

Your

Business Brief



Chester
Handbooks

ISSUE 9



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WELCOME to the latest issue of our quarterly newsletter.

It's hard to believe how quickly time flies. As always, our aim is to provide you with valuable insights, practical advice and inspiring stories that will empower you on your entrepreneurial path.

In this issue, we have curated a wealth of business advice from experts in various fields. Whether you're a seasoned business owner or just starting out, we believe there's something for everyone.

From strategies to boost your online presence and innovative ways to connect with customers, to tips on managing finances and building a high-performing team, our articles are designed to help you overcome challenges and thrive in today's competitive business landscape.

We believe that your experiences, challenges and triumphs can inspire and educate fellow businesses within our community. We would love to hear about your journey and the lessons you've learned along the way. By sharing your story, you have the opportunity to inspire others, offer valuable insights and create connections within our vibrant business community.

Send us your story by 15th September to feature in our next issue or to get in touch call us on 01829 770895 or email hello@chesterhandbooks.co.uk.

The Chester Handbooks Team 😊

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Recommended Business Book of the Quarter

LEADERS EAT LAST: WHY SOME TEAMS PULL TOGETHER AND OTHERS DON'T By Simon Sinek

"Leaders Eat Last: Why Some Teams Pull Together and Others Don't" is a book written by Simon Sinek that explores the dynamics of effective leadership and teamwork. Drawing upon research from various fields such as biology, anthropology and psychology, Sinek delves into the reasons why certain teams thrive while others struggle.

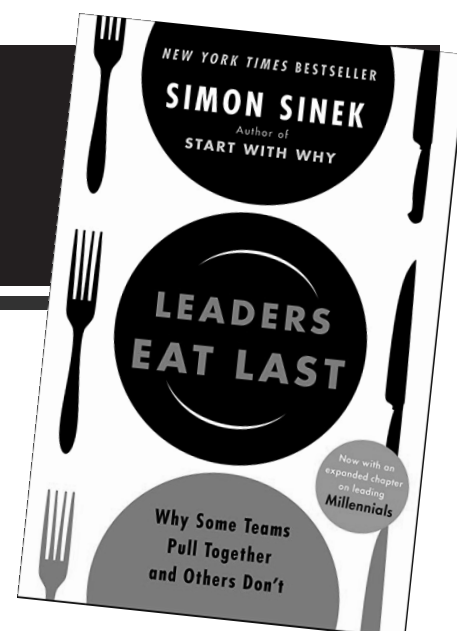
The central theme of the book revolves around the concept of leaders who prioritise the well-being and success of their team members over their personal gain. Sinek argues that great leaders create a sense of safety and trust within their teams, fostering an environment where individuals can collaborate, take risks and innovate without fear of negative consequences. He emphasises the importance of leaders who are willing to sacrifice their own needs for the benefit of their team, hence the title

"Leaders Eat Last."

One of the key insights presented in the book is the role of biology in shaping human behavior and teamwork. Sinek discusses the influence of chemicals such as dopamine, oxytocin, serotonin and endorphins on our feelings of trust, loyalty and fulfillment. By understanding these biological mechanisms leaders can better nurture a culture of cooperation and create an environment where individuals feel valued and motivated.

Sinek also explores the impact of modern work environments on team dynamics, particularly the negative consequences of excessive competition, hierarchical structures and short-term thinking. He argues that leaders should prioritise long-term success and employee well-being rather than solely focusing on immediate results or personal gain.

The book emphasises the importance of creating a strong sense of purpose and



belonging within the team, as it fosters engagement and commitment among team members.

Throughout the book, Sinek uses real-life examples and anecdotes to illustrate his points providing practical insights and actionable strategies for leaders who wish to cultivate successful teams. He also highlights the importance of empathy, active listening, and effective communication in building trust and strengthening relationships within the team.

WIN £50 FOR DOING ABSOLUTELY NOTHING!

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Get yourself a new outfit, 16 bags of Percy Pigs or even put it towards some new furniture, it's up to you.

GOOD LUCK!!!



SCAN TO WIN £50



SIT DOWN WITH... HOME INSTEAD

What does Home Instead Chester offer?

Home Instead provides quality tailored care solutions for people living in their own home. Whatever your situation and wherever you are, our award-winning Care Professionals are here to help you find the elderly home care services that are right for you.

By listening to your concerns and challenges, our Care Professionals can tailor their home care services to your family's needs - offering personalised elderly care plans that work so much better than one-size-fits-all solutions.

What makes Home Instead different?

Home Instead have a minimum 1-hour visit time, for hourly care, whilst our services portfolio very much focuses on Care Solutions, which provide an inclusive package of care at an affordable monthly cost, with no hidden surprises. We also provide live-in care for clients needing full time support. Whatever our clients need, we will find a way to ensure they receive the right care solution.

In addition, each Care Professional is hand-picked and matched with their clients based on personality and interests

wherever possible. We also provide our own award-winning City & Guilds Certified training for Dementia and End-of-life, as well as providing a pathway for personal professional development to each Care Professional and Key Player within our team.

What is the most rewarding thing about working with Home Instead?

Home Instead is built on family values, which is why we are person centred. This filters through into our team, which has a hugely supportive, inclusive and caring culture. Whilst it is perhaps a little bit of a cliché, it is nonetheless true that teamwork makes the dreamwork. We have a lot of fun too.

Biggest achievements of Home Instead Chester?

As the first Home Instead office in the UK, the Chester office has been providing quality care across Chester and Cheshire West for seventeen years. We have a happy and committed team of Care Professionals, which is why we are continuing to lead the way in home care.



Mike & Catherine Chalton
Franchise Owners

Hopes for the future of Home Instead

We aim to support our local community by providing the best possible quality care, but also through developing critical partnerships within the community, that help us make a difference to the lives of seniors.

Let's have a chat to see how we can help. Call us on **01244 851744**.

www.homeinstead.co.uk/chester
First Floor, Poplar House, Park West,
Chester CH1 4RN

Creating the perfect Facebook Ad



Having a marketing mix of digital and print is the winning formula for any successful business as we've covered in a previous issue of Your Business Brief but knowing where to start can be hard.

If you have a Facebook business page, you've probably been contacted about running ads. These appear on the feeds for the demographic Facebook believes is your key potential customer and so most likely to buy from you.

But where to start?

Creating the perfect Facebook ad involves a combination of strategic planning, compelling content and effective targeting.

Here's 8 of the best tips to help you create a highly effective Facebook ad:

1. Define Your Objective

Clearly define the objective of your Facebook ad campaign. Is it to increase brand awareness, drive website traffic, generate leads, or boost sales? Understanding your goal will guide the rest of the ad creation process.

2. Identify Your Target Audience

Define your target audience based on demographics, interests, behaviours, and other relevant factors. Facebook provides robust targeting options, allowing you to reach the right people with your ad.

Tailoring your ad to a specific audience increases the chances of engagement and conversions.

3. Craft a Captivating Headline

Create a compelling headline that grabs attention and clearly communicates the value proposition of your ad.

Keep it concise and impactful to capture users' interest as they scroll through their Facebook feeds.

4. Create Engaging Visuals

Choose visually appealing images or videos that align with your ad's message and resonate with your target audience.

Ensure your visuals are of high quality, properly sized and follow Facebook's ad guidelines.

5. Write Convincing Ad Copy

Craft persuasive and concise ad copy that conveys the benefits and unique selling points of your product or service.

Focus on addressing your audience's pain points and providing solutions.

Use clear and compelling language to encourage clicks and conversions.

6. Incorporate a Strong Call-to-Action (CTA)

Include a clear and compelling call-to-action that directs users to take the desired action. Whether it's "Shop Now," "Learn More," or "Sign Up," the CTA should be relevant to your objective and encourage users to engage with your ad.

7. Set a Budget and Schedule

Establish a budget for your Facebook ad campaign and allocate funds based on your objectives and the estimated cost per result.

Set a schedule for your ad to run, considering factors like peak activity times for your target audience.

8. Monitor and Optimise

Regularly monitor the performance of your Facebook ad campaign using Facebook Ads Manager. Pay attention to metrics such as click-through rates, conversion rates, and cost per result. Based on the data, make adjustments to your targeting, ad creative, or budget to optimise performance and maximize results.

Creating the perfect Facebook ad may require testing (split test different ads to see which create the most leads) but the key is to create something eye-catching that stops people scrolling and creates a need for your product!

WHY YOU CAN'T IGNORE EMAIL MARKETING ANY LONGER

On every website there's opportunities to enter your information such as name and email address in exchange for an exclusive offer/promotion, monthly newsletter or even takeaway tips.

But what do with those emails after you've persuaded someone to part with their information?

Email marketing is a highly effective digital marketing strategy that offers numerous benefits for businesses.

Here are some compelling reasons why email marketing is valuable and why you shouldn't just sit on all that data you've collected!

DIRECT AND PERSONAL COMMUNICATION

Email allows you to communicate directly with your target audience. By sending personalised messages to subscribers' inboxes, you have a one-on-one connection that is more intimate and personal compared to other marketing channels.

COST-EFFECTIVE

Email marketing is a cost-effective strategy, especially when compared to traditional marketing methods. Sending emails incurs minimal expenses, making it accessible for businesses of all sizes. It eliminates printing and postage costs associated with traditional mail campaigns.

INCREASED REACH AND ENGAGEMENT

With billions of people using email globally, it provides a vast reach for businesses. By building an email list of interested subscribers you can reach a large audience and engage with them directly. Email campaigns also have higher engagement rates compared to social media, as emails are more likely to be opened and read.

TARGETED AND SEGMENTED MESSAGING

Email marketing allows for precise targeting and segmentation. You can divide your email list into specific segments based on demographics, interests, purchase history or engagement level.

This segmentation enables you to send highly relevant and personalised messages to each group, increasing the chances of conversion.

RELATIONSHIP BUILDING AND CUSTOMER LOYALTY

Emails provide a platform to nurture relationships with your audience. By delivering valuable content, educational resources, promotions and exclusive offers, you can build trust and loyalty with your subscribers. Maintaining regular communication keeps your brand top-of-mind and encourages repeat business.

MEASURABLE RESULTS AND ANALYTICS

Email marketing platforms provide comprehensive analytics and reporting features. You can track metrics like open rates, click-through rates, conversion rates and unsubscribe rates. These insights help you measure the effectiveness of your campaigns, make data-driven decisions and optimise your email marketing strategy.

INCREASED CONVERSIONS AND SALES

Email marketing has a proven track record of generating conversions and driving sales.

By strategically designing your emails to include compelling calls-to-action, discounts, promotions, or personalised recommendations, you can motivate recipients to take desired actions and make purchases.

INTERGRATION WITH OTHER MARKETING CHANNELS

Email marketing integrates well with other marketing channels, such as social media and content marketing. You can leverage your email list to promote your social media profiles, blog content, webinars or upcoming events, creating a cohesive and holistic marketing strategy.

So, email marketing offers businesses a powerful and cost-effective way to engage with their audience, nurture relationships, drive conversions and achieve their marketing goals. By leveraging the benefits of email marketing, businesses can strengthen their brand presence, build customer loyalty and achieve long-term success.

TIP

Check out platforms like MailChimp or MailerLite to get your email marketing started today!



Staff Reductions and Settlement Agreements



Marta Williamson

My Local Solicitor

As businesses adapt to changing market conditions, staff reductions are sometimes necessary to ensure sustainability and competitiveness. It is fair to say that implementing such measures can be challenging, both legally and in terms of employee morale. Settlement agreements have emerged as a valuable tool for managing staff reductions while mitigating legal risks and maintaining positive employee relations.

In this article, we explore what settlement agreements are and evaluate whether your company would benefit from offering them to staff during staff reductions.

Understanding Settlement Agreements

A settlement agreement, formerly known as a compromise agreement, is a legally binding contract between an employer and an employee. It is typically used to terminate an employment relationship while defining the terms of departure, including financial compensation. Settlement agreements provide a means for employers to avoid potential disputes and protect their interests, while offering employees certain benefits and protections.

Benefits for Employers

Avoidance of Legal Risks: Settlement agreements provide a clear framework for terminating an employment relationship, protecting employers from potential claims related to unfair dismissal, discrimination, or other employment-related issues. By entering into a settlement agreement, both parties agree to waive their rights to pursue legal action against each other, providing a degree of certainty and closure.

Confidentiality: Settlement agreements often include confidentiality clauses, which prevent employees from disclosing the terms and circumstances of their departure. This can be particularly beneficial for employers seeking to protect sensitive business information, trade secrets or reputation.

Cost Control: By offering financial compensation as part of the settlement agreement, employers can negotiate a mutually acceptable amount that avoids costly and protracted legal battles. This allows for better cost control and helps to allocate resources efficiently during staff reductions.

Benefits for Employees

Financial Compensation: Settlement agreements typically include financial compensation beyond the statutory minimums, providing employees with a financial cushion during the transition period. This can help alleviate financial stress and facilitate the job search process.

Certainty and Closure: By signing a settlement agreement, employees can achieve a clear understanding of the terms of their departure and move forward without the uncertainties associated with litigation. This provides a sense of closure and enables them to focus on their future endeavours.

Reference and Reputation: Settlement agreements often include provisions that outline how references will be provided for future job applications. By maintaining positive working relationships, employees can secure favourable references, which can be crucial for their career progression.

Considerations for Your Company

Whether your company would benefit from offering settlement agreements during staff reductions depends on various factors:

Legal Advice: It is crucial to seek legal advice from employment law specialists who can

assess your specific circumstances and provide guidance on the appropriate use of settlement agreements. They will ensure compliance with relevant laws and help you draft robust agreements that protect your company's interests.

Employee Relations: Evaluate the potential impact on employee morale and engagement. While settlement agreements can offer benefits to both parties, employees may perceive them negatively if not communicated effectively.

Cost-Benefit Analysis: Conduct a cost-benefit analysis to determine whether the financial and legal advantages of settlement agreements outweigh the associated costs. This analysis should consider factors such as legal fees, financial compensation, potential reputational impact, and employee relations.

Settlement agreements have become an effective tool for managing staff reductions in the UK, providing employers with legal protection, cost control, and confidentiality, while offering employees financial compensation, certainty, and reference opportunities.

By seeking legal advice and carefully considering the impact on employee relations and the company's overall objectives, settlement agreements can be a valuable addition to your company's toolkit during times of staff reductions.



Here at MLS we are happy to be able to provide advice on all aspects of employment law including day to day HR issues. Please contact us for more information on our incredible and affordable monthly packages for businesses.

Get in touch on
01244 478 730 to discuss our essential legal documents package.

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This article is for information purposes only and legal advice should be taken for individual circumstances.



SPOTLIGHT ON...



Wirral Estate Planning

Wirral Estate Planning has been helping local people protect their hard-earned assets in later life for over 20 years.

Managing Partner Mike Barnes explained that the company prides itself on providing people with straightforward legal advice that is unique to them and their circumstances, giving their clients confidence that their estate will be protected should the worst happen in the future.

Mike told us: "For 23 years we have drawn up legal documents such as Wills, Powers of Attorney, Trusts as well as Probate and Court of Protection applications.

"We appreciate that it can be overwhelming when people come to us wanting to protect everything they have worked hard for and so we spend time talking to them to really understand what they want to happen to their assets.

"We then advise on what documents would be best suited to their situation so that they may pass on as much as possible to their loved ones when they pass away.

"Every client is different and so all our advice is bespoke and individually tailored at a cost considerably below that of other firms. We work very closely with Wills and Trusts specialist Barristers Spicer Finch Ltd who draft all our Trusts and Wills.

"We pride ourselves on providing a service with utmost discretion and professionalism and with over 65% of our business coming from client referrals, we feel this speaks for itself."

Wirral Estate Planning

Email
info@wirralestateplanning.co.uk

Telephone
07913 344321

Website
wirralestateplanning.co.uk

Best Business Podcasts 2023

Best Podcasts UK publishes curated content on British podcasting. In addition, Best Podcasts UK updates, publishes and comments on the most popular podcasts in the United Kingdom.



The Diary Of A CEO with Steven Bartlett

'The Diary Of A CEO with Steven Bartlett' is one of the most inspiring podcasts based on the exciting stories of Steven Bartlett.

Born in 1992, Steven went against all odds to become very wealthy when everyone was almost writing him off.

Through this business podcast, Steven Bartlett narrates his real-life experiences episode after episode.

The Diary Of A CEO with Steven Bartlett is featured among the best podcasts for entrepreneurs.

Episodes count: 371
Frequency: Every two weeks



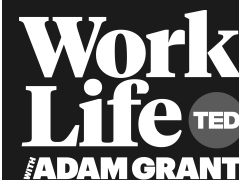
The Martin Lewis Podcast

The financial world is a bumpy and turbulent one. Learning and understanding the dynamics of our finances has never been more critical.

Martin Lewis is here to provide financial solutions and answer questions regarding different economic aspects.

They provide expert opinions on factors to consider while navigating the financial market. You will listen to the most critical issues regarding mortgages, energy prices, student costs and more.

Episodes count: 37
Duration: 45 mins



WorkLife with Adam Grant

Adam Grant takes you inside the minds of some of the world's most unusual professionals to discover the keys to a better work life. You'll meet a group of misfits at Pixar who defied expectations and broke boundaries with The Incredibles, Olympic athletes who cheer for their rivals, and a server turned CEO who shares the surprising secrets to networking.

Adam also tackles emotions and mental obstacles that impact our work.

Frequency: Every two weeks
Duration: 30 mins

The Importance of a Website

Building Your Digital Presence

In 2019 it was reported that a whopping 75% of small businesses in the UK don't have a website and whilst you can expect this to have decreased by 2023 it's still a huge number considering that in today's digital age, having a strong online presence is crucial for businesses and individuals alike.

At the heart of this online presence is a well-designed and functional website. Here we'll explore the importance of a website and how it serves as a powerful tool.

Establishing Credibility

A website acts as a virtual storefront, showcasing your brand, products, and services to the world. It is often the first point of contact for potential customers or clients. A professionally designed website with a user-friendly interface instills confidence and credibility in your target audience. It serves as a platform to highlight your expertise, testimonials, case studies and relevant information, establishing trust and encouraging visitors to engage with your business.

Expanding Reach and Visibility

A website allows you to transcend geographical boundaries and reach a global audience. Unlike traditional brick- and-mortar establishments, a website is accessible 24/7, enabling potential customers to find you at their convenience. With effective search engine optimisation (SEO) strategies, your website can rank higher in search engine results, increasing visibility and attracting organic traffic. This exposure opens doors to new opportunities, leads and customers that would have otherwise been challenging to reach.

Showcasing Products and Services

A well-structured website provides an ideal platform to showcase your products or services in a visually appealing and informative manner. You can include high-quality images, detailed descriptions, pricing information and even customer reviews. This comprehensive presentation empowers potential customers to make informed decisions, leading to increased conversions and sales.

Building Brand Identity and Awareness

Your website serves as a digital representation of your brand. Through consistent branding elements, such as logos, colour schemes and messaging you can create a cohesive and recognisable brand identity.

Additionally, by integrating social media links, blog content and interactive features you can foster engagement and build a community around your brand. A strong brand presence leads to increased brand awareness, loyalty and differentiation in the competitive digital landscape.

Communication and Customer Interaction

A website provides a direct channel of communication with your audience.

You can include contact forms, live chat features or even integrate chatbots to address customer inquiries promptly.

Additionally by incorporating features like newsletters or blog subscriptions you can stay connected with your audience, provide updates and nurture relationships over time. These interactive elements enhance customer experience and foster long-term customer relationships.

Analysing and Improving Performance

Websites offer valuable insights through analytics tools. By analysing website traffic, user behaviour and conversion rates, you can gain valuable data-driven insights into your audience's preferences, interests and purchasing patterns.

This information enables you to refine your marketing strategies, optimize user experience and improve overall website performance continually.

In an increasingly digital world a website is no longer a luxury but a necessity for individuals and businesses. It serves as a powerful tool to establish credibility, expand reach, showcase products/ services, build brand identity, foster customer interaction and drive success. Investing in a well-designed and functional website is an essential step towards thriving in the digital landscape and staying ahead of the competition.



The Art of Up-selling

Boosting Revenue & Customer Satisfaction

In the competitive landscape of business, finding ways to increase revenue and enhance customer satisfaction is crucial.

One effective strategy that businesses employ is up-selling, the technique of persuading customers to purchase additional products or services that complement their initial purchase. When done correctly, up-selling can benefit both the business and the customer. Here we'll explore the art of up-selling, its benefits and best practices for implementing it successfully.

What is up-selling?

Up-selling involves suggesting higher-end products or add-ons to customers, aiming to enhance their overall experience and provide additional value. By showcasing products that align with customers' needs and preferences, businesses can generate more revenue while helping customers make better-informed purchasing decisions.

What are the benefits of up-selling?

A. Increased Revenue

Up-selling can significantly boost a business's revenue without acquiring new customers. By encouraging customers to upgrade or purchase additional items, businesses can capitalise on existing customer relationships.

B. Enhanced Customer Satisfaction

When executed well, up-selling allows customers to access products or services that better meet their needs or provide enhanced features. This improves customer satisfaction and builds loyalty.

C. Cross-selling Opportunities

Up-selling can open doors for cross-selling, where businesses recommend related or complementary products that customers may be interested in. This strategy maximizes revenue potential and expands customer engagement.

Effective up-selling techniques

Know Your Customers

Understanding your customers' preferences, buying patterns and needs is crucial. Personalise up-selling offers based on their preferences to increase the chances of acceptance.

Offer Relevant Recommendations

Recommend products or services that genuinely complement the customer's initial purchase. Ensure the suggested items provide additional value and align with the customer's interests.

Highlight Benefits

Clearly communicate the benefits of the up-sell, emphasising how it addresses the customer's pain points or enhances their experience.

Focus on value rather than price.

Timing is Key

Present up-selling offers at appropriate moments during the customer's journey, such as when they have already shown interest or during the checkout process. Avoid being too pushy or intrusive.

Incentivise Up-selling

Provide incentives like discounts, free trials, or exclusive offers to entice customers to accept the up-sell. This can create a sense of urgency and make the offer more compelling.

What are some pitfalls to avoid?

Respect Boundaries

Be mindful not to pressure or manipulate customers into purchasing more than they need or can afford. Respect their choices and focus on providing genuine value.

Maintain Transparency

Clearly communicate the pricing, terms and conditions of the up-sell to ensure customers feel informed and confident in their decision.

Don't Oversell

While up-selling is a valuable strategy, it's essential to strike a balance. Bombarding customers with excessive up-sell offers may result in a negative customer experience.

So, in conclusion, up-selling is a powerful technique that can drive revenue growth and enhance customer satisfaction when implemented thoughtfully.

By understanding customer needs, offering relevant recommendations and highlighting benefits, businesses can leverage up-selling to create win-win situations.

Remember!

The key lies in providing genuine value and maintaining a customer-centric approach throughout the process.

Stories bring generations together at Belong

Generations came together for an inclusive storytelling session recently led by internationally acclaimed performance storyteller, Richard O'Neill, assembling around a virtual campfire, complete with tipi and fairy lights, at the Nursery in Belong, located in Belong Chester care village on City Road.

The audience ranged in age from eight weeks to 92 years and comprised care village residents, nursery children, their parents and siblings.

The nursery is run by national charity Ready Generations, working in partnership with Belong to ensure a fully integrated approach to creating intergenerational experiences and opportunities.

A first for a care setting in the North West, the 25-place nursery in Belong Chester provides a high-quality care and learning environment for children from birth to five years, six days a week.

The stories centred around the adventures of three wooden puppets carved by Richard himself. After delighting audiences with tales of their adventures, children and older people were invited to work together to make their own puppets from twigs and scraps of material, and tell stories about their creations.

Richard learned his craft growing up in a traditional, nomadic Romani family with a rich storytelling culture while travelling around the North of England and Scotland.

Commenting on the intergenerational storytelling session and the benefits for participants, Ruth Sandbach, Nursery Manager at the Nursery in Belong, said:

"Richard's storytelling was really well received by both children and older generations, and the venue was full.

The nursery has been established to encourage connections and friendships between generations, and storytelling is a key part of helping relationships to flourish."



Your life, your pace, your way.

Telephone 01244 445500
www.belong.org.uk/locations/chester
36 City Road, Chester CH1 3AD



BUSINESS? QUIZ TIME

**Test your knowledge on various aspects of the business world and see how well you fare.
Let's get started!**

**ANSWERS
BOTTOM
OF PAGE**

1. What is the name of the US TV show which is the equivalent to the UK's Dragons Den?

- ☐ The Lion's Lair
- ☐ Entrepreneur's Row
- ☐ The Dragon's Den
- ☐ The Shark Tank

2. Jeff Bezos is the founder of which company?

- ☐ Apple
- ☐ Tesla
- ☐ Youtube
- ☐ Amazon

3. What does the 'C' in CEO stand for?

- ☐ Corporate
- ☐ Company
- ☐ Chief
- ☐ Captain

4. What was Google's original name?

- ☐ Webpal
- ☐ Infinite
- ☐ Backrub
- ☐ SearchMe

5. UK Millionaire Stephen Bartlett co-founded his company Social Chain at what age?

- ☐ 30
- ☐ 21
- ☐ 31
- ☐ 28

6. The company behind Facebook, recently changed their name - what did they change it to?

- ☐ Alpha
- ☐ Meta
- ☐ Infini
- ☐ Delta

7. Which British company is the largest supermarket chain in the United Kingdom, with a market share of over 27%?

- ☐ Sainsburys
- ☐ Tesco
- ☐ Aldi
- ☐ Asda

8. Which is the largest bank in the UK, by market capitalisation?

- ☐ Barclays
- ☐ Lloyds
- ☐ Natwest
- ☐ HSBC

9. Which bank uses the slogan 'It's a people thing'?

- ☐ Barclays
- ☐ Lloyds
- ☐ Halifax
- ☐ Natwest

10. Who is the founder of Microsoft?

- ☐ Bill Gates
- ☐ Steve Jobs
- ☐ Peter Jones
- ☐ Jeff Bezos

11. In the British banking system, what do the letters BACS stand for?

- ☐ Bankers Automated Clearing System
- ☐ Bankers Automated Concise Sending
- ☐ Bankers Actual Clearing Solution
- ☐ Banking Automated Clearing Solution

12. What is the name today of the famous German brand that was founded in the 1930's by Adi Dassler ?

- ☐ Audi
- ☐ Adidas
- ☐ Angel Delight
- ☐ ASOS

DESIGN, PRINT & DELIVERY SERVICE

PRINT IS POWERFUL

Think print is dead? Think again.

It has the highest engagement, highest recall and highest ROI. Plus, with a wide range of print options available, there are a number of ways to engage at the right time, with the right piece, to the right audience.

Whatever your business, whether you're a trader, restaurant, school or other retail outlet, bespoke print across a number of channels can help promote your brand and increase sales.

Print is powerful. Ensure you include it in your marketing strategy.



SCAN ME



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