

THE BUZZ

JANUARY / FEBRUARY 2022

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// Fabulous service from start to finish and who were extremely patient with us, being as non techy as we are at Reeds. The final website they produced, was clear, concise, but had a personal touch and exactly what we wanted. Thank you guys, great work. //

JULIE FREEMAN (REEDS CENTRAL OWNER)

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Happy New Year

**Message from Our Global CEO and Founder - Santosh Kumar:
What success in business will look like in 2022**

Entrepreneurship is one of the most fascinating, frightening, exhilarating, and deeply satisfying experiences of our life if all goes well. The road to reaching our dreams requires a lot of dedication, perseverance, hard work, and extreme belief. In fact, nobody will be able to take on the challenge more than you when it comes to achieving your business goals in 2022. Success in business is more than just a good idea or big dreams. Success requires grit, hard work, and a willingness to take risks. What will 2022 look like for business success?

The key to a successful 2022

It's a fresh new year, so it's time to set brand-new business goals. As we enter the new year, we are bringing new and exciting opportunities. We expect 2022 to be a notable year for business start-ups and improvements. The introduction of the Global CEO position and the CEO of your country in 2022 will allow us to set meaningful business goals for our members by looking ahead, leaping forward, and leveling up.

Despite the fact that you may set goals throughout the year, the spirit of renewal in January makes it the perfect time to review and update them. Setting and tracking business goals is essential to being accountable as an independent. After all, you are your own boss. Still, you need a mentor or support system to help you along the way. Become a part of the moment as an aspiring entrepreneur. Now is the best time to get started on those dreams. Instead of treating resolutions like goals, treat them as structured, measurable targets with a plan to achieve them. The B2B growth hub provides you and your business with access to this support system.

No matter what you are looking forward to in 2022, the beginning of a new year within our community will bring opportunities for those seeking a fresh start or facing pressure to achieve new goals. We can reframe resolutions

to make them easier to achieve and less intimidating by implementing operational and strategic changes that are specific to your country as we expand internationally. Our business community will be strengthened by our new associations and partnerships.

For success, you need support, coaching, a network that can introduce you to opportunities, smart friends to bounce ideas off of, and accountability to keep you motivated when the going gets tough. Unfortunately, we are taught that success is an individual achievement. But no more, Speed Networking Group and B2B Growth hub are geared up to assist and guide you at every step in the new year.

In addition to connecting and networking, this year we will also be focused on working with you to develop a realistic plan to reach your goals. The Business-to-Business Growth Strategies for 2022 are designed to assist you in boosting revenue streams and improving growth along with a focused approach to support our community in reaching a broader audience.

Conclusion

It may take some time to establish your goal setting practices, and you may face obstacles along the way. You don't have to let fear of failure stop you from reaching your goals in the new year. Join us for a fresh start in 2022 and gain an edge on 2022 by taking a leap of faith and upgrading your resources.

I look forward to seeing you online soon.



Santosh Kumar

Santosh Kumar
Global CEO & Founder
Findusonweb.com

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WE HELP YOU GROW...YOU PLAN, WE DELIVER



CONNECT



NETWORK



GROW



Dates for your diary

FEBRUARY & MARCH

FREE NETWORKING EVENTS

Join one or all of Find Us On Web's FREE virtual speed networking events this August. Take an hour out of your day to connect, network and grow your business with these great virtual events.

The format will be, an introduction from our team, a feature or a keynote speaker for five minutes and then it's down to the networking. Each attendee gets one to two minutes to talk about their business, any offers they have and the types of clients they are looking for.

Don't forget this is networking, so it's not about who is in the room at the time, but about who they may know that can make the most of your services.

Every attendee gets to put their details in 'The Chat' and this is shared with everyone to continue to network after the event.

If your business can do business in any of these areas then please come along.

To register for any of these events, visit:
www.findusonweb.com

February Networking Events:

23rd - Isle of Man

10am - 11am

24th - South

10am - 11am

March Networking Events:

16th - Isle of Man

10am - 11am

23rd - South

10am - 11am

See you there!

For detailed information about these events visit: www.speednetworkinggroup.com

5 best ways to get and stay organised for 2022

Organisational skills are not taught in school, but maybe they should be. Almost everyone wishes they could be more organised, but unfortunately, just wanting it isn't enough. Whether you're a student or a young professional, getting organised for 2022 will make a big difference in your classes or career. Organised people get noticed - in a good way - so working on your organisation skills makes you stand out as not just reliable and dependable, but as someone who knows how to optimise your time. Time management is crucial if you're starting a career, moving up the ladder or working toward a better GPA.

If organisation isn't your superpower, don't despair. Nail these five organisation tips in the New Year and you'll be golden, no matter where you're headed.



1. Write it down

Getting organised means being able to prioritise. A planner that can contain everything you need to put in it will help you organise your life, from important birthdays and appointments to business meetings or exams. You may think you'll remember everything, but in the hectic day-to-day, everyone needs visible reminders to stay on track.

Pro tip: Build in reminders well ahead of important due dates. For example, if you have a presentation due Friday, enter a reminder to "start presentation" Monday. Estimate how much time you'll need to complete the task completed - with a little cushion built in.

2. Give everything a designated home

If every morning you try to get out the door on time but can't find your keys, give them a permanent home. The same is true for schedules, deadlines, files, folders, etc.

Pro tip: Keep your laptop or desktop as organised as your planner. Create files to group docs that belong together, then you'll be able to find them at a moment's notice.



3. Make priorities when you set deadlines

When you have a plan with deadlines and tasks right at your fingertips, it's easier to use your time efficiently. Organised people make the most of every minute, and it shows. It's not enough just to meet deadlines; the work must also be done well. During a lull, use that time to look ahead to get a jump on tasks or deadlines. During super busy times, be clear which items are high priority, so you don't waste time working on something that's less important.

Pro tip: Highlight or colour code high-priority items on your planner, so you'll know to put those items first.

4. Don't procrastinate

Don't be that person who waits until the last minute to do something, then does it halfway or poorly. For instance, if you have a proposal or paper due next week you may think, "It's not due today, so why start it?" But scrambling to get something done isn't a good look on anyone. The sooner you start, the better the proposal or paper will be, because you can take time to review and revise it.

Pro tip: Build in extra time each day to review your planner and play catch-up. Schedule a 15- to 30-minute session to make sure you've hit the highest priority items.

5. Declutter, declutter, declutter

Life gets messy, and too much clutter causes unnecessary stress that hinders your productivity. However, it takes only a short time to go through your office, desk or room to know what's important and what isn't. Keep only what you need and get rid of the rest. Don't be afraid to declutter and reorganise continuously and consistently. You'll be doing yourself a favour by keeping your space clutter-free.

Pro tip: Set a regular end-of-day or first-thing-in-the-morning declutter break for 15 minutes. Your future self will thank you!

With these tips, you can make 2022 your most organised year ever.

3 ways you can help local small businesses thrive

There are millions of small businesses, owned by passionate people working hard to make their dreams a reality. Rather than buying from a big retailer the next time you need something, consider supporting the locally owned businesses around you.

When you support a small business, you're not only helping build your community, but also directly impacting someone's life. Every customer counts when it comes to small business, which means your pounds can help that small business owner thrive.

Here are three simple ways to support small businesses and have a positive impact:

Get to know your community through its businesses

Your support matters all year long. For many people, this means shifting their mindset to thinking about local options first and getting to know the types of products and services your local businesses are providing.

Whether you are purchasing items for yourself or someone else, start to understand how these local businesses can fill your needs. Don't forget, many small businesses offer gift cards, which are wonderful ways to show ongoing support.

Support small business service providers

Small businesses aren't just for tangible goods. Many provide important services, such as your local mechanic, dentist or insurance agent. So, no matter your needs, try and find businesses that are active in the community.

You can spot these businesses by seeing how they engage with their neighbours. Look for the providers

that are going above and beyond to support the neighbourhood and other small businesses. By supporting those that have a strong investment in your community, you are helping them create a greater impact.

Share your experience

Many small businesses rely on satisfied customers to tell others so they can grow their client base. People trust word of mouth, so your effort makes a difference.

In fact, more than eight out of 10 people around the world said they completely or somewhat trust the recommendations of friends and family. Plus, two-thirds said they trust online opinions from consumers. So, tell a friend in person, share a post on social media, or leave a positive review online.

If you're a small business owner, consider using your platform to build up other entrepreneurs in your neighbourhood.

The next time you have a need arise, think of how a small business can help. Every effort counts to build your community, show your support, and ensure you continue to have thriving small businesses near you.



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Spotting the Early Signs of Burnout

It's time to talk about it: burnout. Of course, there is no specific "season" where burnout occurs, in fact, the Covid-19 situation has made burnout a much more common event. The more we work from home, the more we may feel as though we are constantly at work or in an impending situation and waiting for work to start again. So, how do you spot the early signs of burnout? And what can you do about them?

Recurring headaches and digestion issues.

Although it is normal to feel a headache coming on once in a while, it shouldn't be something that you live through every single day. When the clock hits 3 PM, do you feel that headache coming on? Has it been happening so often that you have actually noticed that it is a recurring thing and have started to wonder whether this could mean something more serious is going on? What about your digestion—has it been a bit shaky and volatile lately? If so, it's time to start tracking. How often do headaches occur? What are they like (pressure, tension, etc)? Most importantly: are they accompanied by any of the other symptoms mentioned below?

Emotional distress

It's no secret that Covid-19 has brought on numerous negative impacts on individuals' mental health. From higher rates of depression and anxiety to stress now being a daily experience for most of us, our mental wellbeing has been severely affected by the pandemic.

Nonetheless, burnout brings on a different kind of mental distress. For example, those who struggle with burnout tend to describe feeling completely unmotivated to do anything. There is a feeling that one cannot cope with daily activities and one can be extremely overwhelmed by the smallest things. For example, events that would normally not receive a reaction from you may feel so overwhelming that you break down in tears over it. You

may also feel too emotionally exhausted to care about doing anything.

Your performance suffers

Burnout tends to be exhausting for the person undergoing it because it becomes a vicious cycle. Your performance at work or university tends to suffer because of exhaustion. Then, because you notice this lowered performance, you also struggle with feelings of guilt and become overwhelmed because you feel as though nothing you are doing is enough— you feel like you are overwhelmed with disappointment in yourself. This feeling then fuels the burnout further.

What can I do about it?

Burnout is serious. It's something that can descend into much more complex and overwhelming feelings of depression and intense anxiety, among other disorders, if not taken care of promptly. Therefore, whenever such feelings start popping up, reach out for help. Speaking to someone about those feelings will also help you rationalise them and better understand what your options are. Remember that there are always solutions, whether you can see them or are too exhausted to contemplate them. This is why reaching out to someone to help you through that time, and especially someone who can provide you with the empathy you may need, can seriously help you get back on your feet.



Helping

to improve the services
for patients diagnosed with cancer
on our island



www.manxbreastcancersupportgroup.com

www.mannincancers.com

Find us on 

#BreastCancerIOM #ManninCancers

Charity No 1283 & 1273

the Manx Breast Cancer Support Group

The Manx Breast Cancer Support Group was formed in 2012. Its mission was to help improve the Patient experience for patients diagnosed with Breast Cancer on our Island. We were then approached by Government to fundraise for, help design and build a Dedicated symptomatic Breast Unit/ Screening unit under one roof at Nobles Hospital. This was completed and officially opened in 2016. At a total cost of around £1.6m

We then set about equipping the Unit to the highest standard and funded Breast Tomosynthesis or 3D Mammogram in 2017, this means the Manx Breast Unit is one of the best equipped Breast units in NW England.

We didn't stop there - our Charity realised that Patients using the Islands Patient Transfer Service were left at Liverpool John Lennon with nowhere to sit and no facilities, often unwell after having chemotherapy or other unpleasant procedures. We negotiated with Liverpool Airport to build and furnish a Patient Quiet Room. This was completed in August 2017 at a cost of around £10,000. Another Quiet Room was completed at Ronaldsway Airport soon after. Demand for the room at Liverpool Airport far exceeded our expectations and we negotiated additional space and extended the Quiet Room at the cost of a further £10,000 in 2019.

Our Charity has always funded all of the leaflets used for the Islands Breast Screening Service, Breast Awareness and Over 70's cards which are given out to the over 70's for self Referral. This is an ongoing commitment.

In 2019 we got together with the Radiology Team at Nobles and we were asked to fund 2 Spectral CT Scanners. Total cost of £1.3m. The existing scanners were over 10 years old and were going to be replaced like for like, but the Radiology team hoped for more advanced and better equipment. Almost 1,000 patients leave the Island each year for Specialist Scans, some don't get their specialist scans because they are too sick to go. We funded 2 State of the Art Spectral CT Scanners. We also totally refurbished an area at Nobles and made it into a calm and pleasant reception area for the Scanners and together with a local Trust funded a Phillips Kitten Scanner to help children who need a CT or MRI. This equipment is proven to help children have a scan without having to have General Anesthetic.

What next? We've also just purchased 2 dual Paxman Cold cap Machines for Chemotherapy. This equipment is so important for Chemotherapy patients who don't want to loose their hair while having their treatment. We are also funding Magseed for patients who are having Breast Surgery, this is a small seed placed in the Breast at the time of Biopsy which then leads the surgeon directly to the tumour. Thus doing away with the old fashioned wire technique. We have also agreed to fund training for an extra staff member for Breast Screening and later in the year an additional Mammogram for the Breast Unit. We upgrade and improve all of the equipment and the Unit constantly.

Due to public demand we then started a sibling charity- Mannin Cancers approximately three years ago, so that we could widen our charity remit and help all cancers (not just Breast). The Spectral CT Scanners we have provided jointly between our two charities are amazing and diagnose all cancers and heart conditions very quickly here on Island without the need for sick patients to travel. The sooner a patient is diagnosed, the quicker treatment starts, the better the result!

We also provide Patient Transfer leaflets with help and advice for all patients who have to travel for necessary medical treatment.

Our two sibling Charities are run by a small committee of volunteers and we promise that all money raised by us stays on our Island and is used to improve services for all Cancer Patients:



Top 10 most common New Year's Resolutions and how to stick to them

It's that time again...the annual promise that 2022 will be your year!

While these yearly ambitions are exciting and motivation is high at the beginning of the year, by month two, many of these goals tend to trickle off. But don't worry, you're not alone!

10 most common New Year's Resolutions

1. Exercise more
2. Lose weight
3. Get organized
4. Learn a new skill or hobby
5. Live life to the fullest
6. Save more money / spend less money
7. Quit smoking
8. Spend more time with family and friends
9. Travel more
10. Read more

Any of these make your resolution list for 2022? Us too, and they aren't impossible goals either. According to one study, about 46% of people who made New Year's resolutions were successful. With a little discipline, they can be achieved. Here are some tips to help keep our motivation high to make our goals become reality.

Mentally prepare for change

Self reflect and note what you were able to accomplish this year. Celebrate the successes, no matter how small. Also note what you didn't accomplish, and why you didn't meet those goals. Focus on these tips as you prepare for a life change:

- Stay positive
- Try not to make big/quick changes
- Change should be gradual
- Build on smaller changes
- Allow a little room for error

Set a goal that motivates you

Make sure your goals are for you and have value and benefit for you. Make sure they align with your top priorities. This will give you a sense of urgency and a sense of wanting/needing to achieve these goals for a happier you.

Limit resolutions to a manageable amount

Know your limitations. It would be pretty hard to learn five different languages, change your workout and eating routines, spend more time with family, and travel more while also doing your normal work and day to day activities. Prioritize your goals. Goskills.com has a nifty activity to help you figure out what's most important to you.



Be Specific

Don't just say "I want to be healthier", but actually specify and create a plan on how you are going to achieve that. Make sure the specifics are small and attainable, and give it a timeline so you can move on to bigger goals after achieving the smaller stuff.

Break up big goals into smaller goals

Try making weekly and monthly goals, with individual tasks that need to be achieved. Create a list, use a visual map, and focus on the next step rather than the big picture.

Write down your goals

Writing down your resolutions serves as a reminder, provides clarity and establishes intention. It'll help motivate you to continue moving forward and serve as a

reminder of how far you've come as you continue on your journey.

Share your resolution with others

Telling other people about your goals gives you a sense of obligation and accountability, as peer pressure can work as your motivation to achieve your goals. It can also provide a kindredship, as you might find people with the same goals and you can work on achieving them together.

Automate when possible

Technology is constantly at our fingertips, so might as well use it to support our goals. Use reminder, 'to-do' list, and task management apps to help you on your journey.

The Importance of Graphic Design in 2022

It's safe to say that we're all aware graphic design is desired in most organisations. Although do we truly understand the importance of graphic design in business? Does your brand need a refresh in 2022?

If you believe that your business can survive without compelling communications, think again. In one way or another, you'll need to visually communicate your product or service's features, benefits, and differentiators to your target prospects and customers.

Google defines Graphic Design as 'the art or skill of combining text and pictures in advertisements, magazines, or books.'

That is a rather simplistic definition for something that has such a large impact on our lives. More importantly, Graphic Design is the development of visual communications that resonate with a specific target audience with an objective to create awareness, shape perceptions, increase market share, and elevate brands.

Ninety percent of the information transmitted in the human brain is visual, so your business needs strong design in order to communicate its purpose. With 65% of the population categorised as 'visual learners', your money is well spent on formulating a visual approach to create a persona for your business.

The main reason people prefer graphics and imagery to overwritten text is primarily due to its speed of

absorption. This is an extremely important component of consideration and also a major drawback concerning a long body of text.

Too much copy in an ad, for example, would require someone to dedicate far too much time to absorb what is trying to be said. Visuals are processed 60,000 times faster than text. Strong graphics can instantly communicate a message, feeling, emotion, and value; sometimes in as quickly as one second.

There are several ways to help you grow and improve your business by utilising well-thought-out design in the right mediums.

If you would like to know more about the importance of graphic design and how it can help your business, please contact Zebra Creative.

m: kevin@zebracreative.co.uk

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THE BUZZ

Why businesses need to go back to the *basics*.

When you start studying business you get taught the basics – Human Resources, Marketing, Accounting down to why you want to retain trained staff .



Entrepreneurs know that the success of their business rests upon their ability to recruit, inspire and innovate to grow their company. However, crisis situations demand hands-on leadership that takes business owners back to basics, which has enabled some businesses to remain profitable through the Coronavirus pandemic.

While it was tempting for some business owners to just pull the shutters down on things during the crisis, we have spent the past few months helping them fan the flames and focus on what comes next.

If you invest money and time into people you want them to want to keep working for you- Why? Because losing them means you lose the money you invested in them and therefore cost you to retrain and of course high staff turnover looks bad for any business. Happy staff benefit business how? Facts show that happy staff are more productive, less absences and an overall better working environment.

Over the years of businesses we have seen priorities change dramatically and along comes a virus that turns the world on its head. As human beings we are going

back to basics and survival mode – As business owners we are now having to consider this .

Everything we got taught that we all thought was common sense went to the wayside until now.

Many of us whom have businesses in the Channel Islands know the impact of not working by the basics. Where is one bad review on customer service is enough to impact a business or a bad item review will leave the business with a tarred reputation for many a year.

During this uncertain times this way of doing business has now shifted to not just the Channel Islands anymore. Customers have more time online to do research and more time to look at businesses websites, customer services and the small print.



focus areas

Staff

Retention of a positive and motivated employee is very important for the organisations success. High employee turnover increases the expenses and also has a negative impact on the organisations morale. ... Performance and Productivity Maintenance – Employee retention practices help support an organisations productivity.

Business Model Innovation and Sustainability

Adapting is essential now more than ever where new plans must be put in place to accommodate the changing needs of our clients. Business operating models must have contingency plans in place as we move into the 'new normal' way of working.

This quote is so relevant and really highlights that through every crisis there is always an opportunity to make positive changes!

In todays society, changing the way we do business is a must in order to survive and maintain sustainable. Businesses need to recreate themselves and adapt their services, ensuring they remain resilient and flexible to meet client needs.

A business stated that owners should focus on having “nimble staff and diversified supply chains” to improve resilience and enhance their sustainability.

Social Engagements

Zoom has now become the first business go to for meetings with suppliers, clients and many more. Keeping communication open is crucial during this time when competition is becoming more intense. In 2021, there will be a big push towards a more authentic presence on social media and one that is less curated by social media experts, such as real behind-the-scenes looks at a company. Along with this, there will be engaging influencers and micro-influencers —those key people will be driving conversations and engaging with your future

Customers

This can build the relationship with your client base keeping customers service at a high standard still .

Virtual Interface

The face of business is continually changing with the use of technology. Smart, eye catching and simple to use websites. Now instead of seeing an employee first, potential clients can see all aspects beforehand.

Global to Local

In 2020 there were a lot of reasons to begin to think more locally rather than globally—COVID-19 disrupted international supply chains, there were increasing tensions between the U.S. and China, and Brexit was also delivered. Companies began to rethink where they were sourcing and selling their goods because international turmoil could disrupt their business. More localised manufacturing and selling are also appealing for environmental awareness.

Work SMART

- Specific
- Measurable
- Attainable
- Relevant
- Time

Signup to findusonweb for business support , free advertising and marketing . Networking events aswell as tools to grow your business and client base.

THE BUZZ

B2B Growth Hub **Kickstart your** **business growth** **plans this year with** **B2B Growth Hub!**

B2B Growth Hub is a unique business service provider offering a one stop solution for all key business growth needs for local businesses. We are a community-based business. Our mission is to help our clients grow their businesses using our digital marketplace.

At B2B Growth Hub we have discovered a simple and better way for businesses to gain more customers, increase sales and improve cashflow.

Our Offering:

We offer many tools to local businesses such as an online digital marketplace, free and premium advertising, marketing and promotional media, optimised lead generation tools, business speed networking events, trade shows, award nights, PR & business growth services, and last but not least, growth management strategies and business planning sessions.

We help start-ups, scale-ups and established businesses to grow by using both traditional and modern tools and strategies. A comprehensive growth strategy increases a company's bottom line, produces an attractive return on investment (ROI), leverages the company's value, builds a new critical capability, as well as improves the business's strategic positioning.

How Do We Achieve This?

We are experts in business growth, showing business leaders how to become more profitable, work less and

ultimately, enjoy their lives more. We use our business building tools, systems and methodology to help business owners and executives achieve greater success. We can confidently guarantee an increase in clients and extra profits within 6-12 months and make a lifechanging difference to our client's business.

We Work With You To:

- Develop long-term growth strategies
- Secure funding from investors
- Improve productivity and efficiency strategically
- Guarantee more customers and increase ROI
- Enhance your brand values by raising your profile and partnership opportunities
- Diversify your supply chains
- Enhance marketing and sales activity

For more information, go to:
www.b2bgrowthhub.com





THE BUZZ

Welcome to Speed Networking Group!

We have a simple goal. Bringing like-minded entrepreneurs together, meeting new people, connecting with them, and most importantly, doing business is an important part of our events.

We welcome everybody who wants to expand their network locally and across the country, whether they are business owners, managers, or other professionals at our monthly face to face meetings or online weekly zoom meetings.

Our aim is to create a networking group that is not only focused, productive and fun but also assists you as a business person to grow your business through online or in-person networking. We help you connect, network, generate revenue and grow your business through trusted relationships and qualified referrals.

In contrast to other networking clubs that are profit-making organizations, our groups are not-for-profit. At the end of each membership year, discretionary funds raised by business owners attending group clubs are donated to local charities (or used to support community projects in the area). We always choose a local charity to be the nominated charity for the business club.

We help you unlock new opportunities and make your organization more profitable, more effective, and more successful than you've ever imagined. We'll also help you and your business find new sales opportunities and referrals by actively seeking them out with the help of our team and other members.

You will gain practical advice and learn valuable business skills while having fun and becoming successful through

the power of referral and word of mouth and having the ability to win new business.

SNG Exclusive Member Community

The SNG team believes it's OK to have an off day, and to acknowledge you don't have the answers yet. It's OK to ask for help, to not know, to share our stories with one another, and to support one another is what our Community is about. Within our community, you'll find a community that's always there for you - when you need help, to commiserate with, to laugh with, to grow. Participate in the discussions, tell us when things are going great or that you're not doing so good. If someone in the group seems to be doing better than you, give them a shout and ask them how they're doing. Learn from them!

See how you can join our new
Speed Networking Group – just go to:

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See membership options, find your local group and view the benefits.

SPEED > NETWORKING > GROUP
BRINGING THE LOCAL BUSINESS COMMUNITY TOGETHER



THE BUZZ

65% of adults in the UK have no Will



The UK is suffering from “wills apathy”, with more than 25 million adults failing to make provisions for when they die.

Dying intestate (without a Will) means the government will decide who gets what from your estate. Not having a Will could also result in Inheritance Tax being due before the estate is released.

Here are some other reasons to make a Will:

- To ensure your estate goes to those you wish to benefit from it
- To avoid the sideways disinheritance trap
- To provide for your children
- To set up a trust
- To minimise the Inheritance Tax payable

Drawing up a Will doesn't have to be a daunting or an expensive process, a standard single Will costs £125+vat and a couples Will only £195+vat.

MW Estate Planning offer a FREE consultation meeting at your home or via video.

For more information or to arrange a FREE consultation contact Matthew Wildeman STEP Aff. MSWW

T: 01202 022 841

E: info@mwestateplanning.co.uk

W: www.mwestateplanning.co.uk

MW Estate Planning are members of The Society of Will Writer and comply to their strict Code of Practice.

**Make this your New Year resolution and put in place
a Will or Powers of Attorney?**

WE CAN HELP

MW Estate Planning help protect you and
your family's assets, we specialise in:

- Wills ■ Powers of Attorney ■
- Funeral Plans ■ Family Trusts ■
- Plus other related services ■



MW Estates Planning
wishing you a happy & healthy
New Year

FOR A FREE NO OBLIGATION CONSULTATION PLEASE CONTACT:

Matthew Wildeman STEP Aff. msww
Senior Estate Planner

t: 01202 022 841

m: 07557 682 702

e: info@mwestateplanning.co.uk

www.mwestateplanning.co.uk



MW
ESTATE PLANNING
LIMITED

Power of Attorney ... why are they important?

A Power of Attorney nominates someone to act on your behalf should you lose mental capacity, as defined by the Mental Health Act 2005.

Mental incapacity could be dementia or other mental health issues brought on by illness or even an accident. Importantly they are put in place BEFORE you lose capacity. Only if you are unable to make decisions for yourself does the Attorney(s) you chose act on your behalf. Typically the Attorney is either a spouse or child.

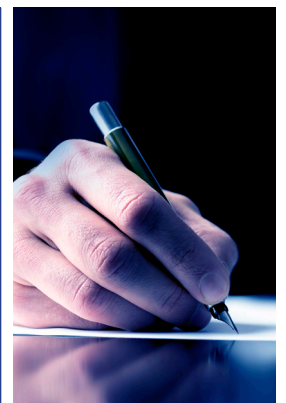
So why are they important to get setup now?

There are a number of reasons I advise all my clients to have Lasting Power of Attorney (LPA) in place, not least peace of mind, but importantly because the alternative to an LPA is much more expensive and time consuming.

If you no longer have the capacity to make an LPA your spouse/ children have to apply to the Court of Protection for a Deputyship Order. This is a complex process with a number of potential pitfalls. It also costs significantly more and can take 28 weeks to put in place.

Here is a summary of the differences:

	Lasting Power of Attorney	Deputyship Order
Has Capacity?	YES	NO
MW Estate Planning fee	£200+vat	£750+vat
Registration Fee	£82 per LPA (means tested)	£400 pa (means tested)
Doctors Certificate (typical)	N/A	£90 - £150
Security Bond (typical)	N/A	£150 - £250
Courts Fees (if disputed)	N/A	£300 - £2000
Total Cost (typical)	£322	£1940 - £4600
Application Time (typical)	8 -10 weeks	28-45 weeks



As you can see the costs are for a Deputyship Order are in the order of 3-4 times as much. As well as the cost there is the delay in getting the Deputyship Order in place, and all this time you won't be able to administer someone's finances.

In conclusion my strong recommendation is to get a Lasting Power of Attorney in place now and save time, money and hassle for your loved ones.

For more information or to arrange a FREE consultation contact:

Matthew Wildeman STEP Aff. msw

T: 01202 022 841

E: info@mwestateplanning.co.uk

W: www.mwestateplanning.co.uk

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SOLUTIONS

Solutions for your industry, including E-Gaming and Bitcoin Mining, along with essentials like Security and Backups.



All About Digital Marketing and How It Can Boost Your Business

In this digital age, marketing has gone to a new level. Shopping for items from across the globe can be accomplished in just a few mouseclicks. While offline marketing is certainly here to stay even in this online world of technology, following an online approach is certainly something that every freelancer or businessman should consider adding to their strategy. After all, once you launch your business online, your scope is made virtually more expansive. In other words, you can be accessed by anyone that has an internet connection, from any part of the globe. So what is digital marketing, and can it really help grow your business? Read on and find out.

Digital Marketing Explained

Business is all about being able to effectively connect with your target market, considering critical factors such as the right time, place and circumstance. And all three of these factors point to a common avenue: the internet. Digital marketing generally refers to whatever marketing attempts you do online, either through social media, Google search, websites, blogs, vlogs, email or whatnot, in an effort to reach out to a wider range of potential clients.

Digital versus Offline Marketing

When marketing is done offline, you're never really sure which avenue of advertisement holds responsibility for driving sales. For instance, by putting an ad in a newspaper or magazine, you can't actually tell if consumers read or even saw your ad, or how many did.

On the other hand, when marketing is done online, the amount of traffic you receive in your website, blog, vlog, social media account or whatever marketing avenue you use can be accurately measured in real-time. In this way, you can more easily measure your ROI and thus be able to adjust your business strategy as necessary. Furthermore, patterns and trends in shoppers' behavior can be easily identified and anticipated.

Advantages of Digital Marketing

HubSpot and other digital analytics software allow you to access the exact figures and statistics of your website traffic. More than just knowing the number of pages visited by your potential clients, you also receive a significant amount of data about them, including their location and from what device they may be browsing your website. In this way, you can give more time to marketing avenues that drive more people to your website, and reduce time spent on avenues that drive less traffic.

You can assess your content's performance and generate leads. The issue with relying solely on hard-copy brochures is that you can't really tell if the people you have given them to will actually read them or will simply throw them away. A website, however, can allow you to monitor the number of viewers who visited the page hosting the brochure. Plus, you can gather contact information of viewers who were able to download the brochures only after having filled out some forms, which is a quick and easy way to generate leads.

For your lead generation and marketing needs, check out MR GREAT MARKETING, the best company when it comes to responsive web design, and marketing in London, UK.



All About Digital Marketing and How It Can Boost Your Business

MrGreat

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mrgreat.co.uk

THE BUZZ



J. Jervis Accounting Services Presents Cash Bonus to CIS Contractor

The Issue

Under the new Construction Industry Scheme (CIS), thousands of tradespeople all around the UK are trusting employers and contractors to deduct tax from their earnings and pay it to HMRC on their behalf.

However, as J. Jervis Accounting Services recently found out, not all contractors are staying true to their obligations.

This was the case for one of their clients who had been working with a contractor for a number of years under a CIS agreement. This meant that despite the contractor deducting the tax rate from their payslip every month, they weren't paying HMRC.

Although this could be seen as a mistake, this had been going on for years and several people were affected by the same negligence.

In total, the contractor skimmed more than £500,000 from people's pay before anyone noticed. What's more, because HMRC was unaware of what was happening, it continued to pursue the client for the unpaid tax bill.

The Solution

J. Jervis Accounting Services were able to help their client by going through their accounts over the past few years. In doing so, they determined just how much tax they had paid against how much was required over the same period and found that their client had been paying significantly more tax than necessary - despite receiving threatening letters from HMRC.

To the client's astonishment, they were eligible to claim for more than £20,000 as a tax rebate, not to mention the potential damages they may be able to claim against the contractor that wronged them.

The Legacy

As well as reassessing years' worth of accounts and helping them claim a significant rebate, J. Jervis Accounting Services helped their client digitise their books.

Not only will this help protect the client from overpaying their taxes in the future, it will also save them a great deal of time when it comes to filing their tax return and keeping on top of their expenses.

Moreover, HMRC's Making Tax Digital initiative will soon bring fundamental changes to the tax system. This means VAT-registered businesses with a taxable turnover below £85,000 will be required to follow certain rules for their first return starting on or after April 2022.

Essentially, this means that businesses would need to have started using digital accounting software from April 2021.

Such online platforms are not only affordable, they save time and give sole traders the space to focus on their business. What's more, is they provide simple and easy-to-use tools to help track business performance.

About

Based in Wrexham, J.Jervis Accounting Services provides bookkeeping services for small businesses. They also help introduce their clients to the world of digital bookkeeping and implementing cloud accounting such as Quickbooks, FreeAgent, Xero, Sage 50.

Clients of J.Jervis Accounting Services can also benefit from a range of how-to videos help them get their accounting software up and running in no time.

Above all else, J.Jervis Accounting Services pride themselves on their approachability. They don't use confusing finance talk and they won't charge you for a five-minute phone call. Instead, they believe they have a duty to their clients to help them and their business thrive.

To find out if you've been paying too much tax, call them today on 01691 774431 or visit www.jervisaccountingservices.co.uk.



THE BUZZ

the dynamicduo.

Five S.T.E.P.S to Simple and Effective Planning - A success story from a client during Lockdown

On the 25th April 2020 this business was faced with a dilemma. They found themselves facing the possibility of having to close their business or find a way to continue. They were considering staff redundancy as lockdown was taking its toll.

They were finding it difficult to move the business on and they engaged us, The Dynamic Duo, to help them turn the business around.

It was an eye opener for them to realise they would not have to spend hours and hours re writing their business plan. Ann Barkas who is the business coach in the Dynamic Duo, had the answer with her one-page business plan which incorporates 5 simple steps. These steps helped to keep them on track as they moved the business forward and thus have managed to avoid any staff being furloughed or made redundant. In fact, they have managed to grow their business during this extremely taxing time, and these are the steps they used.

1. Set Goals
2. Transfer Goals to one page business plan
3. Evaluate Regularly
4. Plan further months
5. Same again

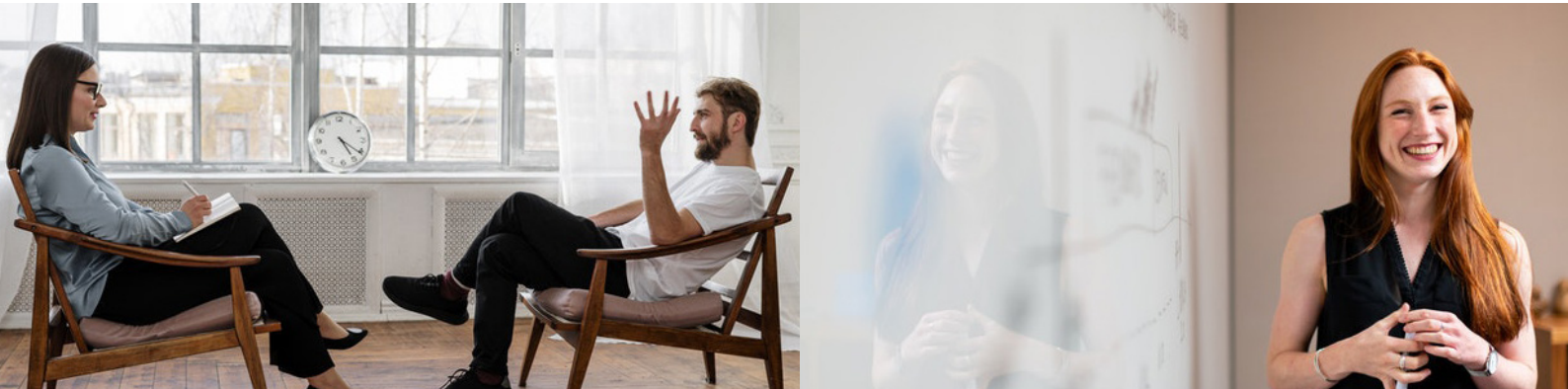
What they liked about the one-page business plan was how simple it has been to adhere to. Being able to repeat the process month on month has helped everyone on their team to remain focussed and accountable to the business and each other.

They held monthly meetings in which they continued to evaluate the plan and made necessary changes to ensure they kept the business on track. By holding these meetings, they were able to get on top of issues that could have been a cause for concern and were able to initiate the necessary changes needed. This enabled them to see how much more effective they were and how the business was evolving.

One of the problems they faced came about when two of their staff contracted covid and had to isolate. At that time, they were on annual leave and were unable to return to work. This was good from the point that the whole office did not have to self-isolate, but it put a tremendous strain on the remaining staff as deadlines were approaching. This was where the business plan worked its magic as they all followed the business plan to the letter. They had to juggle things around but without the business plan the team believed it would have been impossible to meet the deadlines. It was tough as pressure mounted but thank goodness, they all got through it.

The plan included a lot of strategies to help the staff who had been ill get back into work ensuring they had their well-being covered. One member suffered from long covid and continues to have their well-being monitored and evaluated to ensure they are all aware of their needs. This is now very much a strategy that is in the plan to ensure all members of their team have well-being monitored as part of their working week.

“The Dynamic Duo have been right there with us all the way through this process and have encouraged and supported us all. The team were only yesterday saying how much more enjoyable and less stressful work has been since the 5-step plan was put in place”.



Barbara Ellis is the go-to person in the Dynamic Duo for health and well-being and has helped them develop a well-being plan that includes physical and mental strategies. This has helped highlight the risks of stress and they are more aware of when others are showing signs of stress and anxiety.

They now take regular breaks away from their desks, as well as a full hour for lunch and they are all accountable to ensuring they follow these actions. They have introduced an early finish Friday. This, believe it or not, has increased productivity as well as increased job satisfaction and loyalty.

One of the unique aspects of the 5 STEPS was to offer the therapeutic Havening Techniques*, to the staff and this has now become a regular feature within the working environment of this company. It comes in the form of one-to-one session as needed or group activities. They believe had they not had intervention from the Dynamic Duo introducing the one-page business plan when they did, they would not have survived as a company.

For more information, please contact Barbara Ellis and Ann Barkas book a free 30 minute chat

www.thedynamicduo.org.uk
<https://www.facebook.com/TheDynamicDuoUK>

* Havening

Havening has a huge advantage over many therapies as it's so versatile. Consequently Havening can be used to help with a wide range of issues from Anxiety to P.T.S.D.

So many different issues can be helped using Havening effectively.

Milder Issues

You should see a registered Havening Techniques practitioner for stronger issues.

If you're experiencing anxiety or depression it is possible to help you become free of it.

Havening For Anxiety

Havening is a fantastic therapy for removing anxiety and works very well for many types.

What can Havening help with?

- G.A.D (Generalised anxiety disorder).
- Social anxiety (being anxious in groups of people).
- Traumatic memories (a result of traumatic experiences)
- limiting behaviours (having anxiety hold you back from doing what you want to do).
- Phobias – phobias can often be removed in just one session using the Havening Technique.

And much more too.

ISLE OF WIGHT

CHALLENGE



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CANCER TRUST



Run,
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30 April – 1 May

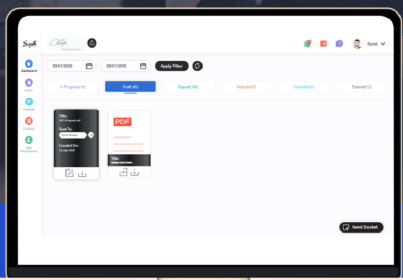
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Align objectives and nurture talent to
unlock the potential within your
organisation

Talent management

Drive your people strategy by maximising
employee engagement

**Access Anytime
Anywhere**

Unleash & Develop Your Breakthrough Moment

FindUsOnWeb
WE HELP YOU GROW...YOU PLAN, WE DELIVER

Connected Community Update

Unleash & Develop Your Breakthrough Moment

A newsletter could be one of your most valuable and sustainable marketing tools. The question is, does the reward outweigh the pain? Newsletters can be time-consuming and perhaps not offer any perceived ROI.

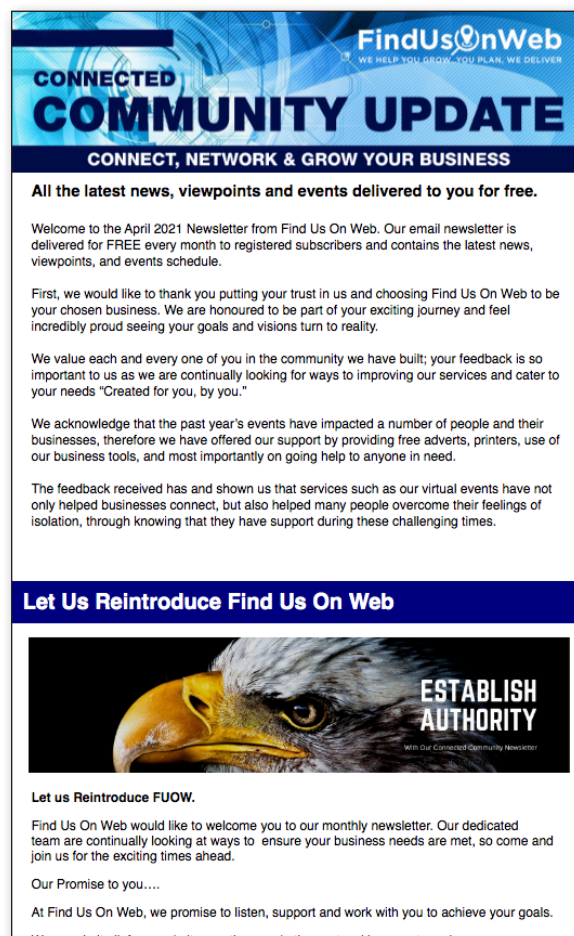
Implemented correctly and backed by a strong strategy, a newsletter can be an easily quantifiable and valuable tool. It can keep you connected with hundreds of clients and prospects, engender loyalty and help build relationships, business and profits.

A newsletter is one of the most effective tools for sharing the latest updates about your business. From product and service updates to staff news and achievements, if you get the right message for your target audience there will always be something of interest.

If you're not ready to launch your own company newsletter, then why not start by sharing your news through the new Find Us On Web Connected Community Newsletter?

Newslettersonweb.com is an easy-to-use tool, helping you to neatly put together piece of content that's organised, to engage your existing and prospective customers and update them with new information.

It is a powerful tool to drive customer engagement and even sales if used the right way. It will also save time and resource costs involved with producing a periodic newsletter.



FindUsOnWeb
WE HELP YOU GROW...YOU PLAN, WE DELIVER

CONNECTED COMMUNITY UPDATE

CONNECT, NETWORK & GROW YOUR BUSINESS

All the latest news, viewpoints and events delivered to you for free.

Welcome to the April 2021 Newsletter from Find Us On Web. Our email newsletter is delivered for FREE every month to registered subscribers and contains the latest news, viewpoints, and events schedule.

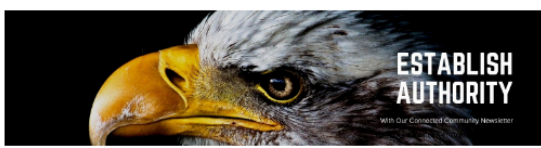
First, we would like to thank you putting your trust in us and choosing Find Us On Web to be your chosen business. We are honoured to be part of your exciting journey and feel incredibly proud seeing your goals and visions turn to reality.

We value each and every one of you in the community we have built; your feedback is so important to us as we are continually looking for ways to improving our services and cater to your needs "Created for you, by you."

We acknowledge that the past year's events have impacted a number of people and their businesses, therefore we have offered our support by providing free adverts, printers, use of our business tools, and most importantly on going help to anyone in need.

The feedback received has and shown us that services such as our virtual events have not only helped businesses connect, but also helped many people overcome their feelings of isolation, through knowing that they have support during these challenging times.

Let Us Reintroduce Find Us On Web



ESTABLISH AUTHORITY
With Our Connected Community Newsletter

Let us Reintroduce FUOW.

Find Us On Web would like to welcome you to our monthly newsletter. Our dedicated team are continually looking at ways to ensure your business needs are met, so come and join us for the exciting times ahead.

Our Promise to you....

At Find Us On Web, we promise to listen, support and work with you to achieve your goals.

We can do it all, from website creation, marketing, networking events and more, even...

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

Connected Community Newsletter



Our Price Plans

OPTIONS	3 MONTHS TESTER	BUSINESS ESSENTIALS	STANDARD	GROWTH HACKERS
PRICE/MONTH	£10.00 (+VAT)	£50.00 (+VAT)	£90.00 (+VAT)	£120.00 (+VAT)
SHOW CONTACT DETAILS	YES	YES	YES	YES
SHOW SOCIAL MEDIA CONTACTS	YES	YES	YES	YES
PR ARTICLE INCLUSION	YES	YES	YES	YES
WEBSITE PROMOTION LISTING	YES	YES	YES	YES
NEWSLETTER STANDARD PROMOTION	1	1	2	2
NEWSLETTER FEATURED PROMOTION	NO	NO	YES	YES
MONTHLY CLICK SUMMARY	NO	YES	YES	YES
CHECK ENQUIRY DETAILS	NO	YES	YES	YES
VIEW CONTACT REQUEST	NO	YES	YES	YES
FREE CONTENT WRITING	NO	NO	YES	YES
FREE GRAPHIC DESIGN	NO	NO	YES	YES

Monthly Pricing Without A Pricing Plan:

- Standard section pricing - £40 + VAT per promotion/issue
- Featured section pricing - £80 + VAT per promotion/issue
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- Content writing services with a fixed fee up to £50 + VAT per design

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Join Us On: 14th-16th September 10am-6pm Europe's Largest Virtual Show

Welcome to the future - Digital Age Expo

An Overview Of Our Virtual Digital Age Expo

Join us to raise your profile, find potential customers and engage with like-minded business leaders.

Digital Age Expo is the one of the **largest and most effective virtual conference and B2B business shows** across Europe and the British Isles, utilising our virtual platform powered by TILLU.

Our virtual conference and business shows are events designed with you in mind to bring together members from a wide range of business sectors to promote their products, services, and brands. Our diverse communities include those working in tech, cultural giants, start-ups, and creative individuals.

The great thing with our virtual exhibitions is that they are far more cost effective, offering greater ROI and can reach larger audiences. They offer greater ability to speak to your potential prospects and your existing customers face to face via integrated video calls.

The event is high energy, positive, collaborative and open to businesses of all sizes who are looking to grow.

Our events offer:

- Multiple opportunities to promote your business
- Attend live sessions including seminars, workshops and master classes
- Join in live networking sessions
- Share promotional videos
- Connect with existing and potential customers
- Schedule one to one meetings

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

Europes Biggest Virtual Show

... but don't take our word for it!

Here is what some of our exhibitors said:

"The look, feel and experience of the virtual exhibition was tremendous. It was professional, easy to navigate and engaging."

Leigh Harrison, Wisdoms

"I received many leads and had plenty of opportunities to promote my services. The whole experience was very intuitive."

Yewande Rolfe, Natural Fragrance Company

"I was stunned. I have done many face to face Trade Shows, this was my first on-line. My diary is now packed full with 4 – 5 demos a day for the next 3 weeks. All leads that I received as a result of Digital Age Expo."

Mark Bradshaw, Pronounce Media

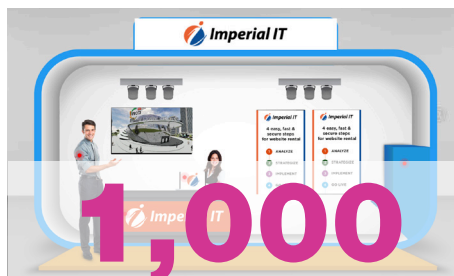
The facts from November's show



Number of Visitors

25,000+ visitors in total

- Day 1: 9,760
- Day 2: 8,920
- Day 3: 6,850



Number of Exhibitors

1,000+ exhibitors in total

- Over 60 Halls



Number of Speakers

120+ speakers in total

- 83+ Sessions
- 12+ Workshops
- 64+ Keynote Speakers
- 7+ Ted Talks

Our goal for September Show:

- 25,000 Visitors
- 1,000 Exhibitors
- 100+ Speakers

Guaranteed more leads & connections

Guaranteed more customers

...all from as little as £300 (£100/day)

... and so much more!

For more information visit:

www.digitalageexpo.com

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When you buy one of our stands you get all the promotional opportunities on your stand PLUS our additional exclusive benefits.

BASIC STAND: £300+VAT

FREE BENEFITS WORTH £198

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- 30 minutes social media assessment with Carys Dyane (Value: £99.00)

STANDARD STAND: £500+VAT

FREE BENEFITS WORTH £1,393

- 30 minutes discovery call and marketing assessment with Anton Oliver (Value: £99.00)
- 30 minutes social media assessment with Carys Dyane (Value: £99.00)
- 1 Entry level ticket on Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £1,195.00)

PREMIUM STAND: £800+VAT

FREE BENEFITS WORTH £2,291

- 2 hour Profit Acceleration assessment (Value: £997.00)
- 60 minutes social media assessment (Value: £297.00)
- Free VIP ticket to Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £997.00)

ADVANCED STAND: £1,200+VAT

FREE BENEFITS WORTH £3,785

- 2 hour Profit Acceleration assessment (Value: £997.00)
- 60 minutes social media assessment (Value: £297.00)
- 2 VIP tickets to Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £1994.00)
- Free 60 minute group coaching session (Value: £497.00)

ULTRA STAND: £1,600+VAT

FREE BENEFITS WORTH £5,479

- 2 hour Profit Acceleration assessment (Value: £997.00)
- 60 minutes social media assessment (Value: £297.00)
- 3 VIP ticket to Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £2991.00)
- 60 minute group coaching session (Value: £497.00)
- 60 minute 1-2-1 implementation session (Value: £697.00)

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Europes Biggest Virtual Show

Who Will You Meet?

Business Owners & Partners

Directors & Shareholders

C-level & Senior Management

Purchasing Managers

Technologist

Decision Makers

Industry Leaders

Solopreneur

Exhibitor Benefits

- Sell and showcase products & services
- Meet buyers and suppliers
- Grow your business with new leads
- Present your brand as a market leader
- Demo your product suite
- Make valuable connections through speed networking and 1-2-1 meetings

Participating Industries

Web & Information Technology

Sales & Marketing

Business Development & Media

Business Consultancy

Professional Services

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Banking, Finance & Accountancy

Visit our website for
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Digital Age Expo Business Club

Get FREE EXHIBITION STANDS and business leads at our exhibitions and conferences by joining our Business Club

Connect and network with hundreds of businesses by exhibiting at our business exhibitions and annual conferences effectively. Establish partnerships, raise your brand awareness, and get more leads to grow your business in the most cost-effective way! Join us today

Take a look at our monthly or annual membership options now to get the consistent flow of leads coming to your diary as and when you need.

Business Club Membership Benefits

Business Club not only provides the new customers to continually grow your business but also offers the environment for networking with other go-ahead businesses. Explore partnership opportunities, capture business leads, raise brand awareness, increase business opportunities, socialise and chat informally to share problems and find solutions, enable joint actions, receive information to help tackle the increasing burden of regulation, exchange views, information and contacts. We help you connect, network and grow your business by organising local events, national and international events. Our mission is to put your business in touch with other motivated and committed people in a cost effective and affordable way.

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- Showcase your brand
- Get a free listing
- Increase your revenue
- Build your database
- Get exclusive member benefits



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The Business Club

Start for FREE! (1st payment taken after 30 days)

No long term contract

Cancel anytime

Pay annually and get 2 months FREE

All membership packages include:

Chat - Video Call - Schedule Meeting - Website Links - Facebook Page Link - LinkedIn Page Link - Twitter Handle - WhatsApp Number Link - Company Info - Stand Sharing – Banner - Video (1 min) – Brochures - Team Members - Briefcase Downloads - Stand Bookmark Stands - Online Visitor Notification - Offline Visitor Notification - Enquiry Notification - Find us On Web Membership - Business directory listing - Access to private Facebook group - Access to private LinkedIn group - Social Media Promotions - Social media member spotlight

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20% OFF exhibition stands
Offers and Deals Promotion
Business Presentation
Business Interview
Leaflet Drop
Stand Graphics Design
Quiz Vouchers
Promotional Marketing Video
Stand Setup Service
Zonal Advertisement Space
Keynote Speaking Session
Workshop Sessions
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every day locally

FindUsOnWeb
WE HELP YOU GROW...YOU PLAN, WE DELIVER



What Is Local Voucher Line

Local Voucher Line is a service that can save you money using virtual coupons. Much like a physical coupon book, you can use Local Voucher Line to get huge discounts and offers off of all sorts of things, from food and retail products to travel and services.

It is an advertising and promotional marketplace that is largely geared toward serving local markets. Businesses can use Local Voucher Line to promote discounts (vouchers) for services and products. Essentially, Local Voucher Line is an intermediary service provider that wants to connect you with people who will buy your services and products, because the more that people buy from you, the more you can generate new business leads and increase customer loyalty.

If you're the owner of a business, you may be wondering if listing a deal on LVL can benefit your bottom line, it can.

Benefits to your business as a service provider:

- Many promotional categories
- You decide what you want to promote
- Great way to generate new business
- Clear stock with discounts
- Create new opportunities
- Share customer experiences
- We can help you develop, create and market your deals



**Install Our App To Get All
Offers At Your Fingertips**



CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

More Deals More Savings

Our Price Plans & Features

Our Pricing Model

PAYG (Pay As You Go)	NSNP (No Sell No Pay)	Membership Option
Fixed promotion fee per item up to £40+VAT per promotion Graphic design service available with a fixed fee of up to £50+VAT per design Content writing service available with a fixed fee of up to £50+VAT per item	No set-up fees No arrangement fees 25% commission payable on sales Free graphic design Free content writing	Various options available to save you more money, enabling you to build more organic growth to develop longer term strategies.

How does Local Voucher Line compare?

Groupon or Wowcher	Local Voucher Line
Discounts at least 50% on average	You choose the discount you want
Sometimes a discount of 90% is required	PAYG model has fixed cost investment at 0% payable on sale
Take 50% cut of every deal	NSNP model is only 25% payable on sale
Easy to lose money	Membership options to save more money
Unable to make enough sales to cover the cost of selling	Increased sales and profit
No customer loyalty	Increased customer loyalty

Other features you get with Local Voucher Line include:

- Email alerts notify you of new coupons from your favourite stores.
- Cashback and refer a friend options on qualifying purchases to get more shopping credits in the future which can be redeemed in future purchases.
- Things To Do to find events near you that are cheaper with Local Voucher Line, and filter the results by category (like nightlife, tickets and events, sports and outdoors, and kids' activities) or by price or location.
- Local Voucher Line deals on an interactive map that shows the deals displayed in your city for an easier-to-see selection.
- Add items to your wish list to decide later whether to purchase those items.
- Earn cash back at your favourite service provider with Local Voucher Line.
- Local Voucher Line Gift Shop is an easy way to find specifically priced gifts for men, women, kids, and babies.
- Gift cards for use at Local Voucher Line.
- Become a Local Voucher Line affiliate partner to earn money by promoting deals.
- Promote your business on Local Voucher Line with Local Voucher Line Merchant.

Benefits as a consumer:

- Save money via virtual coupons
- Receive local or national deals
- Deals are available across a variety of categories
- Search deals based on category
- Search deals based on location
- Receive alerts for new deals
- Search deals through web or via app

For more information visit:

www.localvoucherline.com

THE BUZZ



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Presented to you by Headsmart Ltd

Our goal is straight forward... to help serious business owners generate more clients, close more sales and increase their overall revenue and profits ... quickly and inexpensively.

Do you want to have more leads than your business can handle?

Join our live webinar on February 3rd at 11am and discover The 5 Proven Strategy Framework Every Small Business Needs to Convert Leads into Paying Customers.

Receive a copy of the Lead to Deal Mastery book for FREE when you register.

Who is this Webinar for?

If you have no tech or marketing experience...Then this is for you.

A start-up with no marketing strategy or plan...Then this is for you.

Don't have a huge marketing budget or any money at all...Then this is for you.

Already have a business but your marketing is not producing results...Then this is definitely for you.

Feeling overwhelmed and disappointed with all the other programs and information right now? No problem, you will learn exactly step by step what to do and how to do it.



For more information:

e: anton@businessbuilder-system.com **t:** 0800 644 4555

Calender: <https://calendly.com/oliveranton/30min>

Webinar Registration: <https://leadto dealmastery.com/webinar-registration>

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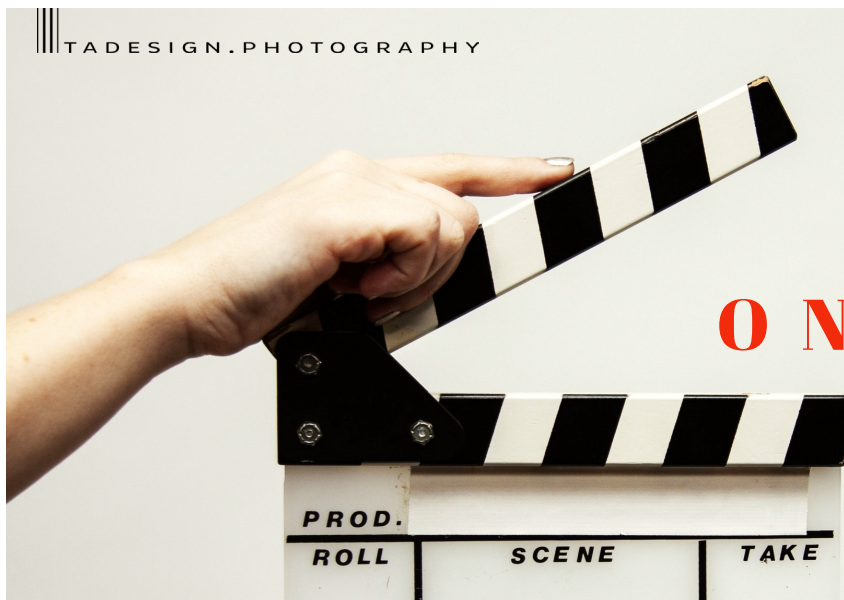


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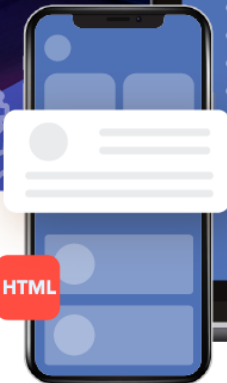
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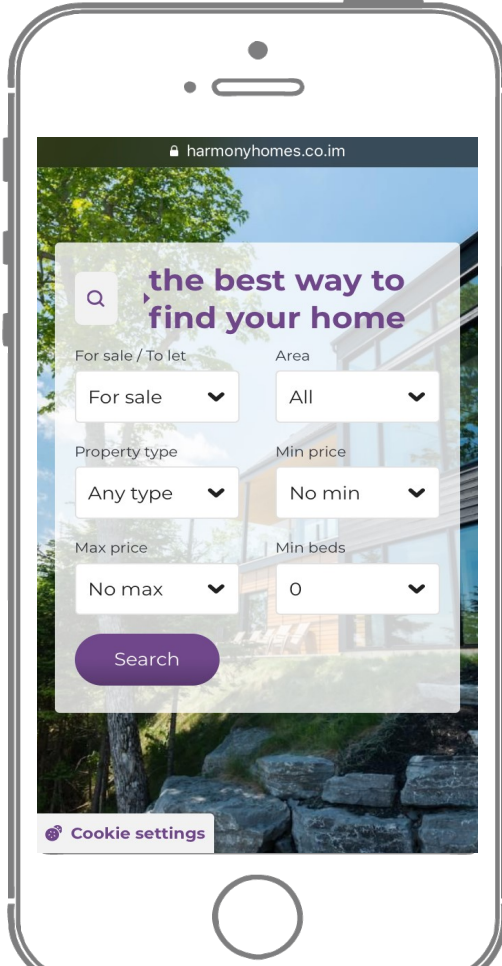
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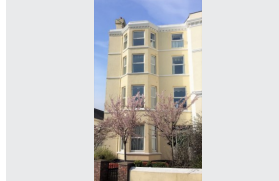
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The Importance of Graphic Design

It's safe to say that we're all aware graphic design is desired in most organisations. Although do we truly understand the importance of graphic design in business?

If you believe that your business can survive without compelling communications, think again. In one way or another, you'll need to visually communicate your product or service's features, benefits, and differentiators to your target prospects and customers.

Google defines Graphic Design as 'the art or skill of combining text and pictures in advertisements, magazines, or books.'

That is a rather simplistic definition for something that has such a large impact on our lives. More importantly, Graphic Design is the development of visual communications that resonate with a specific target audience with an objective to create awareness, shape perceptions, increase market share, and elevate brands.

Ninety percent of the information transmitted in the human brain is visual, so your business needs strong design in order to communicate its purpose. With 65% of the population categorised as 'visual learners', your money is well spent on formulating a visual approach to create a persona for your business.

The main reason people prefer graphics and imagery to overwritten text is primarily due to its speed of

absorption. This is an extremely important component of consideration and also a major drawback concerning a long body of text.

Too much copy in an ad, for example, would require someone to dedicate far too much time to absorb what is trying to be said. Visuals are processed 60,000 times faster than text. Strong graphics can instantly communicate a message, feeling, emotion, and value; sometimes in as quickly as one second.

There are several ways to help you grow and improve your business by utilising well-thought-out design in the right mediums.

If you would like to know more about the importance of graphic design and how it can help your business, please contact Zebra Creative.

m: kevin@zebracreative.co.uk
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Type Area: 190mm x 277mm

£225.00 (+VAT)

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Type Area: 400mm x 277mm

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Portrait

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Size: 93mm x 136mm

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