



October 2014 Newsletter

So, the Newsletter with pictures came out last month and nobody got excited. In fact, the open rate was actually higher than the previous Mailchimp newsletter.

It may be something to do with dogs?

The competition certainly thinks so <http://www.crowther.co.uk/>, but the dog is better looking than the partners.

Anyway, most of the articles this time are written by people who don't like opinions (cause I've been too busy).



Is your marketing working?

"As many of you will know, we've been working with Nick Rumney at BBR Optometry for years. (He was on the panel at the recent Any Questions event.) As an independent, BBR is positioned at the top of the market place, well away from the likes of Specsavers. To support this value proposition (and because he likes toys), Nick has always had the very best cutting edge kit. This originally meant being able to photograph the back of your eye (some of the multiples can now do this) and the current "must have" is an Optos machine which allows a 3D image to be taken of the whole of the inside of the eyeball. Very impressive, but who cares? And it's a difficult concept to get across from a marketing perspective.

Anyway, I had cause to go into see Nick one Saturday morning for an eye test. As I was expecting, the bad news was that I now need

reading glasses and the appropriate mortgage was arranged to fund "occupational" glasses. Somewhere in the course of this open wallet surgery, I was given a routine test on the Optos machine. Nick picked up a very small irregularity on the image and suggested I might have a retinal tear which could benefit from laser surgery. My first question was whether Specsavers have Optos machines. The answer is "no". Second question was whether his marketing material makes this clear. Nick reckons it does, but I had to ask (and I've been involved in the BBR marketing debate). Questions aside, he would write to the consultant and I'd get an appointment sometime in the next 6 weeks. I thought no more about it, but on the Tuesday morning I had a call from the Consultant's secretary telling me to get down to the Eye Hospital pdq. I duly turned up, and after being passed from pillar to post in the best traditions of the NHS, the Consultant arrived, checked out my eyes and assured me

I was OK. Nick had phoned him on Saturday afternoon and he'd slotted me in on a quiet clinic.

Great kit: great service.

Where's that in the marketing?:

<http://www.bbptometry.co.uk/eyecare/eye-examination/retinal-imaging.aspx>

For a bonus prize

"What's the difference between an Optician and an Optometrist?"

I still don't understand.

Peter Pan panto virus for Xmas

Despite the anti-viral software, we get a continuous stream of e-mails with fake invoices that require you click on the attachment to contest the invoice, thereby introducing a virus into your PC. Most of them are pretty obvious, although the one (apparently) from Sage made me look twice. They must understand UK culture in Belarus, as this appears to be the source of malware hiding behind tickets for a Peter Pan performance at Bournemouth Pavilion Theatre. It won't do much for their Christmas season.

Men's health: what to do over 50

Following the last BD presentation, the short answer is to join Ady's Club.

<http://www.adywatts.co.uk/articles/>

The answer from The Times was:

- Drink more water/less caffeine/less booze
- Lift weights and do aerobic exercise (but don't overdo it)
- Take various supplements and eat a balanced diet
- Be happy

All completely predictable.

The more exciting advice (for men, anyway) is that more than 10 orgasms a week (or was that a month?) protects against prostate cancer. After special pleading (begging is apparently a turn-off) Mrs Duckett volunteered for Mondays, Thursdays and Saturdays.

Google glasses

BBR don't sell them (yet?), but they have certainly created a fuss. All sorts of organisations are getting tense about privacy issues (but no mention of CCTV?).

This is the tech view of the matter:

<http://www.techrepublic.com/article/the-main-reasons-people-hate-google-glass-and-why-they-wont-in-a-few-years/>

The Positive Work Institute

As I've said before, professional services attracts people who are worried about getting things right. Anything that's nearly right equates to failure. Hence the cautious, repressed nature of (many) accountants and solicitors. To actually get something done requires people and organisations with positive mindsets. That doesn't mean ignoring problems: it does mean finding ways to solve them.

There is a useful section on the Sage's website to put this in perspective:

<http://www.thestrengthsfoundation.org/in-the-news>

You might also try the Sage's article on Great Days, Good Days and Grunt Days:

<http://www.thestrengthsfoundation.org/in-the-news>

September was a Grunt month.





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