

Bright Business Bulletin

2018
February



Wonderful Websites

Refreshing your marketing can help give your business a bit of a marketing spring clean!

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!).

We can all learn from his witty and insightful comments on life. Particularly after the Christmas break lives can seem to be busy, busy. So here is Pooh's take on slowing down:

"Rivers know this: there is no hurry. We shall get there some day."

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It's amazing how developing new marketing aids, such as websites, can clarify your view of your business.

The process of instructing someone else to produce something which encapsulates your business means that you have to have a very clear view of your business values and goals.

I am very lucky because the person who has the job of representing my business to the wider world is one of the people who knows me best - my hubby Jeff.

He has been responsible for the look and feel of my business pretty much since I started out over 10 years ago and its been a gradual development over the years.

When I look at my website and other marketing bits from 10 years ago they seem very dated now, so I am glad that I have made the effort to keep things fresh.

I come across many businesses that have never changed their image since they started out - sometimes many years ago - and their current marketing collateral seems tired because of it.

I don't think it's necessary to throw the baby out with the bath water though. There may be a particular theme or image which you are particularly attached to and you don't need to throw that away.

But I do think that the way our businesses are portrayed on our website,

and our other marketing, should be regularly revamped (at least every few years) so it keeps pace with the changes in our businesses.

I don't know about your business but mine has changed quite considerably over the years and is continuing to change as my own goals and ambitions are molded by circumstance and family need.

I am much more confident about what I want to achieve and know so much more about the environment my business operates in than I did when I started out.

I think having websites (I have a couple for the different sides of the business) which clearly demonstrate this confidence are a great asset.

So if it has been a while since you looked at your marketing aids perhaps it's time to give them a refresh - the process can also refresh your view of your business!



Michael's Minutes

February is often a dull, dank month but can have some glorious, sunny days. If you work for yourself give yourself permission to build a brisk walk into your day to make the most of them.



Our community



Ask Jenny

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

Chris asks: "My business is very busy all the time but, after I have paid all my business bills, I don't have enough left to pay myself the salary I need".

Jenny says: "The problem you have is that you are not charging enough. Many small business owners price their products and services too cheaply because it is easier to sell cheap.

However, businesses can only survive if they can match the profit they earn with the owners need to fund their personal lifestyle.

Pricing more effectively means looking at your customer base and asking if yourself if your current customers can, and will, pay more for your product or service. If so, put your prices up! But make sure you explain to your customers why you need to do so and are on board.

If your current customers will not pay more you need to re-think your business. This may mean moving your offer to higher value products or services in a considered way.

Or it may mean, offering the same product or service but to a different customer base i.e. one which values what you do and are prepared to spend more money on it.

Whatever the outcome of your re-think, doing nothing is not an option.

To find out more about pricing 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.

Featured business... Cafe Revival

Cafe Revival was taken over by the ever energetic Mark Rind in 2012. Since then he has worked hard to turn this, reputedly the oldest coffee house in Bristol, into one of the best cafes in central Bristol.

Mark has built a solid reputation by producing food of the highest standards. He and his team prepare all of their products daily on the premises and they never skimp on quality.

The cakes in particular are wonderful and, especially for chocolate lovers like myself, the brownies are to die for! There is, as you would expect, a great variety of quality drinks on offer - the hot apple is a revelation.



Located at the top of Corn Street, and spread over three floors, Cafe Revival is a great place for a 121, or a place to hang out if you are between meetings.

The snug on the top floor is a particularly good place to go if you need to get some work done, as it is quiet and has free wifi.

If you cannot leave the office, they even deliver! www.caferevivalbristol.co.uk

Partner of the month - Clive Hall-Tomkin

Clive does all the accounting bits I don't touch - tax, compliance, audit and company secretarial. He does a great job for clients because he is interested in them and their business. I know I can rely on Clive to give my clients sound advice to keep them on the straight and narrow (as you would expect from any Chartered accountant), in a way which is fun and interesting (which you expect but don't always get from other Chartered accountants). clive@maxwellsaccountants.co.uk.

A special thanks to... Jeff Bevan

As you may know Jeff does all the illustrations for my marketing material and also develops my websites.

In the last couple of months he has been particularly busy with my MiPs Mean Business bits and pieces.

Over the Christmas break he rebuilt the place holder website for this new business and turned it into a fantastic advertisement for all I am trying to do for CIMA Members in Practice - www.mipsmeanbusiness.co.uk



I am very proud of what we have come up with and I am very grateful that I have such a talented hubby who can translate my feeble instructions into something great!

www.jeffbevan.co.uk