or advertise in the magazine please email the editor,  
[info@steeryourbusiness.com](mailto:info@steeryourbusiness.com)  
for more details