

THE BUSINESS GODPARENT

WINTER 2022 | Issue 13



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BE BRAVE AND ADAPT

Welcome to the 13th edition of the BGP and Happy New Year! As my New Year message I am going to pinch the slogan from the Financial Times ("FT") campaign "Let's not go back to a past that wasn't working anyway!" I am going to use it in a slightly different context to the economics talked about by the FT, and encourage business owners to be brave and adapt. This could be from simply changing a process and investing in new equipment to diversifying into a new product or service. Or what about looking at your carbon footprint and doing something about it. Doing nothing in 2022 is not an option in my opinion so be brave and go for it!

ROGER EDDOWES
BUSINESS GODPARENT



BE SEEN, BE GREEN, WITH AG PROMOTIONAL PRODUCTS

A guest article from Steve Gold, AG Promotional Products Ltd

Over the past few years, there has been a growing emphasis for businesses and consumers alike, to play a part in being environmentally friendly.

From advancements in recycling, through to electric powered vehicles and green energy, "being green" is becoming a part of our daily lives.

I have been championing the use of eco-friendly promotional products as ways for businesses to market themselves for a number of years, which is evident in the vast array of products I have on offer.

Check out my short video which showcases a small sample of these products by clicking the image on the right.

Please sign up to my newsletter to keep up to date with the latest trends in all things promotional.

Let's all do the right thing by getting our brands seen while being green!

www.agproducts.co.uk



DID YOU KNOW THAT FOR EVERY 21/22 TAX RETURN YOU FILE, ESSENDON WILL PLANT A TREE?

Roger is now a Trustee of The Green Business Network - "Environmental networking for the smart business"

EMPLOYEE SPOTLIGHT - KIMBERLY PREECE



What does a typical day for Kim look like?

A typical day for me begins with prioritising my emails/workload depending on our deadlines. On a day-to-day basis I will do a mixture of bookkeeping, accounts preparation, assisting with the VAT returns and generally assisting and helping the team where needed. No day is the same!

What do you get up to in your spare time?

At the moment, not much due to the current circumstances unfortunately. At the beginning of the first lockdown, I self-taught myself how to crochet to keep me sane and I do enjoy it a lot! I enjoy cooking, going out for long walks and spending time with the family.

Have you got any New Year resolutions?

To be honest I haven't set any for this year, but my aim is to continue to look after myself and become healthier!

When you were younger what did you want to be?

I never really knew what I wanted to be when I grew up, but I remember from a young age I used to enjoy manually typing out my dad's invoices onto sage so I guess that has influenced me to become where I am today!

What are you most looking forward to in 2022?

2022 is the year that I get married (2 years later)! I am looking forward to what 2022 brings, not only to me but also to Essendon. Let's hope 2022 is the year for us all!



MARK MILLER ON THE RED SOFA



Interviewer: Today we have the absolute pleasure of welcoming Mark Miller, founder of Goodfoot Development, onto the virtual red sofa.

Hi, Mark. How're you doing?

Mark: Yes, thank you very much for your time, Terry, and everybody watching. Appreciate it.

Do you like my new glasses? I got these especially for the interview... not quite.

I got them to make me look intelligent compared to my normal ones.

So I hope that works for you, Terry.

Interviewer: Now, we've obviously known each other for a few years and you lead a very interesting life.

Are you able to give us a bit of insight into your background and Goodfoot and why you started it up.

Mark: Yeah, sure. I'm very lucky to be not that good at very many things. So I tend to do a lot of different things in an attempt to find something I'm good at. So, yes, you're right.

I started off as a maths teacher for a couple of years in a comprehensive

school, which really sorted me out and then moved into IT and then decided I wanted to become a pilot.

I was an instructor for a while and flew some aerobatics, which I was very privileged to do. Again, not that good at it, but I didn't crash. And then I was freelance consulting in projects, so I thought with the people that I knew could kick that off on our own, which we did - that's about 22 years back.

So Goodfoot started, actually, I'll tell you the heart of why it started.

It started out of a personal situation where somebody I was working with had cancer and we decided to start a business together in order to build a new future.

So it very much started with a purpose, if you like, a meaning to deal with something that was a bit tough or very tough at the time.

Interviewer: Amazing. It's strange how you fall into different walks of life, isn't it?

Mark: Yeah. You can never predict what's going to happen to you.

I think I crossed the threshold when I realised I think it was about 38, bit

later than most. I realised I was prone to make mistakes and a lot of them and I kind of faced the fact that I wasn't perfect and I was going to make more and more and more mistakes. And when I actually realised that and accepted that and accepted it in other people as well, I became a better person at that point.

Interviewer: I understand that Goodfoot are about building, developing and educating individuals, team leaders and organisations. Can you give us a typical scenario of why people may turn to you?

Mark: Yeah, sure. So I was in projects which were mainly construction projects before I started Goodfoot.

So we link with construction companies. I love working with construction engineering.

A) I was a builder. I was an IT guy, so I was a builder anyway. But B) in construction, you got to get it right.

ALL ABOUT THE PROMPT PAYMENT CODE

When it comes to customers paying invoices, and having to deal with spiralling costs, it's no surprise that the survival of at least 400,000 small businesses is in doubt...

Every small business likes to work with larger customers. There's good money to be made working for them, however, historically, their payment terms have been anything up to 90-days, and sometimes even longer.

Over the years, many businesses have failed whilst waiting for large invoices to be paid by customers, especially when their own suppliers refuse to offer longer credit times or increased limits. Add in high inflation and other spiralling costs and you can

see why this is becoming a major problem.

The Federation of Small Businesses is seeing the number of members shrinking almost daily. They worry that over 400,000 small businesses are at risk unless something is done to support them. 30% of their members said recently that they were having problems getting their larger customers to pay them within the term they agreed.

Of course, the pandemic has to take a lot of the blame, and I guess for those who import and export, Brexit does too. There is strong pessimism in the retail and hospitality industries after all the lockdowns and this is spreading to other sectors as the costs of fuel and utilities rise dramatically.

In the next financial year, National Insurance contributions climb, as do dividend taxation, business rates and the national living wage. Put all this together and it is a challenging time for any small business.

But it is late payments that have been destroying many thousands of small businesses across the country. I feel that if the Government is serious about levelling up, it needs to be focused on helping the business community.

Increasing the small business rates relief to £25,000 would help a lot of firms, but if larger businesses paid smaller businesses within 30-day terms...

MAKE '22 STAND OUT FOR YOU!

A guest article from Terry Kendhammer, Bubble Creative Solutions Ltd

In this digital world that we live in, we all have access to a wide range of marketing platforms to communicate and get our brands visible.

Social media platforms allow us to share video content which can be short and snappy, factual or quirky, and help to give an emotive edge to your content.

Email marketing keeps you in regular contact with your audience, making sure your brand is at the forefront of their minds.

Blogs or vlogs? Do both! Blogs can be great for website content and SEO, while vlogs may capture a different audience on social media.

Websites allow for more in-depth content and act as a great hub where all marketing activities feed to and from.

While we're fortunate to have these platforms to tell our stories, it has to be appreciated that other companies will be doing the same, so there can be a lot of noise and your message may be missed. A way to overcome this is to have clear, concise, engaging purposeful content which allows a user to engage and interact and entices them to want to see more. It is important to be comfortable with the platform you are using to market your business, but also appreciate where your target audience hangs out. There's no point being on Twitter if your audience are on Instagram.

Tell stories to get your brand noticed

Marketing, for me, is all about telling stories and engaging with your audience. A story can be presented in many ways, whether it be daily/weekly accounts of your business and the journey you're on, or a new service/product release and the features and benefits associated with it. This kind of content allows the audience to get 'behind the scenes' of the company they're buying into. They get to know you and understand your values and beliefs before even meeting you!

Below are a few of our tips:

Make content purposeful

Regardless of your business size, invest time in carrying out a marketing strategy and planning session to understand your business, products, services, resources and your target market. Then create a 3-6 month plan with messaging and campaign types and understand how these will be rolled out and how you can make them engaging for your target market.

Personalise the experience

Digital marketing maximises the ability to have a personal user experience. On websites, you can design the user experience to allow individuals to reach the pages that interest them in the fewest clicks. Target social content with the use of demographics, i.e. age, location, behaviour, interests. Email marketing can be personalised (i.e. Dear John), but it also allows you to segment the audience and tweak the message accordingly to suit them.

bubble²

Use multiple channels for your marketing and gain trust

Everyone has a different preference on how they like to receive information. Your audience needs to see your brand at least 7 times to gain confidence and buy-in.

Measure & Review

Understand how your marketing activities are performing. This allows you to capitalise on things that are working, but also gives insight to things that are not. If things don't work, don't be afraid to stop and change it. Marketing is an iterative process.



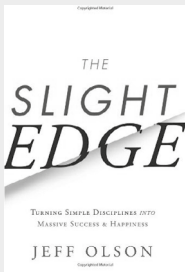
If you want to know more about how we deliver this for our clients, we offer a free 1 hour review and consultation. Send an email to marketing@bubblecs.co.uk.

www.bubblecs.co.uk

9/10

BOOKCLUB:
THE SLIGHT
EDGE

The Slight Edge is an easy book to read and the key takeaways for me are:



Every decision takes you either in a positive or negative way so you have to choose wisely.

Attitude influences action. Action influences results. And results influence your lifestyle.

During 2022 I am encouraging my staff and clients to undertake more physical activity for their well-being, physical and mental. Walking 40 minutes a day equates to about 600 miles a year.

The distance from Lands End to John O'Groats as the crow flies is 603 miles so if I asked you to achieve the walk in 2022 you are likely to turn me down.

But changing the attitude to "I will do a bit every day" you will achieve it and reap the benefits. How about applying the same principle to reading books... how much knowledge will you have gained over the year?

Score: I'm like Craig from Strictly so it will be a 9 rather than a 10!

ROGER EDDOWES
BUSINESS GODPARENT

MINDBENDERS
THE MASKED ACCOUNTANT

Who's behind the mask?

Directions: Guess which team member is behind each of the masks



Name: _____



Name: _____



Name: _____



Name: _____



Name: _____



Name: _____

Want to maximise the potential of your business? Contact the Business Godparent now to steer you in the right direction.

Call today on 01908 774320



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