

Issue 35

September/October 2021

# Steer

STEER YOUR BUSINESS | THE MAGAZINE

## **BUSINESS DIRECTORY**

A USEFUL LIST OF  
SPECIALIST BUSINESSES

## **#BuySocial DIRECTORY**

COMMUNITY INTEREST COMPANIES  
& CHARITIES

## What is Tech Stack?

And why is it  
important?

Andy Page

## The Law of Value

Bob Burg



# Editor's Review

A fabulous selection of articles again in this issue. It feels as if businesses are getting more confident after the challenges of the last 12 months and starting to get out there more.

With that in mind, have a read of Andy Page's article about technology stacks and making the technology work for you. Automation can save you so much time and increase productivity once you work out the packages that can integrate with your business. It's the way forward!

Talking of productivity, have you thought about automating your mobile phone so that it works for you? Having a number which you can add options to gives much more flexibility and freedom.

I'm sure Bob Burg needs no introduction to many of you. If you haven't read the "Go Giver", then check it out after reading the article. It was one of the first books I read when I started my business and it just makes so much sense.

The GC Index is something I hadn't come across before. Have you? It seems to be an amazing tool which is scarily accurate!

Many of us dream of a property portfolio but how many of us actually do it? With Beverley Lockett's help, we can all have a property business so check out her article and book onto one of her webinars. You won't regret it.

Have you thought about travelling again for business? I'm not sure it's something I'm ready for yet but you may think different. Check out the thought-provoking article by Charles Waters and see what you think. Following that with Lynn MacDonald's thoughts on wellbeing and see how you feel.

Enjoy all the articles and please share on social media. The more we support each other and work together, the better it will be for everyone.



Sally Marshall

Sally

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Steer Your Business, C/O CH Accountancy, 35 Sandyhurst Lane, Ashford, Kent TN25 4NS  
Email: [connect@steeryourbusiness.com](mailto:connect@steeryourbusiness.com) | 07771 714221  
Advertising: [media@steeryourbusiness.com](mailto:media@steeryourbusiness.com)  
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# News From the

# Beach!

Over the past few weeks I've had some interesting conversation with people starting businesses or who already have a business but not really got going yet.

One business model which many people haven't heard of or don't know much about is a community interest company (CIC). This is a great model if you are passionate about your business, want to help people and build a community and are happy to have a "not for profit" business. You can still be paid but you don't take dividends; the profits are re-invested in the business or support another community project.

Interestingly someone thought that this model wasn't right for them because it isn't prestigious! I was a bit shocked at that comment I have to say as I'm sure anyone who runs a CIC will be as well.

You don't tend to start a CIC for the prestige I have to say so perhaps it wasn't the right business model for them.

There are many big businesses which run on this model, probably more than you realise.

The Big Issue is one such business. Have you ever thought why it was started? We've all seen Big Issue sellers on the High Street but not many of us have thought about the reasons why it was set up.

This is why - "Our mission is to dismantle poverty by

creating opportunity, through self-help, social trading and business solutions.

The Big Issue magazine launched in 1991 in response to the growing number of rough sleepers on the streets of London, by offering people the opportunity to earn a legitimate income through selling a magazine to the public. Thirty years on, our vendors come from a variety of backgrounds and face the myriad of problems associated with poverty and inequality."

Since 2005, Big Issue Invest has extended The Big Issue's mission to dismantle poverty through creating opportunity by financing the growth of sustainable social enterprises and charities across the UK.

They are the UK's first 'Social Merchant Bank,' by social entrepreneurs, for social entrepreneurs. Big Issue Invest currently manages or advises on £150 million of social funds. A fantastic achievement by anyone's standards and certainly shows that social enterprises are a force to be reckoned with.

**Is that a business model that you would consider? Get in touch if you'd like to know more.**



Sally Marshall



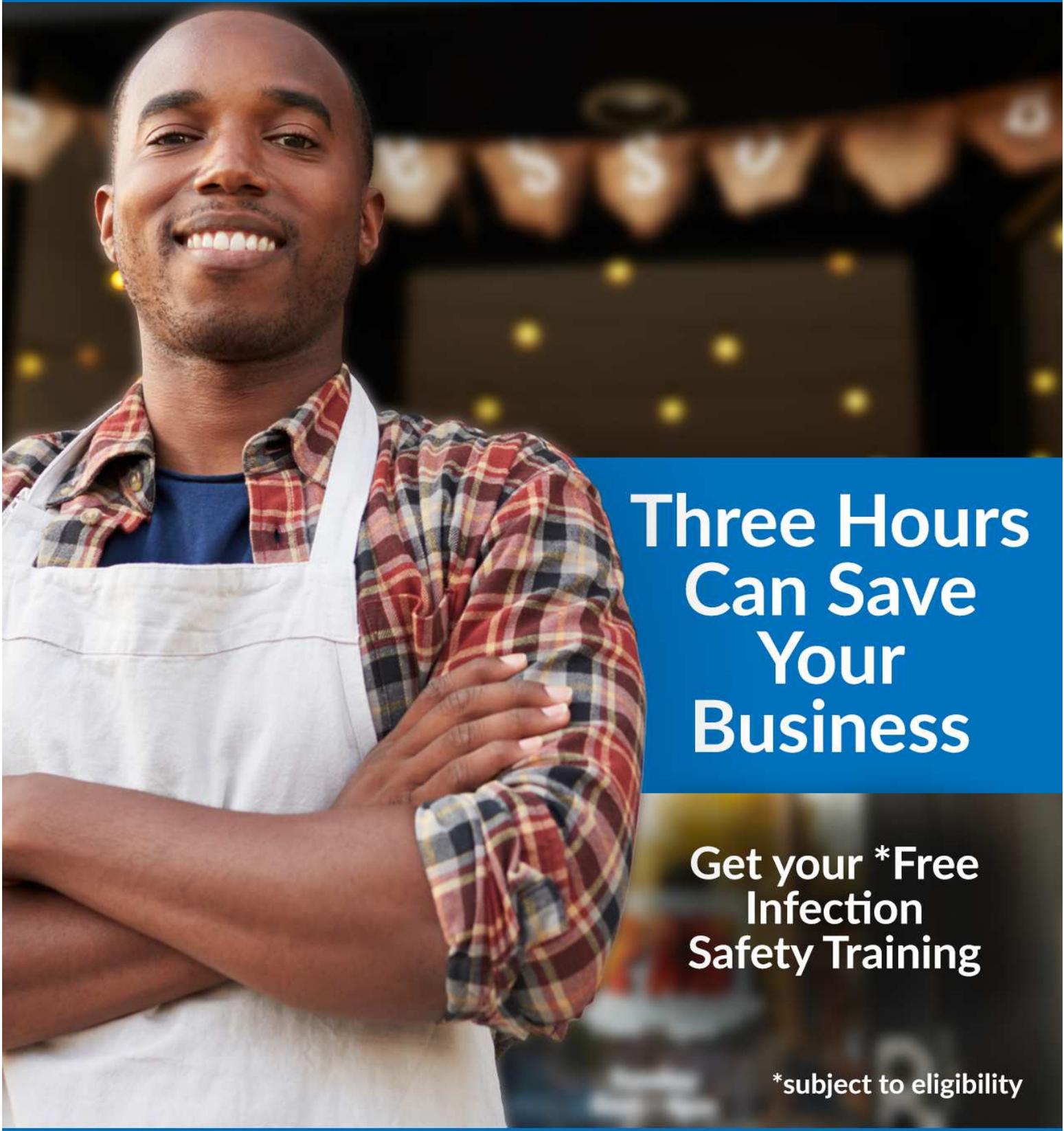
**Sally Marshall**

sally@sallymarshallgroup.co.uk

0330 107 8337

[www.sallymarshallgroup.co.uk](http://www.sallymarshallgroup.co.uk)

Restrictions have eased but COVID-19 has not gone away. Cases are rising & you have a responsibility to protect your staff & customers. The HSE are carrying out checks to ensure compliance  
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# What is Tech Stack and why is it so important?

*Tech stack is where you use a combination of software that interacts with one another to ensure the most efficient use of technology, thus reducing the end user's time and resources (in this case, you the business owner).*

Software technology has evolved massively in the past decade, with cloud-based apps now fundamental to many of the internal and external processes in your business.

I am privileged to sit on an international panel of experts giving guidance to the software developers and some of the new tech coming out is just outstanding.

To ensure that you're getting the best from the available tech, it's important to keep on top of new software, to choose the right apps and to create the ideal 'app stack' for a business in your specific sector.

But how do you know if the latest 'must-have app' is really going to be an asset, or just an additional software cost?

## So how do you build the perfect app stack?

Decide on the main aims of your software systems – Look at the specific aims of the business and tie each app into the various operations within your business model. A construction company, for example, will need a site management tool, staffing solutions, health and safety tools, and an inventory app, to mention just a few.

Make sure that your apps integrate with your account's software – Most accounting software have an open API (Application Programming Interface) which allows all the apps in the app store to connect directly. This means that data and financial information can flow seamlessly between your apps and accounting software, helping you keep all your management information up to date.

Look for opportunities to automate manual processes – If there is a manual process in your business, try to find a way for your apps to automate this. For example, a credit control app like Chaser will send out automatic payment reminders to your customers if their invoice becomes overdue. And a bookkeeping app like Auto Entry will snap photos of your receipts and automatically digitise and code the contents.

Research the app market in depth – The first place to start is always your accountant, but also look at online reviews, industry network and find out which apps your peers trust and would recommend. Where possible, try out free trials and demos, so you have had some hands-on experience of the apps in your shortlist. The more user time you have, the easier your purchasing decisions will be.



Look for an excellent user interface (UI) – If you and your team are going to be using an app every day, it needs to be easy to use, with a small learning curve. Choose apps that have a great UI and offer a quality user experience. The sooner you can get up and running with your solution, the more value this app will add for the business.

Partner with apps who offer excellent customer support – The functionality and ease-of-use of your app are obviously important considerations when you're looking to buy. But don't underestimate the importance of solid, helpful, and personalised customer support. Look for apps with phone support, good customer service ratings and a happy and satisfied user base – check app forums to get the lowdown on this.

## Need Guidance?

Due to the amount of enquiries we are getting about this, we have decided to run several seminars to help business owners.

# Book your Place via Eventbrite below:

**Date:** Wednesday 27th October 2021

**Time:** 10am/2pm/6pm seminars

**Venue:** Holiday Inn Express, Tothill Street,  
Minster, Ramsgate, Kent CT12 4AU

<https://www.eventbrite.co.uk/e/utilising-tech-to-make-your-life-much-easier-tickets-166647772975>



If you would like to book up your complimentary session, please phone or email me and I will take care of the rest. **Andy Page** can be contacted at [a.page@mphaccountants.co.uk](mailto:a.page@mphaccountants.co.uk)  
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**Andy Page**

# Three Steps to Building Your (Property) Business



### Step 3 Knowing Your Numbers is the final step.

This enables you to control ongoing costs but also monitor those key indicators that help with business decisions.

*A frequent question is “how do you build a property business quickly”. It’s actually the same as any other business, but with slightly more expensive products to buy.*

There are three steps to it. Once they are in place, fantastic things happen - like how we bought a property valued at £500k for just £1 (yep, just £1).

#### Step 1

**VISION. Everything starts in your imagination.** It’s that simple, if you can imagine your business in five years time, it will happen.

Don’t dismiss this. In 1969 JFK gave the USA a vision “Get man to the moon within the decade.” At the time it was incomprehensible, impossible and insurmountable. BUT it happened, it’s the power of a vision. Like JFK you can share it - and this does something really special. It enables people to take that leap of faith with you, following you into the unknown. This is essential.

Sharing our vision enabled the owner of the house to have faith in us, to understand the techniques we wanted to use. Simple

#### Step 2

**But to turn a Vision into reality you need a PLAN.** Not just a ‘wishlist’. You need the actual actions to take WEEKLY to move you forwards. There is a difference between the two, it should include:

- Actions steps
- Dates for completion
- Responsibilities

When you have all three, the Action Plan becomes magic. To purchase the £500k house for £1 there were many action steps, completed over months with varied responsibilities. All planned by us. Imagination became reality

It’s simple to monitor costs with just one property. A dozen properties complicate this task, but make it even more essential.

Key Indicators help with business decisions and growth. For example how many:

- Viewings to make
- Offers to make
- Offers accepted etc

These obviously change as the business grows.

In our experience, people fixate on how good a deal is, then forget to monitor their numbers. This basically screws any business but particularly in property. To buy the house for £1, we and our investors had to be very confident in the deal, but also the long term viability of the project. This level of planning and detail paid off. Without it, we could not have completed this project.

So you see we are simple people with three simple steps to Building Your Property Business (that’s the name of our bestselling book by the way)

To bring anything into reality takes imagination (your VISION), action (your ACTION PLAN) and monitoring (KNOWING YOUR NUMBERS), this is a truism of all business. But because property businesses are there to replace incomes, provide pensions or for a legacy, that long term viability is important. This is why we teach the three simple steps.



**Beverley Lockett**



If you would like to know more about how we help others create the property business of their dreams and avoid their nightmares then contact us.

Email: [support@business-academy.co.uk](mailto:support@business-academy.co.uk)

**LinkedIn:** <https://www.linkedin.com/in/beverlylockett-businessgrowth/>

**Facebook:** <https://www.facebook.com/groups/buildingyourpropertybusinesscommunity>

# The Law of Value



Shifting your focus from getting to giving (“giving” in this context meaning constantly and consistently providing immense value to others) is not only a more pleasant way of conducting business; it’s the most financially profitable way, as well.

But isn’t that naïve? Not when you consider that your prospective customer or client is not going to buy from you because you have a quota to meet, because you need the money, or even because you’re a really nice person. No, they’re going to buy from you only because they believe they’ll be better off by doing so than by not doing so.

And, in a free-market based economy (free-market meaning that no one is forced to do business with one another but rather they do so willingly) that’s the only reason why they should buy from you...or from me...or from anybody.

The good news is that the entrepreneur or salesperson who can genuinely move their focus off of themselves and onto their prospect – that’s the person who is most likely going to create the sale.

## Value is The Foundation

In Law #1 of John David Mann’s and my book, *The Go-Giver*, we introduce The Law of Value, which says, “Your true worth is determined by how much more you give in value than you take in payment.”

But, does that mean you don’t make a profit, or even that you lose money? Obviously that wouldn’t be a productive way to run a business. It would actually be a recipe for bankruptcy. And that wouldn’t benefit anyone. No, it doesn’t mean that.

## So, let’s dig a bit deeper and define the word, value.

Actually, let’s first explore the difference between the words, “price” and “value.”

## Price is a dollar amount, it’s a dollar figure. It’s finite.

Value, on the other hand, is the relative worth or desirability of a thing, to the end user or beholder. In other words, what is it about this thing; this product, service, concept, idea that brings so much worth, or value to someone that’s they’ll exchange their money (or time, energy, etc.) for it and be very glad they did? This while you make a very healthy profit.

## A Real-World Look

Let’s say you eat at Ernesto’s Italian Café, a fairly high-priced and upscale restaurant. From the moment you walk in you’re made to feel like a VIP. You’re greeted with kindness and respect; you feel right at home. Your wait-team is professional, friendly, handles themselves

with class and has that way of knowing when you need their attention and when to leave you free to enjoy your meal and your company in peace.

The food is amazing and the presentation spectacular. The ambiance is wonderful, and the entire experience is absolutely superb. As you leave, the door is held open for you and you are thanked and bid farewell by everyone on the staff whom you pass.

Your bill was certainly higher than at most restaurants. But you didn’t mind because the overall experience was worth much more to you in value than what you paid. Yes, while the price was \$150 the value you received was ten times that.

The restaurant owner, Ernesto, gave you significantly more in value than he took in payment. However, his costs for providing the meal, including staff, equipment, space, and food, were much less than what he paid so he made a very healthy profit.

Giving more in value than you take in payment doesn’t mean you don’t make a profit. It means you and the buyer both make a large profit...because you both come away better off afterwards than you were before. This is actually the essence of a free-market based exchange.

It’s up to you and your team to communicate that value through everything you say, do, and are.

And, the key is that shift in focus. It means that rather than being focused on the money you’re focused on providing massive value to your customer.

Know that “money is an echo of value.” As such the value must come first. The money you receive is simply a natural result of the value you provide.



Bob Burg



**Bob Burg** is a Hall of Fame Speaker and recognized authority in referral-based selling. He is author or coauthor of numerous books including the international bestselling business parable, *The Go-Giver* (more than one million copies sold in 30 languages) and the sales classic, *Endless Referrals*. Bob’s website is [www.burg.com](http://www.burg.com) where you can receive a free chapter of all of his books. For information on his Go-Giver Success Alliance Membership Community visit [www.gogiversuccessalliance.com](http://www.gogiversuccessalliance.com).

# What Future Business Travel 2021?

## *Business travel. Remember that?*

For most, a hazy memory after 18 months in lockdown, where remote working has become the new normal.

A new normal, surveys indicate, that many of us like - productivity hasn't suffered, and we enjoy the flexibility. Also, we have Zoom at our side.

### **Why Business loves Zoom** **485%.**

That's how much Zoom's new business custom (assuming a workforce of ten or more) increased by November 2020. The response of digital platforms to the pandemic was lightning fast. Eric Bailey, Microsoft's Global Travel Director, estimates the company achieved two years of workplace digitalization in two months. An American study by Great Business Schools reveals the impact of their fast work.

- 83% of us work remotely
- 70% are in no rush to return.

### **Why should we, when online platforms such as Zoom and Microsoft Teams have proved so effective?**

And so cost-efficient Amazon's CFO Brian Olsavsky realizes. By November 2020, he announced, the company saved \$1 billion on business trips.

Bill Gates recently declared face-to-face meetings are no longer "the gold standard" and business travel will decline by 50% post-pandemic. Prompting some to wonder:

### **Will Business Travel Ever Return?**

Ask that question, others argue, and you underestimate the power of a handshake. Up-close body language that no screen can replicate. There's no substitute for on-site visits, negotiating complex deals face-to-face, or salvaging strained relationships. As one industry insider puts it:

*"business travel is irreplaceable, and anybody who tells you otherwise hasn't been on a business trip."*

46% of German businesses agree - a survey by the German Travel Management Association (VDR) finds many will resume travel once restrictions end. China has

already made up its mind. As soon as it lifted Covid travel restrictions, business travel resumed.

Many of us are Zoom-ed out, and Nick Van Kolk of the online business travel platform Travelperk believes we need personal interaction. Especially the surging ranks of remote workers - how can you bond with your colleagues and clients if you don't meet with them in person?

### **So, where does business travel go from here?**

The Future of Business Travel post-Covid Survive, but change is the consensus. And much-reduced, although few agree with Bill Gates, the fall will be as much as 50%. Some even predict the opposite, that remote working will lead to more, not less business travel.

Few would argue with him that CEOs and CFOs will have "a very high threshold" when scrutinizing business trips post-Covid. Zoom is the clear winner on cost, time, and the environment. Crystal balls are notoriously unreliable, but in the future, there is a good chance we will:

- Commute to the office infrequently, but regularly - perhaps monthly, for a specific purpose.
- Travel on business trips for multiple meetings - single meeting journeys are no longer tenable.
- Meet colleagues in person from other offices significantly less.
- Before traveling to a Conference, plan and schedule every meeting - no more random encounters.
- Meet for fixed time slots in hotel rooms - no noise, no distractions.
- No vaccine, no travel will be the norm.

### **Business Travel isn't dead, just reborn.**



**Charles Waters**



#### **Contact Charles Waters**

Wordsmith for professionals.

**LinkedIn:** [linkedin.com/in/charlessbwaters](https://www.linkedin.com/in/charlessbwaters)

**+44 7592 682028**

**waterscharles56@gmail.com**



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# What is the GC Index?

Have you ever been in awe of criminal profilers? The ones in films with an uncanny knack of knowing exactly who to look for?



How powerful would it be if you could do the same with your team? Know exactly who you need in which role to deliver the best possible outcome. To solve that business need and increase productivity with the stealth and precision of a criminal profiler. It would be brilliant - right?

Well, with the help of an incredibly powerful profiling tool, The GC Index, you can do just that. Designed to 'drive productivity' The GC Index assists you to 'achieve results by creating game-changing teams and cultures.'

Via a simple questionnaire, the GC Index measures the 'real and potential impact' every individual can make to a role, team, or organisation by aligning their skills and attributes against five key proclivities:

- Game Changers - idea generators with the potential to transform
- Play Makers - focusing on supporting others to achieve collective objectives
- Polishers - those who make things better and facilitate a future to be proud of
- Implementers - the action guys, the ones who shape plans and deliver outcomes
- Strategists - plan for the future with a clear directional focus

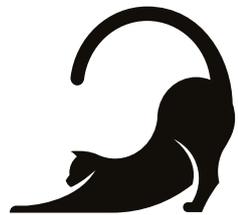
These 'proclivities' feature in all of us to a lesser or greater degree so the GC Index rates each element on a range of 1-10 according to how much of each feature is present in a particular individual.

Businesses, companies, and organisations need a balanced team to move forward which is why the GC Index is so powerful. It identifies those with the ideas, those who can help the team work as one, those who ensure everything is completed to its best, those who make plans happen and those who know where the future is at. By individually profiling yourself and your team, you can easily identify which roles are most suited to each person, meaning your team will automatically become more efficient and effective. Instead of butting heads, individual personalities will begin to work smoothly side by side.

If, for example, you have an individual with a 9 Game Changer score but only a 3 Play Maker score, you can instantly see that they're great with ideas but not so good at pulling a team together. But, paired with an individual scoring an 8 on Play Maker - amazing things will happen.



We **design visual identities** that add economic **value** to your company



For each profile, the GC Index provides a 24-page report, delivered and interpreted for you by a trained GC Ologist. The report focuses on three levels of 'intelligence': the individual view, the team view and the organisation view, which gives valuable information to both you and your team member. As a company you will be able to make informed decisions, and your team will be equipped to review their own goals and performances.

With the help of the GC Index, you can be that criminal profiler. You can create teams with a game changing impact, thus reducing the risk of failure and delivering only positive development.

**Information Source: The GC Index Overview Brochure Empowering Organisations to Drive Productivity - from [www.thegcindex.com](http://www.thegcindex.com)**



**Elwyn Smiles**



**Elwyn Smiles**, Director  
CKL Consultancy Services Limited  
**+44(0)7535 862161**  
**[elwyn.smiles@ckl-consultancy.co.uk](mailto:elwyn.smiles@ckl-consultancy.co.uk)**  
**[www.ckl-consultancy.co.uk](http://www.ckl-consultancy.co.uk)**

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# Which way do you Steer your Business?

## I've come to see there are 2 ways to steer your business by:

1. Stress
2. Slowing down

When I first began my entrepreneurial journey I pushed, worked long hours being busy and I felt like I had to get somewhere. I would feel frustrated because I felt like I wasn't productive even though I was "busy".

I see I was speeding up to thought instead of slowing down to the peace of life. Speeding up to thought creates stress. Stress that is produced from obeying thoughts from repetitive learned and conditioned thinking.

I remember every morning for the longest time I would write blogs that had great content. Often, I would get more than halfway done then stop. Feeling like I had writer's block. But what was really happening behind the scenes of that feeling:

1. Who is going to read this blog anyway, will it make a difference?
2. I'm not good enough, I don't have a degree to back up my points, especially when I write about how everyone has innate mental health.
3. I'm not really a great writer.

Interesting when I began to write I felt like I was in the flow, then suddenly I was seduced by the content of my personal thinking and felt totally insecure.

## Did you experience a similar situation?

### It's normal, it's called being human.

I've come to see it's perfectly ok to be unashamedly human. The best part, once I see what is happening thanks to self-awareness, my mind settles down. I come out of the snow globe thought storm and I am back in the moment of well-being.

Which leads me to slowing down. Slowing down to the speed of peace, slowing down to the speed of life instead of speeding up to thought.

It's from this place I am connected to my innate well-being, in the moment. The only place well-being is found. It's from there I have confidence, resilience, wisdom, and trust.

You know when you are in your innate well-being because you've slowed down to the moment:

- You are more productive
- Life feels easier
- You feel happy or peaceful for no reason
- Tasks you dreaded doing seem to get done effortlessly
- Your curiosity is at all time high during conversations
- You listen from that quiet space within building connection, rapport, and trust with others
- Creativity flows
- You are more understanding with others

## Key points I want to share with you.

- Our experience of life changes moment-to-moment because thought is always moving through.
- We live in a thought-created reality, not circumstance.
- We come in and out of innate mental health all day long.
- Self-awareness is a gift that lets you know when you are speeding up to thought and guides you back to well-being.
- Well-being is a place that is only available in the moment.

Remember the last time you had a glimpse of feeling good for no reason at all? Yes, that's the well-being feeling.



Lynn  
MacDonald



Lynn MacDonald:  
[lynnmacdonaldco@gmail.com](mailto:lynnmacdonaldco@gmail.com)  
 Lynn MacDonald - Thoughtful  
 Coaching

# Have you been delayed whilst trying to get setup on Google My Business?

## Google My Business Makes Many Businesses Wait



Many business owners want to take advantage of the immensely useful business tool known as Google My Business – and yet they can't. We all want things to happen so quickly in our business lives, but it can take three weeks or more to get a business added to Google My Business and for many people that's just too long. In fact, the Internet is filled with horror stories from disgruntled business owners who had trouble obtaining a verification postcard – don't let yourself get caught up in such a stressful situation. Make life easier, not harder.

### How Verification for Google My Business Works: By Postcard

Google will send you a postcard through the mail with a verification code that you then have to enter on the Google My Business website. To request the card, you sign into Google My Business and click "Verify Now" on a computer or "Send Postcard" in the app.

You will also need to make sure the address shown is the exact street address for your business, including any floor or building numbers and avoid unofficial information such as "on the crossroads". You can also choose to add an "Optional contact name" to help your card reach you.

Once your postcard arrives, you will be asked to sign into Google My Business again, choose the Business Profile you want to complete and click "Verify Now" on desktop or "Enter code" in the app. If you have more than one location, check you have selected the right one and click "Verify location". Enter the 5-digit code from your postcard and submit. You have now verified your Business Profile on Google.

### How Verification for Google My Business Works: By Phone

Some businesses may be able to verify their profile by phone. If this is the case, the option to "Verify by phone" will show up automatically when you request verification. If it doesn't, you will need to follow the postcard process described above instead.

To verify by phone, you should be able to answer your business phone number when you click on "Verify now". An automated message will tell you your code, and you'll be prompted to enter it on the Google My Business website.

On the Google My Business app, click "Call me now". An automated message will provide the code, which you should enter into the app, then click the arrow symbol. You have now verified your Business Profile on Google.

### Getting Around the Google My Business Waiting Game

Cleartone Communications realised that waiting so long to be verified by Google My Business is just not viable – so it came up with the solution. If you do not have a telephone number linked to the location that you want to feature on Google My Business – then you can buy one! With Cleartone's service you can skip the hassle of being made to wait weeks or even months for verification and get it instantly – if only everything in business was this quick to set up!

By getting a local landline number in the area you wish to have a presence, you are saving weeks of waiting for Google posting you a card. Cleartone offers a variety of local UK geographic numbers, so if you wish to have a presence in each major UK city, and have separate listings on Google My Business, you now can!

### Your Business Can Be 'Local' No Matter Where You Are Based

Any number that starts with 01 or 02 are local landline numbers, that are specific to a city or town in the UK. These local numbers are also known as geographic numbers or virtual numbers. Cleartone can provide you with a landline number in any location in the UK. For example, Manchester 0161 numbers, Liverpool 0151 numbers, London 0207 number, London 0203 numbers, Birmingham 0121 number and hundreds more areas.

Of course, this is not just an essential service linking you to Google My Business, it offers you a way to attract callers from a particular area without the high costs of renting an office there.

### Building a Better SEO For Your Business

Your Cleartone local number will also help with your website's SEO as there is more chance that it'll be picked up by Google in searches than your regular number/code. More people will be searching for businesses in major UK cities, than in rural areas.

So, you can see how obtaining a Cleartone Local Business Virtual Number will help your business stand out from the competition in more ways than one!



Nick Kibel



Want to find out more about **Cleartone's Local Business Number service?** Use their live chat feature or enter your details here to receive a free 30-day trial – or call Nick on **0207 101 3339**

# #Buy Social DIRECTORY

Since we've all been working from home, there has been a big push on buying local but have you thought about "buying social"? There are some amazing businesses who do fantastic work not only locally but for the community. "Buy Social" is a campaign to support them and help them do even more amazing things.

Even Ebay has a "buy social" option and also a "sell for charity" place so that you can support your favourite charity online too.

We are putting together a "buy social" directory for community interest companies and charities so that we can all see who they are and what they do.

**If you'd like to be included, please get in touch with Sally on [sally@steeryourbusiness.com](mailto:sally@steeryourbusiness.com) for more information.**

## SOCIAL CAFE



**Umbrella Café C**  
[www.theumbrellacafe.co.uk](http://www.theumbrellacafe.co.uk)  
[talk@theumbrellacafe.co.uk](mailto:talk@theumbrellacafe.co.uk)  
07518 065801

## SPORTS



**Three Hill Sports Park**  
<https://www.threehillssportspark.co.uk>

[enquiries@3hsp.co.uk](mailto:enquiries@3hsp.co.uk)  
01303 846020

## TRAINING



**Social Enterprise Kent CIC**  
[www.Sekgroup.org.uk](http://www.Sekgroup.org.uk)  
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**J. Jervis Accounting Services**  
www.jervisaccountingservices.co.uk | jason@jervisaccountingservices.co.uk  
01691 774431

## BOOK WRITING



begin-a-book

**Begin a Book**  
www.Beginabook.com  
info@beginabook.com  
07701 011350  
https://calendly.com/beginabook/30min (for a free consultation)

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**Eta Girl Friday**  
www.etagirlfriday.co.uk  
heyeta@etagirlfriday.co.uk,  
01686 246246

## TIME TURNER LTD

**Time Turner**  
www.timeturnerltd.com  
020 3948 6850  
ea@timeturnerltd.com



**Jacqueline VA Services**  
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www.linkedin/in/jacquifarbrace  
jacqui@jacquelinevaservices.co.uk | 07725949960

## COMPLIANCE



**Compliance Systems**  
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info@compliancesystems.co.uk  
01793 239491 | 07900 688116

## CONSULTANCY



**Sally Marshall Strategy & Performance**  
Sally@sallymarshallgroup.co.uk  
0330 1078337

## CUSTOMER EXPERIENCE



**Luna Consulting**  
https://lunacustomerexperience.co.uk | barbara@lunacustomerexperience.co.uk | 07944 693374

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www.jarrovianwealth.com

## GRAPHIC DESIGN



**GraphicKat**  
www.graphickat.co.uk  
07399 712721  
Kathy@graphickat.co.uk

## HOUSEHOLD SERVICES



http://www.Uw.partners/glynnis.wisbey | glynnis.wisbey@uw.partners  
07986 252558

## HR



**People Connections HR Consultancy Ltd**  
www.peopleconnections.solutions | sian@peopleconnections.solutions | 07950 102716



https://hrpulse.co.uk  
sue@evergreenhr.co.uk  
07951 356700

## INSURANCE



**Michele Cole**  
www.wpa.org.uk/michelecole  
michele.cole@hcp-plc.org.uk  
07905586274

## INVESTMENTS



**SMART INVESTMENTS.AI**  
www.smartinvestments.ai  
simon.warman-freed@smartinvestments.ai | 07785 232301

## IT SERVICES



**Pincus Solutions**  
www.pincussolutions.co.uk  
hello@pincussolutions.co.uk  
0843 886 7168

**Hitz Mistry**  
Hiten (Hitz) Mistry | LinkedIn  
07866597067

## MARKETING



**Strogan Digital Marketing**  
https://stroganenterprises.co.uk  
l.blackburnissitt@gmail.com  
07598110672



**Simple Advertising (Marketing/SEO/Digital)**  
https://simpleadvertising.co.uk  
01622 801460  
Info@simpleadvertising.co.uk



**IBG-World**  
Unlocking hidden growth™  
www.ibg-world.com  
simon.warman-freed@ibg-world.com | 07785 232301

## MORTGAGE BROKERS



**MCH Mortgages**  
www.mchmortgages.co.uk  
01227 807087  
enquiries@mchmortgages.co.uk

## NATURAL PRODUCTS

**Elnette Parsons**  
**Nutritionist & Personal Trainer**  
Elnette Parsons | LinkedIn  
07414008802



**Aloe2Bee**  
http://www.aloe2bee.co.uk/  
07815967445  
Info@aloe2bee.co.uk

## PURE WIX

**Pure Wix - Artisan Candle Maker**  
https://www.wixcandles.co.uk/  
079552 15796  
Karen.wickenden@sky.com

# Business DIRECTORY

## NATURAL PRODUCTS

**Body Shop At Home**  
Beauty fun with Mrs Crouch |  
Facebook | 07849021521

## NETWORKING

**Latte & Live**  
latteandlive.com  
info@LatteandLive.com  
07977229001  
Small business networking with  
the perfect blend of opportu-  
nity and community.

## PODCASTS



**Ventoux Digital**  
www.ventoux.digital  
07940 516482  
mark@ventoux.digital

## PR AND MARKETING



**Izzy PR**  
www.izzypr.co.uk  
0330 094 9454  
Hello@izzypr.co.uk

## PROPERTY



www.spraystyles.co.uk  
07514 133355  
jamie.hunter@spraystyles.co.uk

## SALES TRAINING & COACHING



**Proten Sales Development Ltd**  
www.protensd.co.uk  
Phil@protensd.co.uk  
07776 203 431

## SALES TRAINING & COACHING

**ZK Consultancy**  
zafran.khan@fsb.org.uk  
http://Linkedin.com/in/za-  
frankhan  
07908451578

## TRAINING



**HMB Training Services**  
https://www.hmbtrainingser-  
vices.co.uk/  
info@hmbtrainingservices.co.uk  
01543 453 338 | 07506 906 641

## TRAVEL



**YMS Travel**  
www.ymstravel.co.uk  
01227 456331



**Ibumerang**  
http://Beat.ibumerang.com  
bmueller70@gmail.com  
07886206031

# DO YOU WANT YOUR BUSINESS FEATURED IN OUR DIRECTORY?

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