

# Bright Business Bulletin

2019  
November



## It pays to be brave!

Sometimes we just need something to inspire us and encourage us to try something new

### 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.

The fab and knowledgeable Trevor Lever and I have just published a sales and marketing book for consultants called *Catfood* which is also on Amazon.

### 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!).

My mum has just been fitted with hearing aids so this is for her!:

"If the person you are talking to doesn't appear to be listening, be patient. It may simply be that he has a small piece of fluff in his ear."

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**You may have picked up**, if we are connected on LinkedIn, that I ran a successful Webinar for CIMA in October.

**I have never** done a webinar before and so I was quite nervous about the whole thing. Not only because the participants could see me but I could not see them, but also because I was not sure I would get the timings right.

**An hour is a long time** to be talking for but time can soon run away with you if you don't time things right - so preparation is key.

**Fortunately I did** not have to worry about the material as I have written, talked and run courses about how accountants in practice can move their businesses more towards the work they love - and clients really value.

**I also did not** have to worry about the techie side as Emma Bailey from CIMA was my partner in crime and dealt with that side of things.

**On the day itself**, however, I was surprised to learn from Emma that 350 people had registered to take part! I knew not everyone would be listening live, but had registered to get the recording of the webinar to watch later - but I still found it a little intimidating to have so many listening (either live or later)!

**In the end** I could see the counter of participants gradually increase until it

stopped at 180 people This was far more than I had bargained for.

**Once the webinar** had started I did find I got into the swing of it pretty quickly and the hour sped by - and I did not run out of time or material!

**The feedback has** been great and I came away from the experience with a spring in my step and a desire to do more webinars - and to restart my workshop programme for accountants.

**What this whole** experience re-enforced for me is that it pays to be brave and try new things. Our comfort zone is stretched when we do (something I wrote about last month), and we are more likely to continue trying even more new things.

**I was also** asked in October whether I wanted to do a wing walk - but I am not feeling quite that brave yet (or ever!!).



## Michael's Minutes

Don't forget to move around from time to time when you are working at your desk. It is easy, when you are engrossed in something, to forget to and this can lead to back problems.



### Ask Jenny

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

**Mary asks:** "It's coming up to the Christmas period and we have always held a Christmas party for all staff and partners. This year, however, money is tight because a key customer has gone out of business. How can I reduce expenditure without demoralising staff."

**Jenny says:** "Firstly, I am sure your staff are aware of the fact that this customer has gone away. They may not have directly connected this to any future Christmas party but they will know there will be some financial impact, at least in the short term."

**If your staff** do not know this, I think it is wise to appraise them of the situation. It helps if staff know money is tight because it means they have realistic expectations about expenditure in other areas too (i.e. pay rises).

**It is also important** to talk to staff about changing circumstances because if you do not give them the facts rumours will only start - and rumours are generally worse than the truth.

**With your staff understanding** the backdrop you can then plan something more low key or funded differently.

**For example,** you can arrange a party but only for staff and not their partners. Alternatively, you can organise an evening at your local pub, including partners, where you buy a certain number of rounds of drinks. After that they have to fund their own.

**Whatever you decide** to do if you keep staff updated they are unlikely to take the change badly."

### Dates for your diary

#### Metwalking

This relatively new form of networking with walking is a great way to meet new people whilst getting some exercise. The groups are informal (with even dogs joining in) but professional and meet each month - and FREE. You can choose to join the Bristol or Somerset Metwalkers - or both! - generally on a Wednesday morning. For exact dates and more information go to:  
[www.metwalking.co.uk](http://www.metwalking.co.uk)

### 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.fionabeavanfinancialmanagement.co.uk](http://www.fionabeavanfinancialmanagement.co.uk)  
Just click on the Bright Business Bulletin button.

# Our community

## Help for your business... more pricing

**Following on from the section** on pricing in last month's newsletter I can announce that there is even more help this month for anyone who finds pricing a challenge.

**For my special peeps** (and you are receiving this newsletter so you are most certainly one!) I am running a FREE pricing webinar.

**It is at 1.30-2.30 on 27th November.**

**You can register** for the webinar via Eventbrite at <https://www.eventbrite.com/e/pricing-with-confidence-for-sme-business-owners-tickets-77509074729>



**The webinar looks** at the reasons why we may not be able to price confidently and gives practical guidance so you can overcome your personal obstacles to pricing effectively.

**Spaces are limited** so if you are interested it pays to book early.

**See you then!**

### Partner of the month - Mark Chesham

Mark is the VAT expert we all want on our side. His knowledge of UK VAT is second to none. He is able to explain this complicated 'simple' tax in a way which is understandable and not too boring (sorry Mark, but most of us think the ins and outs of VAT is pretty dull!!!). He also offers half day VAT reviews for anyone who wants an expert to give their VAT systems the once over. [Mark@cheshamconsultancy.co.uk](mailto:Mark@cheshamconsultancy.co.uk)

## Special thank you to... Emma Bailey, CIMA

**Often when** we are trying something new our success or failure will depend on who we have in our corner helping us.

**Fortunately** for me I had Emma helping me with the CIMA webinar I talked about on the first page.

**She booked me** for the gig, organised all the marketing for the event, made sure I was comfortable with the software and ensured we had plenty of time to get set up before we went live.



**The only thing** I am disappointed about is that I won't have Emma's help when I run webinars for myself in the future.

**So, thanks Emma,** you are a star!