



INITIATIVE[®]

INSPIRATION & SUPPORT FOR LIKE-MINDED LADIES

S P R I N G 2 0 1 2

INSIDE...

**DETERMINED
YORKSHIRE LASS
LUCY WATMOUGH**

*"My ambition is to become
a world-class soprano"*

**THE HAPPINESS
MILLIONNAIRE:**
Motivation at a Glance

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for YOUR BAG!**
mini  **MAG™**

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**“Creativity
is contagious.
Pass it on.”**

Albert Einstein

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INITIATIVE

Welcome to our
Spring 2012 issue
in a mini-MAG format
that's designed to be...
THE mag for your bag!

Lady Links Initiative
aims to to inspire
and support like-minded
ladies with a wealth
of bite-size features,
case studies, tips
and advice covering
business, creativity
and lifestyle.

Visit www.ladylinks.co.uk
to access useful down-
loads, enter our free prize
draw and find out about
Lady Links Loyalty.

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mini MAG™

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LADY LINKS INITIATIVE UPDATE...

We are very pleased to have achieved a substantial increase in the number of Lady Links Initiative followers throughout 2011, and delighted that we continue to include further networks in the already-broad range with which we are involved. We have exciting plans to provide additional benefits during 2012, when the new Lady Links Loyalty initiative will be offering:



- Delivery direct to your door, so you can be sure of getting your personal printed copy (for your bag)
- Access to the new Lady Links online Library, where you can view a number of useful e-books and contribute any of your own publications you think other Lady Links followers will be interested to read
- The opportunity to take advantage of a selection of exclusive discounts on products, services and events as well as the facility to promote offers on your own products and services in this area
- A limited-availability offer for 25 ladies who apply to have their own Lady Links Initiative webpage

For further details visit www.ladylinks.co.uk/loyalty

We are also extending our corporate social responsibility activities by guaranteeing to make a £5 donation to one of our chosen charities for each person who chooses to engage regularly with the Lady Links Loyalty initiative.

Please keep sharing your ideas for content with us to ensure Lady Links continues to provide a regular source of inspiration, support, practical guidance and pleasure.

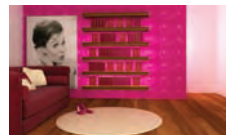
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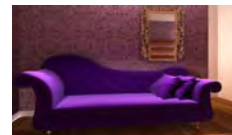
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NETWORKING SUCCESS



What is successful networking? Am I doing it right? How can I do it better?

Having researched many different approaches, I found the book *The Go-Giver*, written by Bob Burg and John David Mann, to be most aligned with my values. It's changed the way I approach every networking situation, helping me to enjoy the process, make more genuine connections, and generate lots of business.

Like all great concepts, it's straightforward, and you can try it out immediately. The key is to focus on supporting the other person in a way that is valuable to them, rather than merely trying to sell to them.

In *The Go-Giver* Burg and Mann identify 5 principles:

- 1. The Law of Value**
Your true worth is determined by how much more you give in value than you take in payment
- 2. The Law of Compensation**
Your income is determined by how many people you serve and how well you serve them
- 3. The Law of Influence**
Your influence is determined by how abundantly you place other people's interests first
- 4. The Law of Authenticity**
The most valuable gift you have to offer is yourself
- 5. The Law of Receptivity**
The key to effective giving is to stay open to receiving

So what does this mean for you and how can you use these laws to help you with your networking?

Before you start, ask what success means to you.

Once you are clear, it'll be easier to make that happen.

Then, get really specific about why you are networking, so that you'll be able to find the best networking opportunities for you. Do you want to:

- Generate more business?
- Meet potential suppliers?
- Learn?

Networking can be a rich source of peer support, from people who have significant experience

How can you provide more value for people you meet?

I love being able to put people in touch with others who may collaborate or share customers.

What can you do to help?

How can you serve more people more effectively? This is about excellence and being at the top of your game, rather than jumping on the band wagon of churning out information for the sake of it.

How do you know what is important to the people you want to serve? Listening consistently so you are clear about what is really needed is vital to the process.

BUSINESS

Be open to receiving: are you ready to receive more business in a way that is easy and successful for everyone involved? Get ready to receive!

For me the most important of the laws is authenticity.

Be yourself. People buy from people they know, like and trust. Be human! Yes, we want a professional, who knows their work inside out. We also crave someone who is real, a person with whom we have a connection, someone who has some understanding of our situation and with whom we can enjoy doing business. Do business from that starting point and enjoy getting far more from your networking than you ever imagined possible!



Charlie Mitchell, Director of social enterprise *Creating Space For You (CIC)* runs *Successful and Stress-Free Networking* events and enjoys coaching. She will deliver Bob Burg's *Accelerate your Success* teleconferencing sessions soon. She lives in York with her husband and daughter, and loves to play the tuba in her spare time.
E-mail: Charlie@creatingspace4u.net



WIRE (Women in Rural Enterprise) is the only organisation offering support to businesswomen in rural areas.

NETWORK - For support, skills, inspiration, knowledge and new business.

PROMOTE - The WIRE website is a fantastic shop window for your business. We optimise our website and promote our members' businesses on and offline

HELP - Book one of our fantastic Opening Doors training courses and find all the business help you need from within the WIRE Network.

www.wireuk.org



Fortnightly network meetings...

HARROGATE Contact: Chris Wilson
E-mail: chris@kariba.co.uk

ILKLEY Contact: Dave Lalor
E: dave@keybury.co.uk

www.nabonetworking.biz/joingroup



4Networking to meet suppliers, customers and friends and includes 3 x 10 minute appointments

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HARROGATE



Crème de la Crème is a Harrogate-based networking group for business women. Crème recognises that women network in a different way from men, as we instinctively focus on building relationships. We acknowledge that women's personal and business lives often intertwine; therefore the basis of Crème is to give its members a platform to meet and connect with like-minded women.

Crème de la Crème offers a refreshing contrast to the daunting prospect of networking in a sea of suits. However, ladies, please don't misunderstand: whilst the atmosphere is warm and friendly, serious business happens.

We welcome ladies to come along as guests, meet us and find out more about who we are and what we do. Crème meets twice monthly in Harrogate. For more information please email us info@thecreme.co.uk



L4N Ltd Directors Marina Simioli and Nada Tokos.



BRADFORD • HUDDERSFIELD • BRIGHOUSE • HALIFAX

I have a great passion for connecting all ladies in business – both locally and regionally. In case you have never networked before, I would reassure you that our meetings are relaxed and fun, with the sole objective of enabling you to meet as many ladies as possible to help you grow your business. There is no aggressive, fast-paced networking here: we focus on building trust and relationships.

All meetings have the same format in all the towns, so having gone to one you will feel comfortable at all. This is a non-membership organisation, so you come on an ad hoc basis when your business allows.

"Marina is the founder of such a brilliant network in ladies4networking. The events Marina has organised are buzzing with enthusiasm and motivation and are full of amazing women. The effort and energy required to develop, grow and deliver these events is not to be under-estimated and Marina, can I thank you for opening these opportunities for us? You are a pleasure to work with and I'd recommend you any day."

Yvonne Castle Managing Director at YCChange, YCCoaching and YCCCommercial

"I have attended a number of events that Marinae has organised through the L4 Networking group that she runs in Huddersfield. I have always been amazed by her enthusiasm and willingness to help others meet other business contacts through her networking groups and her knowledge of so many organisations! I would highly recommend Marina as an event-organiser and a superb networker!"

Helen Thewlis Expert Family Law Specialist and Family Mediator

To book on any of the events please go to the LinkedIn sites for each town and join our group for all discussions, meeting dates and promotions.

Marina Simioli Founder, Ladies 4 Networking



Maiden Voyage

TRAVEL TIPS

Socialising safely on your business trip

We all like to think the best of people and in life you quite often get what you expect. However, this doesn't negate the need to apply a little bit of vigilance when you are out meeting business acquaintances. Bear in mind that between 70-80% of rapes are committed by an acquaintance or somebody already known to the victim. We would advise the following precautions...

Hotel Rooms

Do not hold business meetings in your hotel room. Think twice before allowing other people to store their belongings in your room as it's an open invitation for them to come and retrieve them. Suggest they use the concierge storing service instead.

Drink Spiking

Do not leave your drink unattended or accept drinks from a stranger. It's not only bars and nightclubs where one might be at risk from somebody dropping drugs into your drink - think about coffee meetings in hotel lounges, for instance.

Meetings

Always make sure you let people know where you are going, who you are meeting and when you intend to return

In the Taxi

Be very aware of how much personal information you share with a taxi driver, even if you have just had a blazing row with your partner. If necessary simulate a telephone call to somebody who is waiting for you at your destination, be that home or a hotel, explain you are in a taxi and your whereabouts.

COFFEE. SHOPPING. NETWORKING.

The Mill, Batley provides a fantastic ladies networking venue. Please call Paula Hammerton on 01924 426614.

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A Unique, Joined-Up Conference Programme Taking Place Throughout the year.

The whole purpose of these district-wide conferences is to bring together thousands of local businesses to encourage them to trade more with each other. This would result in more local capital circulating in each 'sub-economy' making it much stronger and hence creating and safeguarding more jobs.

Each conference consists of a full-day programme of business-specific seminars, an exhibition involving close to 50 businesses, a clinic where you can cure your business ailments along with unlimited networking opportunities for all involved.

YBC is open to businesses of all sizes and types and all delegate places are FREE. Delegates can stay for 40 minutes, 4 hours, a full day or anything in between!

This programme enables huge numbers of businesses to meet, develop a relationship and ultimately trade with each other in a way that is highly cost-effective and likely to ensure greater responsiveness. Most SMEs actually prefer to work with other businesses on their doorstep if this can be managed. The arrangement is also "greener" and time-saving because when it is necessary to travel, the distances are short.

In terms of quality assurance, the arrangement is also 'self policing': if you are good, everyone knows; if you are not, EVERYONE knows! Trading on a greater 'Yorkshire' scale will also be a by-product, as Kirklees' delegates will visit the Bradford show, Sheffield delegates will visit Wakefield etc. This will allow for those services not available in each locality to be sourced at other shows.



Coupled with the local and regional marketing and PR, all involved will be continually seen by Yorkshire's business community throughout the whole of the year.

We see this as a 'no brainer'. Nobody until now has put together a 'joined up' conference programme which feeds into itself and ultimately brings together thousands of Yorkshire Businesses across the whole year as opposed to just one day.

- All conferences are FREE to delegates and open to any sector of business owner bringing together 1,000's over the course of a whole year.
- Seminar seats are offered on a first-come first-served basis and booked via each stand-alone conference website.
- 'Pods' and shell schemes are available in 2m x 2m or 3m x 2m sizes and offered on first-come first-served basis. We limit the

number of same-sector exhibitors to allow a wide range of services to be available on the day.

- Prices for stands are set very sensibly in order to accommodate all sizes of enterprise and from £295.00 +VAT to £495.00 +VAT depending on the event.



There is a full programme of business-specific seminars, delivered by recognised leading speakers from Yorkshire and beyond.

Each individual conference has its own stand-alone website. This features complete seminar information and times, exhibitors' information (logo/biog/web link), sponsors' information, booking page etc. giving a thorough overview. All marketing will direct delegates to the Conference sites to book their places.



Award Winning CREATE Co-founder Signs Up to YBC

Sarah Dunwell, co-founder and visionary Chief Executive of The CREATE Foundation, is to speak at Calderdale & Barnsley Business Conferences.

CREATE, an award-winning Social Enterprise, is committed to developing innovative training and employment opportunities for people who are vulnerable, marginalised or homeless. CREATE staff and volunteers have applied Sarah's business model across the North of England. They now help meet the needs of people who want a hand-up (not a hand-out) to rebuild their lives, in Leeds, Doncaster, Sunderland and Manchester.

Danny Matharu, Event Director at YBC, said: "Sarah has spent the last decade running highly successful business units in catering and food retail. Now her focus is on changing people's lives. It's a real coup to have Sarah share her journey and success with us. She is a true leader with a no-nonsense attitude and she's unbelievably driven - an exceptional example of how success was borne of passion, focus and an urge to do the right thing."

Create runs businesses as diverse as outside catering, cafés and retail, offering real commercial workplaces in which disadvantaged people can develop their skills and get their feet back on the ladder of making a meaningful contribution to society.



babyballet Founder to Speak at Calderdale Business Conference

Claire O'Connor, founder and MD of babyballet, will be a keynote speaker at this year's Calderdale Business Conference.

The dedication and drive Claire showed throughout launching and developing her multi-award winning company whilst raising a young family has been exemplary. Spotting a gap in the dance-industry market, Claire turned her dream of providing fun and non-competitive dance classes for pre-school children into a leading UK children's brand and an international franchise business.

Claire launched the company in September 2005. Her first class was at a local pub with a play area, and was fully subscribed within weeks. Claire did some further market research, remortgaged the house, sold the car and babyballet was born! There are now 35 franchisees operating across the UK, delivering 721 classes per week and teaching an astounding 6,290 children. Babyballet in Halifax itself teaches over 800 children every week.

Danny Matharu, Event Director at YBC said: "Claire launched babyballet with very limited business experience but she has achieved phenomenal success. Delegates can be sure they will come away with many business lessons in how to make a vision a reality."



Nicky Pattinson ALL BUSINESS IS SHOW BUSINESS (well - it is in 2012 if you want to survive!)

Nicky Pattinson is unabashed when she describes herself as "The UK's number one sales assistant," and is convinced that she was destined to be doing what she now does. Speaking in her unmistakable Yorkshire accent, Nicky says: "The world got stuck on the phrase customer service - that's not the same as SELLING in the first place. Nobody ever SELLS anything to anyone anymore. In show business every nuance is considered, the music, the costume, the magic words - the character is understood. We have a lot to learn from those components."

Nicky now flies between the UK and the US to work with both lone business-owners and the largest conglomerates, integrating Show Business Selling into enterprise. Nicky has achieved remarkable 'sales transformations' in business areas including airport lounges, kitchens, walking gear, legal services, dental insurance and more.

Danny Matharu, Event Director at YBC said: "Nicky has effectively rewritten the books on bringing new money and new people into companies. Show Business Selling will excite all those who want to start selling again and stop just hoping it will happen."



DATES:

26th April
Wakefield Business Conference
Cedar Court Hotel

24th May
Calderdale Business Conference
The Shay

28th June
Bradford Business Conference
The Abundant Life Centre

27th September
Kirklees Business Conference
Galpharm Stadium

18th October
Barnsley Business Conference
The Metrodome

22nd November
Sheffield Business Conference
Ponds Forge

Forward Ladies Moves Into The Capital

Forward Ladies is forging ahead with major plans to expand into all corners of the UK, as they move into the capital in March.

The expansion plan is being made possible by recruiting a number of licensees to run Forward Ladies across the country. The latest to join the Forward Ladies fold in London is PR Jessica Huie. Her first event is due to be held at the end of March.

But the company doesn't plan to stop there and is looking for licensees to run Forward Ladies across the country – in as many towns as possible.

Launched in Yorkshire and the Humber twelve years ago, Forward Ladies is now active across the whole of the North of England, having moved into the North West, the Isle of Man, followed by Scotland last year, and now has a major plan to move into London.

Forward Ladies is increasingly becoming a voice to government for professional women and they have already expressed their desire to see

more help for small businesses – while last September they visited Westminster for an audience with senior politicians.

The first licensee was Tracy Sheldon, a business consultant who looks after Kirklees, Calderdale and South Yorkshire. Angela Cameron is the licensee for York and is a sales and marketing consultant, while Sue France, formerly a hotel PR for Tomahawk Hotels in Yorkshire, now looks after the North West.

Forward Ladies now also has representation on the Isle of Man with Stephanie Frankham, who is training to be a chartered secretary, and Jackie Waring, a business consultant, looks after Scotland.

Etta Cohen, the original Forward Lady said: "Our plan is to recruit licensees across the whole country. Their areas are determined by postcode, and we would love to see Forward Ladies launching in new towns and cities right across the UK."

The licensees are self-employed, and work with head office to recruit new members, source and manage events and raise sponsorship. They will give a percentage of the money they raise to Forward Ladies, who will run all their admin support and event management.

"The role is ideal for anyone who would like to work part-time or in conjunction with another role. Most of our current licensees have other jobs, and it fits in perfectly with their lifestyles," said Etta.

Forward Ladies has grown from just a handful of women who met to exchange ideas into an organisation with a database of more than 13,500 professional women, and running approximately 300 events a year.

These include a programme of high-quality training and development, a speaker programme of inspirational senior industry speakers, conferences to recognise International Women's Day and the Women in Business Awards to celebrate the achievements of the many talented women who run their own businesses or contribute to the success of their industries.

They also run peer-group mentoring support for female emerging entrepreneurs (FEE), as well as for individuals.

Forward Ladies is an inclusive organisation, where women at every age, level, and at every stage in their career are welcomed, and their contributions are valued.

Members range from owner-managers of small and medium businesses to corporate executives to managing directors of multi-national companies.



ETTA COHEN – INSPIRATION FOR FORWARD LADIES



TOP TIPS



Victoria Tomlinson
chief executive
Northern Lights PR

Creating an employee social media policy

How are your employees using social media?

Do your employee policies make clear what you do or don't find acceptable as business behaviour?

If your first instinct is that your business does not need to worry about social media – have you checked who is on LinkedIn? What if colleagues mention a client on Facebook when they go home in the evening? And is your recruitment policy clear about whether a YouTube clip of a candidate who is 'drunk and disorderly' should affect a decision to hire them?

We've been working with a number of employers on how to create a social media policy. We start the session by showing a truly disgusting video on YouTube of two Dominos Pizza employees larking around. They stick bits of cheese up their nose and then put it on a pizza.

This video went viral in hours; made it to NBC's *Today Show* and affected the company's sales and share price.

Yet when you look at the video, this was probably a thoughtless prank by a couple of bored employees. Almost certainly they had no concept of the impact on their lives (they lost their jobs) or the company.

It is now as important for employers to train staff to understand the consequences of social media as it is to put policies and processes in place.

Here are ten tips to produce a social media policy for employees that will meet your business needs.

1. Consult with your staff on what their needs and uses are

Your policy should reflect your business culture and values and help your employees understand what they can and can't do. Few managers will be able to imagine the whole range of ways that your employees are using social media and how it impacts on their jobs. And it is changing by the month.

Bring together a steering group of employees to say how social media affects their jobs, where the cross-overs are between work and personal life and what they think the policy should include.

2. Ensure social media is a part of your core business activities

Social media is still seen by many business leaders as something for 'teenagers'. Consequently social media activities are delegated to interns, the youngest recruit or a junior member of the marketing team because 'they have a Facebook account'.

Social media needs to be understood and managed by the senior management team – it has high risks as well as considerable opportunities. Rarely will a young employee have the skills needed to ensure it is used strategically.

You need social media to be a part of your core business activities – not an afterthought added on. It should be included in strategic marketing and internal communications plans. And these will guide what you need to include in your employee social media policy.

3. Define the dividing line between employees' work and private life

This is rapidly becoming one of the most challenging issues for an organisation to decide.

While most would say that a person's private life is just that, private, what if an employee slates a key client on Facebook?

You need to spell out to employees what is or is not acceptable.



For the final seven tips visit www.ladylinks.co.uk/extra

GAYNOR PHAROAH



Gaynor Pharoah is the creative force that enables York's award-winning interiors firm of David Long Designs to thrive and prosper. Through combining her practical background in Building Technologies with her impeccable manner, she creates a rapport with clients that is almost unheard of elsewhere in the industry.

"I believe a home should be a sanctuary, a shelter from the pressures of the outside world," Gaynor states, "an environment in which family and friends gather together in comfort."

By all accounts, it appears that creating exquisitely comfortable interiors is what the beautiful Ms. Pharoah was born to do. From the complete conversion and refurbishment of a Grade 1 listed convent in Sussex and half a decade of impeccable work throughout the Middle East, Gaynor brings not only an outstanding aesthetic eye, but also the experience of relating to property owners from a variety of backgrounds with vastly different tastes. Gaynor happily says: "I'm proud to call most of my clients friends." It is that pride and gracious nature to which Gaynor attributes her success: "We take the time to really listen to the specific needs of those we work with – we have to get to know our clients and see what their unique vision is for the property before any design work can ever begin."

Gaynor and David Long began their partnership with the establishment of their Yorkshire design studio in 2004. Situated almost directly behind the Minster, their gorgeous townhouse showroom contains four floors of outstanding inspiration. Uniquely styled, this exceptional design house is a magnificent display of what Gaynor and David can infuse into any space, either commercial or residential. "We love having new opportunities," says Ms. Pharoah.

“The challenging properties are our favourites!”



Together, their work comprises every type of home you can imagine – from historic country houses, to urban London lofts, including villas in Provence, and coastal cottages in Florida.

This year David Long Designs is blessed with an entirely new adventure. After years of searching the globe for outstanding home furnishings, Gaynor and David have recently partnered with the stunning **Coleccion Alexandra** to exclusively offer their furniture to designers and clients in the UK. Gaynor excitedly says: “There simply isn’t another collection quite like this anywhere else in the world!” A coordinate website has also been launched (www.luxuriousliving.co.uk) and is quickly becoming one of the most popular destinations online. The excitement of this prestigious opportunity clearly instills an extra sparkle in Gaynor’s eye, a designer already packed with momentum – this is a business woman we can all learn from and the type of friend we would all love to have.

If you’re interested in a consultation with the creative team of Gaynor Pharoah and David Long, please give them a call at their York showroom. Believing that every home deserves to be exquisite, the staff at David Long Designs is skilled in every aspect of design.

The perfect marriage of beautiful architecture and comfortable interiors is their passion. Invite their opinion on your property, and become a part of their client family today.



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York YO31 7EQ

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Getting Your Message in the Media

By Ruth Badley
Freelance
PR & Journalist



When you are deciding which new restaurant to try for a special meal, are you more likely to be influenced by a well-written review by a food critic, or by an advertisement paid for by the restaurateur?

Probably the former, because independent editorial is usually perceived to be more credible and authoritative. That's why it's my key goal to secure positive coverage for my clients in newspapers and magazines, on television, radio and relevant online sites.

Favourable media coverage is more likely to have an impact on bookings, sales and orders than advertisements. An article in a newspaper or magazine will also reach many more people than just the readers of the printed copy. It is usually available online, plus mentions and links can be directed to it via Twitter and Facebook.

You need to be confident your business is ready for such exposure and scrutiny because these days, disappointed customers, as well as satisfied ones, can share their views with millions of others via social media.

This is not to say that clever marketing and advertising are not effective. Of course they are, but if used alongside and in conjunction with well-planned PR activity, the impact on the bottom line is likely to be well worth the extra investment.

Converting business enquiries into sustained sales and growth may be a tall order for a single article, so a good PR campaign will identify different types of media to approach and will exploit opportunities to publicise new and compelling stories about your business that can be released over a period of time.

The cumulative effect of several media 'hits' in a range of outlets is the ideal scenario but it is not always easy for businesses to identify what could be of interest to a journalist and how to approach and work with the media. **Which outlet will want to cover your business?**

The traditional print and broadcast media fall into these four broad categories:

- **Local media** – the weekly newspaper, radio station and websites covering the news in the town or city where your business is located
- **Regional media** – the weekly and daily newspapers, monthly magazines, websites, radio stations and television news programmes covering news in a specific county or a wider region of the country
- **National media** – UK daily and Sunday newspapers, magazines, their websites and the main radio and television channels
- **Trade media** – magazine titles aimed at those in a specific industry, business sector or profession

Invest some time in researching a couple of titles from each category and you will soon see what kind of business news is covered and what sort of story is considered newsworthy. If you are a regular reader of a specific daily or weekly paper you won't even need

to devote more time to do this – you simply need to read with a researcher's eye. What sort of stories are featured? Who is writing them? Do the photographs succeed in bringing the words to life?

Local and regional papers are usually interested in featuring positive stories about SMEs on their patch. Let your local paper know if you are a business that is expanding, creating jobs, supporting charitable organisations in an imaginative way, winning industry awards or earning accolades from a nationally recognised organisation.

In the case of industry awards, the corresponding trade magazine or website may also carry news about a business that has professional links with the sector or is a supplier of goods or services to that sector.

When you research a media title try explaining to someone else the **'who', 'what'** and **'where'** of an **interesting story**. It is helpful to keep the 'w' words in mind if you plan to write your own press release as this formula will help you set out the facts simply and clearly and without the flowery language that will convince a journalist that you ought to be paying for an advert!

A professional photograph should accompany your press release. Local and regional papers rely on pictures of people to drive sales and your story will have more chance of being used if a good image is available.

The national media have a bigger canvas and often like facts and figures connected with topical issues, trends or events and stories that have an impact on a significant consumer group.

A good story at the right time will occasionally work for several of the national media, if they have the opportunity to cover it in a slightly different way from their rivals.

I recently worked with the UK division of a global corporation and the campaign I ran helps to illustrate this point. The marketing department organised a major exhibition and event, designed to show the latest technological development to an audience of key public service buyers.

Competition within this market is fierce and the company were keen that the PR should achieve national coverage in a respected newspaper, positioning the brand to competitors as well as potential customers and stakeholders.

There was also a business imperative to secure coverage in the key trade magazines and websites to reach influencers in this area of public service, so research to establish the correct contacts was my starting point.

Over an eight-week period the story was picked up by the major trade media titles as well as appearing as full-page illustrated feature pieces in the Sunday Times, Daily Telegraph and London Evening Standard. To date in excess of £1m worth of orders have resulted, with international enquiries still being generated through the newspapers' website archive.

When I suspect I have a strong story I usually test my instincts are correct by speaking to a journalist I think might cover it. Direct and helpful communication is the best way to build good relationships with the media. So my top tip for businesses is: get to know your local paper and broadcast media. Follow the journalists on Twitter; read their articles; listen to their news features and respond swiftly if you think you can contribute when they put a call out for information or comment.

For more information and advice on affordable PR for your business, contact Ruth Badley at ruth.badley@btconnect.com or call 07929 420360 or 01423 884063



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TOP TIPS TIME SAVING



Can we save time?

We all have the same amount of time so we can't bank hours to use later, but we can use our time more productively. It is so easy to be distracted, to put off things till "later" and to be side-tracked onto more interesting activities.

Planning and a splash of discipline are what's necessary: planning for those things we dislike as well as planning for those things we much prefer to do. Making lists is all well and good but sometimes they can just go on and on and on.

- Use a calendar broken down into timeslots showing when you are available; if you have to pick your child up from school or telephone the dentist, book these tasks in your calendar as you are clearly not able to work during this time – and you won't forget them!
- Start your day with a "plan of action" - what activities you are going to address. Gauge how long they are going to take and put them in the calendar. This can be done at the end of the previous day or first thing in the morning for that day.
- Batch the same type of tasks together: all calls together; all research together; invoicing time; etc
- Schedule in slots for dealing with your emails – get out of the habit of reacting just when the "ping" tells you.
- Set a timer so when the time is up you move on to the next thing and schedule some additional time to finish the activity if you haven't finished.
- Reduce distractions by turning all interruptions off: log off your email so you don't get notified when a new mail arrives (set up an out-of-office message); switch your phone to answerphone.
- If you finish early, don't waste that time - get on with the next activity.
- Schedule in breaks, and make sure you take the break you have planned. The same goes for wrapping up at the end of the day (unless an urgent matter comes up).
- Schedule those things you put off for first thing in the morning – get them out of the way and feel good for the rest of the day.
- Assess your success at the end of the day. Plan for the next day and congratulate yourself on your focus, commitment and what you have achieved.
- After a while you will be able to get the timings more accurate, complete the activities for the day and be able to slot in some "down time" which you can use to reward yourself with a coffee with a friend, an extra walk with the dog or just half an hour on the sofa with a good book.

Being focused will enable you to achieve your goals for both your business and your personal life. Having focus in either part of your life or part of your week will make the "down time" more rewarding, fulfilling and enjoyable; and that's why we work so hard, is it not?

These tips were supplied by Michelle at Virtual Hand. Find out more about how Michelle can help you increase your productivity by visiting www.virtualhand.co.uk or email Michelle on michelle@virtualhand.co.uk or call M: 07789 174 792

After the feature in our last issue, Lady Links asks more about

Lucy Watmough

Q: You're a Yorkshire lass?

A: Yes, born and bred in Otley. My mum's from Pool-in-Wharfedale and my dad's from Bradford.

Q: Yorkshire folk have a reputation for being strong-minded and determined, especially when the going gets tough. Have you had to show those qualities ?

A: So far I've been fortunate not to have had anything drastic to cope with in my personal life. I've had a lot of support from my parents and professionals in developing my natural singing ability. It's hard at times, though, because I have to be very disciplined if I'm to achieve my ambition, which is to be recognised as a leading soprano. There are times when I feel a bit 'love-hate' about it, but having a real gift is fantastic and then there's the thrill of the performance.

Q: Who do you admire and why?

A: My parents because of all they have done for me. Maria Callas because she was the best soprano as well as very intelligent and self-confident. I also admire people who are charity-minded, who are prepared to do things that don't bring them personal financial benefit and who are prepared to put themselves at risk for a good cause. I was impressed by the young soldiers I met at a military college near Wrexham when I worked with them to produce 'Memories of You,' which was written by an old school-friend of mine, Chris Bevan, to help raise funds for the charity Help for Heroes. There's a video on YouTube and a download available from iTunes.

Q: You must have to make sacrifices yourself?

A: Little things, really... I don't go to many parties. I need to take care of myself – make sure I get enough rest and stay free of coughs and colds and so on. I don't give in to a whim I have for body art, because it would not be appropriate. As a family we've definitely made sacrifices. My dad gave up a motor-cycling career and works twelve-hour shifts in a factory so there is the money to help me in my career. I work part-time in a milk-bar to help out.



Q: Tell us a bit more about A: how you take care of yourself - and especially your voice?

No heavy drinking. Sensible diet. I take ecinacea extract – it's a herb that supports the immune system and helps counteract colds, flu and respiratory tract problems. I don't smoke and I avoid contact with people who do. I exercise. As a routine I spend half-an-hour a day on vocal warm-ups and an hour singing. My mum and dad are always there for me and take a lot of the pressure off me - they do a lot of the organising and make sure I'm not over-doing things. My friends help me switch off.

Q: What do you do to relax?

A: That's difficult. I spend time with my mum. In many ways I'm a normal 20-year-old, so I enjoy shopping for clothes. I go out with friends of an evening and have a good chat.

Q: What other interests do you have?

A: I love animals – at one time I wanted to be a farmer. I enjoy arts and crafts. I love making things and I'm generally creative. I play the piano, which helps when I'm learning songs because I play the vocal line. I'm interested in languages – I studied Spanish at A Level. I have also learnt Mandarin Chinese... and I recorded 'Song to the Moon' in the Czech language.

Q: What about travel?

A: When I was younger I did lots of walking in the Lake District with Dad. Skiddaw was a favourite place. We tend to stay in the UK because most of the money goes into singing. We went to Jersey for holidays ten years in a row and we have friends we visit in the Czech Republic – the landscape there is simple and beautiful, and there are lots of castles. I've performed in the Czech Republic as well.

Q: Favourite food and drink?

A: Mum's killer chilli con carne. Orange juice – I start the day with a big glass to wake up. Amaretto – that's Christmas in a glass for me!

Q: Favourite colour?

A: Dark red – or purple.

Q: Do you style your own costumes for performances?

A: Yes, unless a particular costume is specified. I like to create a 'persona' for particular songs. I usually do my own hair and make-up.

Q: What plans do you have for 2012?

A: I want to develop my voice further: I will be continuing my private lessons at The Royal College of Music in London. I will be recording a new repertoire and I will have more photographs taken. I want to try some Doris Day numbers! I hope to get more opportunities to perform:

I'd like to make some corporate performances and to appear at public music venues and shows. I'd like to make some speaking appearances – I think people would be interested to know more about my story.

Agents tend to want to stay safe and prefer me to perform songs that are known, but ideally I'll find an opening to write and perform some of my own work in my own show.



Stay in touch with Lucy

 @sopranolucy

www.lucywatmough.co.uk

Memories of You is now available for download from iTunes, Amazon MP3, HMV Digital, Napster, Play.com and many more of the world's leading digital music retailers.

Royalties are going to the Help The Heroes charity.



Lucy is looking to link with:

- Theatres / Music Venues
- Orchestras
- Event Managers

Do you know anyone who can help Lucy achieve her ambition?





HAPPINESS MILLIONAIRE

The birth of Happiness Millionaire: Motivation at a Glance

Have you ever experienced the Law of Attraction – an event that happens, good or bad, for no apparent reason and that triggers a sequence of events that change your life?

Last September I attended a weekend property investment seminar in London. I found that the original presenter had pulled out, and had been replaced by a short, bald guy. I was disappointed, because the original presenter was more my age, single, good-looking and a millionaire.

During the weekend the presenter asked where I came from. “Halifax,” I replied sheepishly, because Halifax is known for its cobbled streets and shell-suits. “We have some excellent students in Halifax - Judith and Bob Wright,” he commented. I looked in slight disbelief. “Is that the Judith

Wright who runs a business called WAM Marketing?’ I quizzically asked. When, smiling, he confirmed that we had a mutual acquaintance, I immediately contacted Judith via Facebook. “You won’t believe who I am with,” I posted. She replied straight away and we arranged to get together for a long-overdue lunch, ostensibly to chat about property investing.

“What has this got to do with *Happiness Millionaire*?” I sense you are asking yourselves... you see, the Law of Attraction does not work in an obvious way. At that time I was a less-than-organised photographer, always forgetting my portfolio and I hadn’t yet bought an ipad. I was frequently asked what I did for a living, but always had to reply “It would be easier to show you,” as I only had the Napoleon Hill images on business cards.





Using these cards I would offer an impromptu presentation of the **13 principles to success**. Before I knew it I had the attention of everyone around the table. When finished they all said they wanted the cards. “I have them as posters on my website,” I would reply, inwardly praying for sales. But no, they wanted them like my business cards, so they could keep them in their pockets to stay focused every day.

I will now transport you to a cosy 18th century pub in the hills of Yorkshire, where Judith and I were catching up over a home-cooked lunch, seated by a log fire. We never got round to discussing property. I shared with her my experience of presenting my business card images. Casually I remarked, **“I need to come up with a product.”** Nonchalantly Judith replied, **“That’ll be easy.”**

We immediately got to work on making a reality of Happiness Millionaire: Motivation at a Glance.



While the product was being developed into an item to keep people focused on creating the life they want rather than the life given them, I received an email from one of my *Success and Happiness* students, who drew my attention to a promotion for an event in London to be led by Bob Proctor, contributor to the book and film *The Secret*. My immediate reaction was that this looked like a great opportunity, but I couldn’t make it because I had to be in London again the week after and I have children and I just didn’t have the time. I felt I had also spent enough on personal development and this would cost me another £600. However, they were offering bonuses, and although I do not own a shell suit I do like a bargain! I provided my name and email address, and, hey presto, I was on a mailing list.

The following day, in the car, I received a call from one of Bob Proctor’s consultants. I pulled over immediately. Realising they hadn’t arranged a professional photographer, I heard opportunity ringing in my ears. Ignoring all the reasons why I previously believed I couldn’t go, I offered to provide photographic services free of charge. That got me into the event, saved £600, and, unbeknown to me, opened the door of opportunity a little wider.

I made a quick call to Judith to bring the deadline forward and a few days later I arrived in London with samples. On the 14th October I stood in front of Bob presenting the *Happiness Millionaire*. He has studied Napoleon Hill for the past 50 years and thought this was an amazing coincidence: **“Think and Grow Rich** in pictures,” he said. I left that event making sure I made some key contacts.

When John Assaraf, best-selling author, creator of four multi-million-dollar companies and another contributor to *The Secret*, appeared at another event I again used my

CREATIVITY

camera to get my foot in the door for free - only this time I also agreed there would be stand-space for the amazing, life-changing product *Happiness Millionaire* both in London and Ireland.

This powerful little product is travelling the world with me this year, first to London, Ireland and Malaysia then to Las Vegas and San Diego.

The moral of this story is: had the bald guy not serendipitously replaced the good-looking millionaire, *Happiness Millionaire* would never have been born.



SEE IT • FEEL IT • LIVE IT

See how you too can benefit, visit www.happinesmillionaire.com

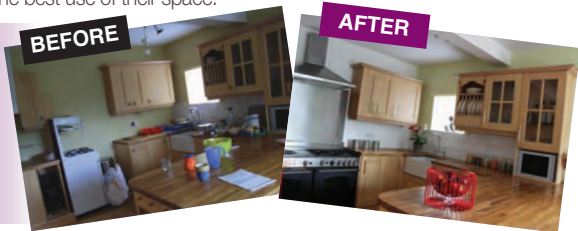


MY PASSION for property styling

Sheila McFee
Style Director



I've always had a passion for working with property. My career started with the renovation of various houses I lived in myself over the years, each project becoming more ambitious than the last. Seeing what had been achieved, members of my family and some of my friends starting asking for advice on how they could make the best use of their space.



From 2004, to help with my professional development, I attended a series of courses with The House Doctor, Ann Maurice, whose TV programmes I had watched avidly, and I am still working with others in the House Doctor® Network. My clients always comment on my enthusiasm: I love seeing a project – no matter how small - come together, and sharing the satisfaction of clients is just such a rewarding culmination to our joint efforts!

What is property styling?

It's working with you to enhance your property for living, for sale, or for letting.

Will it be expensive?

I aim to work with what you have wherever possible. I always agree a budget for any work to be done and set limits for purchases. Alternatively you can just have a consultation and then get started yourself.

How can you help with selling my home?

I come in with an objective eye and so can appreciate what a potential buyer will see on a viewing. This means I can advise how best to present your house so they can see it as their next home.

If I'm not moving, can you still help me?

Yes, many of my clients need help with their current living space. This can be choosing colours, how best to use the space, furniture placement, selecting lighting & furnishings and accessories to use.

So can you help me get organised & sort out my stuff?

Decluttering is just so rewarding and not only clears physical space but can free up space for new developments and opportunities. The client has full control over what goes and what stays. I advise on storage and grouping things together so you don't have loads of something and then buy more because you can't find it!

Do I have to buy all new stuff?

No, we decide the style of the property and look at what you have before we budget for any new items. The aim is to be cost-effective with any available funds.

Isn't it just the 'fluffy stuff'?

Many people think it is, but there's lots of lifting & carrying to do. A project can be anything from a verbal consultation to project management of a property upgrade and whilst I don't do building work myself I may be clearing up after those who do! Adding the 'fluffy stuff' as finishing touches is usually a very small part of the whole project.

Could you help me with my home office?

I have worked with a number of clients with home offices, helping them to maximize the space they have available, choose appropriate colours, select storage and accessories.

Do you help businesses?

Yes, although because I enjoy the hands-on approach I much prefer to work with the owners of B&Bs and self-catering holiday accommodation; landlords and property investors; and home-based businesses.



How to style your home ½ day practical workshop
Book online: plumpropertystyling.eventbrite.com

For further information contact: Sheila McFee M: 07714 760224
E: sheila@plumpropertystyling.co.uk www.plumpropertystyling.co.uk

Disability Action Yorkshire is a charity and social enterprise based in Harrogate. The aim of the charity, which was founded in 1937 and now provides services to around 200 people, is to enable disabled people to live the lifestyle of their choosing.

At a time when many charities and voluntary sector organisations are fighting for survival, Disability Action Yorkshire is thriving, sustainable and developing new services. What makes them different from many others is that they receive no government or grant funding and have been reliant on earned income for many years.

The Chief Executive of the charity, Jackie Snape, is passionate about the services the organisation provides and committed to its development.

The current services include:

Residential care with training for independent living for disabled adults aged 18 – 65.

This is provided in a twenty-person facility, which is divided into two ten-person units. Residents are fully involved in all aspects of the running of the home, from interviewing new staff to planning and preparing meals. The aim of the home is to equip the people who live there with the skills required to move into independent living. To this end there is a two-person training-flat within the facility, where those ready to move on can try living independently with the assurance that staff are available to support if required.

Homecare and support for people who wish to remain independent within their own homes.

This is a vital and growing service providing personal care and support, shopping, escorts to college, work or leisure, holiday support - in fact anything that is required to enable disabled people to maintain or regain the ability to live independently. The demand for this service is high and the organisation is expanding into new areas during 2012.

Training in the skills required for employment.

The right to work is something that most people take for granted, but disabled people can find it is incredibly difficult to gain paid employment. Disability Action Yorkshire provides accredited training in employability skills and volunteering. Alongside this they look for work experience opportunities, support people in finding and achieving a job and give support to the employer as well as the employee following successful recruitment. Their latest venture is providing training and mentorship for disabled people wanting to start their own business – they are looking for support from the local business community in this project.

The latest ventures are **holiday accommodation** and a **furniture enterprise**. The first holiday lodge is currently being developed in Lincolnshire and is expected to open in the Spring of 2012. This will provide luxury accommodation for disabled people and their families. The lodge is fully adapted for disabled adults and children and is set on a site with facilities such as a swimming pool, gym, spa, and the services of a reflexologist and physiotherapist.

Jackie Snape, Chief Executive, Disability Action Yorkshire





THE FURNITURE ENTERPRISE

is an initiative suggested by consultant Ange Brockett, who is now its Operations Manager. Ange saw the potential to put an unused warehouse behind the Harrogate Head Office to constructive use. Learners coming to the Training Service can now get invaluable experience in retail and customer care.

The Furniture Enterprise, which opened in November 2011 and quickly became incredibly busy, sells good-quality pre-used furniture on a commission basis. New stock comes in almost every day.

“We offer a viable alternative to online auctions or auction houses,” explains Ange.

“Many people don’t want the hassle of strangers coming to their houses to look at furniture, with all that entails. We display their furniture in a showroom setting and profile it on our website. We can even collect it if required. Our success is attributable to good customer service, effective networking and the quality of the products.”

Ange is considering including renovation and restoration services and is contemplating replicating the approach in other geographic areas. “We have also arranged to offer home-styling workshops for customers who want to renovate their home interiors. These will be delivered monthly by **Sheila McPhee, styling director of Plum Property.”**



For further information contact

Jackie Snape on 01423 855413,
jackie.snape@da-y.org.uk
 or have a look at the website
www.disabilityactionyorkshire.org.uk

If you have furniture you would like to sell, or donate, or you are looking to buy, why not give

the Furniture Enterprise a ring on 01423 855424 or visit the showroom on Hornbeam Park Oval, Harrogate, HG2 8RB.

To book a place on a Home Styling Workshop contact

**Sheila McPhee
sheila@plumassistance.co.uk
 or call her on 07714 760 224**

Disability Action also hires out training and meeting room facilities and is an umbrella body for Criminal Record Bureau checks.

Jackie’s **vision and determination**

are fully shared by a strong team: “I am so lucky to have the backing of a committed Board of Trustees and the support of the Senior Managers and staff, without whom we would not be able to provide the quality services that we do. This is going to be an exciting year for us, with new challenges and opportunities – we can’t wait!”



Improving your thinking

The ability to think is undoubtedly the most important asset everyone has. From an early age our parents, our teachers, our trainers, and, just about anyone who has tried to help us, have said: "... just think about it", yet very few have ever been taught how to think. As a result, the majority of people do not see themselves as 'thinkers' and even fewer as 'creative thinkers'.

As a creative in the advertising industry, I felt this was a good thing as it meant there would be less competition every time I applied for a new job. When I became a Creative Director I realized how difficult it was to recruit good creative thinkers for my department. In fact, after I started my own business, I could see it was counter-productive for the country, our economy and for every business, no matter how large or how small.

Ideas are the lifeblood we all need to overcome challenges, and to help us improve what we do and how we do it, especially in the ever-changing world in which we live.

The fact is, we all have remarkably similar brains, and we all have a huge capacity for thought that is being dramatically under-used.

Have you ever had an idea about something at a time when you least expected it?

Perhaps you were out for a run, doing some DIY, or were even fast asleep. In fact, you had the idea when you were not aware that you were even thinking about that subject. This is perfectly natural, and is easily explained. Consider your brain is like the hardware of your computer, and your mind is the software. They both work together, and one is useless without the other. When working on your computer, you are mostly unaware of what the software is doing, which is like the unconscious part of your brain. From science, we have learned that we only use between 5 and 10% of our brain/mind consciously, which leaves 90-95% working away without our knowing.

can expand **your** potential!

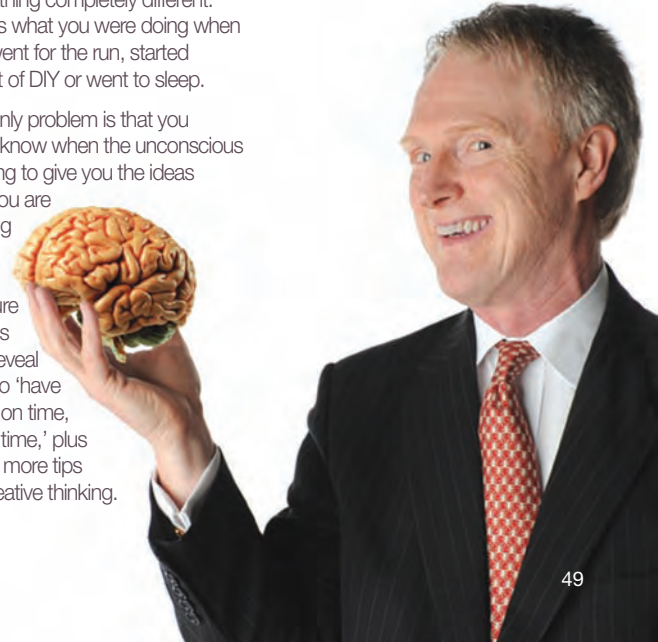
Today's tip is to ponder about something you want an idea on, and then leave it to your unconscious to get on with the job. This is harder than it sounds, as your conscious mind has a strong desire to keep pondering, which is very distracting for the unconscious. The trick is to distract the conscious by doing something completely different. That is what you were doing when you went for the run, started the bit of DIY or went to sleep.

The only problem is that you don't know when the unconscious is going to give you the ideas that you are looking for.

In future articles I will reveal how to 'have ideas on time, every time,' plus many more tips on creative thinking.

However, if you can't wait, please contact me at reg@regatkinson.co.uk and we can discuss which of my 'thinking' workshops would best suit your needs.

RegAtkinson
the think man



Latest News...

3E Project: Healthcare, saving the lives of mothers and babies in the Gambia

Soroptimists have launched a new partnership with the international medical charity Maternal and Childhealth Advocacy International (MCAI). This is a three-year fundraising challenge which will save the lives of countless critically-ill women, babies and children in The Gambia.

This joint venture, 3E Project: Healthcare, focuses on access to appropriate healthcare through education, empowerment and enablement of women, children and babies of The Gambia where, currently, a staggering one pregnant woman or girl out of every 49 will die from the complications of pregnancy or childbirth. Furthermore, for every death, another 30 women and girls are left disabled or seriously injured. Both organisations believe that lack of appropriately-trained health workers contributes to the problem. For example, in The Gambia, there are only five trained midwives for every 1,000 births. As a result, women and girls often face preventable life-threatening situations at all stages of pregnancy, and sadly, many die due to lack of appropriate and timely treatment.

Visit www.mcai.org.uk/the3eproject.aspx
www.sigbi.org/our-charities/3e-project-healthcare



MCAI Maternal & Childhealth
Advocacy International



Women's group raises £1 million for women in war-torn Sierra Leone

Soroptimist International, the Global Women's Organisation, has celebrated reaching its £1 million fundraising target for "Project Sierra: a family and a future" a joint venture with Hope and Homes for Children in Sierra Leone. Soroptimist International works to transform the lives of women and girls across the world. It took Soroptimists just four years to raise £1 million for the charity.

The hangover from Sierra Leone's bloody ten-year civil war in the 1990s – in which amputation and rape was the rebels' trademark – has all but crippled the West African nation. Life expectancy for women is 48 and nearly a third of all children die before their fifth birthday.

For more information about Project Sierra visit www.ProjectSierra.org or www.sigbi.org under "Our Charities" or www.hopeandhomes.org

Women inspiring action, transforming lives



The Mill Batley Evolves

The Mill Outlet in Batley prides itself on real customer service and has a certain appeal to ladies who lunch, who do business, and who network.

Having hosted both Kirklees and Local Ladies network events in the past, Paula Hammerton, Marketing Manager for The Mill, is looking to offer free networking space for appropriate groups.

“We have a strong relationship with the Batley & Dewsbury Town Centre Management team who have been instrumental in organising not just their own networking events here but have also brought the Local Ladies Network here for 2 successful events in 2011.

The second event was an invitation-only fashion show which the ladies thoroughly enjoyed – although this may have been mainly down to a certain body-popping young man if I’m honest! I very much look forward to putting on an even bigger and better show in September this year for them.”

Paula added “We have a policy to support local businesses where we can, and have committed to spending budget both locally and to independent operators whenever possible.”

The Mill, Batley is a department store but with outlet prices, boasting 4 huge floors and an outside terrace of shops, 4 restaurants, free car parking and big brands in fashion, furniture and everything in between.

With a strong customer profile of women over the age of 30, their legendary Ladieswear department aims to deliver best value for all budgets. There are permanent discounts of 30% from rrp on favourite brands like Planet and Jacques Vert, plus unbelievable prices on the Discount Designerwear section.

A large Famous Footwear store, a Radley outlet and a hair and beauty salon keeps all the ladies happy, whilst the sports shop and the outdoor gear specialist Mountain Warehouse should keep the boys quiet.

The centre also offers independent furniture and homeware stores, fabrics, sewing machines & crafts, books and stationery, cook shops and gifts, and - everyone’s darling - The Sweet Emporium.

Keep up to date with regular events and offers on The Mill’s website www.themillbatley.com or ‘Like’ their Facebook page to be in with a good chance of winning one of their regular competitions.



Anyone looking for somewhere to meet for networking or informal gatherings please contact Paula on 01924 423172, or email paula@themillbatley.com

A new dimension is soon to be added to the centre with free networking space being made available to small businesses and professional networks locally. Free WiFi is currently being installed throughout the centre to encourage working lunches and business meetings within the 4 restaurants, and the existing management suite boardroom will double up as a **presentation room** for both existing and prospective tenants. Paula Hammerton added: “We are hoping to grow this concept further by offering our marketing suite to local small businesses that are perhaps run from home and need somewhere to pitch for new business, present new ideas to clients or for recruitment and training. **This will be a not-for-profit venture whose aim is to enable local enterprise and start-up businesses to compete in a viable environment with the necessary facilities, at minimal or no cost”**

The House Healer

Sandra Kendrew



Could your home or workplace be making you ill? If you are experiencing irritability, sleeplessness, fatigue, depression or other unexplained illness sick-building syndrome might be the root cause.

According to Sandra Kendrew, qualified geopathic stress consultant, author and House Healer, over 80% of people suffering from serious ill-health may be sleeping or working in an area of geopathic stress. Geopathic stress occurs when the earth's natural radiation becomes distorted by weak electromagnetic fields, caused by underground water, mineral deposits, fault lines, quarrying, construction, earthquakes and weather conditions. Other non-beneficial energies may be present in a property, such as geomagnetic energies from the host of electrical equipment and power sources we all rely on in the home and office setting. Geopsychic energies which stem from the negative influence of occupants - both past and present - may also exert a detrimental influence. "Non-beneficial energies within a property can have a profound impact on the immune system," says Sandra, "often making the occupants more vulnerable to infection and prone to ill health."



Sandra uses ancient dowsing techniques to test whether non-beneficial energies are present in a property. She then draws on her knowledge and skills as a qualified nutritionist, reflexologist, life-coach and healer to rebalance energies within properties and to help the occupants maintain their personal health.

It's twenty years since Sandra had her own home checked for geopathic stress, and subsequently experienced significant healing benefits. Now a Professional Member of the British Society of Dowsters, Sandra works both in the UK and internationally as a House Healer. "We impress our energy upon a place, so any property will have the memory or energy of its previous occupants. When buying a new property, rebalancing the energies is especially important. Some builders in Germany and Austria actually provide new owners with a certificate to say their property is free from geopathic stress."

Sandra's services are usually called on because someone in a household is not well. Sandra provides a free check using an initial analysis from the address and a simple floor plan. She likes to find out the history of a property: if current home owners are suffering similar illnesses to previous occupants, this gives an indication of the underlying cause.

"I dowse to see if it is the home or the occupants that need healing – sometimes it is a combination but the process is used to rebalance the energy systems of both the property and the client. The vast majority of clients have emotional issues so I help them draw up a checklist on how they can improve thoughts, emotions and feelings."

Sandra's top recommendation to clients is to de-clutter their lives: "Clutter harbours negative energy," Sandra says. "It's amazing how having a good clear-out of overstuffed cupboards can improve how we feel inside." Sandra offers a few tips for those who find it particularly hard to let go of their possessions:

- Concentrate your efforts on one area at a time
- Set yourself a goal and a realistic time scale to achieve it
- Write it down with intent
- Adhere to the motto: "Use it, love it or get rid of it."

If this is a difficult or painful process, look at what you are holding onto in your life. What emotions can't you let go of? What do you fear if you let go?

"Negative emotions are based on conditioning and beliefs and generally involve fear of the past or fear of the future. I try to help people change their situation and not become a victim of their thoughts. If you continually think of yourself as a vulnerable person, then you will create this as your reality. Sandra offers a useful and empowering exercise for diffusing tension caused by disagreements between family members or friends.

Try this the next time you find yourself caught up in an argument:

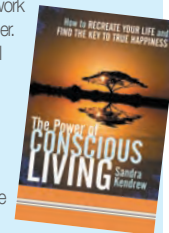
- In a journal, first write down the nature of the disagreement
- Then write the disagreement from your perspective
- Write it from the other person's viewpoint
- Finally, write it as it appears to an independent observer

"Arguments inevitably centre on the desire to be right. Our ego makes us believe that being right is being happy but the opposite is true.

Sandra's first book *The Power of Conscious Living* (newly-published by Balboa Press), brings together all her work as an eclectic practitioner. Sandra provides helpful guidance and straightforward

step-by-step exercises which will help you to understand how you can recreate and rewrite your own life-script, replace fear and negativity with joy and peace and break free from the emotional turmoil that may be hindering a full and swift recovery from illness.

Sandra Kendrew runs regular online courses on Transformation through Dowsing and Conscious Living. For more information about the courses and her work see www.thehousehealer.co.uk



The first five people to book a house-check or a place on one of Sandra's online courses via www.thehousehealer.co.uk will receive a signed copy.

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