

THE BUZZ

OCTOBER 2021

Shining A Light On Business Growth



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STATS FROM DIGITAL AGE EXPO
... and so much more**



IT AGENCY

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CUSTOMER FEEDBACK

// 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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Welcome

Welcome to the bumper October 2021 edition of The Digital Buzz Magazine!

The last couple of months have seen the emergence of live events, which we have enjoyed being a part of. These have reminded us that meeting up in person is still something that we all want to do. That said, they have also reminded us that there is most definitely a place for continuing to utilise the advancements in technology that have enabled businesses to continue to thrive in what have been very challenging times.

Going forward, Find Us on Web continues to support businesses by providing a range of services to assist with business growth.

Our free, monthly virtual speed networking events have continued to be a great platform for introducing like-minded professionals to each other. From the Isle of Man to Jersey, our virtual networking has brought businesses together across the UK. We will continue to provide these opportunities for free and are expanding our regions across the UK and beyond. Over the next couple of months, we will be bringing back our regional face to face speed networking, whilst maintaining our virtual events UK wide.

In July we hosted and promoted Europe's largest virtual business show, Digital Age Expo. There were over 400 exhibitors, 60 plus guest speakers and an average of 3,000 visitors a day. The first Digital Age Expo proved to be an outstanding success.

After the success of Digital Age Expo in July, we will be holding the next event on the 16th, 17th and 18th November.

This show is already looking to be the biggest in Europe, with an anticipated 30,000 participants, over 1,500 exhibitors and 100 speakers.

Digital Age Expo is a fantastic opportunity to showcase your business to a hugely diverse audience and obtain

new leads. From as little as £300 for a stand, it is an incredibly cost-effective method to raise awareness and generate interest. If you are worried about having the time to be there, don't, we even have this covered for you through our 'man the stand' offer.

There are plenty of additional opportunities available to promote your business at the show, from speaker slots, through to sponsorship. You can read more in this issue of The Digital Buzz or go to www.digitalageexpo.com to book now.

If you are looking to promote your business to a more local business, look out for mybusinessdirectorylocal.com, launching soon! Our new local digital directory will provide you with a free on-line listing. For a small fee, you can also have a listing in our printed local directories which will be published twice a year and distributed within your local area.

Keep a look out for further product launches coming on-line soon, all designed to help your business Connect, Network and Grow!

I look forward to seeing you online soon.

Santosh Kumar

Santosh Kumar
CEO & Founder
Findusonweb.com

Join Us On: 16th-18th November 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 July's show



Number of Visitors

5,500 visitors in total

- Day 1: 2,500
- Day 2: 2,700
- Day 3: 1,500



Number of Exhibitors

448 exhibitors in total

- Over 30 Halls



Number of Speakers

62 speakers in total

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

Our goal for Novembers Show:

- 30,000 Visitors
- 1,500 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:

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Exclusive Benefits For You

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

- 30 minutes discovery call and marketing assessment with Anton Oliver (Value: £99.00)
- 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)

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

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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Health & Well-being

Banking, Finance & Accountancy

Visit our website for
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FindUs^{on}Web

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



CONNECT



NETWORK



GROW



Dates for your diary

NOVEMBER 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

November Networking Events:

To be held virtually at Digital Age Expo

16th November

10am - 11am

12pm - 1pm

17th November

10am - 11am

12pm - 1pm

18th November

10am - 11am

12pm - 1pm

See you there!

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

THE BUZZ



Welcome To BOURNEMOUTH



Bournemouth is the largest town in Dorset. On the south coast of England, Bournemouth has always been a popular beach holiday destination for us Brits. Its international reputation is growing, however, and rightly so. With two international airports within a 35 mile radius of the town (Bournemouth International and Southampton International), and good transport links to London, it's not a difficult place to get to. If Bournemouth is not somewhere you've thought of visiting before, here are a few interesting facts about the town may make you think differently.

Bournemouth Beach is officially one of the best beaches in the world!

If you're planning a beach holiday then you want to go to a great beach, right? No, wait a minute, this is your precious annual leave we're talking about. If you have limited time to travel and you're yearning for the beach, why not go to one of the best beaches in the world?!

Bournemouth knows how to put on a good festival

Every year in August Bournemouth puts on the biggest air show in the UK: the Bournemouth Air Festival. The Festival lasts for four days, it's all centred on the beach between Bournemouth and Boscombe Piers with the flying displays taking place over the sea.

The phenomenal Royal Air Force Aerobatic Team, the Red Arrows, usually display, as well as the Typhoon, Spitfires, Hurricanes, Lancaster's, Chinooks, wing walkers, parachute display teams, etc and it's all for free! The Bournemouth 7s Festival is the world's largest sport

and music festival. It takes place every year at the end of May, over the Bank Holiday weekend.

If you play rugby, netball, volleyball, hockey, or dodgeball you can get a team together and enter one of the tournaments. Many people camp over the weekend and fancy dress is encouraged! Around 30,000 people attend each year, whether to compete or to spectate. In the evenings, when the matches have finished, the whole event turns into a music festival.

Think Bournemouth is just a summer destination, think again! In the winter months the Bournemouth Lower Gardens turn into a magical Christmas Tree Wonderland! Stretching from the seafront through to the town centre are over 100 Christmas Trees, lit spectacularly! But there's not just trees in this Christmas Tree Wonderland, oh no! There's a HUGE outdoor ice rink, Alpine bars, street food (the smell of freshly baked churros is intoxicating), and an Alpine themed Christmas Market. And guess...it is all free!

THE BUZZ

Football is helping put Bournemouth on the World map



It's a truth universally acknowledged that top footballers and football teams are insanely famous throughout the world. And the English Premier League is the most famous football league in the world.

A.F.C. Bournemouth stared financial ruin in the face back in 2008 but it managed to pull off an epic reverse of fortunes. Thanks in no small part to its manager, Eddie Howe (a local boy who went to school in Wimborne), the club was promoted from Football League One to the Championship in the 2011-12 season. It then achieved the seemingly impossible in the 2014-15 season by winning the Championship and earning promotion to the Premier League. In the 2015-16 season A.F.C. Bournemouth played in the English Premier League for the first time!

Bournemouth's world class reputation extends into the world of music. Not only does it have its own symphony orchestra, in 2014 the Bournemouth Symphony Orchestra was voted the 'World's Favourite Orchestra' in a poll by Bachtrack.

The BSO is one of the most recorded orchestras in Britain, but nothing beats hearing it live. Its home is the Poole Lighthouse Concert Hall, but it plays in around 150 concerts a year throughout the South and South West of England. One of the highlights of its program is the spectacular series of Proms in the Park outdoor concerts, performed in Bournemouth's Meyrick Park. The BSO performs regularly in the BBC Proms at the Royal Albert Hall, as well as in venues around the world.

With regards to businesses, the banking, finance and insurance sector is the most valuable to Bournemouth's economy in terms of GDP (Gross Domestic Product). JP Morgan established their Global Technology Hub in Bournemouth in the 1980s. RIAS, McCarthy & Stone, and Liverpool Victoria have their regional or national headquarters in the town.

Final Facts

- Population of Bournemouth/Poole – 510,000
- 7 miles of golden sandy Beaches
- On a busy mid-summer weekend, approximately 30,000 ice creams are sold across Bournemouth Seafront
- The Beatles have played Bournemouth more than any other UK town.
- 6.88 million visitors every year

Rachel Jacob

Director, Find Us On Web



The Ross court

6 St Johns Road, Boscombe, Bournemouth, Dorset BH5 1EL

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BUSINESS OR STAYCATION? BOURNEMOUTH HAS A LOT TO OFFER.

Beautiful beaches, great gardens, good food, great entertainment venues.

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or call : Debbie 01202 397537

THE BUZZ

Change your Mindset, Change your Life

What is Mindset? Our Mindset are the mental faculties of the mind, namely Imagination, Intuition, Perception, Will, Reason, and Memory and accessing and understanding these faculties then applying them to your daily life is the Key to Changing your Life.

IMAGINATION

"Logic will get you from A to B. Imagination will take you everywhere"

Albert Einstein



Imagination, also known as visualization, may be simply defined as the formation of mental images in the mind. Once you understand your imagination better you can begin to imagine your current reality as you want it to be and then start living that imagined reality into your actual reality.

INTUITION

"Intuition will tell the thinking mind where to look next"

Jonas Salk



Intuition is a process that gives us the ability to intrinsically know or feeling something (also known as gut instinct) without necessarily knowing why. By learning how to tap into our intuition we receive all the insights, guidance and answers we need at exactly the time we need them.

WILL

"People do not lack strength; they lack will"

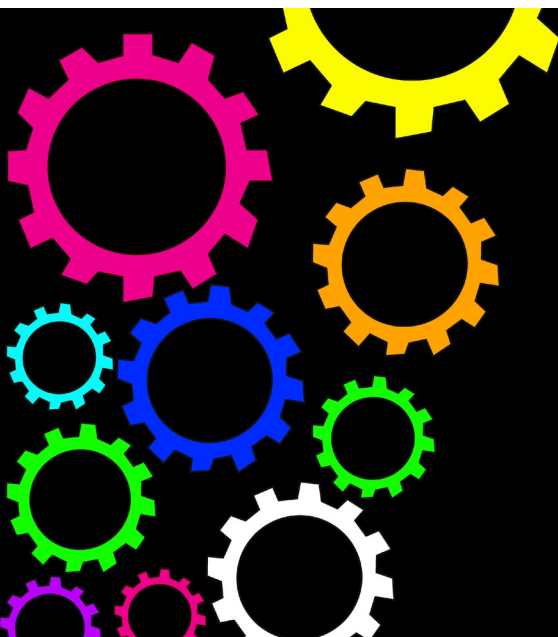
Victor Hugo



It is rare for someone to achieve success on their first attempt. Many people fail because they stop trying (give up) and the determining factor comes to having the Will to get back up after being knocked down. Simply wanting something will never be enough to achieve your goals, it must be accompanied by Action, and Will is what is required to take that necessary Action.

'There are no limitations to the mind except those that we choose to accept'.

Napoleon Hill





Growfaster2020

Live Life on Purpose

MEMORY

*"The mind is everything.
What you think, you become"*

Buddha

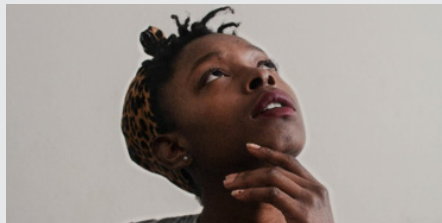


No one is born with a good or bad memory, we are all born with a perfect memory, it's just that many of us simply do not utilise it properly, so it becomes weak and like going to the gym to build up our body muscle we can also train our memory muscle to become stronger.

REASON

*"We can let circumstances
rule us, or we can take charge
and rule our lives from within"*

Jonas Salk



Reason is what we use to draw conclusions from ideas, situations, and assumptions. You have the ability to think whatever you want. No one has the power to force you to think certain things, you are 100% responsible for your thoughts so choose them wisely.

PERCEPTION

*"When you change how you
look at things, the things you
look at change"*

Wayne Dyer



Perception is the source of your point of view, otherwise known as perspective. By exercising your ability to change your perception, you can eliminate those limiting beliefs that block you or hold you back, which is why one person sees obstacles and makes excuses, whilst another sees opportunities and creates success.

So now that you've been introduced to your Mindset and how it functions, what can you now do to change it and in so doing begin to Change your Life and start to manifest the life you Aspire to be Living rather than just settling for the Life that you can Afford to be Living?

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Helping

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



www.manxbreastcancersupportgroup.com

www.mannincancers.com

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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:



THE BUZZ



The annual Manx Blind Welfare Society (MBWS) “Coast to Coast” walk took place on Sunday 5th September in the Isle of Man, hosted by local Charity Sight Matters.

The charity looks after the interest of more than 500 people with serious sight loss in the Isle of Man.

Find Us On Web were proud sponsors of the event, meaning that every penny raised can go straight to the charity and help support blind and visually impaired people in the Isle of Man.

The event saw over 430 walkers travel from Douglas to Peel via the Heritage Trail, which is around 12 miles long.

Proceeds from the event are still being collated, however early indications are that over £8,000 has been raised. Money raised will go towards plans to make facilities available for candidates to record copies of their manifestos ahead of the House of Keys general election in September. Some blind and partially sighted people expressed that they felt excluded from the election, therefore the manifestos will aid virtually impaired voters who cannot read print.

The event was a tremendous success and Find Us On Web were delighted to support.



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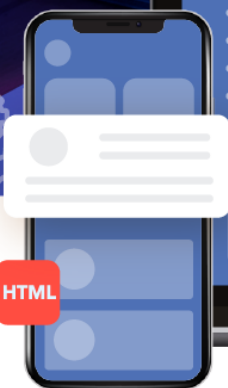
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THE BUZZ





Welcome To **JERSEY**

Jersey is the largest of the Channel Islands, between England and France. A self-governing dependency of the United Kingdom, with a mix of British and French cultures, it's known for its beaches, cliffside walking trails, inland valleys and historic castles. The Jersey War Tunnels complex, in a former hospital excavated by slave labour, documents the island's 5-year German occupation during WWII.

Ten Minutes From The Sea

Jersey's nine miles long by five miles wide, that's smaller than Greater London. Yet despite our small size, Jersey has one of the highest numbers of cars per person in the world and over 500 miles of roadway including our 15 mph Green Lanes. It means that wherever you are in the island, you are never more than ten minutes away from the sea.

Our Tides

Jersey has one of the largest tidal ranges in the world, and at low tide the island nearly doubles in size. The tidal gyre does not just create an ever-changing backdrop as the island turns from turquoise bays to rocky 'lunar' landscapes at low tide, it also creates low water habitats for rare sea creatures like ormers, related to abalone and prized as a delicacy in many cultures. Jersey is the furthest north they are found. Be careful - our fast tides are dangerous so never explore at low tide without a guide or expert.

Jersey And Jerseys

The island used to be famous for its woollen trade - with knitting one of Jersey's main industries. It was so popular that men were banned from knitting in Jersey during the peak fishing season of August to September. Because of the popularity of Jersey wool, knitted jumpers came to be called jerseys, after the island, the first recording of a jumper being called a jersey is in 1837.

The Jersey Cow

Explore Jersey on foot or by car and you will see our Jersey cows in fields across the island. But did you know the Jersey cow is the second most popular cattle breed in the world? The pure-bred Jersey cow originated from the island and Jersey cows can now be found as far afield as India, South America, USA, Australia, and New Zealand. Our cows are famous for their rich and creamy milk, so do not miss the chance to try some real Jersey ice-cream while you are on the island.

Pound Notes

Though prices are sterling and traders do accept UK money, the island has its own Jersey notes and coins, including a pound note. Look out for Jersey notes in your change or from ATMs and take a closer look - as well as a security watermark of a Jersey cow, you will see Queen Elizabeth smiling on our banknotes.

Jersey Nicknames

Jersey people are colloquially known as crapauds (toads in Jersey French) by other Channel Islanders. The rather unfortunate name has nothing to do with national character we are told, the official reason is that Jersey has toads and Guernsey does not. Look out for the statue of a crapaud at Charing Cross in the centre of St. Helier.

Area: 119.5 km²
Population: 97,857 (2011)

THE BUZZ

*‘If my mind can
conceive it, and
my heart can
believe it, then I
can achieve it’*





Life Coaching

by Catherine Bush

What is a Life Coach?

Most people have heard of Life Coaches, but aren't really sure what they do. A lot of people have the misconception that Life Coaching is a form of counselling. Counselling tends to focus on the past and can help you deal with events which have perhaps caused stress or trauma. Whereas Life Coaching focuses on the present and future.

A Life Coach will use a wide range of tools and techniques to guide you through current situations where you may need support, and also help you break down barriers which are preventing you from achieving your goals. Let's face it, even the best athletes in the world have a coach to enhance their performance and keep them on track.

People face challenges on a daily basis, whether you're unhappy in your job and unsure how to break free, concerned about the communication with family members, or your fear of failure is holding you back from achieving your goals. A Life Coach can support and guide you, whilst keeping you focused, positive and moving forward.

Who am I?

My name is Catherine and I live in the Isle of Man with my husband and two sons. Having worked in the finance sector for over 16 years, I made the decision to pursue my dream of becoming a Life Coach, therefore commenced training with the Robbins-Madanes Training Academy. It was one of the best decisions I have ever made; I love my role and the joy it brings helping people get to where they want to be.

It's incredibly important that you have a good connection with your Life Coach, therefore I welcome you to join a free Clarity Session which is a great opportunity to get to know each other and for you to explore how Life Coaching can help you.

As Napoleon Hill once said, "If my mind can conceive it, and my heart can believe it, then I can achieve it".

Catherine Bush

Tel: 07624 439474

Email: bush_coaching@yahoo.com

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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



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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

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

From Shanklin (IOW) to Saudi



From Shanklin To Saudi

Island company's work knows no boundaries



For Robertson Foster, an Isle of Wight-based communications company specialising in community, media and public relations, the events of the past year have created new opportunities – both on the Island and further afield.

Based in historic Northwood House, in Cowes, the company has embraced new ways of working – breaking down traditional geographical barriers to work with new clients, some as far away as Saudi Arabia.

Director Claire Robertson said:

“In a period when both Brexit and Covid-19 have provided so many challenges, businesses have had to think creatively, remove red tape and challenge some of the preconceived barriers to doing business.”

Technology has also really come to the fore and provided, in many cases, a more efficient and effective way of doing business.

“What’s more our belief that PR should be fundamentally based on substance and integrity is something that is an ethos shared by our clients in the UK and abroad. It has enabled us to promote environmental projects, build mental health support websites and help market radiation decontamination devices to name but a few of our client briefs, and led to some great results.

“Of course, we can’t wait to get back in front of clients in full 3D, but until then we’ve continued to hold online meetings, even online focus groups and been able to expand our business and support clients wherever they are based.”



For more information contact us on: (01983) 213002 or
e-mail: office@robertsonfoster.co.uk

www.robertsonfoster.co.uk



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



Ability Dogs 4 Young People IoW

Ability Dogs 4 Young People is an Isle of Wight charity helping young people and children with physical or mental disabilities (or both) by training assistance dogs (Ability Dogs).

Founded in 2012 by Carol Court, it is a growing and successful charity. Training takes 2 years and the charity has over 50 working Ability Dogs and training puppies at various stages.

The charity supports all the Ability Dogs throughout their working lives so recipients gain all the benefits without an additional financial burden.

Ability Dogs are trained to help with any disability; physical, mental or both, including cerebral palsy, autism, epilepsy and diabetes.

Ability Dogs assist with practical tasks like picking up dropped items and opening doors. Their special companionship also helps calm anxieties, increase confidence and independence.

This is the story of two Ability dogs and how they have helped two very special individuals.

Jon with his Ability Dog, Sheriff during the Covid Lockdown:



“My life was going well and everything was running smoothly. My daily routines of doing a college course, going out on support with my helpers in the community and walks with Sheriff meant I was in the best frame of mind I could be.

kept me calm. He helps me settle to go to sleep every night, even though he snores (and lets off a lot of wind!) I feel the safest I ever felt during these uncertain times. Whenever I felt upset or not myself, he comes in carrying his teddy bear or a bone in his mouth. He has the most wagging tail you could possibly imagine, eyes as cute as a puppy and he gives the best cuddles ever. All these things would make someone's day better no matter how low or sad you feel. Dogs are the best cures.

Then overnight my whole life changed. Suddenly, I could not even go out, as we had to shield ourselves from this tiny invisible enemy that is leaving a lasting impression on everyone. I felt like I was trapped in a prison with no help or positivity or hope of returning to normal life. I was in a dark place and was always in an up-and-down mood. The only time I was happy was when I was asleep. However, I had one thing that would not be taken from me, my special boy Sheriff. When the lockdown started he came and slept in my room every night and he has

Sheriff also gave me the ability to still go out for walks in the outside world instead of staying inside letting my mind go rampaging with negative thoughts. Having fresh air makes you feel happier and helped my mind keep positive and gave me something to focus on instead of the negative and uncertain world around me. I think if I didn't have Sheriff with me during this lockdown then I don't think I would be in the place I am now. He has really been the one thing that has helped me during these bad times. He really is an angel in fur and one amazing Labrador.”

One Girl and her Dog

Most of us take the simple things in life for granted; walking up the stairs, getting dressed or just answering the phone but for Christina, who has cerebral palsy, without the help of an adult or other person, these things were impossible. That was until Georgie came along.

"My life was very good but I had to ask for lots of help. I wanted to go on the bus to the shops with my friends, walk on the seafront, be like other teenagers but I'd always have to have mum's help," she says, "I really wanted a dog to help me." Two years ago, with the help of Ability Dogs 4 Young People, that wish was realised and now Christina's life has improved immensely. Now 19 and studying animal care at the Isle of Wight College, Christina has a very unique relationship with Georgie which has meant that she has a greater degree of independence from her mum and other carers and as she says 'friends can now just be friends'.

The amount of help that Georgie can give is fascinating; from pulling Christina's clothes off so that she can get into the shower; bringing a towel on command and retrieving clothes from her bedroom to finding matching shoes in the wardrobe and fetching a ringing phone, all of which mean that Christina is no longer as vulnerable if she is alone at home - in fact she had never been left home alone before Georgie came into her life. Christina is also severely visually impaired which made everything doubly difficult, but Georgia can take care of that too, pausing at critical spaces like flights of stairs and road crossings so that she knows that they are there and whilst he isn't a guide dog, he does guide her which gives her confidence. And that really is the relationship word between these two - confidence. It's quite clear from watching them together that they love each other and as Christina says, "He makes me feel really grown up and I feel that I can do things on my own. He makes me happy. He's my best friend."

Christina's mum Julie is very proud of where they've got to together and it has given her the confidence too to let Christina be like her other teenage friends and go out and about without her on the bus and to Portsmouth shopping. Christina still has a carer or a friend to meet her off the bus and took a friend to Portsmouth with her but it is more freedom than she was used to. The intensity of her care has been reduced and she now thinks far more for herself than in the past because before, someone did

that thinking for her - as Julie says "It's been gradual but enormous".

And what of the future? Well apart from working at Care in the Garden and at Amazon

World picking up poo (I have been asked to mention that she loves wallabies but finds the lemurs a little too mischievous for her liking) Christina does horse riding and swimming, with Georgie walking with her to the edge of the pool, waiting for her, carrying her stick to her and helping her to dress. She also did a skydive in 2014 "She's never been one not to try something," says Julie, "And she hasn't let her disability hold her back." Next on Christina's agenda is flying a plane around the Island and you can picture her and Georgie in their flying helmets and scarves; the Panelope Pitstop and Muttley of the Isle of Wight perhaps... Whatever happens, you know that whatever Christina is doing she won't be doing it alone.



**For more information,
please contact us on: 01983 216246
or email: info@abilitydogs4yp.org.uk.**



**Ability Dogs
4 Young People**



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.

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Matthew Wildeman STEP Aff. msww
Senior Estate Planner

t: 01202 022 841

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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.

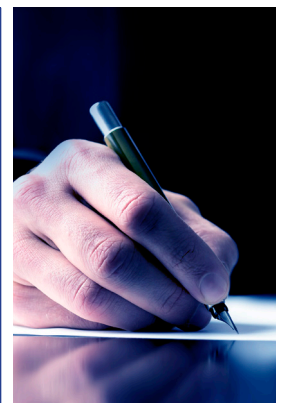
So why are they important to get setup now?

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:

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

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THE BUZZ

REFERRALS





9 OUT OF 10 PEOPLE PREFER REFERRALS

In this era of fake news, people are less likely to trust traditional channels or opinions. A Nielsen Survey on trust and advertising showed only 7-8% of consumers not completely trusting TV or Newspaper advertising and just 10% for advertising.

Increasingly we want personal recommendations – ideally from friends – we are over 11 times more likely to completely trust a recommendation than a video advertisement for example – referrals are by far the most trusted form of advertising with 90% of us either completely or somewhat.

This creates incredible results – in fact:

- Salesforce found employee and customer referrals convert to deals 36 times more than lead lists, events and email
- Ninety-two percent of consumers turn to people they know for referrals above any other source. (Tapfluence and Influitive)
- Referred customers spend 16% more than average- Wharton Business School
- Customers acquired through word-of-mouth have a 37 percent higher retention rate. (Deloitte)
- Word of mouth generates 2 times the sales of paid advertising. (McKinsey) Companies with formalized referral programs experience 86% more revenue growth over the past two years when compared to the rest. (Heinz)

And before you dismiss it as small fry, over 60% of customers will refer if asked with 1 in 20 customers referring to 11+ people

Put simply, nothing beats referrals as a source of business – but what can you do to generate those leads?

Here are our my top tips:

1. Have a link directly post check out
2. Email them a customer satisfaction survey (we have found the shorter the better and the one that is most linked to revenue growth is Would you recommend us to family or a friend) when they have received their purchase with a link to refer

3. Offer an incentive - Non-cash incentives are 24% more effective at boosting performance than cash incentives – University of Chicago

4. Offering a reward increases referral likelihood– American Marketing Association

5. Offering a reward to both the referee and referrer significantly increase the number of referrals and conversion (Pittsburgh and Korea University)

6. It is key that the referral is 1 to 1 – we have found that by directly emailing or texting a referral from the

7. Use a referral tools it will increase referrals and conversion 3 fold

8. Make sure there is an easy copy and paste mechanic – over 78% of your customers will prefer to copy and paste a referral into a personal email or text

9. Train your team to ask for referrals as part of customer interactions

If you are considering a referral programme, Find us on the Web members can sign-up to Orangutan's pay as you go system which lets both your customer referring and the new customer a huge range of holidays and incentives for just £20 per referral that turns into business.

In summary, with all the benefits that can be achieved by delivering an effective customer referral programme – and is paid for 100% through new business, why wouldn't you?

Tim Peniston-Bird (54), MD of Orangutan based in Surrey has worked with many leading businesses to drive customer and channel loyalty and growth both in the UK and globally.

You can book a free consultation on:
www.peniston-bird.co.uk

O R A N G U T A N™

THE BUZZ





Carol Greenwood *Life is Art*

*Art inspired the true form of me and who I am
and in turn I created art.*

Globally known artist Carol Greenwood has recently decided to plant her roots firmly in Edinburgh. This will be the mother of three first permanent address since she was a teenager. Born in Calton, Glasgow, Carol went to school in Hamilton.

“I first started painting in Tokyo in 2004, and since then I have developed a passion for art. Painting takes me into a world of discovery on the effects of colour. I believe my style to be impressionist meets figurative surrealism, but I am always trying out new techniques and subject matter”.



THE BUZZ

Carol Greenwood *Life is Art*

Defining moments in your life?

It must be whilst I was working in the Isle of Man as a teen. My mother is very protective but she allowed me to visit family and work in the Isle of Man, which gave me confidence and a work ethic.

I became a manager in NEXT, and then became a model and signed with an agency.

Becoming a wife and a mother is something I didn't see myself doing... Then I was pregnant and it was beautiful. Moving to Prague showed me that being out of your comfort zone is an adventure and sometimes in it is what is needed to get where you want to be.

Japan showed me culture and let me be myself and do what I want to do. I joined my children's school festivals, creating posters and participating in crafts, which helped me progress to me taking up photography, which helped embrace the arts. When I was in Japan I looked for courses and I registered for the Betty Edwards drawing on the right side of the brain - This workshop was five days and it ignited something in me that allowed me to see the world in a different way- Japan was pivotal to my life.

After my time in Japan, we moved to Orkney then to Holland then France and then California and finally Oregon - We embraced their beautiful culture & languages in every place we lived.

Now we have firmly planted our roots in Edinburgh and are in the property development where I still get to use my creative side.

What makes a good artist in your mind?

Commitment I think. You become dedicated to art - day in and day out. Art is life for an artist.

What other artists have inspired you?

Honestly, hand on heart, I have no one, as I work a lot from my inspirations and mind. I have studied many artists across my career and these days I am interested in newer artists.

Can you describe one artwork or series from your oeuvre that you feel was pivotal in your career?

Highland cow - That piece for me was pivotal. I wanted that piece to be multi sensory - You feel you could touch the cow and smell the grass! I wanted to activate multiple senses in a person, along the lines of synesthesia.

Imagery wise where do you source this from?

I do a lot of art from my things that inspire me in that moment, but the internet is vast with regards to inspiring imagery and especially during this time when we are in lockdown.

Looking back on your work what do you think about them now?

I look at them and always think they could be better - I can be very critical of my work as most artists are.

What are you most proud of?

Beyond being an artist, it must be being a mother and wife. I have three beautiful and talented children.

Do you recall any biased or assumptions made by people whom did not know you personally?

I mostly experienced this type of behaviour when I was modelling. I was judged on my looks rather than me as a person- It was based on my looks I was seen as pretty so People presumed there was nothing more to me than my looks.

I do not understand why admitting such a thing is seen as vain. I look back and see I was pretty and we should all be able to say that without fear of judgement.

Yes, I have faced that many times. I am sure most people do however I pride myself on being honest.



What was a big moment in your development that you had to complete to feel you were on your way to achieve your goals .

I feel moving to Prague was an adventure . With two small children in tow and another on the way, Prague was the first big move we had made. Previously we only resided in Scotland and England so this was indeed a great culture shock. I did not know the language and I had no family or friends. We had family come over as much as possible but they always had to go back. We lived in Prague for two years and not every adventure is easy however it taught me a great deal plus Prague is so incredibly beautiful and full of culture.

What is the best advice you have ever been given?

‘Not to be afraid, just use what you have’.

How do you manage self doubt?

I honestly reject self doubt as much as possible. Self doubt comes from yourself so I never give into it. It took time to build this mind frame, however it was essential. I try to work my way through self deprecation in my twenties and I learnt it was okay to do that.

What advice would you give your younger self?

Stay strong. You can do this and deserve it.

What would you tell other women whom have a family to support but also have a talent or passion/ drive?

I would encourage women to take advantage of every opportunity that comes along and to study your passion through books or courses. I understand time can be limited but keep motivated and dedicate any spare time you have to what you love because it will ultimately let you flourish.

Thank you Carol for taking time out your schedule and talking to us.

To see more of Carols Art work please visit:
www.carolgreenwood.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





Welcome to SOUTHAMPTON

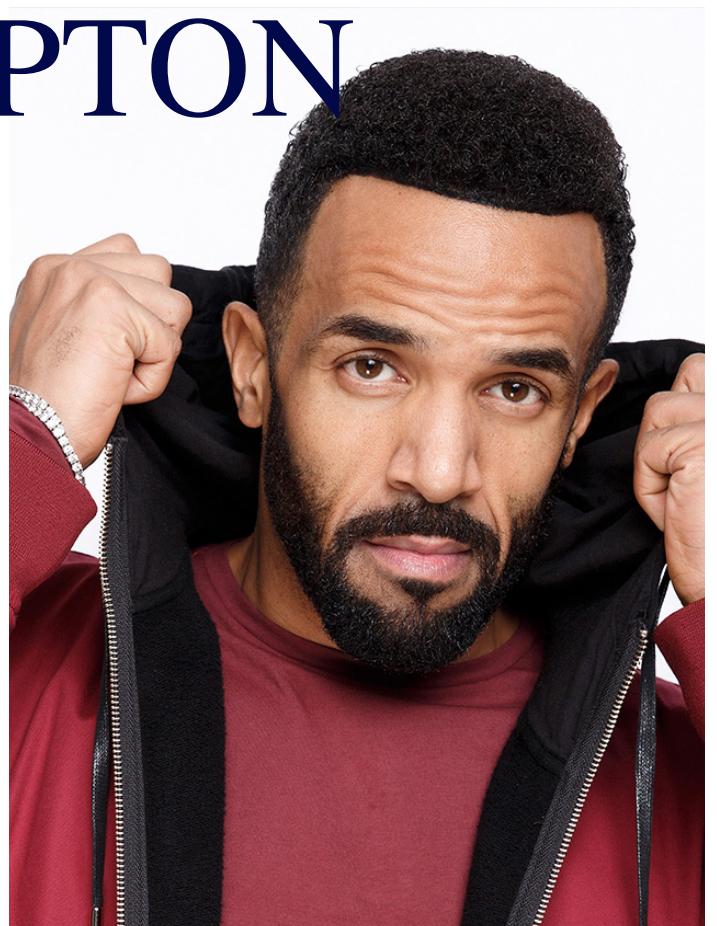
Southampton is a city in Hampshire, with a population of over 250,000 and home to some amazing architecture.

If you're looking to soak up some culture and explore history, Southampton has it all from art galleries, theatres, music venues and award-winning parks.

Some of the top recommended places to visit include 'The Bargate' which was constructed in the Norman times and was considered to be the main entrance to the old town of Southampton, 'The Tudor House and Garden' and 'The Titanic Engineers Memorial'.

Some interesting facts about Southampton include:

- The novelist Jane Austen used to frequently visit the city and even lived there for a short period.
- The Titanic departed from Southampton Port in 1912.
- Southampton is the birth place of comedian Benny Hill and singer Craig David.



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

t: 07774 692715

www.zebracreative.co.uk



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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

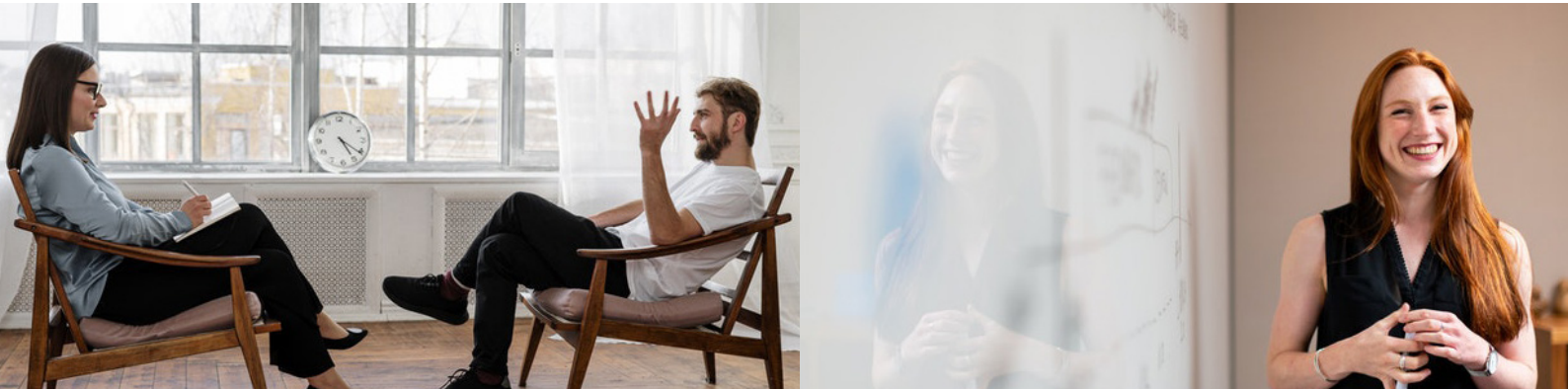
What they liked about the one-page business plan was how simple it has been to adhere to. Being able to repeat the process month on month has helped everyone on their team to remain focussed and accountable to the business and each other.

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.

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CONNECTORS**

CONNECT - NETWORK - GROW

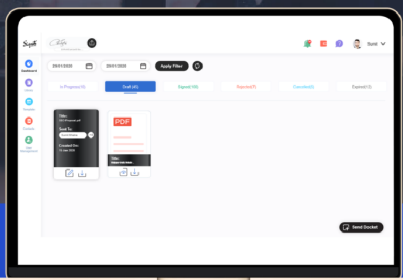


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unlock the potential within your
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employee engagement

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Anywhere**

Unleash & Develop Your Breakthrough Moment

FindUs^{On}Web
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.

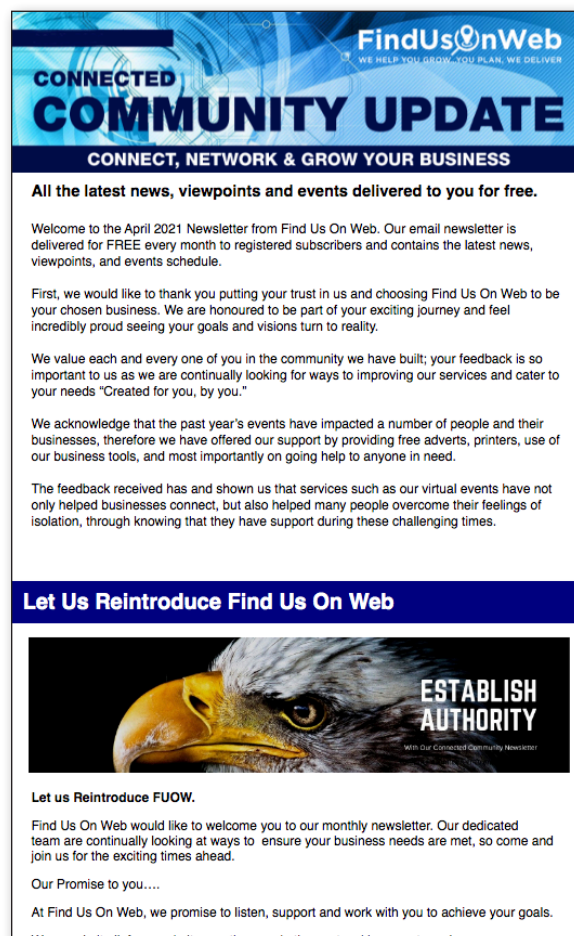
Implemented correctly and backed by a strong strategy, a newsletter can be an easily quantifiable and valuable tool. It can keep you connected with hundreds of clients and prospects, engender loyalty and help build relationships, business and profits.

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.



FindUs^{On}Web
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.

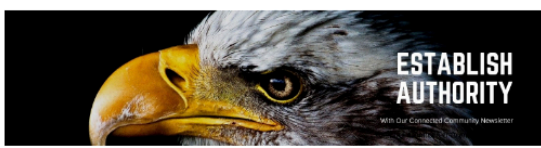
First, we would like to thank you putting your trust in us and choosing Find Us On Web to be your chosen business. We are honoured to be part of your exciting journey and feel incredibly proud seeing your goals and visions turn to reality.

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
- Graphic design services with a fixed fee up to £50 + VAT per design
- Content writing services with a fixed fee up to £50 + VAT per design

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BOOK A DISCOVERY SESSION

THE BUZZ



WESSEX
CANCER TRUST

FindUsOnWeb

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

Wessex Cancer Trust
is the chosen charity
partner of the year for
Find Us On Web

Last year, Find Us on Web discovered the great work carried out by Wessex Cancer Trust and decided to help any way we can. This started with sponsorship of their Christmas Drive in Movie event in December 2020. The event was an amazing success, raising over £17,000 for the charity.

This year, in what is their 40th year, we decided to do even more!

In June, they hosted another Drive In Cinema event, which again, we were proud to participate in as one of their sponsors. This was followed by a Rainbow Run Bubble Fun event on the 18th July, where we sponsored the wonderful trophy that was won by Lottie Tapsell as the top fundraiser for the event. The trophy was made locally on the Isle of Wight by Alum Bay Glass and we were fortunate enough to meet Lottie and the team at Wessex Cancer Trust to present the trophy.

Whilst there, we received a tour of their amazing support centre on the Isle of Wight.

In August, we put together a team of 4 for the Dare to Drop Skydive event! That was an incredible experience for all involved. The weather was great and the view of the Island from above were amazing. Not only did we get to take part in this wonderful experience, but also to raise money for such a worthwhile cause.

The Christmas Drive in Cinema is back this year and tickets are already selling fast. If you can get along to the Island, why not book a ticket here: <https://www.wessexcancer.org.uk/event/xmas-drive-in/>.

We look forward to continuing to support this great charity.

About Wessex Cancer Trust

Every year around 23,000 people are diagnosed with cancer within the Wessex region. A diagnosis can be a shock and have a huge impact on an entire family. Wessex Cancer Trust helps and supports anyone affected by cancer regardless of age, gender or type of cancer. Their dedicated team are committed to offering free support for as long as people need it, away from a hospital environment.

At all their cancer Support Centres, clients are welcomed by volunteer befrienders who are equipped to provide information, support and a listening ear. A team of specialist counsellors are on hand help deal with the emotional impact of cancer, and complementary therapies aim to improve well-being, help with pain management and increase self-confidence.

They provide health and well-being information, exercise programmes and courses to help you move on from cancer.

Each year Wessex Cancer Trust reaches over 8,000 people in the local community.

For more information, go to:
www.wessexcancer.org.uk



Starlit Trail 2021

Ventnor Botanic Garden Undercliff Drive, Ventnor
15 October @ 6:00 pm - 8:00 pm



Drive-In Films For Christmas

Robin Hill Robin Hill, Newport
20 November - 21 November

THE BUZZ



Lead to Deal Mastery

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 October 29th at 10am 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?

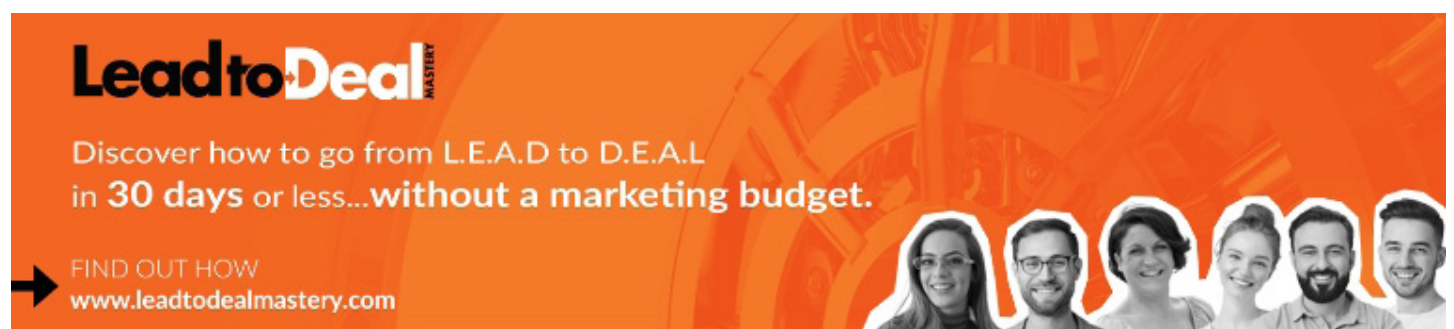
- If you have no tech or marketing experience...Then this is for you.
- A start-up with no marketing strategy or plan...Then this is for you.
- Don't have a huge marketing budget or any money at all...Then this is for you.
- Already have a business but your marketing is not producing results...Then this 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>



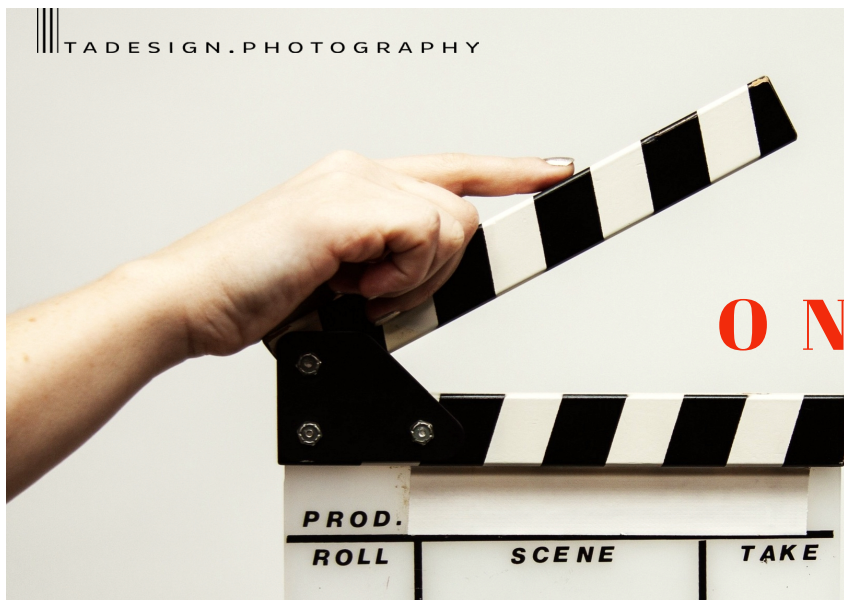


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Contact Anton Oliver on:

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www.leadtodealmastery.com

THE BUZZ

MANX HARMONY

FROM PAUL MCARD & THE TEAM AT HARMONY HOMES

May 2021, third lockdown just behind us and an incredibly unusual 15 months on planet Earth. Here, on the Isle of Man the Government has dealt with COVID-19 well and have protected our shores from severe contraction of this nasty disease. No sooner had we returned to work following the Christmas recess and we were into a three and half week lockdown, which prevented the wheels of the marketplace to start rotating. During this period working from home with both calls and email enquires being steady, with a constant audience trolling the property websites for potential purchases, and rental availabilities.

Post Lockdown 2

The start of February, and all businesses open for trading ! Within the property sector

things to a shotgun start with activity across all elements hot, and showing real signs of a busy and productive spell, which furthermore did not let us down. March 3rd unfortunately saw us into our new found lockdown with the most severe outburst the island has experienced to date which bound us to our homes for circa six and half weeks.

Post lockdown 3

Returning to our offices on the 16th April the phones were red hot with movement on properties that had stuck for a little while, along with the audience stretching into larger value brackets, and rental request high, this is very much still the trend with huge demand on well-presented and realistically priced properties with vendors achieving asking and above. Along with local movement, there has been a

flurry of enquires from the UK and beyond with people re-adjusting their mindsets for a change of lifestyle and safer environment. In summary, the island is experiencing an extremely buoyant and healthy property market across all faculties and prosperity remains high which clearly will assist the local economy to get back on its feet.



£549,000



6 The Maples, 85 Woodbourne Road, Douglas

- Magnificent New Build Townhouse
- Very Well Presented Property, Well Proportioned Rooms
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£1,395,000



Meadow Court, Douglas Road, Peel 6 bedroom detached house

- Spacious Family Home with Annex in 1 Acre
- Approx 5,800 sq.ft. including Garage
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- Study, Detached Garage
- Large 1 Bed Annex - includes Lounge, Kitchen, Conservatory & Bathroom

£369,950



7 Seafeld Crescent, Birch Hill, Onchan

- Coming Soon! Detached Dormer Bungalow on Large Corner Plot
- Fabulously Presented and in a Sought After Location
- Three Double Bedrooms (One En-Suite)
- Large Kitchen/Diner/Snug, Lounge
- Family Bathroom
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- Oil Fired Central Heating



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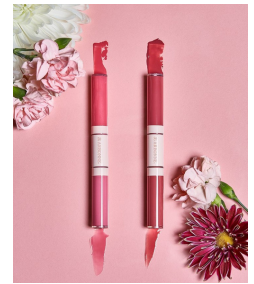




By way of a quick introduction, my name is Rachel Hill and I was a litigation solicitor for many years whilst also running a successful online tuition business specializing in the 11+ entrance examination. Due to a family health crisis in 2017, I resigned from my work as a solicitor and transitioned fully into my tuition work whilst also embarking upon my Arbonne business which focuses on a holistic approach to health, wellbeing and beauty. The product philosophy embraces the connection between a healthier mind, body and skin for **everyone**. The whole product range is botanically based and:-



- 100% vegan
- Cruelty free and never tested on animals
- Gluten free
- Soy free
- Has a no quibble 45-day money back guarantee
- Is committed to ongoing recycling and environmental sustainability.



Health and wellbeing has never been more at the forefront of people's minds. Our health is truly our wealth. I am looking to offer a **personalized** service that helps people [and their friends/employees/family] live their best lives. I can create recommended 'carts' containing products that are tailored to an individual's specific needs so do you know:-

- Someone going on maternity leave**? If so, I can point you to products for baby, mum and dad too!
- Someone who loves the gym**? There is an incredible range of nutrition and sport supplementation some of which is Informed Sport certified.
- Someone returning to work after illness**? I can suggest a range of soothing bodycare, calming tea, nutritional supplements and perhaps a bit of mood boosting makeup.
- A man who likes to be well groomed**? There is a wonderful skincare range just for men.
- The person who loves their hair**? Well, the hair range is amazing and used by many professional hairdressers.
- The person who loves to go on holiday**? I can recommend all the skincare and nutrition they would love including an incredible self tan!



I look forward to being of service to you!
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æ arbonne.

THE BUZZ



Hello all! My name is Lorraine Stanley, and I am CEO of not-for-profit training organisation SWAD. We specialise in the area of disability and sex.

My professional background includes; Training and Development within the NHS and Local Government; a Certificate in Training Practice awarded by Institute of Personnel and Development (now CIPD). I also hold qualifications in Facilitation Skills, One to One Counselling, BSL Stage 1 certificate, and Peer Support training.

My lived experience includes being a young carer, parent carer and family carer of loved ones with conditions ranging from diabetes to dementia. As a mature (!) adult I was diagnosed with Asperger's Syndrome (an Autistic Spectrum Condition), and have lived with managing bouts of clinical depression since I was a teenager.

Even before I acquired my own health conditions, I had an internal barometer of "fairness" when it came to equality and diversity issues. Within my family and friends circle, growing up, I had some brilliant role models of people living with different physicalities – yet cracking on with life! Formerly a fitness instructor, I woke up paralysed in 2007, after a flu-type bug developed into M.E. and forced me to stop trading. I have lived with episodes of transient paralysis ever since. This is in addition to Fibromyalgia, Orthostatic Intolerance, Coccydynia, and hypersensitivity to certain types of light and sound. On the plus side, this means I can use my lived experiences of both physical and mental health conditions, and neurodiversity, to help others.

As a newly disabled woman in 2007, I hunted for support and guidance on the subject of sex and disability, and found very little accessible help. Being a pro-active type of sex goddess (!), I ran several sex and disability discussion groups at my local independent living centre – just to check there were other disabled people interested in sex. It turns out there are plenty of us around!

Feedback received from delegates at my group sessions, made it clear that health and social care professionals had a lack of knowledge and understanding of the obstacles

faced by people with disabilities; when it comes to a fulfilling intimate and sexual life - solo or otherwise. SWAD grew from the seeds of a community project into the training organisation it is today, covering Dorset and surrounding areas, as well as nationally and internationally. We believe that sex is something that can be openly discussed, and should not be swept under the carpet.

If you have a disability yourself; are a health or social care professional; a partner carer; or a parent carer, and you need some information on the many aspects of sexual expression and intimacy – please contact us. We have a wide knowledge of sex and intimacy resources in the UK and internationally, but can also signpost you to more appropriate resources if necessary.

Fast forward to 2021, and SWAD has been featured in a book; we have launched our web-based training services; won business awards for innovative and progressive work; and I have been an invited speaker at events local, national and international.


In recent years I have discovered naturism, which led me to meeting my partner Mike in a Jacuzzi. He has been part of my SWAD journey for 10 years (and counting), and together we continue to be passionate about access to passion for people with disabilities, and long-term health conditions. My lived experience of being bisexual and a swinger, combined with my professional background in training and development, makes for some interesting conversations!"

Sex and disability is our favourite topic, and we are always happy to chat about it. We would love you to join in our conversation!

Please feel free to contact me via the Hub
mail: Lorraine@SwadDorset.org or twitter [@swaddorset](https://twitter.com/swaddorset)

www.SwadDorset.org

From Sandbanks to Southbourne



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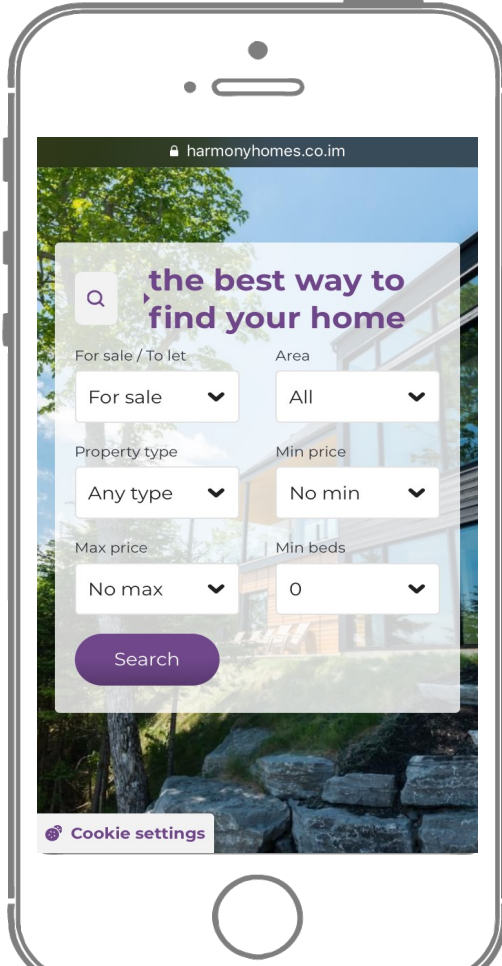
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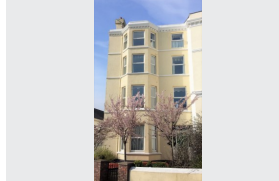
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