

# Bright Business Bulletin

2017  
August



## Just do it!

Sometimes when you are full of energy and ideas it is best just to crack on - before doubts arrive!

### Note from the editor

Welcome to Bright Business Bulletin the newsletter brought to you by Bevan Financial Management Ltd. The aim of the newsletter is to bring you interesting and relevant content on a monthly basis.

Speaking of (I hope) interesting and relevant content my book *Bright Business Money* is now available on Amazon, Kindle and the iBook store. It's all about helping business owners to master their finances so they can achieve the success they deserve.

Also a reminder that my app is available to download on Apple and Android - just search Fiona Bevan in the store.

### Pooh quote of the month



Each month we look for inspiration from that great business guru, Winnie the Pooh.

Pooh made his mark in the 100 Acre Wood and achieved world domination through his clever

partnering of Disney (although my husband thinks he sold out!).

This was the first quote that appeared in this newsletter back in October 2013!:

"It is more fun to talk with someone who doesn't use long, difficult words but rather short, easy words like "What about lunch?"

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**Last month I** wrote about the conference I had recently spoken at and how great that was.

**Well, since then** I have had a variety of 'wins' I would like to share with you because they came about because I was able to just take ideas and run with them - surely one of the biggest advantages of running my own business.

**Firstly, my second** book that had been launched at conference started to sell. I had written it primarily to accompany my conference talk so I had 10 copies printed to sell there - without much expectation that any one would want one! I sold those copies quickly so I decided to promote the book's availability on Amazon.

**Since then I have** steadily sold further copies and now there are 60 out there in the big wide world and apparently being read - a real success from my point of view given the very specialist nature of the subject matter.

**So it got me thinking** was there a lack of training out there - a gap I could fill?

**Several of my contacts** agreed with me and so I set about creating and then publicising a pilot workshop to be held in Bristol at the end of September.

**I have had such** a great response that I am not only running one workshop but two and I have a list of people who want to be kept informed of workshops I might be running in other parts of the UK.

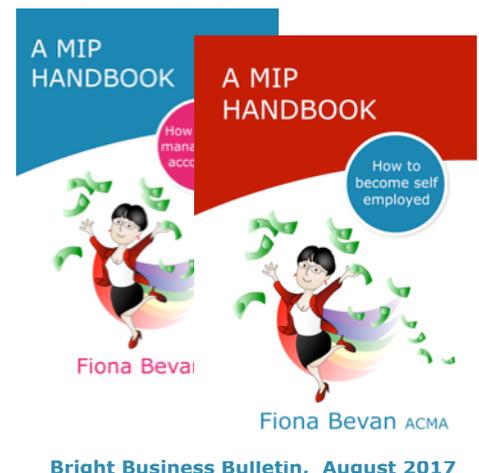
**Then, out of the blue** I was contacted by company I had never heard of before that wanted to be involved in sponsoring the workshops. It turns out they work closely with a good contact of mine, which is how they came to hear about what I was doing.

**It's all been** very exciting.

**Finally, I have been** so motivated by these successes that I became inspired into writing my third book. I woke up at 5.30 one morning with lots of ideas buzzing in my head. So I got up and just started writing!

**I have not accomplished** so many things, which would normally be right outside my comfort zone, so quickly, at any time in my career so far! I feel completely energised.

**It just goes to** show what can be accomplished if you just crack on!



Fiona Bevan

Fiona Bevan ACMA

## Michael's Minutes

If you are a fan of social media - LinkedIn, twitter etc - 15 minutes everyday updating and discussing can keep you in touch with your network without taking over your business life.



## Ask Jenny

Jenny is our financial agony aunt and is here



to answer your questions.

**Eleanor says:** "At a networking meeting recently someone referred to KPIs. What are they and should I have some?"

**Jenny says:** "Every business has key drivers which, if measured against, will help the business owner manage their business more effectively.

**Key performance indicators**, or KPIs as they are known, are the measure of these drivers.

**So, for a retail business** knowing how many customers come through the door each day and how much each customer spends, is key to knowing total sales made. If their till system then records the profit per transaction the retailer can see what drives their overall profitability - vital information.

**Some KPIs are** generally useful for any type of business. For example, measuring the time it takes for your customers to pay you can help identify why your cashflow is poor. This KPI is called debtor days.

**As the saying goes** 'That which is measured, improves. That which is measured and reported improves exponentially'. So KPIs can really help businesses grow.

**But only if you choose** the right KPIs for your business. Don't create a KPI just for the sake of it.

**Implied in the term** is that the indicators are KEY to your business. So you need to identify the handful of measures that link to the KEY drivers of your business. What, on its own, has the power to make your business grow and become more profitable?"

## Dates for your diary

### Curious Conversations

Each month Curious Conversations is on the 2nd Monday of the month starting at 5.30pm. It is generally at Bordeaux Quay, Bristol although in certain months the venue changes - for example in August it is often in Julian's field! If you want to meet some excellent peeps who are genuinely interested in helping each other Curious Conversations is for you.

## Back issues

If you have missed any prior issues of Bright Business Bulletin and wish to download a copy you can now do so from my website: [www.fionabevanfinancialmanagement.co.uk](http://www.fionabevanfinancialmanagement.co.uk) Just click on the Bright Business Bulletin button.

# Our community

## Featured businesses... GoodCall

**The image of** every business is a reflection of the team it builds around it and how that team shines.

**I am very lucky that** at when anyone phones my business they are greeted by one of my biggest assets - the phone fairies at GoodCall.



**They are on hand** every minute of the working day making sure that I don't miss any important calls. This leaves me free focus on my work without constant phone interruptions.

**They also filter** out those junk calls which would eat into my working day if I had to deal with them myself.

**If a call really** is urgent they will forward it to my mobile but otherwise they will send me an email with all the details of the caller. Then I am free to return the call when I can give the caller my full attention.

**So if your business** is suffering because don't have a phone fairy in your business give GoodCall a call!!

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

## Partner of the month - Judith Honeybun

I have known, and worked with, Judith for a number of years and I can highly recommend her as an excellent bookkeeper with bag loads of experience. As well as organising client's financial records, she runs their payroll, prepares invoices, chases debts and ensures suppliers are paid - in short she is the perfect person to get a client's day-to-day financial systems running smoothly. [office@judithhoneybun.co.uk](mailto:office@judithhoneybun.co.uk)

## A special thanks to... the Bristol Circle

**Thanks to the lovely** Mark Chesham I have recently become part of a networking group called the Bristol Circle.

**Since then** I have had some excellent meetings with Circle members and have already experienced the benefits of being part of the group.

**There was the Brain of Bath** quiz night at the Assembly Rooms in Bath where our team - Begbies Traynor/Moore Stephens plus hangers on - had a good laugh and didn't come last!

**During July I had** meetings with both Paul Dodd of 2020 Provision (helping businesses to make massive savings in procurement) and Jane Ginnever of Shift (helping to change the way the world works) who I know will prove to be excellent referral partners for me.



**But the biggest thanks** goes to Dave Hedges - our leader - who as well as making everyone feel very welcome has already made time in his diary to talk to one of my clients about the Apprenticeship Levy.