

Bright Business Bulletin

2018
March



The bells, the bells!

Starting a new hobby can give you a much needed boost after the winter months

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 is a good motivational one that is great if you are thinking of taking on new challenges:

"Promise me you will always remember: You are braver than you believe, stronger than you seem, and smarter than you think"

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For quite a long time I have been loosely thinking about taking up church bell ringing - or campanology if you want the proper term.

Wells is a wonderful place for hearing the bells pealing out and, of course, bells ringing out is often a sign that a special event, such as a wedding or Christmas, is happening. So I have always loved hearing them ring.

As often happens it took someone else to prod me into actually doing something about it, and in this case it was my son Simon.

I have only been to 5 sessions so far but I am loving it. The others in the band are lovely people and we always end up in the pub after practise!

I have to say it is much harder than I had ever thought. There is so much to think about from sorting out the right strength to pull the ropes, to managing the ropes themselves, to trying to keep up with everyone else.

But it is great to be learning something new that is complex and needs all my concentration to do even vaguely competently. Bell ringing is also a great mix of exercise (even before we start it is 72 steps up to the ringing chamber) and music.

It occurs to me that, as with many things, there is a great similarity between bell ringing and running a business.

Both require a lot of skill to do successfully. Even the basics can be tricky to master and it takes quite a while before things are proceeding like clockwork. Even if you have a good degree of skill things can still go off track occasionally.

Also both rely on teamwork. Although each bell ringer is in charge of just one bell, they must be very aware of what everyone else is doing to ensure that the peal is rung correctly. Of course it is the same in business. Even if you work on your own you will still have a team of others around you who are key to your business success.

So if you are feeling that you are stuck in a bit of a rut how about starting something new - maybe even bell ringing like me?

Incidentally the picture below is actually 2. On the left are the proper bell ringers and on the right is the complete beginner hoping that it doesn't all go Pete Tong!



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Michael's Minutes

Hopefully spring is on its way and this often means we look at the world in a more positive light. Now is the time to spend a few minutes each day thinking about your company's future.



Ask Jenny



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

Audrey asks: "The finances in my business are a bit of a mess because I hate doing the books. Is there a fool proof system I can use to take the stress away?"

Jenny says: "Yes, and that system is to DELEGATE. If you don't like doing the bookkeeping in your business the best answer is to get a trained bookkeeper.

The reasons for doing this are:

1. You are probably not the best bookkeeper for your business anyway and a bookkeeper will almost certainly do a much better job than you can! If you engage a trained bookkeeper they will settle in very quickly and you won't have to spend time showing them what to do.
2. As you didn't start your business to be a bookkeeper delegating this job will enable you to do the jobs you do want to do, so you will be less stressed.
3. You can happily turn your attention to the areas of your business only you can address i.e. strategy and leading and managing your business.
4. You will reduce the likelihood of cash flow problems because you will be on top of what you are owed and what you owe.
5. You will have a better idea of how your business is doing if the books are kept up to date.
6. Finally you will have more time, and inclination, to review what the figures mean."

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

A special thank you to... Trevor Lever

Any business person one who has met the lovely Trevor Lever will know that what he does not know about sales effectiveness is just not worth knowing.

In my November newsletter I mentioned that he has entrusted the care of his 'sales/marketing' cats to me as he is moving towards retirement.

Well I am excited to say that we are now working on a joint project to capture his many years of experience into a range of books - and probably videos - so that his knowledge is not lost.

To begin with our target audience will be CIMA Members in Practice and other accountants, but we will soon be extending our range to books that help any professional find the right path to marketing and sales effectiveness, for them.

I say 'we' but I am really just the passenger on this journey. I feel very privileged to be able to learn from the master himself and have the opportunity to create practical handbooks for those who struggle to find customers.

Thanks Trevor for your time, patience and faith that I will actually add something to the project!

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A special note to... YOU!

As I said in an earlier edition of the newsletter under new GDPR regs I need your permission to send you newsletters in the future.

I have provided space below for you to fill in your details and give your permission to continue being on my mailing list.

If you have decided not to continue to receive newsletters you need do nothing - you will just cease to get them. I will be sad to see you go, I am glad to have had you as readers for this long.

If you would like to receive future newsletters I am so pleased that you find them a good read and worth investing your precious time in.

Please fill in the section below and then either scan or photograph it with your smart phone, and email the photo/scan to me. at: fiona@fionabevanfinancialmanagement.co.uk