

Godalming Business Club

'Some Timely Tips' - 20 January 2012



Work
Money
Home
Life
And Finally...

The following 'Timely Tips' were provided by the delegates of the January Godalming Business Club:

Work

- Make your marketing more robust, focused and purposeful this year. Know your niche.
- Use Hootsuite to preset LinkedIn, Twitter and Facebook company page updates - this saves you having to suddenly have to think of something to keep current.
- Review your commercial and personal insurance policy costs.
- Be visible with your clients: phone, call, email, visit. Retention of clients is key.
- Make sure you are compliant with your record-keeping.
- Check your lease breaks and seek good professional advice. It is a good market in which to renegotiate.
- Contact clients to strengthen relationship.
- Don't blame the recession - be more active in gaining customers.
- Check your employment contracts to ensure they encompass suitable cover for change in IT use to social media.
- What are you doing / what plans do you have in place to make your customers become strong advocates for your business? Customers who are advocates want more from your business, spend more, are more profitable and they recommend your business. An efficient way to grow your business this year.

Money

- File your tax return by 31 January.
- Next year pledge to get your tax return done earlier!
- Make the most of the end of tax year.
- Review your savings / finances.
- Remember the ISA allowance of £10,680 this year. Deadline for ISAs is approaching in April.

Home

- Consider alternative strategies - buy to rent.
- First time buyers only have a few months to take advantage of reduced Stamp Duty on house purchases.
- If providing your offspring with a deposit for a house, insist on an independent building survey.
- Become a wine angel with Naked Wines.

Life

- Remember to use the Twitter hashtag #Shipleys LLP.
- Spring is on the way - put gloom and doom behind you, not all business is poor, there are huge opportunities if you look for them.
- Think positively, even if things get worse before they get better - they will get better.
- Always write a plan of action for the day to ensure things get done and not forgotten.

And Finally.....

Always attend Shipleys as the attendees are a wealth of information and free advice (which was written by a non-Shipleys person!).

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