

## PBE Zoom Meeting Minutes 10-03-2021



Present: 25 people this time.

This week's Zoom meeting.

### 60 Seconds from everyone:

60 seconds from each of us, seeing how we've got on the past week and also how we can help each other in business and any other way.

### Penny Plimmer – JAPICS Photographic

Photographer based in Horndean. Helps you stand out from the crowd with either headshots, or product shots, etc.

### Sarah-Jane Black – SB Business Services

Helps her clients go on a journey. Starting from confusion, through to clarity and to be in control and know what they're doing. Health and Safety, GDPR, Policy updates/management. The biggest policy people think they have in control and they don't is data policy / GDPR.

### Sandra Spuling – Business Sales Plus

Helps business owners to sell or buy businesses. Sandra can support you throughout the whole process and take the stress away from you.

**Jennifer Ellyatt – Insolvency Practitioner**

Helps clients who are struggling financially and can help find a solution to where to go for the future. If anyone is struggling, speak to Jenny.

**Stewart Dunne – E-Divert**

Helps you maintain your customers by answering calls whilst you're busy. Can follow up leads and take your customers on their journey. Can answer live web chats, manage CRM, etc.

**Melanie Griffith – Movement Junkie**

Melanie teaches people how to move and dance. Even great for those who can't dance. All kinds of dances and lots of fun.

**Marc Smith – GHS the heating company**

Marc helps you keep all your hot water and heating. Making sure you have the heating services you want. 14 year warranty boilers are available! Speak to Marc

**Fiona Heath – The Solent Celebrant**

Creates and conducts funeral services. More often than not they are a celebration of a life. Fiona has a funeral to conduct from someone who hasn't met Fiona but has heard of her good work through networking.

**Mark Taylor – Aspire Electronics – also FSB**

Mark creates widgets for his electronics company.

**Gayle Tong – Enrichment Coaching**

Clarity coaching for confidence. We often look at what we can do to build confidence. Today though think about what you can stop to create more confidence.

**Sharon Murray – LinkedIn Confidence Coach**

Sharon helps people on LinkedIn. She helps you and understands how you think about LI, how you use LI and how you can get the best out of it!

**Matt Valentine – Pink Fin Ltd Websites**

If you could change one thing about your website right now, what would it be? What one thing would mean you get more enquiries, more sales and ultimately more business? I can probably help you with this.

#### **Kevin Jarvis – The Bookkeeping Team**

Kevin's company looks after your accounts, books and all things related.

#### **Chris Handley – Anchor Insurance.**

The sexy insurer! General insurance broker. Looks after all of your insurance needs whether it be business, personal, commercial, etc. If you have any queries, speak to Chris who will do his best to help you.

#### **Simon Brand – Enhancico Ltd**

Business enhancing coach. Helps people get to grips with their business and make it more profitable. Simon looks at the numbers and focuses on these.

#### **Emma Weatherstone – FSB Advisor**

Self care – at FSB there's a new benefit called FSB self care. If you're struggling in any way physically or mentally, FSB is there to help and have qualified professionals to look after you.

#### **Dianne Gill – Dementia Support**

Supports people and their families with people who are dealing with dementia. Sage House have opened up again on Monday! It was great to have customers back in and to see them. If anyone needs any support please get in contact.

#### **Ali Dolphin – McGinn and Dolphin**

Helps clients get marketing fit. Ali has been helping customers with their email campaigns on mailchimp. Saving his clients' time and also making the campaigns more successful and targeted.

#### **Stu Radcliffe – Wintercomms**

Provide and manage communication technology. Your team can be anywhere and still speak to your customers and to your fellow team members. As well as the communication technology Stu provides local numbers that can be used by companies who want a phone number for a certain area.

#### **Tom Worley – Financial Advisor**

Helps people save money. Helps companies save money. Recently saved a client in Portsmouth £27,000 by looking at their financial position. Speak to Tom to see how he can help you.

### **Andrew Leppard – Financial Advisor**

Helps you get ready for retirement, planning for your retirement and working out when you can retire and have the longest holiday of your life!

### **Omar Lakhssassi – University of Portsmouth**

Helps people get a degree whilst being employed through apprenticeships. Also can help people who are self employed to go through a degree as well. Speak to Omar for it all!

### **Carol Gouveia – Business Consultant**

Helps you set those strategic steps for your next year, 3 years, 5 years, etc. Carol can carry out the right market research to see what you should be focusing on and who your target market is!!

### **Bernie Rainer-Guy – Worthy Events**

Helps companies and people put on events, whether it be for a small presentation, up to large sporting events and festivals. Bernie has a huge amount of experience and can make sure your event is as professional as possible.

### **Lincoln Noel – Music Maestro**

With Mother's Day coming up, give your Mum a lovely music gram from Lincoln. Give your Mum the respect she deserves. Get in touch with Lincoln so he can create your music gram for you 😊

### **10 Minutes from Sharon Murray**

#### **LinkedIn coach / superstar**

Sharon recently helped a client who was a lifestyle coach. She helped them understand what the messages should be on LinkedIn, in order for the lifestyle coach to hit the right tone and content that would inspire his target audience to want to contact him and work with him.

When you're on LinkedIn, think about how you can connect with your audience. Make sure your content is what your audience wants to read and not what you want to put out.

Two very different ideas. But it's important to relate to the customers.

Get your personality on LinkedIn. Don't be afraid to be you! Do what sits comfortably with you. Don't look at what everyone else is doing. Sit with your values and don't feel you have to put everything out there in the same way as others.

Try to do some non-business posts, so people can learn about you, the human, the person.

Get more personal on LinkedIn and only use your personal LinkedIn account, rather than trying to do it through your business page (especially if you're a sole-trader or small business)

It's always quality over quantity when posting.

You should only be on platforms for about 10-15 minutes a day

Have a read of this:

Read Seth Godin's – The Purple Cow

<https://www.amazon.co.uk/Purple-Cow-Transform-Business-Remarkable/dp/014101640X>

What could you stop doing, to make you more confident?

**60 Seconds Winner for this week – Melanie Griffith from the Movement Junkie.**

**Next week's meeting:**

Get booked on now 😊 <https://www.portsmouthbusinessexchange.co.uk/pbeonline/>

Please look to invite people 😊. Everyone must book on here though please:

<https://www.portsmouthbusinessexchange.co.uk/pbeonline/>