

THE DOWNLOAD

The Download | Whats New | Hot Topics



The Download

The download was created to enable ordinary people, working on a side hustle to get the latest tips and tricks for running your very own venture.

Editor

Ross Geary ACMA CGMA, a qualified accountant by day, a serial entrepreneur by night. Ross has successfully created a 6 figure e commerce business from a £500 investment! He has now set his sights on helping the "Average Joe" to create the life that they always dreamed of!

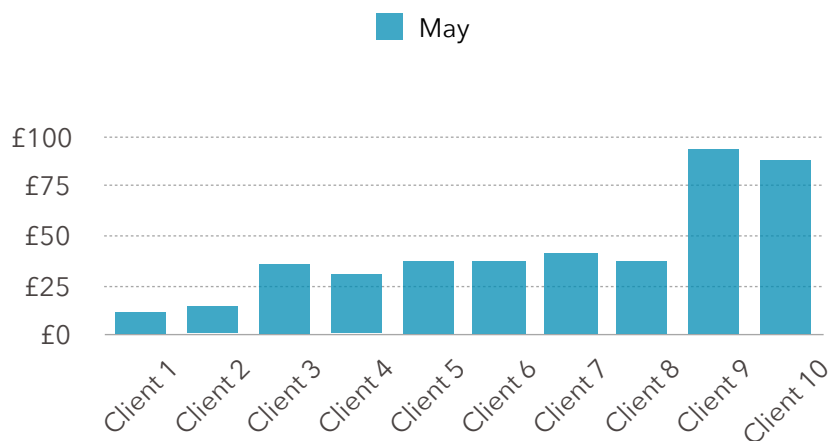
Background

Ross has a breadth of experience ranging from finance, social media and marketing, backed by over 100,000 followers across his ventures. He is a globally chartered management accountant and serial entrepreneur.

Whats New?

The Pareto principle (also known as the 80/20 rule) is the idea that by doing 20% of the work you can generate 80% of the benefit of doing the entire job. However this can be expanded into all areas of your business.

So here goes, you have 10 clients, okay? Right of those 10, you will have 1 or 2 clients that do not contribute to heavily into your business, you will then have 6-8 clients that are your regular "bank role". And then you have the 2 clients that are the smile creators. Did you smile when they came on board? I thought so! These 2 clients will contribute heavily to your





MBM's top 3 tips for effective content creation.

- Passion

Firstly there is absolutely no point in producing content if you're not passionate about what you're talking about. This is the number one rule that always gets missed. Imagine back to that time when you were sitting with a friend and the conversation topic came onto something your passionate about? You sat there for hours talking relentlessly about it and they basically listen out of respect? That is your passion – harness that passion.

- Produce - Edit

The second MBM tip for content creation is the produce then edit rule. Always produce all of your content before you start editing it. Your brain is flowing with ideas, don't cut them off by fixing grammar and spelling. More often than not you will miss some real good content points.

- Crowdfire / Hootsuite etc

Don't waste time reposting across all of your social media platforms, spend that time wisely whether it's having a break, brainstorming your next post or having a pint. Schedule and post from one place!

bottom line. Looking after these guys should be of paramount importance. It's not just about servicing these clients.

Your 20% will be contributing nearly 80% of your revenue, These clients usually don't make loyalties easy so make sure you keep them happy. Go above and beyond what's expected for all of your clients but be sure that these guys are well looked after.



Hot Topics!

Brexit, an excellent idea for some and a terrible idea for others! What does Brexit mean for you and your business?

Well, following on from PM Teresa May revoking self employed National Insurance rate hikes, that's a good thing for sure but who says that won't get reinstated?

Primarily Brexit will affect those who export or import products, firstly you have the plummet in exchange rate which made goods imported relatively inexpensive due to our once strong currency. However a bigger factor now is potential quota on overseas exports. Think about a product related e-commerce business for example, Your imports gain a better price due to exchange rates, etc. If you were forced to buy the same products from the U.K would you still have a stable business model?

Service based business seem to be on the safer side as more often than not your service is supplied domestically.

However look at your business model, review the risks you have and start to put in place a plan B just in case.