

Bright Business Bulletin

2018
January



Fact or Fiction

There are many myths out there which shape our perception of the world

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!).

The new year is a time for looking forward and anticipation so this is a lovely quote for this time of year:

"When you see someone putting on his Big Boots, you can be pretty sure that an adventure is going to happen."

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If you saw any of the Christmas films over the festive period almost certainly there would have been snow!

It's a strange thing that our perception of the perfect Christmas still includes something which very rarely - if ever - happens. And all because it was very cold over Christmas's in the Victorian era when many of our traditions became fixed in the public psyche.

Funnily enough this year we did have snow on the Mendips the day after Boxing Day which we enjoyed hugely - but not on Christmas Day itself.

In business there are similar assumptions which lead us to see the world, not as it is, but how it might have been only a few years ago.

We still believe that we are in control of the image our business has in the market place. If our website is great, and we have marketing collateral which is well thought through, we can make sure the world sees us as we would like.

But of course this is a complete fallacy. In a world dominated by social media where anyone can write anything they like about us it is very easy for us to lose track of our public image.

All we can do is try to give the best service we can, in a way which engages our customers in as positive way possible. Hopefully this will encourage them to give us great referrals that they make public.

This year with the advent of GDPR we will have to make changes to how we hold information about third parties and how we use that information to market our services.

We will have to make sure we get people's explicit consent to send them items such as the newsletter you are now reading. It will no longer be acceptable to assume consent because a tick box has NOT been ticked.

The changes come into effect on 25th May so make sure you are up to date on how they might effect your organisation.

For my part I will be sending out a notice with the next newsletter to make sure I have your up to date information and permission to send you future editions. So if you want to make sure you continue to get my newsletter please send it back to me - a scanned copy by email will suffice.



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Michael's Minutes

January can often be a pretty dismal month with many people experiencing a post Christmas excess hangover. So you may need to spend a little extra time motivating staff.



Ask Jenny



Jenny is our financial agony aunt and is here to answer your questions.

Gerry asks: "I have read a number of times in this newsletter that you think having a business plan is essential. However, when I think about starting to plan, I just cannot get started."

Jenny says: "I think the reason it is so difficult for many business owners to plan is that they are overawed by the size of the task."

So, the first thing to do is to plan how you are going to go about the process of planning.

Break down the sections of the plan into manageable chunks. This will make the process far less daunting. Then tackle the easiest bits first to get you on a roll - typically it is easier to review your business as it is currently than to start with a detailed look at market opportunities, for example.

If the plan is not being written for the bank you can be as creative as you like in how you present it. I have clients whose plans, at least initially, are entirely pictorial. Others prefer using mind maps to brainstorm their ideas for their business.

The key is to tap into your enthusiasm for your business and make planning an invigorating activity, and not a painful, one.

Also, make sure that at each point in the process you align your plan with your goals - both business and personal. This will keep the plan relevant and meaningful.

To find out more about planning you can download free written and audio guides from fionabevanfinancialmanagement.co.uk/guides.php.

Dates for your diary

Bristol Circle

I thought I would take this opportunity to recommend a group of lovely people I have found very interesting and useful to be a part of. Bristol Circle meets monthly are usually on the 2nd Wednesday of the month- just contact me if you would like to give it a try.

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 Just click on the Bright Business Bulletin button.

Our community

Featured business... Ovation Finance

Ovation Finance is an IFA firm with a difference. Chris and his team are focussed on providing lifelong financial advice rather than just concentrating on selling products. This means they regularly meet with clients to make sure their financial needs continue to be met.

Since 2000 they have helped a great many people achieve their objectives and so many of those clients are still with Ovation today.

Ovation

SOUND FINANCIAL MANAGEMENT

These days we have to be much more in control of our own financial futures - especially with state pensions dwindling and potential social and care costs escalating.

So when you are looking at your financial future it is good to know you have a solid professional team on your side.

Ovation are also great supporters of local charities and organisations. In particular, they have worked with the Penny Brohn UK National Centre. The centre focuses on improving the wellbeing of cancer patients with their skills in mindfulness and nutrition. Chris Budd has written a book on financial wellbeing with proceeds going to Penny Brohn.

To find out more about the team at Ovation go to www.ovationfinance.co.uk

Partner of the month - Jayne Douch, GoodCall

Jayne and her team provide the PA service every small business should have - but in a virtual and great value way. They answer calls in a professional and friendly manner so that your business is always represented as you would wish and no client or potential client is left having to talk to a computer. I have used their services since I started Bevan Financial Management and I am positive my business has grown as a result. office@agoodcall.co.uk

A special thanks to... Beah and my Billy No Mates

This year was the 11th Billy No Mates Christmas Bash at Beah in Wells.

This year, as in each of the previous ones, we had a great 'office Christmas party' with super food, wine and company.

Most of the guys have been to many of these events and one, the fab Trevor Lever, has been to every one bar one year - when he was abroad. However, as always there were newbies too.



I love being part of this annual celebration and I am grateful to everyone who comes as they help me to have a fab Christmas party myself.

Thanks to you billynomaters who have come along over the years.