

Steer

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STEER YOUR BUSINESS | THE MAGAZINE

Adam Strong gives us some insight

The interview

**No more
excuses**

Ash Lawrence

**Copyright and
stealing images
off the internet**

Pete Bresser

**Use your team to
solve problems**

Nikki Faulkner



Editor's Review

I can't believe it's November already! Where has the year gone. Here at Steer Your Business we've been working hard on the magazine and improving the layout and content, month on month. We are now making plans for 2019 which seems so far away but in reality, it's not.

To kick off this exciting issue we have Adam Strong on the front cover and an interview with him about the link between sport and business. It makes fascinating reading and he'd love you to engage on social media with him and ask more questions. You can tweet him @adamistrong .

Have you ever thought about buying a property abroad? Berkay Ozdagu is a Turkish lawyer who specialises in helping people buy property in Turkey. If it's something you're thinking about, maybe after a holiday, then do have a look at his article.

Do you have a strategy for making your seasonal hiring easier, more efficient and successful? Jackie Brooker from Dakota Blue shares some ideas of how you can achieve this for the coming season.

Ruth Hyde of Chryjuvenate gives us an insight into her business journey and how she came to work with sportsmen in an ice chamber! I've been to the salon but the ice chamber is definitely too cold for me - even if it is only for three minutes ...

Andy Clarke also has a story to tell. He's gone from CEO of his own company to a champion of network marketing and how it can give you the lifestyle you want. Making the change is not just about finding a great product. It's about treating it seriously and putting in the leg work just as you would in a "proper" job. It doesn't just happen overnight as Andy says.

Do you use your team to help sort out your problems? I'm sure many business owners try and sort things out themselves, but Nikki Faulkner tells us how getting everyone together can help find solutions. Two heads are better than one as they say.

There are lots more fabulous articles for you to read this month so have a look through and let us know what you like and why.

Have a great month

Sally



Sally Marshall

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News From the Beach!

Do you ever feel overwhelmed and not sure which way to turn with your business? I've had several conversations recently with people who are new to business and who didn't realise how much is involved. If you're feeling like that too, you're not on your own.

We've all been in that place and thankfully found our way again and moved on. Each time you take a small step towards your bigger goal, you are making progress. Celebrate each step and then think about the next one. It could be something like sending out a newsletter or attending a networking meeting. Once you've done it and survived the experience, you can do it again! Once you've done it a few times it will become

comfortable and then you're ready for the next step.

Getting out of your comfort zone is the only way to grow. Just push it a little way each day. What can you do today that will make a difference, however small? I know my business journey has been a series of small steps which have created the building blocks to the business I have today. In the early days, even sending out a newsletter seemed such a big thing. In fact, I closed my eyes and pressed the button before watching the open rate in the software programme I was using. It seems ridiculous now, but I had convinced myself that no-one would open it let alone read what I had written. How wrong could I be? Not only did people open it, read it and click through some of the links but over the next few months they started to ask when the next newsletter would be out. They were looking forward to seeing what I was doing, how they could support me in my journey and how we could work together going forward.

My business has now grown to include this magazine and also my own chat show, but it started very small and has grown step by step.

If you're feeling overwhelmed, find someone to talk to who understands what you're going through. Despite what you probably think, all business owners go through the same thing but perhaps don't tell you that. We all have moments of doubt, moments of excitement and moments where we feel paralysed with what we've taken on. In my experience, once you start to talk about it, take those little steps and start to move forward, all of that gets forgotten.

If you don't believe me, have a look back at what you've achieved so far. You'll be amazed at how far you've come and how much more there is you can do.

If you're stuck and don't know what to do next, please get in touch and have a chat.



Sally Marshall



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Reverse ^{THE} TIDE

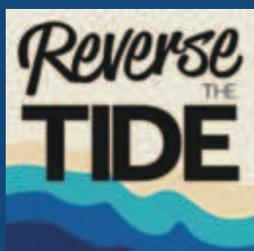


Reverse The Tide aims to make a difference to the local community and environment we live in by increasing awareness amongst businesses and local communities of the impact of products and services we use and where they go when we've finished with them. The Reverse The Tide brand has been heavily adopted within the water sports community and we continue to build on our ethos of reversing the tide in respect of the damage we have done to both the environment (both land and sea) and ourselves as part of the modern way of life.

Help us Reverse the Tide



Log on to reversethetide.com and purchase any one of the amazing items we have on offer to help us REVERSE THE TIDE



Web: <https://reversethetide.com>
Tel: 07771 714221



Interview: Adam Strong

When did you discover you had entrepreneurial flair?

When I was growing up life was tough. My mum was a single mum and she had two young children (myself and my brother) living in a council flat in West London. We didn't have much money and were supported by the state through benefits. Not far from where we lived at the time was a nature reserve where we would play games as young kids. The nature reserve adjoined onto a golf club and one day, as we were strolling through the woods, we noticed golf balls in the streams of the river bed which were balls that golfers had lost during play, so we decided to take our shoes and socks off to fish them out. At weekends we started collecting golf balls in our bucket, we left the house early in the morning with our fishing nets. As we walked around the golf course, golfers would approach us to see balls we picked up. We had no idea of the value of these balls; all we knew is the recognised brands carried a higher value. We knew Golfers were

particularly picky when it came golf balls they wanted them to be in perfect condition for them to make us an offer. We only made £2 on some balls, whereas others fetched for as much as £5-£6. This is where I learn the art of sales and negotiation which is a skill I still use in my business today.

You trained with World and Olympic Champion Sir Mo Farah, what did you learn from each other and how have you applied those skills today?

Mo and I met at our local athletics track; we were both young and energetic. We used long-distance running to improve our self-confidence. We would train from 06.30 to 08.30 on Tuesdays and Thursdays and compete on Saturdays or Sundays depending on the season. The winter training was particularly tough with cold dark conditions; however, it was this tough training that helped me develop mental toughness, discipline and focus;



three key entrepreneurial skills you need in the business world. What I particularly enjoyed about training with Mo was the ability to play off each other's strengths and weaknesses; we would motivate each other and be accountable for each other's results. These are the skills I teach many of my clients today to help maximise productivity and performance, which helps them to accelerate their results in their businesses and gives them a competitive edge in their industry. I've learned in the many years of being an entrepreneur that you have to be patient, success doesn't come overnight. Success is not a sprint it's like running a marathon, there will be ups and downs, if you have a bad day accept it, dust yourself down and think about what will you do differently for a positive outcome. Being an entrepreneur is not easy, I've endured struggle, heartache and having to eat s**t for many years. I chose my journey, it's tough at times however I work when I want, with whom I want and live my life on my own

terms. Entrepreneurship runs through my blood and veins, I love what I do, I'm passionate about what I do and I love helping other entrepreneurs achieve their dreams and visions.

What has been your biggest mistake and what did you learn?

My biggest mistake was not investing in coaching and mentoring sooner; I would have saved myself time and money if I hadn't used the 'I don't have the money excuse'. If you're in a place right now where you're not getting the results you want, you're frustrated and you're struggling, then I know exactly how you feel because I felt like that many years ago and I get it; you need to stop using the same old excuses as they are sabotaging your success! I realised that coaching and mentoring gives you a shortcut and speeds everything up. This is exactly what happened to me in my athletics career, my coach turned normal people into champions and I use this methodology when working with business owners today.

What plans do you have for the future?

I'm focused on three things, we have just launched a business mastermind in Stockholm, Sweden showing entrepreneurs how they can accelerate their results through learning and growing and becoming part of a focused business group to create intimate relationships and fast business growth. We will roll this concept out across major cities in Europe.

Secondly, I'll be launching a new audio experience that will focus on business, productivity, health and life. Interviewing authorities, influencers and experts in their field.

Thirdly, I have a huge passion for organic food and I'm looking to launch a new online shopping experience that will give access to organic food for up to 50% cheaper than supermarkets, allowing poorer families access to cheaper prices and higher quality produce for less.



Adam Strong



Tweet **Adam Strong** on
@adamistrong
Email: hello@adamstrong.net

NO more excuses!

Over the years, likely without your conscious knowledge, you have adopted self-limiting beliefs that are quietly mucking up your best efforts for personal growth. If you pay close attention to your self-talk, these beliefs will reveal themselves in the form of excuses.

The truth is, if you really want something, you will find a way. If you don't, you will find an excuse... and then you will live with that excuse every day of your life.

This is precisely what makes so many of us unhappy. I speak with hundreds of clients and blog subscribers (subscribe here) every month, and this one self-defeating behaviour always rears its ugly head eventually - excuses, excuses, excuses. And I'm not above the excuses either. I catch myself making them sometimes too. But that's the key - we have to catch ourselves before our excuses become hopeless regrets.

So let this be your wake-up call.

Stop making excuses for why you can't get it done and start focusing on all the reasons why you must make it happen.

NO more negativity. NO more laziness. NO more quick fixes. NO more blaming others. NO more "I'll do it tomorrow." **NO MORE EXCUSES!**

Here are 7 common excuses that losers use...

1. *"It's too late."* - It's never too late to live a life that makes you proud. If you don't learn anything else from this post, learn that. We get one go at this life. There's no age limit on changing your course, and to settle in and be stuck in a life that isn't making you happy is a tragic waste.

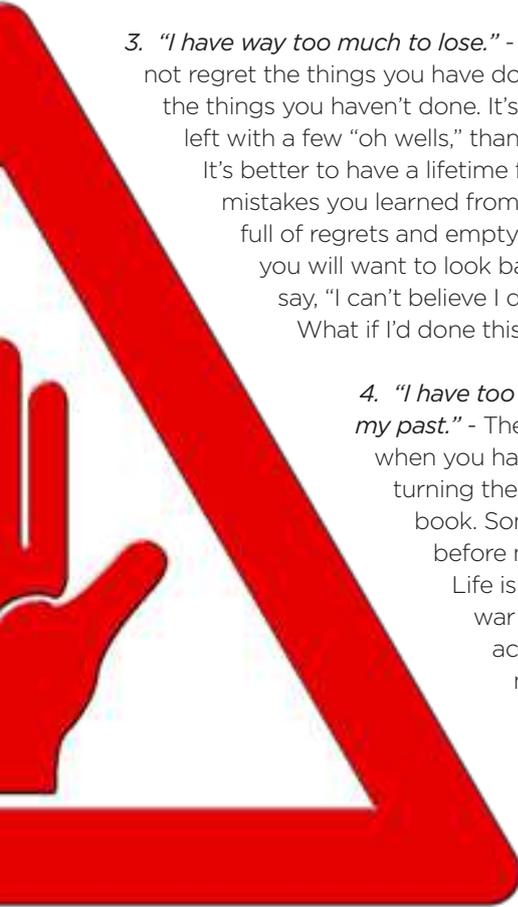
Honestly, it's never too late or too early to be who you are capable of being. There's no time limit - you can simply start and stop whenever you want. You can change or stay the same. You can make the best or the worst of it. It's up to you, so make the best of it. Do things that shock you. Feel things you've never felt before. Spend time with people who help you grow. Live a life you're proud of. And if you find that you're not, have the courage to make a change.

2. *"I'm not good enough yet."* -

Rubbish! Do your best and don't be afraid to make mistakes.

If you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, and changing the world for the better. We can't make anything valuable without making mistakes. Not a painting, not a relationship, not a career, not a life. If you wait until you have it all figured out to try, you will be waiting forever. Do It Now!





3. *"I have way too much to lose."* - In the end, you will not regret the things you have done nearly as much as the things you haven't done. It's always better to be left with a few "oh wells," than a bunch of "what ifs." It's better to have a lifetime full of experiences and mistakes you learned from, rather than a heart full of regrets and empty dreams. Someday you will want to look back at your life and say, "I can't believe I did that!" instead of, "What if I'd done this or that..."

4. *"I have too much baggage from my past."* - There comes a time when you have to choose between turning the page and closing the book. Some stories need to end before new ones can begin.

Life is too short to spend at war with yourself. Practice acceptance and forgiveness. Letting go of the past is your first step to happiness today. It's said that as one door closes another opens, but if you are spending all of your time

looking at the one that's just closed you may well miss the one that's opened!

5. *"I've already lost too much."* - The truth is, everything will be okay in the end. If it's not okay, it's not the end. We've all gone through some hard times, and you, personally, will likely go through more hard times in the future too. But it's worth it. It builds character and teaches necessary lessons. I can trace some of the best stuff in my life right now to things that were really hard when I was going through them. So when things seem like they are impossible, or you feel like you are never going to feel better, just know that you will eventually look back in amazement at how far you have come. Yes, it's going to be okay.

6. *"No one understands me."* - Everyone has their own life to worry about; everybody is busy. At the end of the day, no one has the time or energy to figure anyone else out. If it really matters to you that someone understands you, simply communicate and make it easy for them to do so. Stop playing games and beating around the bush. Say what you do and do what you say. (And remember that it's not necessary that everyone understands and agrees with you all the time.)

7. *"I'm comfortable right now"* - The most common and harmful addiction in the world is the draw of comfort. Why chase greatness when can sit and watch Eastenders? Just pass another biscuit and forget about your future plans. NO! The truth is, growth begins at the end of your comfort zone. Stepping outside of your comfort zone will put things into perspective from an angle you can't grasp now, and open doors of opportunity that would otherwise not exist.

So no more excuses, the only thing that stops you having what you want is the excuse you have of why you can't have it!

Do It Now!

Please share this with as many people as you can...

Sign up to my blog and get a FREE place on my next Millionaire Mind-set course taster session!



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Lawrence



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Copyright

and the stealing of images off the internet

You wouldn't visit a greengrocer, take an apple from the counter and walk out, without paying. You were brought up better than that, I suspect. Yet thousands of business people steal images from online sources every day and think nothing of it.

'Images found on Google are public domain', I've heard it said (many times) but that is simply not true. All images, wherever you find them, are subject to copyright.

This is an automatic right awarded to all images, taken by any person on any format of capturing device and presented in physical and digital form, no matter what its artistic merit. All photographs are 'original works of authorship'. They are part of a class of works that includes literary, dramatic, musical and artistic materials.

Copyright is on any of these works from the moment they are created by the artist for 70 years beyond that artist's death. Copyright exists and is respected in all countries - in theory - so you can pretty much expect that any digital image you find online is covered by copyright. So, what? What is the upshot of nicking an image for your blog post that you don't own or haven't licenced?

\$8000 for one blog website. It used an 'underwhelming' shot of Omaha, Nebraska for a single post that less than 100 people read. They didn't have a license to use the image and when the 'artist' found out, appointed a specialist law firm to chase for the infringement. Eventually, after appointing its own lawyer, the agreed penalties reduced to \$3000.

Here's some other facts about this case: The 'artist' is not a photographer and the image was most likely taken on a smart phone's camera. The infringement was an accident, but that cut no mustard. The blog site took the photo down as soon as the letter to sue them arrived, but again the damage was already done.

To read more, visit this link:

<https://www.contentfac.com/copyright-infringement-penalties-are-scary/>

This case was in the litigious US, so could it happen in the UK? Yes. Yes, it could - and did. Take the case of the church in Lichfield where a volunteer used a couple of images from Getty's catalogue without paying for the licences. Ka-Ching! that's a £6000 penalty thank you very much!

Getty doesn't always get it right though: Photographer Daniel Morel was on the island of Haiti in 2010 when the earthquake hit. This experienced photo journalist was shocked when he found an image he posted to Twitter had been appropriated by Getty Images and Agence France-Presse which were then selling the image to news organisations. Morel sued and won \$1.2m in damages.

Read more here: <http://www.bjp-online.com/2013/11/getty-images-disappointed-at-1-2m-morel-verdict/>

It's an expensive business to use an image without knowing where it originates. So how can you ensure you don't get caught out? (A word of caution. I am not a lawyer and these suggestions are not legal advice)

Originate your own images is the safest option; taking your own photos or by working with a professional photographer that will license images to your business. Using an employee as a photographer usually means you will own the copyright to the works, providing that employee carries out the tasks during his/her normal working hours and as part of their normal role (i.e., a marketing manager, but possibly not a part-time stock control clerk)

Professional photographers commissioned by businesses generally assign the rights to images under licence. For the right price (negotiated with the photographer) businesses may have the copyright of images assigned to them.

A word of caution however. Image rights management is essentially an area of contract law, so ensure you know how you may use the images you have commissioned.

‘Images found on Google are public domain’, I’ve heard it said (many times) but that is simply not true.

You still don’t own them if the photographer is freelance and you certainly will not have an automatic right to sell them to third parties with most licences.

Another option is to use stock images from libraries. Many stock libraries have free or very low costs for images, particularly if they are only intended for digital use. The image rights management for stock falls into three broad categories, so make sure you choose a stock library that is right for you. The first is free to use images with no cost. These are still copyright but there are few restrictions on use. As long as you do not try to resell these images, you can do pretty much what you like that is legal, decent, honest and true. You may find that the images are marked ‘Creative Commons’. This denoted how the images may be used. Some specify they are not to be used for commercial projects. Others may specify that you cannot manipulate the shots and combine them with other images.

The two other categories are rights managed and royalty free. The latter is the most commonly used and for a small fee - anywhere between a few quid to around £50 - you are free to use the images for specific purposes and usually for as long as you wish. The cost may vary according to the usage - digital only or used for printing/

advertising - so check which type you require before you make your choice.

Rights Managed images have restrictions on their use ranging from the timescale to the audience likely to see them. If you intend using the RM image as part of an advert in a high circulation magazine, you will pay more for the image than if you are using it for a leaflet. If you intend to run that advert for two years rather than three months, prepare to pay more again. Once you purchase the rights for your usage, you may renegotiate and extend the use, but if you use the material outside of the terms of your agreement, you will open your organisation to fines from the image management company.

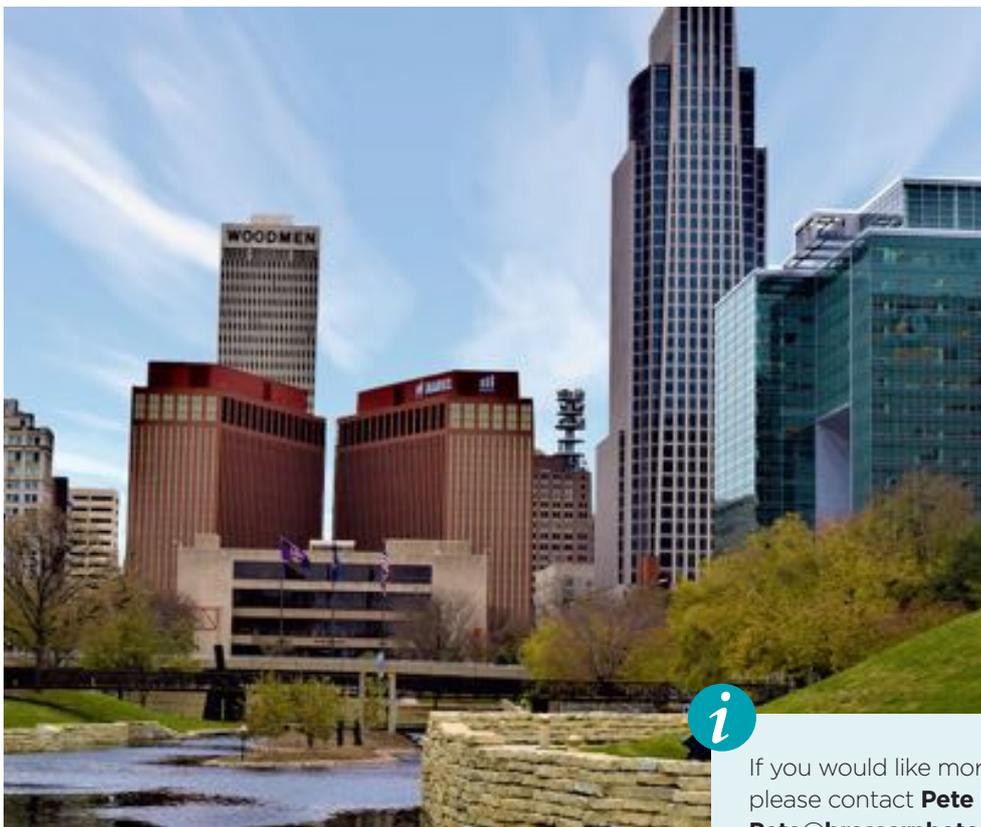
Conclusion

All images are covered by copyright and as such you need to take care when sourcing photos from the internet, or face fines for copyright infringement. Originating your own images prevents many of these issues, but you can use images from stock libraries too, providing you stick to the terms of use for images you source from them.

Images supplied:

Pixabay image of a copyright symbol as a bomb (free use)

Image of Omaha, Nebraska skyline (free use)



**Pete
Bresser**



If you would like more information please contact **Pete Bresser** on:
Pete@bresserphotos.com

DISC PERSONALITY PROFILING:

Understanding your communication preference and improve it individually and with groups.

Personality clashes occur when two people find themselves in conflict, not over a particular issue or incident, but due to a fundamental incompatibility in their personalities, approaches to situations, or their style of life.

Everyone has a behavioural and communication style that is natural to them. These range from the person who wants to dominate and control the conversation – we all know someone like that, to the person who sits back, watching, evaluating. Learning to ‘read’ people helps you to improve your communication and personal performance and, as a consequence, advance your relationships and career prospects.

DISC Personality Profiling can help you achieve this. It is a behavioural assessment tool that is used by organisations, HR resource and coaches for instance, because it is an effective and powerful way of understanding different personality types and the best way to communicate with them in order to gain better engagement.

As soon as you understand your own style, and the styles of the people around you - your colleagues, managers and other important people in your life, you immediately have a powerful insight into how to improve your mutual communication, teamwork, relationships (personal and professional) and the ability to better get along with others.

As a result, you will become a better leader, communicator, teacher, team member or contributor. You will be able to develop and build highly effective interpersonal relationships at work and at home, and perhaps achieve more harmonious teams, friendships and relationships or greater efficiencies in the workplace.

What can we do to adapt our personalities to avoid conflict? Following an on-line test that takes about 10-15 minutes to complete, you will get a report and an insight of your communication preference type – Driver, Influencer, Steady or Cautious. Once this has been talked through with you, you will understand why you engage

others the way that you do and why some don’t respond to you in the way that you would expect them to. You can then adapt your style to accommodate a more effective engagement and performance. An action plan is agreed that is based on your goals or focus areas. This is then incorporated into your coaching session.

A lot of people believe that profiling, coaching and other intervention strategies are the domain of corporate business. They could not be more wrong. In the US, a significantly higher percentage of people from all walks of life will proactively seek the services of a counsellor, therapist, mentor, consultant or coach. As the world ‘shrinks’ and technology becomes ever more prevalent, people in the UK and Europe are more readily engaging the support that they need. Brits tend to be more reserved and have subsequently been slower to the table. However, with European and Transatlantic attitudes positively impacting business across the spectrum, people are more interested in embracing personal development and investing in themselves. Welcome to the world of personal development.



Contact **Reg Goslin** on 0330 107 0084 or **info@improvingperformance.co.uk**

Get Involved!

Steer Your Business loves to promote a variety of interesting businesses and individuals. An article in our magazine provides our readers with a far greater insight into your business than normal advertising alone.

Additionally, an article provides you the opportunity to shout from the roof tops about just how fantastic you are (something that we sometimes don't do enough of).

If you are interested in having an article with images published in a publication that has an international, business orientated readership with a call to action linking straight back to your website or email, then please get in contact at sally@steeryourbusiness.com

Steer Your Business is available in print and online, is distributed and publicised through social media and is owned by The Sally Marshall Group. We have some pretty impressive social media stats, with Sally Marshall's own Twitter feed reaching over 22k followers. We encourage retweets and shares across all of our social media platforms, enabling our publication and your words to reach even wider audiences thereby strengthening your business' social media presence.

Reaching far further than standard networking routes, you never know who will pick up your article and read it. From our experience, we find that contributors have increased their business as a result of publishing resonating articles.

For more information or to submit an article please email sally@steeryourbusiness.com.

Additionally, if you would like to invest in extra marketing, or don't fancy writing an article, we are able to advertise your business for a very reasonable and competitive rate. Regular adverts allow readers to remember and identify your business, meaning that your name will be at the front of their minds when they decide to make a purchase.

Please get in touch to discuss how we can help you to promote your business.

 @SallyDMarshall

22k
followers

 Sally Marshall

7k
followers



ADVERTISING

Size	Ratecard		
	1-3 insertions	4-9 insertions	10-12+ insertions
Inside Front Cover	£350	£320	£300
Inside Back Cover	£350	£320	£300
Outside Back Cover	£450	£420	£400
Quarter page	£100	£90	£75
Half Page	£155	£130	£105
Full page	£265	£220	£180
Double Page Spread	£475	£390	£295

No Fluff: Patience is a virtue, but preventing impatience is better

In sales we need patience. Not just with the demands of an unruly printer or the queue in the coffee shop, but with our prospective clients too.

Some sales are years in the making. Some sales are via third parties and we have no contact with the final buyer until they're on our books. However, a sprinkle of patience is required with any buyer, third party or direct.

Why?

Don't get me wrong, I am naturally impatient. I am getting better and I practice it like I would any other skill, but I have to work at it.

In sales, though, I find it easier. I have understood that the key to a great relationship with my potential buyers is to remember it is their journey. They are blithely unaware of my deadlines and targets. Which makes sense, as they have their own. It doesn't mean anything to them that the team is one sale off a big bonus. Each journey is different, and each relationship grows at its own pace.

I am sensitive to their situations, and I try and put myself in their shoes. If I want to get hold of a summer camp provider, calling during their induction week is probably a bad idea, even if my deadline is looming. I am more likely to annoy them and lose the sale forever if I plough on through a sales pitch. Before each communication, I advise, ask yourself 'why' you are getting in touch, and why now. Are you doing it to tick a box and say you've kept in touch? Are you trying to rush them to a sale to hit target? Or can you help them, add value or solve a problem they might have at this moment? If you're calling out of desperation to hit a target, then you are failing in another way. You failed to prevent your own impatience.

Prevention is better than cure.

If you are scraping the bottom of the barrel for sales leads before a deadline you have done something wrong. Inexcusable. You haven't prospected enough. Your sales funnel has drained away and you don't have enough leads at the top. If you had enough leads, you wouldn't be banking on that poor buyer and hassling them into a sale and probably annoying them enough to either a) not buy b) not buy again c) have a bad impression of your brand after buying. Or all three.



Photo by Christian Joudrey

Patience is needed at all points of the sales pipeline. Prospecting is necessary, we all agree, and from this activity our hot leads are born. This is where training on a solid sales activity process comes in. Without the discipline of regular prospecting, you are going to run out of leads. Equally, without regular 'closing', you are going to run out of revenue. And without regular care of existing clients you will lose your rebooking. Time should be set aside – and kept to – for these activities. Patience in all of them is important, but the process should be in place to prevent problems at deadline time.

Be persistently, professionally patient with your clients. But also, prevent the need for impatience by improving your sales activity.

Nurture the seeds of your client relationships and they will grow.



Nicola Lutz



Nicola Lutz

hello@nofluff.biz | www.nofluff.biz



WORKING HARD BUT NOT MAKING MONEY?

**Are you struggling to find time to do everything? You feel stuck?
Do you work IN your business not ON your business**

Whether you're a start up , in retail, transport, or manufacturing and any of the above sounds familiar, then the **Steer Your Business Programme** is the answer you've been looking for. Here are some key issues we cover...

Vision: The key to success: knowing where you want to be in 5 years' time. Do you know what you want from your business? Are you jumping from one idea to another? Are you following the shiny object time and time again?

Strategy: Have a Plan: How Are You Going To Get To Your Desired Goal? Do you have a plan for your business journey? Do you drift from one thing to another with no real focus on the outcome?

Systems & Processes: Having a Process for Everything Enables Your Business to Run Smoothly Are you offering the same service to every customer? Does everything you do look the same?

It's time to start your business improvement - TODAY!

Visit our website to find out more about the perfect programme for you and your business:

Web: <https://steeryourbusiness.com>

Email : connect@steeryourbusiness.com

Phone: 07771 714221



Strategies

to make your seasonal hiring

easier, efficient and successful



Christmas seems to be hurtling towards us and for some businesses it can be the busiest time of the year, whilst others find things quieten down in the run up to the New Year. Whichever it is for yours, you need to plan accordingly.

If you are one of those businesses that experience a peak time during the festive season, then you are probably considering, or are in the process of hiring additional staff to help get you through the busier period.

When should you be recruiting seasonal staff?

In an ideal world you will have started 3 to 4 months before the holiday season. In reality, many businesses will leave it later than this. The important thing to remember is that the earlier you start the more choice of people and the best talent will be more readily available to you. The sooner you get started the better, having said that don't panic and rush it without a clear plan and objectives.

Write a clear job description to advertise the role

If you want to attract the best and most suitable people to your business write a clear job description and describe the qualities you are looking for, ensuring they align with the brand of your organisation. This will help to filter out candidates who don't have the attributes you require.

If you are recruiting for a role that already has a job description in place, make sure you review it, eliminating tasks or creating new ones, as your systems and processes may have changed.

Advertise where your candidates will be looking

Seasonal workers are often students on a holiday break, retired people looking to supplement their income or people who are unemployed and looking to get back in to work. Consider the following:

- Ask your employees if they know of anyone looking for a seasonal position
- Get back in touch with good previous seasonal workers to see their availability
- Think about the best places to reach your potential candidates, e.g. your company website or social media, colleges, universities, job boards, local newspapers, etc.

The key is to post the advert where it will be most visible to the profile of candidate you want to attract.

Onboarding and training are essential

Training can be costly, in terms of time and money, but it would be foolhardy and a false economy to skip this for temporary workers. Of course, it should be tailored and will not need to be as in-depth as it would be for a permanent employee.

However, giving an overview of the company and its processes will help seasonal staff to get up to speed more quickly and be far more productive during their time with you. Think about the role they are required to fill and tailor the training to this. For example, if you are recruiting staff who will be customer facing then consider training them on the following:

- How to upsell
- Handling customer queries, complaints and what to do when a service or item is unavailable
- How to operate systems and machinery.

Don't forget the administrative requirements including passes, logins, payroll and rotas. There is nothing more frustrating for any new recruit (and their managers), if once they are onboard, they aren't set up to hit the ground running.

Normal regulations still apply

The same employment legislation is in place when you are recruiting for seasonal workers as it is for any other type of worker. For example, Health & Safety Working Time regulations. Also ensure that you know your obligations relating to the type of contract you offer, e.g. employee, worker or self-employed. For more information visit the governments website <https://www.gov.uk/contract-types-and-employer-responsibilities>

No employer wants to find themselves in trouble because they haven't followed legislation. Make sure you are up to date and seek help if you are unsure.

Make them a part of the team

No matter how short-term a member of staff is, when they are in your business they should be treated just like everyone else and made to be a part of the team. If you don't, you are very likely to damage the brand, your reputation as an employer and won't get the best out of your seasonal workers, resulting in them feeling disconnected and disengaged. You could have found some brilliant people to add to your team who will walk away having had a bad experience, not only will they not want to work for you again they won't recommend you either.

It is easy to fall in to a trap of complacency that once you have recruited and selected seasonal workers you don't need to worry about holding on to them. They may be offered a different temporary role with a business offering them better terms and conditions. They might find a permanent role or decide that your business isn't a great fit for them.

If this happens you will need to have contingency plans in place. Good practice is to offer seasonal workers great terms and conditions from the outset. You could consider structuring a compensation to reward them for completing the season with you.

Once the seasonal period is over, ensure you review how it went. From operations to hiring the right workers. Did you get it right? What improvements could be made? Ask seasonal workers for their feedback on their experience and keep in contact with them in case future opportunities arise.

Hiring the right seasonal workers is crucial to profitability and customer experience. Whether it is a specific project, seasonal demands creating a need for holiday cover or increased output, hiring seasonal workers can be challenging but with good planning and clear objectives it can really drive your business forward and open-up to a new talent pipeline.



Jackie Brooker



If you would like to know more about recruiting seasonal workers and getting the best out of your people then contact **Dakota Blue Consulting**, our outsourced HR experts can assist you with any people issues you may be facing. For more information visit [dakotablueconsulting.com](https://www.dakotablueconsulting.com) or contact us on 01233 662651 or email hello@dakotablueconsulting.com

A Sweet Shop with Soul

Before I really get into what I want to say, I'd like to tell you a special story, the reason why we do what we do and why we're so inspired to make a difference in the world through the healing power of our confectionery business. This story is probably the primary crossroad in my life where everything changed and continues to inspire me to this day and will continue to do so forever. This is my "mess to success" story and you might agree that there is never really a success unless you've been through a mess. What comes out of the mess is your strength and character.

In 2006, my Dad was taken to hospital and I was asked to come home as it was bad news. It was a very surreal and dark time. The day after I was with Dad in the ward, the Doctor informed us he had a tumour and it was terminal. Lung cancer. Until that day, I'd never seen my Dad cry so hard. It was the most painful moment of my life, or so I thought.

A few days later, during one of the incredible conversations Dad and I were to have, he mentioned the café he'd always wanted to build. It would be called "Inspire U" because he wanted to inspire others and, because I inspired him so much, he thought it was fitting. In that moment, everything changed for me. It was the most defining moment of my life and that's when I really became a man; when I realised what life meant to me, what he meant to me, what people meant to me; the connection that keeps us all breathing... moving. Everything had changed for me. In that moment, I knew I had to go for what I really wanted because I never knew when my time was up. It taught me to believe in my ideas even if no one else could see my vision; an unflinching faith. This faith is what has helped me believe in my work and the products I create. I know this is what

has kept our customers coming back. They can see and feel our intention in our brand message.

The phrase I coined for myself out of all of this is that "It all starts with the heart; from the smallest detail to the biggest. Heart will grow you, your business, and your integrity."

People will want what you have to give when you show what it means to you. When you show the "why" of a product people can relate to it"

My Inspire U brand was born from those special moments that indelibly changed my life. Whether big or small, these moments inspire me to do more and to be more. To have integrity in the ideas I believe in, who I can be, and who I can be for others. Inspire U Music CIC which was part of Music Studio on the Pier and my record/distribution label Inspire U was born. I went on to have almost 10 successful years with award winning songs and albums including my single StarFire which was my closure to seeing my Dad pass away so early in my life. Like a shooting star, so bright but gone so quick. The artists that joined my label also had many successes.

Fast forward a few years after Music Studio on the Pier (MSOTP) and a string of successful events

called Club Inspire U, I met an investor and we planned to create Music

Studio on the Street, a huge space where we were going to offer rehearsal space, lessons and a cafe. Everything I love rolled into one. By this time I'd met my current partner Chris and we moved in with each other. A few days before we confirmed to get the money the investor dropped out. However, across the street there was a much smaller space and in that moment Chris and I just went for it. We called the landlord and in a flash we'd secured the space and that night we went home, sat there and wondered what on earth we were going to do with the space. We got out our creative pads and started



ideas. One thing that was so prevalent for me was the moment I lost Dad and the handwritten letter he had left me. Both Chris and I has lost someone very dear to us. His Grandfather passed around the same time. I've read my Dad's letter a thousand times and one thing that I've always wanted was a recording of Dad's voice that I could hear, whenever I wanted. It was an electric moment. We had an intense creative session and eventually found cards with audio modules you could record onto, so we ordered a sample. During our chat I found out that Chris's family used to have a sweet shop and after Dad passed away I almost opened a sweet shop called Sweet Seduction in Soho, London. We spend all night drawing ideas and plans for the shop. By the end of the night we had a complete shop design, process and product.

Sweet Sol is an audio confectionery™ sweet shop, a sweet shop with a difference; an interactive experience to get inspiration for the perfect multi-sensory gift. You can literally touch, smell, taste, see and hear your purchase.

Our high street shop provides a creative Wonka-style space where you can design your own audio greeting card cover, record a personal voice message onto the card, in our magical recording room and then choose the perfect sweets & packaging to compliment the gift.

The brand new concept idea was born from a single moment from the loss of a loved one and the powerful urge to hear their voice again. We combine confection with creativity and we are intent on being a disruptor in the field.

Our cards and sweet packages are also the perfect answer to inspire your office creativity, pick up staff morale and introduce new staff with a warm voice greeting and comforting sweet gifts.

We believe love is action so we focus on giving. You make the gift to give. Of course, you can spoil yourself rotten too. You can record your sweet moment, in your own voice, and give it as a gift for someone to keep.

Our mission is to bring the magical memory of sweets & cards to life by helping people share a moment of comfort and bring each other together, through love.

A British icon, the sweet brings to mind warm thoughts about our childhood, family, friendship, comfort and colour. This act of creativity and thought shows effort and reminds everyone to believe in love. This is an audible, visual and tasty memory SOL-ebating the sweet sound of loved ones.

We are intent on evolving into healthier sweets and being socially conscious of our mission to be able to provide something for everyone. We have begun with an extensive range of sugar-free, gluten-free, vegetarian and vegan sweets and our handmade dark chocolate bites and bars. We are aware of our community and its needs to support all walks of life, so we will soon start to provide simple dental hygiene classes, story time events to support parents, activities for the family and local

charities. Our event Sol Good Coffee & Tea mornings is there to help raise community spirit.

Our magical recording room now doubles up as a sensory room which is used by many people as a calming room. Our core values are giving, sharing, creating, action, honouring memories and love.

We're endeavouring to develop a company that provides full sweet support for the community, and beyond, with sweet support phone lines for parents, minorities and more, plus simple education classes. We are continuously searching and obtaining global brands for brand partnering trust.

Many customers with autism visit us from far and wide, parents with their children, adults with carers, we've even been visited by patients from Great Ormond Street. Plus, a demographic we didn't truly see coming; the older generation who miss the times where they actually made someone a gift. Many of them just simply don't understand computers, the internet and the ever-advancing digital age.

I am meticulous. Some would say overly but the one thing about being meticulous is that you end up having consistency in your brand. Just don't go too crazy. Remember, new ideas crave the homegrown touch.

Your customers are your life blood. Customers come back to a friendly face. A person that genuinely cares. It's the power of familiarity. Create something that builds familiarity, so think about the ethos of your business. Take yourself out of your premise and visualise

yourself flying over the area. What's there? What do your customers do? Where do they go? How can you combine what you find familiar with things they are familiar with?

Get inspired by others but try to do it differently and try to influence people and make them like the way you present your idea. Break through the norm and create something people will love. See the power in your product. The heart and the reason. The main focus of your business. The why and the message.

I want to be lit up by my ideas and live my passion of connecting people with music. After all, if I'm not lit up, how am I going to light up others? Follow that inner spark and understand that you aren't going to get what you want if you don't let it go?

It all starts from the heart.



Kris Searle



For more info email **Kris** at kris@sweetsol.co.uk or take a look at Sweet Sol on Facebook: www.facebook.com/sweetsolshop alternatively check out **www.sweetsol.co.uk**

Kris's music www.krissearle.com and performance coaching/vocal lessons: **www.inspiremyperformance.com**

EXPORTING in an Uncertain World

With uncertainty about future UK trading relations with the European Union and beyond, the prospect of selling your products or services overseas can seem quite daunting. But with a solid international strategy in place and access to the right support, exporting can lead to business growth. According to the Department for International Trade, companies that export are 11% more likely to stay in business, show higher productivity, and tend to be more innovative than non-exporters.

UK businesses produce some world class products and services and many companies have found that selling overseas has significantly increased profits and turnover. There are still many firms which are unsure about taking the plunge into international markets, especially given current uncertainties. In Kent, the County Council and its 'Kent International Business' partner organisations are running various initiatives to help companies take the first steps into new international markets or to expand further overseas. These schemes are addressing the findings of a study carried out by the Kent Business School in 2017 which looked at barriers to international trade and some different approaches from Kent's European partner regions to help companies access export opportunities. The study was funded through a European 'Interreg'

project called 'SME Internationalisation Exchange'.

The study found that whereas businesses are increasingly looking to trade internationally, they still lack access to international partners, have low in-house expertise and limited knowledge of available funding streams to support international trade. On the other hand, appetite for international trade increased for local firms in recent years. Companies confirmed that access to specialist information and overseas distribution channels, coupled with an ability to allocate internal resources to export activity, can boost overseas sales. To help companies to tackle these challenges, Kent companies have been supported to exhibit and visit international trade shows, take part in trade missions and benefit from tailored workshops and training sessions to help develop export capacity and identify overseas customers. The Kent International Business programme brings together the expertise, knowledge and connections of organisations such as the Department for International Trade, Chambers of Commerce, Enterprise Europe Network, business membership organisations and the professional services. Thanks to European 'Interreg' funding programmes and long-standing partnerships in other countries, companies with a base in Kent can currently benefit from schemes that will connect them to businesses in mainland Europe.

Life Science firms in Kent can apply for market insight, product validation grants of up to £5,000 as well as travel grants to meet contacts or attend trade shows, all with the aim of boosting sales in North West Europe thanks to the Boost4Health project.

Another project called 'Innovative Sector Exchange' is helping companies in the digital & creative sector and food & drink industries. They can benefit from a programme of funded visits to mainland Europe with counterparts from France, Belgium and the Netherlands to research market opportunities and explore potential collaborations.

From better understanding the local competition or researching a market to identifying potential distributors and securing contracts, a little help can go a long way to help British firms to do business internationally. Those thinking of venturing into new territory should think about developing an international strategy, investigate what programmes of support are running locally and get in touch with their local contacts from the Department for International Trade.

Although the future can't be predicted, overseas demand for quality British goods and services will always be there, so why not consider how international trade could be a lucrative venture for your business?

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Steve Samson



Contact **Steve Samson** at
www.kentinternationalbusiness.co.uk

It is now *easier* to buy a property in Turkey

Turkey is one of the most popular destinations for foreign nationals who would like to spend their summer in beautiful weather. Summer houses are quite affordable at the moment, primarily due to good exchange rates. Therefore, it is the best time to buy a residential property in Turkey.

What do You Need to do to Buy a Property in Turkey?

To buy real estate in Turkey, buyer and seller need to prepare and sign a Preliminary Property Sales Contract before a Turkish Notary Public. This contract does not transfer the title deed directly to the buyer. In order to do so, the parties meet at the relevant Land Registry Office and sign the formal deed before a Land Registry official. Then, the official of the Land Registry Office verifies the deed. This is the moment of the transfer of the title deed to the buyer.

The seller must place a preliminary application to the Land Registry Office for the sale of the said property. The appointment can be booked online and the required documents that need to be brought to the appointment are as follows;

- The title deed of the property,
- ID Document or passport,
- Property Fair Value Document that can be obtained from the relevant city council,
- Mandatory Earthquake Insurance Policy for real estate,
- A picture of the seller and buyer (1 picture from the seller and 2 pictures from the buyer)
- Official translator required if one of the parties does not know Turkish.

The monetary effects of buying a property are as follows; the buyer will need to pay the Turkish Property Transfer Tax at 2% of the property value shown on the Property Fair Value Document. Secondly, floating capital which is established regionally (it is maximum 103.50 TRY x 2.5 for 2018) must be paid. Finally, the service fee of 483.50 TRY (for 2018) is charged during the transactions at the Land Registry Office.

Useful Information for Foreign Nationals Who Would Like to Buy a Property in Turkey. The buyer must check if there is any right registered on the said property at the Land Registry Office, such as mortgage, lien, easement,

etc. The buyer can object to the refusal decision of the transfer of the title deed application and submit the objection to the Regional Office of the Land Registry Office. It is not necessary for a foreign national to obtain a residence permit in order to buy a property in Turkey.

It is important to know that British nationals can issue a power of attorney at the nearest notary public and authorise a Turkish Qualified Solicitor who would be able to carry out these procedures on behalf of their client. To complete the authorisation process, the power of attorney needs to be apostilled at the Legalisation Office and officially translated into Turkish.

OZ Legal Consultancy provides bespoke and comprehensive conveyancing services from preparing a Power of Attorney to transferring the title deed of your prospective property in Turkey. Get in touch with us to receive more information about our services tailored to your needs.

Next Article: Sell Your Property in Turkey with no Extra Cost



Contact **Berkay Ozdogu** at
OZ Legal Consultancy at www.ozlegalco.com

Use your Team to SOLVE PROBLEMS

Do you engage your team to help you solve problems in your business? As the saying goes, two heads are better than one, and if you have a team you have those additional heads to use. Why not use your team and all the skills and ideas they can bring to help you? Often the people who 'do' can see solutions that you may not see from a higher level.

You can use the concept of marginal gains discussed in some sports to help your business. If you make small changes to a process it can result in a bigger overall improvement in productivity or effectiveness. Use a defined structure to get input to address a specific problem you need to solve. A company's challenges are not just the manager's challenges to address.

Structure to Solve Problems

A helpful structure to get your team's input on a specific problem in your business is:

- First, get them to identify which parts of the current process or situation are working well.
- Then ask for suggestions for what needs to change.
- Identify which of the things that need to change are most important or will have the biggest impact.
- Finally, ask for suggestions for how to achieve those improvements or changes.

What Is Working?

Ask your team to identify which parts of the current process or situation are working well. It's useful to be able to separate out the good from the bad. Maybe only a specific part of a process needs reworking or adjusting. Don't waste time fixing things that don't need fixing. Give yourself a pat on the back for the parts of the business or process that are working well. Think about how you might use what's working well in one part of your business elsewhere in your business.

What Needs To Change?

Next ask your team to identify which parts of the current process or situation are not working so well. What needs to change? At this stage you're looking for anything that could be improved, however big or small. Different people may have different perspectives on this depending on their role. This is where involving your team can give you information and ideas you may not come up with yourself.

What Will Have Most Impact?

Now ask your team to look at all the things they've suggested that could be improved or fixed. Ask them to objectively decide what fixes or changes would have most impact. You might ask them to pick out the top two or three, or to rank them in order of importance. Look at what everybody puts forward and see if there's a common thread for what change would have the most impact and then focus on that.

Ask For Suggestions?

Finally, ask your team to suggest what could be done to improve or fix each of the items they've listed. Ask for suggestions for everything. You might find they suggest something easy for a smaller less important item. You could implement it with no trouble, so you may as well do it. Particularly focus on the suggestions for the items that people think would have most impact. Be open to their ideas. If you have constraints (and let's face it we all do), honestly think about ways you could make their ideas work.

Feedback the Outcome

Let your team know what you implement based on their suggestions. If they suggest things you have no control over, let them know. If their suggestions are really not possible within your constraints, explain to your team why. If they understand the constraints, they may be able to come up with other ideas that would work. Keeping them informed will keep them engaged with the process. If you repeat the process in future and they feel they have contributed and helped, they are more likely to help again.

My Question to You

Do you get your team involved in solving business problems? What sort of problem do you include them in? 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.



Nikki Faulkner



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>

So, you want to talk to the media?

Talking to the media – whether press, radio or TV – is not always as easy as it seems. The key to achieving success is PREPARATION. Research the newspaper, magazine, TV or radio channel which would like to interview you, so you know where they are coming from.

Try and ascertain who will be doing the interview and, if possible, the subjects they intend to cover in advance.

Make sure you are clear about the three main points you wish to communicate. You can mention other points, but best to focus on three. For example: introduce a positive story about your new business, a new direction in an existing business or a new product / service. Have examples to hand. And always be prepared for that killer question you would rather not answer, especially if you initiated the interview.

Press and magazine journalists have time to discuss an issue, but don't give them too much time.

Radio interviews are often carried out over the phone and are the most difficult as you are unable to see or assess the interviewer's reaction. Use short concise answers, no longer than 20 seconds.

For TV interviews you will need to consider what you wear and the backdrop or setting for your interview. Always look the interviewer in the eye and keep as still as possible, no scratching ears or noses!

Overall, sound relaxed and confident and avoid technical terms and acronyms. Use bridging phrases such as: I think the question here really is... or I can understand why people think that... rather than a negative response to a question.

Always tell the truth. Never say: "No comment" and remember nothing is EVER off the record.

Finally, remember, once you have given permission for the interview, you have relinquished the right to control what is written or broadcast.

Good luck!



Penelope
James



Contact Penelope James,
Communications Consultant
on 07860 162231



Mulberry Bush Consulting



Maximizing Business Capability through your PEOPLE.

Ask yourself these 3 questions:

1. Are you spending too much time & energy getting your team to do what you need them to do?
2. If you go away for a week can you stay out of contact & be confident all will be well on your return?
3. Do you have the right people in your team to support your business being successful?

Now ask yourself if you need to 'talk to Nikki' to ensure your team can support your business success.



my LIGHT

BULB moment!

Ever thought to yourself that you really can't continue working in the same industry, doing the same job, enduring daily stress and working long hours?

That's exactly what happened to me in March 2016 following redundancy after a 30 year telecom career. I couldn't face going back to the city, travelling on the train daily and being swept along with the thousands of commuters!

My inspirational moment came whilst watching 'The Real Housewives of Beverley Hills' The housewives were being treated in a whole body nitrogen cryotherapy chamber at excessively cold temperatures - that is when I had my 'lightbulb' momentand also the day I knew I was going to change my life and start my own business.

Research

I started to research cryotherapy and how it could be used. The research revealed that whole body cryotherapy involves the use of super-cooled air over the whole body surface to trigger powerful and natural defence mechanisms which can help to reduce inflammation and muscle

pain, increase metabolism and energy levels, improve skin quality as well as promoting wellbeing. Estimated to burn between 500 to 800 calories after one use of the chamber. As a sports fanatic, I had experienced injuries over the years and could understand how ice-cold treatment would help.

Setting Goals

I immediately set to work. Each day that passed I became more passionate and committed about launching this unique business which at that time only boasted a couple of locations in London and present in a few of the pre-miership football clubs.

I set myself goals, a business plan, a budget, and a timeline. I enrolled onto a business start-up course which consolidated my planning and allowed me to identify any gaps, but also feel proud to start fulfilling my aspirations.

Rolling out the Plan

...So much to do but where to start! I took on a business coach, solicitors, accountants, planning experts, graphic



CRYOJUVENATE ^{UK}
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Ruth Hyde



Ruth Hyde can be contact on
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 07734 809540

designers, website designers and social media experts. I found my premises and immediately applied for planning permission to change use in parallel to taking the lease. The biggest risk of my life; everything depended on gaining planning permission.

A trip to Poland, attendance at numerous Elite Expo events, trialling different types of chambers finally led me to source the Electric Chamber I have installed today. Meanwhile sourcing and preparing for a major refit of the premises in conjunction with installing phase 3 power.

In January 2017 I took the lease and within eight weeks, the doors to Cryojuvenate were opened on Sevenoaks High Street, employing 3 members of staff. We welcome famous sportsmen and women (Rio Ferdinand and Dame Kelly Holmes to name but two) as well as the likes of you and me for treatments. I often pop into the freezing chamber at minus 85°F in the afternoons if I need a quick pick-me-up!

Winning Awards & Expansion

In the last year Cryojuvenate has won three awards including Sevenoaks New Business of the Year 2017, Kent Women in Business Innovation 2018 and Kent Health & Beauty Business of the Year 2018.

It doesn't end there...

Although I still work long hours and face daily challenges it is so rewarding. I am still looking at new innovative services and most recently launched IV Infusions and Vitamin Booster injections.

My advice to other people who might want to launch a business is to be meticulous in your planning, research for potential grant funding, stick to budget and follow the timeline. Don't be afraid to ask for advice and support! If I can do it you

SURE CAN DO IT!!

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EVENTS

Events November

Company	Name	Date	Time	Location	Cost	To book your place
Dragon CoWorking	Dragons TEN Lead Generation	1 Nov	6.30pm-9pm	Dragon CoWorking 7-8 New Road Avenue Rochester, ME4 6BB	£10	https://www.eventbrite.com/e/the-dragons-ten-lead-generation-event-tickets-46358565718
Dragon CoWorking	Dragon Bite	1 Nov	5.00 - 6.00pm	Dragon CoWorking 7-8 New Road Avenue Rochester, ME4 6BB	£10	https://www.eventbrite.com/e/dragon-bite-with-guest-speaker-matthew-russell-co-founder-of-copper-rivet-distillery-tickets-46358263815
ABC Networks	ABC Sittingbourne	2nd Nov	7am-9am	Sittingbourne & Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	www.abcnetworks.co.uk/bookings/
Kent Invicta Chamber of Commerce	After Hours Club	6th Nov	6pm	The Conningbrook Hotel, Canterbury Rd, Ashford, TN24 9QR	Free	https://www.kentinvictachamber.co.uk/events/after-hours-club-324/
ABC Networks	ABC Canterbury	7th Nov	7am - 9am	The Blean Tavern, Blean, Canterbury, CT2 9EF	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Ashford	8th Nov	7am - 9am	The Flying Horse, Wye Road, Boughton Aluph TN25 4HH	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Upon Medway	9th Nov	7.30am - 9am	George Hotel, 7-8 New Rd, Chatham ME4 6BB	£16	www.abcnetworks.co.uk/bookings/
Alpha Charity Consulting Ltd	Governance	13th Nov	9.30am -12.30pm	Singleton Environment Centre, Ashford, Kent	£35	Phil Auden 07949 780446
Kent Invicta Chamber of Commerce	After Hours Club	13th Nov	6.00pm - 7.30pm	The Burlington Hotel, 3-5 Earls Avenue, Folkeston, CT20 2HR	Free	https://www.kentinvictachamber.co.uk/events/after-hours-club-301/
ABC Networks	ABC Maidstone	13th Nov	7.30am - 9am	K Sports, Cobdown, Station Rd, Ditton	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Gillingham	14th Nov	7am - 9am	Gillingham Golf Club, Woodlands Road, Gillingham, ME7 2AP	£16	www.abcnetworks.co.uk/bookings/
Ladies Who Latte	LWL Ashford	15th Nov	10am - 12pm	The Farriers Arms, Church Rd, Ashford TN5 6NU	Free	https://www.facebook.com/groups/383353965115057/
ABC Networks	ABC Sittingbourne	16th Nov	7am - 9am	Sittingbourne and Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	www.abcnetworks.co.uk/bookings/
Kent Invicta Chamber of Commerce	After Hours Club	20th Nov	6.00pm - 7.30pm	Firmin Express Unit10, Kemsley Fields Business Park, Sittingbourne, ME10 2FE	Free	https://www.kentinvictachamber.co.uk/events/after-hours-club-301/
ABC Networks	ABC Canterbury	21st Nov	7am - 9am	The Blean Tavern, Blean, Canterbury, CT2 9EF	£16	www.abcnetworks.co.uk/bookings/
Kent Invicta Chamber of Commerce	After Hours Club	21st Nov	6.00pm - 7.30pm	Abbotts Barton Hotel 36 New Dover Road, Canterbury, CT1 3DU	Free	https://www.kentinvictachamber.co.uk/events/after-hours-club-301/
ABC Networks	ABC Ashford	22nd Nov	7am - 9am	The Flying Horse, Wye Road, Boughton Aluph TN25 4HH	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Upon Medway	23rd Nov	7.30am - 9am	George Hotel, 7-8 New Rd Ave, Chatham ME4 6BB	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Maidstone	27th Nov	7.30am - 9am	K Sports, Cobdown, Station Rd, Ditton, Aylesford ME0 6AU	£16	www.abcnetworks.co.uk/bookings/
ABC Networks	ABC Gillingham	28th Nov	7am - 9am	Gillingham Golf Club, Woodlands Road, Gillingham, ME7 2AP	£16	www.abcnetworks.co.uk/bookings/
Sally Marshall Group	Networking with a Difference	28th Nov	10am - 12 noon	Broome Parkm Canterbury Road, Canterbury, Kent CT4 6QX	£15	www.abcnetworks.co.uk/bookings/
The Andy Clarke	Isagenix Experience	29th Nov	7pm - 9pm	Innovation House, Discovery Park, Sandwich CT13 9FF	Free	andy@theandyclarke.co.uk
ABC Networks	ABC Sittingbourne	30th Nov	7am - 9am	Sittingbourne and Milton Regis Golf Club, Wormdale Hill, Sittingbourne ME9 7PX	£16	www.abcnetworks.co.uk/bookings/



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