

# **Wordsmith**

## **Copywriting and Marketing**



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# Client Testimonials

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## **Rich Sutherland, Managing Director - Sobananapenguin**

Jamie has provided excellent copywriting for a range of clients and campaigns, regularly working to tight deadlines and adapting to different styles. As someone who is clearly passionate about the written word, Jamie's work is highly valuable and he is a pleasure to work with.

## **Kahlil James, Managing Director – Snap Finance**

Amazingly responsive freelancer, who is extremely detail oriented. Able to complete research-based tasks and work independently, highly recommended!!!

**Liza Karpovich - capital.com** - This is actually great! I really enjoyed reading your text. I really like the way you put your thoughts on paper. I find it really interesting to read, and the information provided is comprehensive.

## **Lesley Ford, Owner - Ramshackle Chic**

I hired Jamie to come up with brand tag-lines and positioning statements for my online design and furniture store. I had a specific vision for my brand - difficult to articulate - more of a feeling - and Jamie immediately grasped where I was going, and helped me to identify and prioritize my messaging cues. He then delivered several viable concepts, which gave me the direction I needed to flesh out the messaging. Exactly what I was looking for.

## **Ann , Editor - My Local Grapevine**

Jamie is Interesting and descriptive in his coverage and has relationships with local eateries, making him a very good article writer.

## **Martin Desaulniers, Managing Director - Deze and Les Grandes Aventures**

Excellent freelance writer. I strongly recommend Jamie for his writing skills and professionalism. Never been disappointed by his work and it was often above my expectations. I would certainly hire him again in the future. Thank you Jamie!

## **Sarah Sternberg, Marketing Coordinator – Sliq Media Technologies**

It was a pleasure to work with Jamie. He completed high quality work in a timely manner. I wouldn't hesitate to hire Jamie for future work

**Alex - Wise Cycle Training** - Thank you for the work that you have done on writing up my business, you've done an excellent job and I am very proud of what you have produced.

## **Sandy L, Managing Director - Smart Kitchen**

Great to work with...thorough, dedicated and professional. Will definitely use again.

Further references available on request



I helped Smoothie Box increase conversions and sales on their website by consulting on their website layout and creating content. Sales have since risen from 230 new subscriptions per month to hit a record of 330 at the end of 2020 and the company has had its rapid growth noted by Bloomberg.

Get a **FREE Travel Tumbler** with your first **SmoothieBox**

**BUY NOW**

FLAVORS

BENEFITS

NUTRITION



 ACCOUNT

**GET STARTED**

## Perfectly portioned, organic, farm fresh fruits & vegetables

Flash frozen at the peak of freshness for maximum nutrition.



## What We Deliver

When you join SmoothieBox, you join a community that is committed to bringing you smoothies that include a nutritious balance of organic fruits, vegetables, and seeds for maximum health benefits.



### Organic Fruits & Vegetables

We use the highest quality, organic ingredients available and freeze them at the peak of freshness.



### High Value Health

SmoothieBox has the largest servings at the lowest prices. Our 20 smoothie pouches can easily fit in any size freezer.

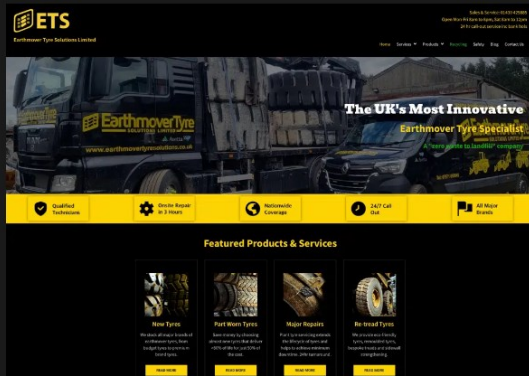


### Completely Flexible

Shipping is always FREE, you can cancel or edit your box anytime and our recipe guides help customize your smoothies.



HOME WEB DESIGN SEO FILM SOUNDSCAPES  
PHOTOGRAPHY WORK BLOG US CONTACT



ETS

WEB DESIGN, FILM, SEO



## FULL MARKETING SERVICE RAMPS UP SALES

It's a cliché, but sometimes you just have to go big or go home. We originally met Earthmover Tyre Solutions to discuss [photography](#) and video provision, but ultimately pitched to take control of their full campaign. This was the best way to ensure all our work, from film to web design, generated maximum returns for the client.

When Sadie of ETS contacted us about photography and video for their new website, we knew we could do a lot more to help the business out. The little kids inside of us would have happily gone and grabbed some shots of the big, powerful machines and passed them back to ETS. However, the children who played with diggers have grown into adults who work in marketing and use words like 'however'. Those adults knew that some significant changes to ETS's website and marketing could make the difference to the company's whole promotional outlook.



Sadie from ETS told us that the company were looking to step up their online marketing and to start getting calls through the new website they were having built.

Looking at the plans for the site, our Director Cairn could tell that the site wasn't going to achieve this, with or without our shots. The structure was no good and there was no customer journey; nothing to lead people from wherever they start out to the point where contact ETS.

Cairn told ETS that this was absent, and that it was the all-important difference between a site that just sat there, and one that made money. Impressed by our diagnostic approach oriented around their goals, ETS took us on and put us in charge of their online marketing.

Getting to work quickly, we focused first on their planning and branding. The latter needed developing and clarifying in a way that would work effectively online before we could start on the site. Sadie has been kind enough to tell us that she was impressed with the branding right from the off, complimenting our logo designs in particular.

We next planned and redesigned the website carefully, focusing on designing routes that all ended in calls to the company. As well as the website, we've been able to support ETS with social media, blog writing, photography and videos.





“

FROG HAD SOME GOOD IDEAS. CAIRN MADE US THINK ABOUT HOW WE WANTED TO BENEFIT FROM THE SERVICES AND WE JUST THOUGHT HE KNEW WHAT HE WAS TALKING ABOUT, SO WE WENT AHEAD.

WE KNOW THE WEBSITE IS WORKING WELL BECAUSE WE'VE HAD LOTS OF CALLS THROUGH FROM IT, SO WE'VE GAINED SOME VALUABLE BUSINESS, SO THAT'S GONE TO PLAN. THAT WAS THE MAIN OBJECTIVE. SO FAR, SO GOOD.

SADIE HUBBARD - DIRECTOR - EARTHMOVER TYRE SOLUTIONS



It has all come good in the end, too. The ETS team have been happy to work with us and Sadie reports they are more than satisfied with the number of calls coming from their new website, declaring it mission accomplished. The company are also appearing above their main competitor on Google now, which is a bonus. This is thanks to our comprehensive [link-building and SEO services](#).

Commission marketing campaigns to achieve your goals and get results you can rely on. Contact us below to start discussing your strategy today.

WANT  
TO  
**LEAP TO  
THE TOP**  
OF SEARCH  
RESULTS?



DOWNLOAD FREE PDF



MAY 30, 2023

## Why You Need a Good Relationship with Your Smart Home Manager

Some service providers can support us without knowing us. Meanwhile, others need to be intimately familiar with our likes, dislikes, and personality. A personal trainer needs to be familiar with our motivations, how we see ourselves, and what our life goals are. Meanwhile, a home help needs to know personal things like how their client likes to spend their free time and how they keep their home. A Smart Home Manager is very similar to these service providers.

Meanwhile, many other services don't require such personal or social familiarity. I see my local shopkeeper many times a week, but I couldn't tell you a thing about them, nor they about me. Similarly, a consultant doctor can change their patient's life with barely any personal knowledge or social exchange.

### Smart homeowners benefit from personal familiarity



We mentioned a home help in the first paragraph. That's because a smart home is a lot like one of these professionals, as well as a personal assistant and a butler rolled into one. As such, a smart home manager is a lot like a personal service manager in charge of all these professionals. Like these people, your house's systems need to know how you spend your personal time and how you keep your home. They also need an idea of your schedule, your likes, and the little quirks of your character that affect your personal choices.

These are all very personal, subjective, nuanced, and emotional things. A smart home's systems are excellent at learning the data behind these things - If you always turn your lights to a warm orange at around sunset, there are systems that will learn this quirk of your preferences and do it for you. However, smart machines are still a long way from being able to

interpret your character traits, make inductive decisions about your quirks, or engage with you to learn how you spend your time.

*"One of the things that we're good at is that we develop relationships with clients where they trust us and let us get on with what they need in their properties"*

**Andy Baker** - Founder of Baker Stone

In other words - Your smart home, intelligent as it may be, can't build a human relationship with you. For that, you need a good Smart Home Manager.

Despite what you might have heard about Open AI, Smart GPT, or anything else, it is a long time before smart homes will be able to take on this essential role. We here at Baker Stone are satisfied that we won't be replaced by machines any time soon.

### What to look for in a smart home manager

When choosing a smart home manager, most people go for someone who has experience and subject knowledge. These are both important characteristics to look out for (and ones in which Baker Stone excels). However, many professionals in our field can offer these things. There is another characteristic we believe will sort your ideal candidate from the rest: It's important to go for someone you think you will be able to confide in and trust in a professional and personal way. Someone you feel you can work with and rely on easily and intuitively.

A smart home manager will keep their relationship with you professional. However, they can do their job best when you feel able to disclose personal information to them like the environment you like to sleep in or who you trust around your children.



## Smart home Butler

We mentioned a butler in the third paragraph of this blog. This may seem like an archaic reference, but a smart home manager is like a butler in many ways:

- They ensure the householder's needs and desires are met.
- They delegate to others (machines or people) in order to do this.
- They know the householder well enough to work out their needs and wants inductively.
- To do their job, they must be trusted enough to know private and personal things about the owner.

The modern-day equivalent of a butler is probably a house manager, although this professional role is usually more pragmatic and less executive with less delegation. We Smart Home Managers tend to delegate to the smart home systems and tools, rather than the servants.

When you look for a smart home manager, look for some of the characteristics you might look for in a butler. Trustworthiness, empathy, intuition, and (not to be undervalued) someone you can get along well with.

## How to get the most out of working with a Smart Home Manager

First of all, an important part of the smart home manager's job is to guide you and fit around you, so working with them should be easy. That said, there are some strategies that can help you get more out of them.

Essentially, you will meet with them and interact with them occasionally to outline your home life and that of your family. Their job is to audit your home environment and smart tech in terms of how well it meets your needs and to decide how this ability can be maintained at a high level and improved. The more they know about what your home environment does to make you happy, what you like about it, what you think could be improved, and what you would like to change, the better they can do their job.



Don't be afraid to open up to them to assist with this. Let them know your little niggles about your home and the quirks of your home life. In this way, they can figure out how to really help you.

One trouble clients often have is they may bump into a problem we could solve or a strong point we could take advantage of, notice it temporarily, and then go on with their day, thinking of more important things. By the time they get to the meeting, that thing is forgotten. To avoid this, make a point of remembering these things. Try taking regular voice notes and perhaps have a quick chat about the problems, needs, and sources of happiness your home environment presents you with. Kids are great at noticing and processing things our busy minds skim over, so be sure to ask their opinion.

## Summary

You will benefit from having a smart home manager you can trust and build a close, professional relationship with. When you are looking to engage someone in this role, look for someone you can get along well with. Also, be on the lookout for empathy, trustworthiness, intuition, and depth of knowledge. From the point when you take them on, be open with them. Where possible, take note of the important issues from day to day to bring to their attention.

Are you wondering if you might get along with Andy Baker, George Stone or one of our other smart home management experts? Book a meeting to find out.

[BOOK A PERSONAL SURVEY MEETING](#)[BOOK A PROFESSIONAL PARTNERSHIP MEETING](#)



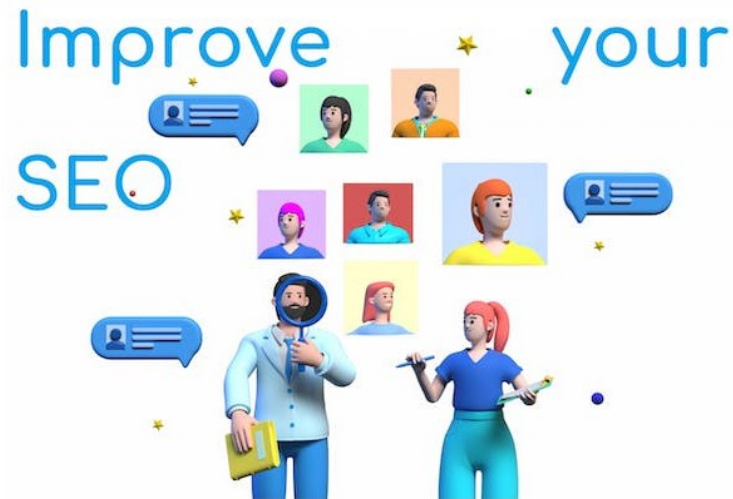


## MONTHLY SITE SUCCESS GUIDE

Make sure you don't miss our updates

Add us to your safe senders list to ensure it comes every month - Find out how in [Gmail](#), [Outlook](#) and [Live](#)

This Month...



Planning Your SEO Campaign

Improve your local SEO

Your free pro SEO webinar

Getting found with Sam:  
Testimonial

## Optimising your SEO



### Step 1: Planning your SEO project

Search engine optimisation is one of the most effective ways of building a lasting legacy online. Google Ads are quick ways to make sales, but they stop working the minute you stop paying. Meanwhile, social media posts wash away with the changing of the digital tides. The effects of a well-optimised site on the other hand, can last long after its operator has stopped investing time and money. That's why planning and executing SEO campaigns correctly is important.

Search engine optimisation is not simply a matter of a lot of cleverly placed keywords that exist on their own. It's an interwoven system of words, structure, strategy, geography, user reactions, sales, site assessments, and much more. For this reason, your SEO optimisation project needs to start with careful thought and planning.

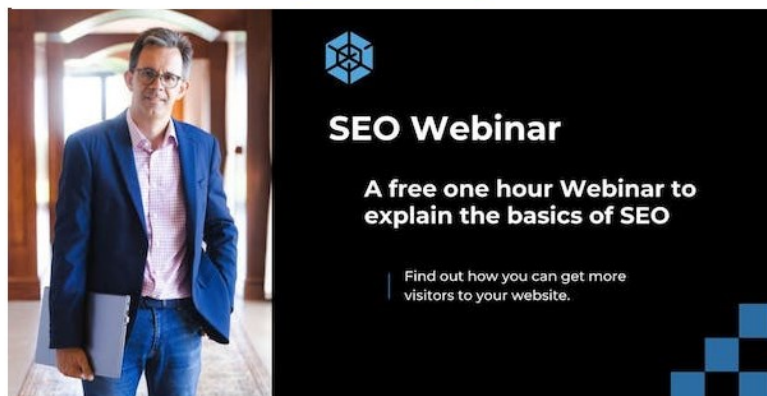
[Learn more](#)

### How to Improve your Local SEO.

Local SEO is absolutely essential to small businesses that operate on a regional level. If your business wants to attract customers in the area you're based in, you need to make it a priority. If you've got a low ranking, it's inevitable that you'll lose out to a competitor who has put the effort in.

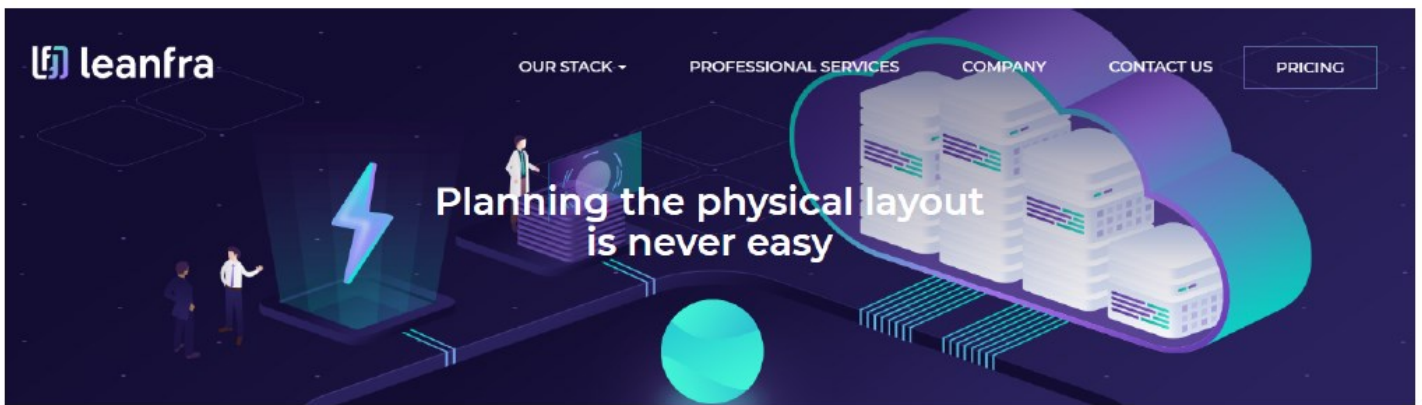
Take a look to learn ways you can improve your local SEO.

[Take a look](#)



[Book your place](#)





## We can help

Fit your product life cycle to the perfect environment and meet the following goals:



Implement a tiered environment.



Implement more optimized and modern development environments.



Give your developers 100% freedom to develop any time with no restrictions.



Keep the budget predictable and as low as possible.



Accelerate your product release in better quality.



Customize other solutions.

## Start now!

Send a request to check our stack or just simply talk with one of our experts.

[GET STARTED →](#)

[CONTACT US →](#)



### Our Stack

Servers  
Network  
Storage  
Locations

### Company


Professional Services  
Pricing  
Contact Us  
About Us  
Privacy Policy







## Leanfra C-Suite - LinkedIn Profiles—Adir Lakya Example—2019


I wrote all of the content for the LinkedIn profiles of the five members of Leanfra's C-suite. The CEO of the high-performance computing and AI company was later excited to tell us that he had landed a meeting with representatives of Elon Musk, who has invested more in the area than anyone else.




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MessageMore...

Adir lakya · 1st   
Co-Founder and CEO at Leanfra.com and Magnifind.ca  
Canada · [500+ connections](#) · [Contact info](#)

8 links Leanfra - High Performance Computing

What is Adir's top skill?  
Help us identify relevant opportunities and content for your connections

Product Management

Network Security

System Administration

Security

Your response is anonymous and will not be directly shared with your connections or other LinkedIn members. [Learn more](#)

None of the above

### About

Nothing motivates me more than knowing that people are truly benefitting from the concepts I come up with. Leanfra and Magnifind are two perfect examples, both improving the status quo for the people they serve, both valuable solutions to problems faced by many and both sources of pride for me.

I'm a businessman with a technical mind. I find that if I drill down deep enough into many business or financial problems, they become technical problems. When I've done that, I solve the problems in the same logical, technical way as any such dilemma. Then, when I've found a technical solution, I build a business around it.

My technical approach is a major reason behind my business success. It helps me to understand what people need, what I can do to fill these needs and how things can be done better. And it helps me to build and manage teams, matching competences to necessary outcomes and setting realistic goals.



## Experience



### Co-Founder and CEO

Leanfra - High Performance Computing

Dec 2018 – Present · 1 yr 4 mos

Winnipeg, Canada Area

As CEO of Leanfra, my goal is to make it possible for many more organizations to benefit from cutting-edge supercomputing solutions that work perfectly for them. This means providing superior, useable systems with improved performance at market-breaking prices. These solutions are bespoke - each as unique as our clients – and yet they're universally functional with almost no code changes needed for operation.

Leanfra exists because I realized that what's available on the market is not even close to what's possible with modern technology. Offerings are outdated, performance is too low, and p ...[see more](#)



### Co-Founder and CEO

Magnifind.ca

Dec 2015 – Present · 4 yrs 4 mos

Winnipeg, Canada Area

When I conceived Magnifind, I saw it as a way to help people, providing a hub to link them more directly to the healthcare professionals their conditions need. Provided through an easy-to-use local search system, this makes health services more accessible and aims to have a positive effect on health in general.

...[see more](#)



### Co Founder

ENIGMAi

Sep 2009 – Present · 10 yrs 7 mos

Winnipeg, Canada Area

ENIGMAi is a multi-million-dollar solution to the seemingly 'unsolvable' call center scheduling problem. Ten years ago, Mastercard set the challenge of writing a program to achieve near-perfect automatic call-center scheduling, which would be very valuable to many, but which most presumed impossible.

...[see more](#)



### Head of Infrastrucutre and Pricipal Architect

ClusterOne

May 2017 – Jul 2018 · 1 yr 3 mos

Winnipeg, Canada Area

We built ClusterOne to help organizations across the business spectrum to adopt AI, make it work for them and move forward with it. The platform was designed to provide a basis and a set of tools for developers looking to advance machine learning. In terms of basic structure, the platform consists of a set of microservices running in separate containers and managed as a Kube ...[see more](#)



### DevOps

EverythingMe

Jan 2011 – Jan 2012 · 1 yr 1 mo

Israel

At EverythingMe, I helped to develop the most advanced tool on earth for providing a fast and efficient, tailored experience to Android phone users. The aim was to deliver exactly the right apps, contacts and information for the user, exactly when and where they are needed.

...[see more](#)

[Show 5 more experiences](#)



## Reasons to Invest in Hull Property TODAY

Posted on May 31, 2016 | Posted in Investment Property News

There's never been a better time to take action than right now. This is especially the case where Hull property investments are concerned, as the points below show.

### It's the safe bet in a dangerous world

The property market in the UK has always been considered a safe bet. After all, your land and houses are rooted to the ground and can't be taken away. However, markets in large southern cities now look to be showing signs of overheating. With unjustifiably high prices and low rental returns in London, Bristol and the like, it looks like that familiar old spectre of a property bubble is emerging. On the other hand, nothing could be further from the truth in Hull. Local housing stock is some of the cheapest in the country on average, and the rental returns on offer are the second best in the UK. Invest in this emerging city and you can rely on a safe and profitable return.

### Hull offers the second best rental returns of any city in the UK

Just to emphasise an important point made above, only one UK city has better rental returns than Hull. Rental yields for the average Hull property stand at 7.81% per year according to a 2015 study by HSBC. Only Manchester can boast a better return than that, but Hull is a much cheaper market to get into, with prices averaging below Manchester's £100,000.

### Value for money in a whole different league

A recent investigation by the Hull Daily Mail showed just how good value houses in Hull are, especially when compared to the nation's centre of stupendous pricing, London. For example, a Victorian, three bedroom house with a huge kitchen, generous living room and beautiful garden in the fashionable Avenues area of Hull will cost you the same as a single white room in North London, where a pull-down mattress over the door serves as the only bedroom and the toilet is hidden behind a screen. Lovely.

At the end of the day, getting a lot for your money is the basis of a sound investment. Houses in London are overpriced but handy for the jobs there, however...

### An employment revolution is taking place

We don't mean the two large renewable energy projects that are providing high quality jobs throughout the city, though these do help tremendously. We don't even mean all of the shared office spaces that are popping up across the city. No, remote working is what we are talking about. Thankfully, the next generation of professionals won't have to live in shoeboxes in large cities to access the best jobs. Internet work platforms, remote meetings and shared office spaces like the C4DI mean that the employer of the future will be based everywhere, and people invested in developing cities with low property prices will benefit from the tide of grateful ex-metropolitans that ensues.

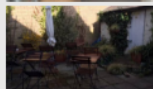



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## Popular Coffee and Sandwich Shop in Sudbury

Sandwich Shop  
Sudbury, Suffolk

Asking Price: £59,950



Instruct our team to arrange a viewing of this business.

[Arrange a viewing](#)

Request specific details about this business.

[Request details](#)

Tenure: Leasehold  
Business Reference: 02976  
Price: £59,950

[Key Information](#)
[Description & Opportunity](#)
[Location](#)
[What to do next](#)

### Introduction

As catering customers increasingly turn to traditional cafes and restaurants, growing sick of chains, the opportunity to take over an eatery that excels at doing things the old fashioned way is one that cannot be missed. The company in question has been operating in Sudbury for sixteen years, becoming synonymous with fresh ingredients and friendly service. During that time it has gained a good following of repeat customers and benefitted from the town's roaring tourist trade at the same time. It continues to grow its revenues and there are plenty of opportunities to accelerate this growth in future.

### Opportunity

Intelligent Business Transfer is glad to offer for sale this increasingly popular and profitable Sudbury sandwich shop. Since the turn of the century this business has built up a solid reputation for friendly service and quality fresh food, gaining many supporters and customers from among the local population. This means that the customers are more than happy to pay a good premium for what they receive at the shop. It also means that the business is still achieving year on year revenue growth over fifteen years after it was conceived. Continuing this trend should be fairly straightforward for the future owner of the company and there are many opportunities to accelerate the growth by evolving the business. Though the business has achieved great things by relying on word of mouth, there is very little online presence except for a small Facebook page and directory adverts. A web page, improved use of social media and possible advertising through tourism, leisure and catering review sites could expand the customer base. These new customers could then be accommodated by extending opening hours and further promotion of outside catering and delivery options. Overall, the future could be very bright for the person who takes this opportunity to enter the catering industry. To provide a good start, the current owner is happy to discuss staying on for a transition period.

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## Story 2.2: The Million Dollar Takeover with Matthew Yahes (Podcast 033)

by Chris Yates | Mar 29, 2016 | Podcast



This is episode 33. "Drinking from a fire-hose" – the enormity of a million dollar takeover.

It's been a month since we last spoke to Matthew Yahes about his seven figure E-commerce business purchase and a lot has happened. The deals have been done, the keys have been handed over and Matthew has just started to get to grips with his new investments.

In this episode, Matthew talks about the importance of a supportive handover before getting into the real meaty issue; how he is dealing with the huge task he has taken on. It's a major rush as well as a serious challenge for the buzzing entrepreneur.

### Highlights

- What the closing day on a 7 figure deal looks like from behind the scenes.
- Managing all the aspects of the handover.
- Benefits and challenges of running an E-commerce company.

### Listen Now:



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## More About This Episode

### Starting out

Just what is it like to take over the controls of a major E-commerce business? It's now just under a month since Matthew Yahes did just that, making the biggest deal of his life in the process, and a lot is happening very fast. Fortunately, thanks to careful due diligence and a positive approach from everyone involved, Matthew has exactly the support that he needs.

### *It's not always a cutthroat world*

This brings us to the first big lesson of this month's catch-up. The old cliches about business being a case of kill or be killed aren't always true. Sometimes a little friendliness between buyer and seller goes much further than the old game of hardball. The ample support Matthew has received from his seller has proved much more valuable than the few dollars he could have knocked off his purchase price.





## ***Building Relationships***

It's not just about the buyer and the seller though. Along with the business, Matthew gained a team of new employees who he is gradually building mutual trust with. You can have all the business savvy in the world but if you can't relate to your team, there are going to be problems. Fortunately he has been fine with this from the first time he met them over dinner. We find out how he managed this and how he benefits from it now.

## ***Starting to Delegate and Outsource***

Getting to grips with his place in the company and other people's places around him has been one of the biggest parts of Matthew's learning curve. Settling in with the team and knowing who to look to for what is just the start; negotiating with suppliers, arranging SEO audits and managing a hugely complicated advertising campaign are all things that need careful attention in a short space of time after takeover. Matthew takes us through all the niches of a new business that need to be filled and offers a few tips on surrounding yourself with people you can rely on.

## ***Tips for taking over***

From vendor management, to hiring, to advertising. Matthew has taken on a lot of new responsibilities and his lessons are yours. What is the best way to use a business platform operations manual? What should the financial plan look like? Should advertising or tech be a priority? These are all questions that Matthew has had to answer for himself. Thanks to his latest lesson though you won't have to

## ***The Pros and Cons of an E-commerce Company***

Being a drop-ship company and not having any inventory to deal with seems like a flexible financing dream, and Matthew tells us that for the most part it is. He also takes us through the challenges of building a brand identity around other peoples' products while competing with your own suppliers.

## ***Big challenges, big rewards!***

As Matthew says, "Go for it." It may be "Like drinking from a fire hose." The information may come at a hundred pages a minute and the challenges just as fast, but the achievements and opportunities that lay in wait make it all worthwhile. He tells us about the opportunities he sees in the future, the goals he has set for himself and how these things keep him motivated through fifteen hour days and long, tense meetings.

## ***Goals and Opportunities***

Matthew's plans and visions for the future are becoming more and more clear all the time. He tells us just what these are and how he is 100% confident that they will happen with hard work and determination. In time he'll be cutting the management of this company down to just a few hours per day and spend more time working on spinning off other businesses to reinforce his portfolio. Of course we'll be there with him along the way to see how he is doing, hear about his successes and learn from his mistakes.

All in all it's been a roller coaster few weeks that has seen Matthew move from 'new kid on the block' to the center of operations. Not an easy maneuver, but a necessary one. There has been a lot to take in and a lot to dish out, but with the help of the seller and the new team Matthew is determined to come out on top. Listen to this month's story to find out how he got into this position and where he plans to go from here.

This is one man who is going far, and we intend to go all the way with him starting next month. In his words; "It's a marathon, not a sprint. You need to put in the effort to succeed". See you at the finish line.

## **Mentioned In This Show**

- **Magento:** The Leading digital E-commerce platform.
- **Volusion:** A useful E-commerce store setup tool.
- **Inflow Marketing:** An SEO company recommended by Matthew and MOZ.



# Get real value for money in Hull

Hull has been named the most affordable city for students in the UK in Natwest's Student Living Index 2018.

Come to Hull for university and you can expect a big experience for a small price. And it's not just us saying that either - Hull is now officially the UK's most affordable city for students, according to NatWest's Student Living Index 2018.

That means your money goes a whole lot further here, with lower rents on average than anywhere else in England - and the cheapest nights out.

You'll also have more money in your pockets - thanks to generous scholarships and plenty of opportunities for part-time work to top up your student loans.

That means you'll be among the most independent too - needing to call on the 'Bank of Mum and Dad' less often than your counterparts in other parts of the country.

And you'll find plenty to do here without going into the red. Hull hosts one of the UK's best free festivals every year - Freedom Fest\* - and there's a host of free museums and attractions to explore.

So come to Hull where you get a lot for a little - and find your independence. We'll drink to that - for half the price they do in London!\*\*

## Why we're most affordable

**UK's most  
affordable city**  
for students







Why we're most affordable



## LOWEST RENT IN ENGLAND

£388.75 /mth - 4th in UK  
great for your second year and beyond

## HIGHEST STUDENT INCOME<sup>£</sup>



## Cheapest nights out

£17.70



## *Lowest parental contribution*

which means you're more independent



## CHEAPEST PINTS



## Cheapest takeaways





UNIVERSITY  
OF HULL

DEGREE  
APPRENTICESHIPS

# COST-EFFECTIVE PROFESSIONAL DEVELOPMENT



**Today more than ever, great leaders and managers set organisations apart in creating cultures of outstanding performance and business success.**

University of Hull degree apprenticeships focus on developing your workforce and improving performance, as well as boosting morale and motivation. The programmes provide a wide range of role specific skills for organisations large and small.

The **Senior Leader programme**, which includes a full Executive MBA, is aimed at executives, senior managers and rising stars. Individuals gain cutting edge leadership skills to identify problems and opportunities and create effective high-level strategies.

Our **Supply Chain Leader programme** benefits from the expertise of our world-renowned Logistics Institute, developing complex, multi-stakeholder supply chain and network management competencies to maximise efficiency and minimise costs.

The **Chartered Manager Degree Apprenticeship (CMDA)** develops performance-enhancing best practice management techniques and enables individuals to gain Chartered Status from the Chartered Manager Institute.

The programmes are some of the most cost-effective ways to achieve professional development, as the University has secured funding to cover 90% of the cost for small-to-medium enterprises. Larger firms can access the Apprenticeship Levy for funding.

Danielle Prentice, Co-Director of Peejay Pets, said; 'Since doing the CMDA, I've found it's definitely easier to manage different roles and staffing arrangements. It helps you to look at the business as a whole, and strategise and move forward more rapidly.

Networking is another benefit. According to Danielle; 'You meet people and find out how business issues apply in their roles in private and public organisations, and then you can apply that learning to your business.'

Contact us to find out more and discuss your requirements at [apprenticeships@hull.ac.uk](mailto:apprenticeships@hull.ac.uk) or **01482 466373**.

**Ready when you are.**



# Get Your Relationship Fizzing This Valentine's Day with Wine Online's Sparkling Wine Gift Sets

There's something wonderful about giving your soulmate a Valentine present you know they will truly adore and enjoy. Or perhaps you prefer sitting with the one you love as some of the finest flavours in the world gently caress your tongue with the help of delicate bubbles. Whatever your choice, Wine Online's sparkling wine gift sets will never fail to make hearts beat louder.

## Bocelli Prosecco 1831 Luxury Hamper

As one of the highest quality Proseccos, this is the ultimate way to toast your true love. Each attractive wicker hamper can be presented in a red sash bearing the words 'With Love' or even with a personal, bespoke message.

Within, your loved one will find two bottles of Bocelli 1831 Prosecco Gran Cuvee, two champagne flutes and a wine accessories gift set. The gift set includes a presentation box, waiter's friend cork screw, wine aerator, bottle stopper, wine drip ring and foil cutter.

[Buy the luxury hamper](#)

## Champagne Montaudon Gift Set

As a great man once said, *"Friendship is like being filled with roast beef; love is like being enlivened with Champagne."*

If one could ferment the romance of Valentine's day into a drink, it would be Champagne.

This particularly fruity and lively example is among the finest, and it can be presented to your beloved in a fine wooden gift box with a champagne flute, waiter's friend cork screw, wine aerator and a wine drip ring. All gift sets are presented as such.

[Buy the gift set](#)

## Jacquart Brut Mosaïque Gift Set

Is the flower of your heart a true wine lover, or perhaps an appreciator of the finer things in life? This flavoursome wine represents a pique of wine-making for the sheer joy of the drinker. Truly enjoy your Valentine's evening with the help of this fresh wine that brings many different bouquets, creating a great complexity for you to explore together.

[Buy the gift set](#)

## Luxury Gold Bottega Gift Set

The gold standard in Italian Prosecco, Bottega Gold presents the most piquant of fragrances. Rewarding to the eyes as well as the palate thanks to the glorious presentation in a gold bottle, it is sure to make a wonderful impression on your lover from the moment they lay eyes on it until they drink the last drop from the bottle, hopefully with your help.

Serving suggestion: Cuddle up on the sofa after dinner and drink while looking into each-other's eyes.

[Buy the gift set](#)



# Cloud Computing, Business Adaptation and... the Mongols

Rich Sutherland · May 15, 2017



As cloud computing changes the way we work and how we do business, we also need to adapt our thought processes.

The Mongols came to rule the largest land empire in history because they embraced the advent of horse riding. Essentially, it freed them from hoarding their assets and skilled warriors in one place, allowing greater freedom of strategy. The older kingdoms, tied to one site, didn't have the weaponry or the mindset to fend off the savvy Mongols.

This is a good metaphor for cloud-enabled companies today. The advent of cloud computing and [Hosted Desktops](#) means that businesses no longer need to cram their machinery and staff into the same place, like kingdoms hoarding treasures. Instead, they can be free to work anywhere, in any way, with access to whichever business data they require.

Just as the Mongols dominated any part of the world they coveted, companies in the cloud can dominate their sphere of business, leaving the competition feeling like yesterday's news.

It's all about embracing the cloud and the new way of thinking that goes with it. This is what your leads and customers need to know to make full use of the cloud:

Information isn't stored on a server at the office that could fail at any moment, accessed only via unreliable machines on premises that close over night. With GoCloud, work and service delivery platforms can exist wherever is most convenient for your customers. As you can imagine, this will improve productivity no end, giving your end users that crucial edge over their competitors.

Data security must be integrated and dynamic, rather than added on at the end. To go back to the Mongols, they had no walls around their towns, but every man, woman and child could fight like an elite soldier. They could also pack up their assets and move on whenever necessary. At GoCloud we call this dynamic, end-to-end, system-wide security. Because your data is not held in just the one place, it must be secured throughout. This has huge advantages, as hackers and viruses can no longer break through the security wall and plunder everything.

Rapid, low-cost scalability without limits is easy in the cloud. This is due to the simple reason that bulky hardware no longer needs to be bought and controlled by the business doing the expanding. GoCloud gives end users the power to scale up their IT with only a few clicks or a telephone conversation.

This removal of responsibility over IT delivery and security allows your customers to focus on growing their businesses. And remember, it's not just the strongest that survives, but the one that is also most adaptable to change.

## Get in touch

Becoming a GoCloud Partner is the first step to a bright and lucrative future. If you're looking to diversify your business and raise profits, request a [free test drive](#) today.

Tagged: Hosted Desktops, GoCloud reseller, Partner Programme





From the British national Parliament to the Oklahoma Senate, governments across the world use Harmony Freedom Advantage (HFA) to communicate openly and engage with their citizens using video and a range of other media. They do this because the transparent and meaningful connection created by the software helps them govern with unprecedented confidence and understanding. This web casting and document distribution solution is now being made available to municipal governments across North America at a low cost.

### The benefits of digital transparency

It is not only governments who benefit from digital solutions such as HFA either: They bring major discussions and decisions to the desktops, tablets and mobiles of the citizens who are affected, allowing them to have input into those decisions. Studies show that citizens place huge value on the transparency and accessibility provided by the likes of HFA. They allow those with limited mobility to see council meetings in front of their faces and they reach out in new, engaging ways to younger citizens and others who may feel disconnected from traditional political communications.

Working around the world, we've come to understand that the governments using solutions like ours to open up to their citizens are the ones that see the greatest increases in departmental interaction, citizen engagement and voter confidence.

### Building a dialogue

Through webcasting and other online communications, governments "are able not only to increase transparency ... but also to improve the credibility of e-communication and to give information about the legislative process in plain language and in informal and understandable formats." HFA enables this, allowing governments to communicate with citizens on their own terms.

In a world where many people view councillors and governors as disconnected from their problems, it's important for solutions like HFA to bring the politics to the people. In the words of political scholars [Lusoli, Ward and Gibson](#); "The dialogue needs to be ongoing on the citizens' terms, not those of politicians. Technologies such as [webcasting and document sharing] can facilitate this". HFA allows these healthy, people focused dialogues to be maintained and reinforced with the help of cutting edge ICTs.

### Simple and inexpensive

The challenges to leveraging modern technology to meet such high aspirations without help can be significant though. [A UN-backed report on e-government](#) stated that "The cost and complexity of getting ICT right cannot be underestimated [as] sophisticated document management systems are replacing older, less-integrated, processes". It may be surprising to hear then that HFA offers these sophisticated solutions from

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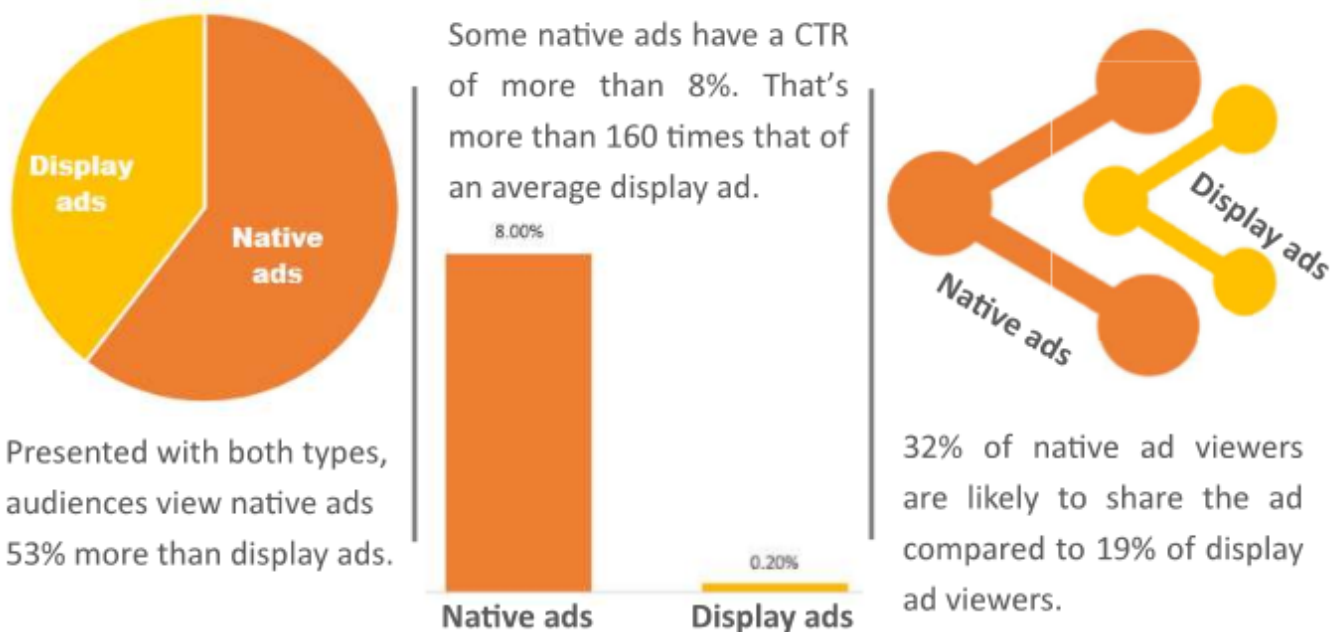
## Why Choose Native Advertising Over Display Advertising?

"Winter is coming" is the *Game of Thrones* inspired forecast of [New York Times CEO, Mark Thompson](#) when asked about the future of the display advertising based media economy. According to him and many other experts in the field, native advertising and other traditional online marketing strategies just aren't as attractive to publishers and advertisers as they once were. There are plenty of signs of sunshine after the storm though: Thompson and many others believe that native advertising is the future, offering publishers and advertisers alike a hope of salvation reminiscent of Ned Stark.

But what are these industries being saved from? The latest [Reuters Institute Annual Digital Report](#) hits the nail on the head, observing that online ad-blocking is becoming a widespread problem across western markets. According to the report, around a quarter of internet users now use software to block online display advertisements in the US, and most of them are the younger generations who are the cream of the advertising crop.

It's a costly problem that is taking away more revenue every year. The predicted cost to the whole digital advertising industry throughout 2016 is \$41.4 billion. That's a six-fold increase on the amount lost during 2013. Hardly surprising given that the use of ad blockers has increased by about the same amount over that period.

Native adverts, distributed by online publishers within their platforms do not suffer from this problem because they are not identified as advertising to be blocked. Nor should they be. Well written, well executed native adverts are appealing and useful to their audiences, earning their viewing time with useful information and exciting insights. In return, audiences engage with native advertisements much more than they do with increasingly archaic display ads. In fact, native advertisements are stronger than display ads in all the most important areas. The numbers speak for themselves:



70% of web users say they prefer learning about brands from native advertisements ...

... rather than display Advertisements.

Display ads get in the way of articles, they interrupt videos and they hold up audio. This is why they are unpopular. Good native ads on the other hand are the articles that consumers want to read, they are the videos they want to watch and the audio they want to listen to. It's really no surprise that these intelligent and engaging articles are working for advertisers and publishers all over. They are effective, financially viable and truly engaging, as long as they're executed right. That's where the Native Ads Titan Platform comes in ...



Use this area to offer a short preview of your email's content.

[View this email in your browser](#)



## What's On at The Wilderspin

### [Art on the Railings](#)

*Saturday June 24, 10am – 4pm*

Wilderspin, Steelrooms and Scunthorpe Art Groups display and discuss their work. Find out about the Wilderspin Art Group that meets weekly in the Joseph Wright Hall.

### [Make, Do and Mend](#)

*Saturday, August 19, 10 am - 3 pm*

Bringing back the self sustained spirit of the 40s with stalls, arts, crafts, and rummage sales for kids and adults. Entrance - free, sales tables from £5

## [Our 100,000<sup>th</sup> Visitor](#)

2016 was a special year for the Wilderspin National School as we welcomed our one hundred thousandth visitor to the museum. Over 8000 visitors came last year alone, keeping us busy and helping us pass the major milestone while our new coffee shop opened to great acclaim.



Almost 25 years after the Queen Street School Preservation Trust set out to restore the building and open it to the public, John Walker, Chair of the trust, reflects on the success of the project: "Visitors are always amazed to see how the building was saved and restored once its significance was realised. It is a highly important part of the story of schools and education in Britain."





## Community

## 8 Of The Worlds Best Ethical Brands

The winds of change are blowing and with them come a new kind of ethically aware, socially responsible business looking to do good. Long gone are the days of Wall Street wolves, when corporate behemoths just took, took, took and gave nothing back. Today, responsibility and charity are increasingly looking like the ways to success in the business world. Here are eight examples of the businesses that give back more than any others.

Posted on July 19, 2017, at 11:08 a.m.



DC  
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## 1. Barenaturals



Barenaturals / [Via barenaturals.com](http://Via barenaturals.com)

This world friendly candle company knows that nature has a lot to give and that it sometimes needs a little help in return. By planting 10 trees every candle sold, Barenaturals is getting right down to the bare bones of what nature needs from us. Trees are beautiful. Trees are habitats. Trees clean our air and neutralise pollution. And trees give us everything from food to shelter to the many responsibly sourced plant-based ingredients in Barenaturals products. To say thank you and to do their bit for the planet, Barenaturals aim to plant 10 million trees around the world, rescuing ecosystems damaged or destroyed by deforestation and teaching people to respect their forest and their planet.

## 2. Krochet Kids



Krochet Kids / [Via krochetkids.org](http://Via krochetkids.org)

Krochet Kids began with three US school friends making bespoke hats and headwear for their friends and classmates. But, after they left school, they realised how their small venture could grow to help and empower impoverished women around the world. Now the company shows these women how to crochet the same type of high-quality headwear, as well as toys and other things. It then sells them, working on a fair and constructive basis by negotiating and communicating with the workforce. This is fair trade taken to the next level.

Importantly, the maker signs each product, enabling customers to write to the offering feedback and encouragement. This connection between producer and customer has been hailed as an important leap forward in socially responsible commerce, and it feels good too.

## 3. Stella and Dot



Stella and Dot / [Via stelladot.com](http://Via stelladot.com)

Stella and Dot is just one of many well-known brands who have given their customers the chance to show their choice of charity by wearing it. Their Illuminate Cuff is a fashion statement and a declaration of support for Every Mother Counts, which helps to support safe pregnancy and childbirth worldwide. All of the profits from every cuff sold go to the charity. Did we mention that it's very stylish? Have a look.