

THE BUZZ

AUGUST 2021



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Your
Business
Potential**

See inside for lots more fun facts

THE BUZZ

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Welcome

Welcome to the August 2021 edition of The Digital Buzz Magazine!

Whilst the last 18 months have brought a unique set of challenges for everyone to deal with, Find Us on Web has continued 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.

‘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 over 6,000 visitors across the event.

The first Digital Age Expo proved to be an outstanding success.’

The exhibitors came from industries as varied as Health & Wellbeing through to automated I.T processes and Finance. Our speakers covered subjects as wide ranging as strategic lead generation and improving business processes through to mental health and tips on getting quality sleep.

We are pleased to announce that we are holding the next Digital Age Expo on the 16th, 17th and 18th of November. Don’t miss out on the opportunity to be a part of the next show. You can read more in this issue of The Digital Buzz or go to www.digitalageexpo.com to book now.

This year has also seen the launch of Local Voucher Line as well as our monthly newsletter, 2 additional tools to help you promote your business to the Find Us on Web community from as little as £40 + VAT. Look inside for details.

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 at our networking events this month.

Santosh Kumar

Santosh Kumar

CEO & Founder
Findusonweb.com



Join Us On:
16th-18th November
10am-6pm

Welcome To Our Virtual World

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 the United Kingdom and 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.

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

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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



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THE BUZZ



Dates for your diary AUGUST 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.

August Networking Events:

24th August

10am - Jersey
12pm - Southampton

25th August

10am - Basingstoke
12pm - Bournemouth
2pm - Isle of Man

26th August

10am - Isle of Wight & Portsmouth
12pm - Winchester
2pm - Lead to Deal Mastery by Headsmart

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

See you there!

FindUsOnWeb

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



CONNECT



NETWORK



GROW

THE BUZZ

‘You already know why employee wellbeing matters. Happy, healthy employees are more productive and more engaged; they have longer tenures and fewer absences; they contribute more to the business’ bottom line.’



Create a resources hub for care & guidance to work from home

Give your people a one-stop-shop for all the information they might need from company policies to the latest government health advice. With so many changes, it's important that access to information is as easy as possible.

Supporting and guiding your team is essential during this time. Encouraging a routine with structure, set breaks and exercise.

Whilst working at home it is the little things that make differences – Setting up a specific workplace. This helps the staff member be able to switch off when leaving the work area. Getting dressed for work then when finishing work removing the work clothing also helps the staff member switch off from working at home.

Digital detox can also be a suggestion for your team when they finish work.

Provide trusted resources

Make sure your people can self-serve information, ideally from somewhere central like a hub. WHO have some great resources here.

Run mental health seminars

The pandemic has made mental health an even bigger concern. Remove any sense of stigma or taboo. You could look at inviting specialists to speak to your team regarding such things – Helping the team gain tools & skills . Partnering up with fellow businesses to hold these seminars is also an option.

Provide/subsidise access to specialists

Education is great but sometimes hands-on, one-to-one support is a better option. Providing access to counselling services/ Life coaching enables your people to get help if they need it.

<https://m.facebook.com/bushcoaching/>

<https://www.futurelearn.com/subjects/psychology-and-mental-health-courses>

Run team mental health chats

Mental health must not be ignored . Encourage a culture where people can freely discuss mental health by holding regular mental health chats and the team can share knowledge & support .

The Seven Dimensions of mental health include Physical, Intellectual, Environmental, Vocational, Social, Emotional and Spiritual health.

Set up a buddy

A buddy program has shown that it has helped improve not only mental health but overall productivity – A buddy will help your people feel they have someone to confide in. Connections are everything – Remember to sign up to our Networking events.

Share healthy snack recipes

Limited access to the gyms has made a lot of us consider other alternatives like in-home equipment . Some of us have found ourselves now working from the kitchen table! Some people have found that it has been harder to access healthy food during this time . This has enabled teams to share recipes with each other to eat better and also eat healthier. Create an office cookbook!

<https://www.taste.com.au/healthy/galleries/30-days-healthier-freezer-friendly-meals-get-you-through-lockdown/t2msoh2h?page=3>

Talk to a healthy eating consultant

You might've previously hosted someone on-site to chat about healthy eating. Replicate that virtually on Zoom with teams and answer questions via email.

Run/share virtual exercise classes

On-site exercise classes are an employee wellbeing staple. Take them online so remote employees can join in. You could even run live virtual sessions, just like our team did!

<https://m.youtube.com/user/yogawithadriene>

Offer PT sessions

Virtual PT sessions or - when gyms reopen - real-life PT sessions could make a great prize for company fitness challenges.

Subsidise a houseplant & more

In recent studies, adding houseplants to a barren office space increased productivity by 15% and decreased negative feelings by 58%.

Replicate those results with your remote workers! Encourage them to brighten up their home offices by subsidising a houseplant. It is a small, inexpensive gesture that speaks volumes.

Winter comes and many of us will be working from home and a high percentage of people suffer from SAD syndrome so mood lamps are an incredible tool to help during these times.

Subsidise internet upgrades

Slow internet causes frustration and hampers productivity – and with everyone stuck at home, your team might have less bandwidth available than usual. Subsidising internet upgrades could solve the problem.

Subsidise data storage plans

Likewise, employees who're unexpectedly working remotely might be butting up against unexpected data storage restrictions. It's small things that cause friction and make work feel cumbersome.

Enforce breaks!

When your team are working from home, the boundaries between work and life might blur. Have clear offline times and breaks.



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Commit to giving regular updates

Transparent top-down communication is always important, but even more so during a crisis. A simple weekly company-wide email would help employees feel involved, looked after and less anxious.

Make internal video meetings fun

Interpersonal connections are crucial to employee wellbeing – but a lot of teams are feeling unusually disconnected right now.

Look for opportunities to have fun, like... showing off home offices (and home pets!), Zoom background competitions or internal meeting fancy dress.

Run a virtual happy hour

Remote working can easily become all work, no play. Recreate in-office processes for remote workers – like a virtual happy hour. You could even allocate teams a budget and reimburse them for a few drinks. Even organise a virtual happy hour with your team and incorporate a couple of the next suggestions.

Create Spotify playlists

When you start working remotely, we have seen it is the little things you miss most – like the office atmosphere. Bring your office soundtrack to everyone's homes by creating shared playlists.

Hold team appreciation sessions

Working from home, many of the little in-office pats on the back that help employees feel appreciated are missing. Encourage teams to call-out colleagues who're doing a great job. You could hold a weekly call-out session, encourage positive shout outs and give small surprise rewards.

Run online game competitions

Working from home, your people miss usual bonding sessions like going to the pub for lunch together, a quick round of FIFA, or evening five-a-side. Getting creative is needed to host these events but it is worth it – competitive or collaborative. You could get the whole company involved with online scoreboards and small prizes.

<https://teambuilding.com/blog/zoom-games>





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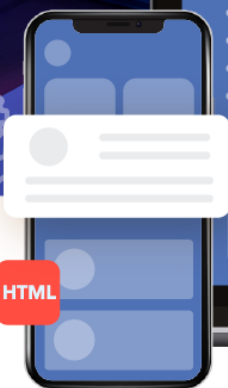
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THE BUZZ



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!

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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.

Here at The Rosscourt we offer en suite rooms for single travellers or couples. All rooms have showers, refreshment trays, flat screen freeview TV, hairdryers and free wi fi so you can stay connected. Ideally located , 500 yards from the Boscombe seafront, 200 yards from shops, cafes and restaurants. Whether you are here to work, rest or play Debbie and Pete, your hosts, will ensure you have a quiet and restful stay in a child free environment.

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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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every day locally

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



What Is Local Voucher Line

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

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

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

Benefits to your business as a service provider:

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



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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

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



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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

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.

Don't have a Will or Powers of Attorney? WE CAN HELP

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

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- Funeral Plans ■ Family Trusts ■
- Plus other related services ■



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Senior Estate Planner

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m: 07557 682 702

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www.mwestateplanning.co.uk



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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.

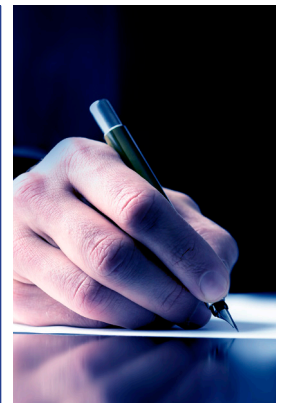
So why are they important to get setup now?

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:

Matthew Wildeman STEP Aff. msw

T: 01202 022 841

E: info@mwestateplanning.co.uk

W: www.mwestateplanning.co.uk

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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 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.

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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

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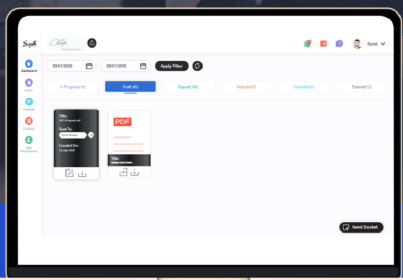


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Unleash & Develop Your Breakthrough Moment

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

Connected Community Update

Unleash & Develop Your Breakthrough Moment

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

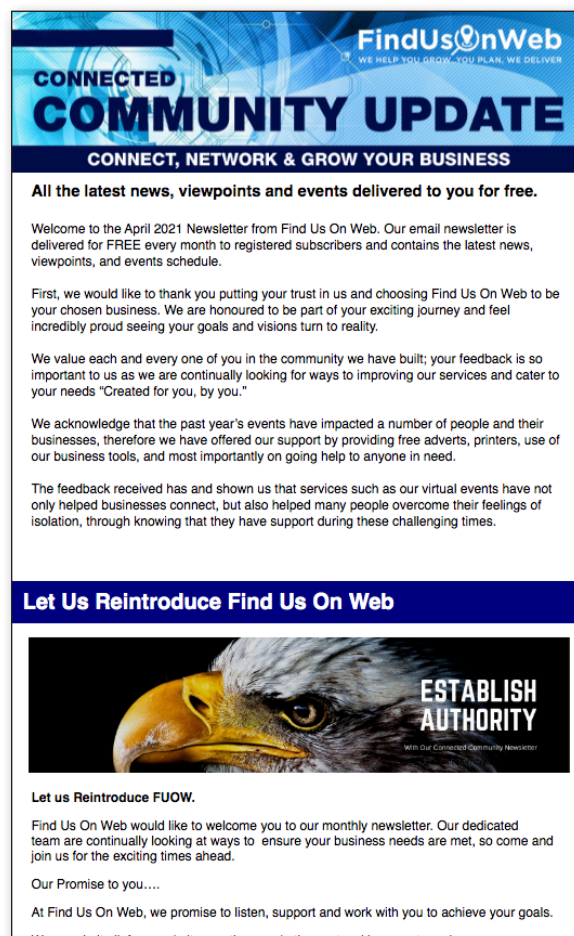
Implemented correctly and backed by a strong strategy, a newsletter can be an easily quantifiable and valuable tool. It can keep you connected with hundreds of clients and prospects, engender loyalty and help build relationships, business and profits.

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

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

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

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



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

CONNECTED COMMUNITY UPDATE

CONNECT, NETWORK & GROW YOUR BUSINESS

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

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

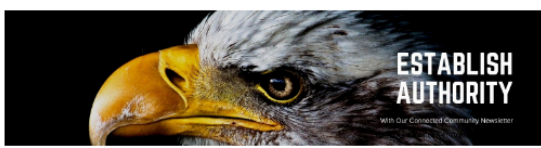
First, we would like to thank you putting your trust in us and choosing Find Us On Web to be your chosen business. We are honoured to be part of your exciting journey and feel incredibly proud seeing your goals and visions turn to reality.

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

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

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

Let Us Reintroduce Find Us On Web



ESTABLISH AUTHORITY
With Our Connected Community Newsletter

Let us Reintroduce FUOW.

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

Our Promise to you....

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

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

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

Connected Community Newsletter



Our Price Plans

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

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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

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
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THE BUZZ



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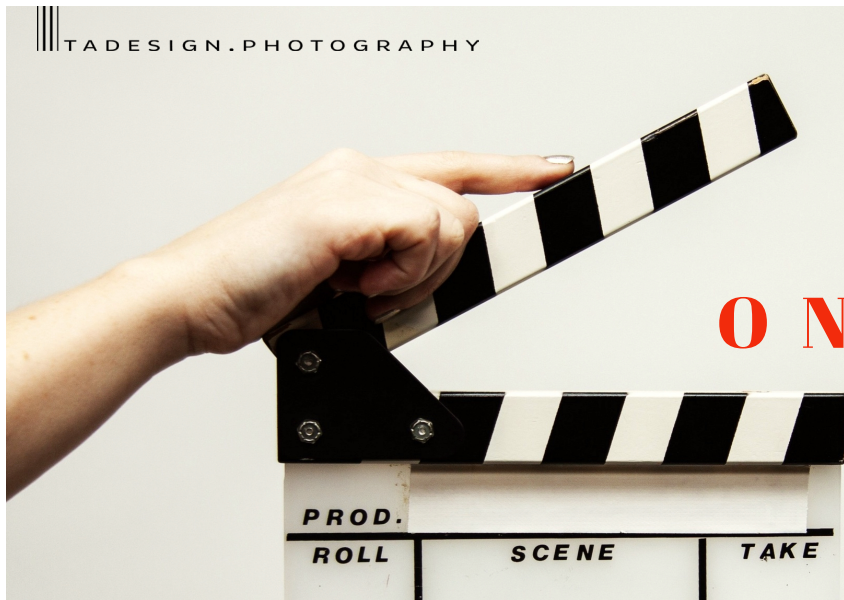


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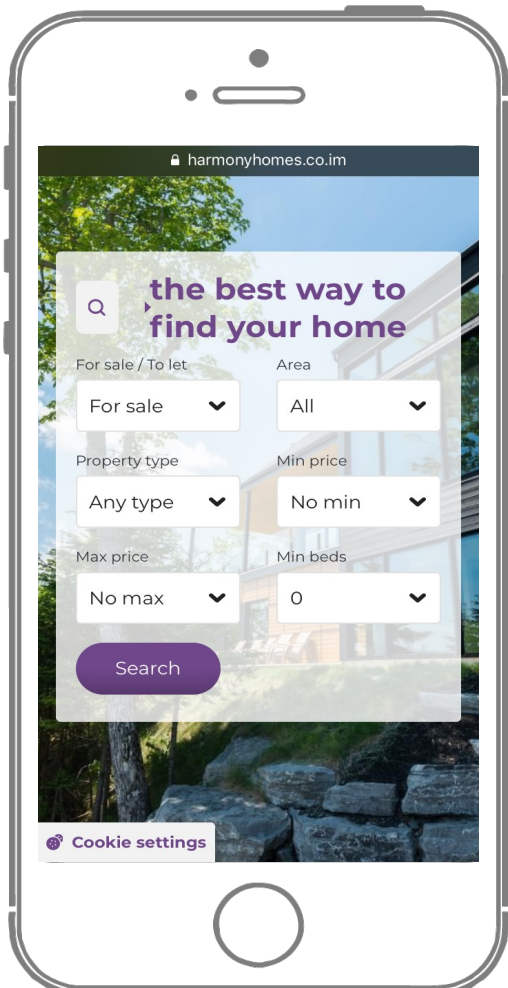
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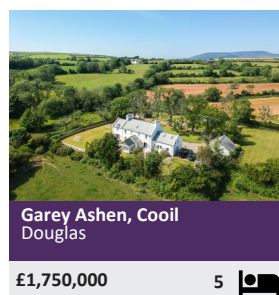
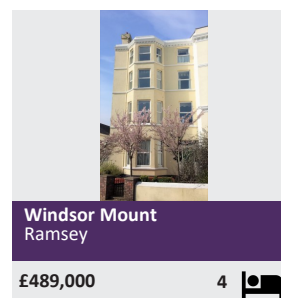
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THE BUZZ

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.



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6 The Maples, 85 Woodbourne Road, Douglas

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- Very Well Presented Property, Well Proportioned Rooms
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£1,395,000



Meadow Court, Douglas Road, Peel 6 bedroom detached house

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£369,950



7 Seafeld Crescent, Birch Hill, Onchan

- Coming Soon! Detached Dormer Bungalow on Large Corner Plot
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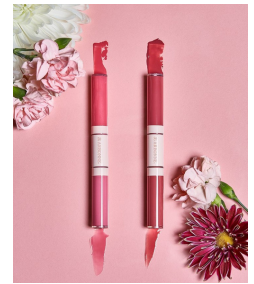




By way of a quick introduction, my name is Rachel Hill and I was a litigation solicitor for many years whilst also running a successful online tuition business specializing in the 11+ entrance examination. Due to a family health crisis in 2017, I resigned from my work as a solicitor and transitioned 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:-



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- 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!
www.rachelalexhill.arbonne.com



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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)

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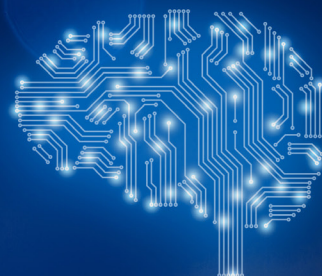


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