

JON SHATFORD BUSINESS SUPPORT SERVICES NEWSLETTER



'LOOKING AFTER THE BOOKS SO YOU CAN GET ON WITH THE PARTS OF YOUR BUSINESS YOU LOVE.'

STARTING A NEW BUSINESS?

It's a very exciting time when you have a new idea that you think is good enough to turn into a business. However, it's important to ask yourself some questions about what your business plan might look like, what are your goals and how you are going to reach them. Something that Jon recommends when starting a business is to surround yourself with knowledgeable, positive and likeminded people.

Q: What is a business plan?

A: A business plan is an essential written document that provides a description and overview of your company's future. All businesses should have a business plan. The plan should explain your business strategy and your key goals to get from where you are now to where you want to be in the future.



Q: Do I need to register my business?

A: When you decide to start your own business, one of the first big decisions is choosing whether to register as a sole trader or as a limited company. Choosing the right legal structure for your new start-up can affect how tax efficient you are as a business.

1. A sole trader is a self-employed person who owns and runs their own business as an individual. A sole trader business doesn't have any legal identity separate to its owner. That leads many to say that as a sole trader you are the business.
2. A limited company is a type of business structure where the company has a legal identity of its own, separate from its owners (shareholders) and its managers (directors). Even if a company has only one individual involved with it and that person is the only shareholder and the only director, the company is still a separate legal entity.



HUNGERFORD BUSINESS & NETWORKING

We decided to set up a Facebook group where local businesses can connect with each other and use it as a marketing platform. Here is the link if you'd like to join:

<https://www.facebook.com/groups/1296934117527171>

We will also be hosting our first networking meeting on Thursday 15th June in our Hungerford office in the High St. There's no registration or fee, so feel free to turn up on the day, refreshments will be provided for you.

LAMBOURN RDA



Earlier this year we asked people to vote their favorite charity and the winner would receive a donation from us. The winning charity was RDA Lambourn. Riding for the Disabled Association (RDA) is a charity that makes a difference; that champions disabled people and excels as a provider of disability sport. Nationally around 28,000 people with physical and learning difficulties are helped to achieve personal goals, through riding, vaulting and carriage driving each year.

We helped to fund their latest project, Tea With A Pony. TWP gives fulfilling and enriching experiences with horses to people living with dementia or other similar conditions. Participants can enjoy a slice of cake and cup of tea, and then have the opportunity to have a sensory experience with a pony.

WILL IT MAKE THE BOAT GO FASTER?

Earlier this month Jon talked about one of his favourite and most inspirational books, 'Will It Make The Boat Go Faster.' Ben Hunt-Davis, Olympic medallist spent 10 years chasing the Olympic dream, always asking the question 'will it make the boat go faster?' Since winning gold in Sydney, Ben teamed up with fellow leadership consultant Harriet Beveridge to start a corporate coaching company and wrote a book, using that very principle, so that anyone looking to improve their performance at work, in sport or simply in life can learn the dependable Olympic winning strategies that have been proven at the highest levels of sport.



To put it simply by only focusing on tasks that are going to push you closer to your business goals, whether it be marketing techniques, outsourcing or cash management is the absolute key to success.

Recommend us to a friend and get a £50 Amazon voucher! T&Cs apply.

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