

Issue 01 / 2021
Issue 21 - April 2021 (WAHP Business Australia)

in Business

**AUSSIE
BUSINESSES
WINNING
AWARDS**

THE IMPORTANCE OF
CLEAN DATA

**9 TIPS
IN
9 MONTHS**

**ORGANIC
MARKETING
101**

CYBERSECURITY
MORE THAN A
TECHNOLOGY DECISION

CONTENTS

04 **IMPROVE PRODUCTIVITY IN YOUR BUSINESS**
Let's look at how you can improve productivity in your business.

08 **GOOGLE MY BUSINESS**
Google - Is your business up to date

11 **IS FRANCHISING THE ANSWER**
Parents can't be in two places at once. Could franchising be the next best thing?

12 **BILLION DOLLAR SECRETS YOU CAN APPLY TODAY**
Top five habits that successful businesses use to communicate

14 **9 tips in 9 months**
for Business Wellness
Plant the seeds now for the future

18 **PHOTOGRAPHY TIPS FOR START UPS**
Tips and Techniques - plus recommended equipment to get you started

21 **SHINING A LIGHT ON MARKETING TECH**
Websites, software and modern marketing

22 **INCLUSIVITY IN THE FASHION INDUSTRY**
What does inclusivity look like in the fashion industry? Three key elements need to be addressed

16 **ORGANIC MARKETING 101**
Getting the mix right to market your business can have its challenges.



06

AUSSIE BUSINESSES WINNING AWARDS

Cover
Celebrating the strength and versatility of Australians in 2020



24 **MINIMISE YOUR CASH FLOW RISK**
Assess the general risk areas that will impact your business

30 **3 STEPS TO START YOUR DAY RIGHT**
An early start creates productive time to tune into your brain power

31 **ARE YOU A WORKING MUM ?**
You can get stress free

32 **MINDFUL MATTERS**
Eating consciously will relax you

25 **THE IMPORTANCE OF CLEAN DATA**
Use up to date books with clean data to project future earnings, find strategies to reduce or minimize tax.



26 **CYBERSECURITY**
is more than a technology decision





WELCOME

We are back... A new look, new branding and even a new name 'in Business'. Our roots in WAHP Business Australia still remain, but 2021 is all about embracing BEING IN BUSINESS. Hence our new title for your favourite business digital magazine.

This, our relaunch issue is jam packed with articles from experts and leaders in their fields. Who better to share their knowledge on what you need to know to succeed in your business.

Following COVID, the face of business has changed. How we rise to the challenge will define our business moving into the future.

Are you ready? Let's share this journey together.

Helen Dayman
Editor

in Business

w inbusiness.net.au
e inbusiness@gmail.com
(ISSN 2202-8102)

Connect with us on Facebook - @wahpp

A quarterly digital magazine published Australia-wide and available online

Contributors

Helen Dayman – in Business
Liz Fama'aea - Red Boots Photographic
Desiree Robards - Naked Digital Marketer
Belinda Anderson - Beltan Consultancy
Melinda Stevenson - Dynamic Zenergy
Wendy Marshall - Business & Leadership
Lisa Cox - Author, Speaker & Consultant
Rune Sovndahl - Fantastic Services Group
Lesley White - Chief Content Strategist
Katrina Tahka - A Human Agency
Ben Roach - Sumo Media
Victoria Berry - The Bookkeeper Hub
Katrina Wurm - Empowerment Coach
Yoko Inoue - Shoko Iku

EDITOR'S LETTER

The Team

Helen Dayman - Editor in Chief

Graphic Design

In-House @ WAHP Business Australia

Advertise your Business

Display Advertising -
Editorial (two page spread)
Full - Half - Quarter Page
Individual Products
Business Directory

Submit an Article or Advertise

e: inbusiness@gmail.com

Published and Distributed by:

WAHP Business Australia
864 Boat Harbour Drive
Urangan Qld 4655
Phone - 0402 146 371
ABN 80 393 008 723

IMPROVE PRODUCTIVITY IN YOUR BUSINESS

As a small business owner with two children, I know all about time constraints and the range of issues we all face in business.

- Do you wish there were more hours in the day? or
- Wish you could remember to drink that cup of tea, which is now cold?

Sound familiar?

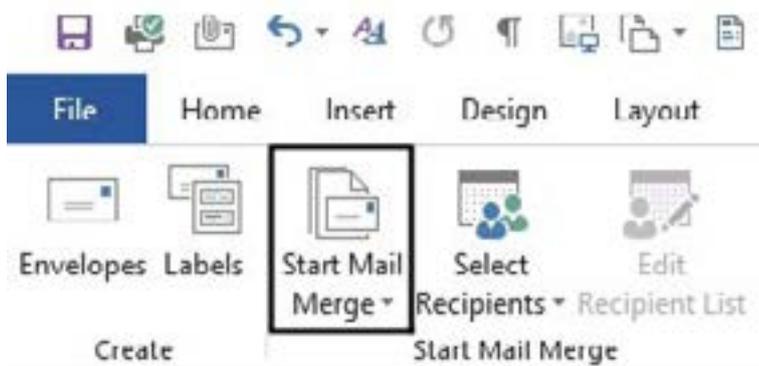
First up - let's look at Microsoft Word.

TIP 1 -

Did you know that you can save blocks of text including images for future use and insert them whenever you need them?

This is a huge time saver when it comes to customising reports, letters and any form of correspondence.

Link: [Save blocks of Text](#)



TIP 2 -

What about sending bulk personalised email messages?

Did you know you can do that by merging your contact details with your email template in Word and then hit send – No need to use the “resend this message” option in Outlook.

Link: [Sending bulk personalised emails](#)



Belinda Anderson
 Beltan Consultancy
www.beltan.com.au
www.thetraininglady.com

LET'S LOOK AT HOW YOU CAN IMPROVE PRODUCTIVITY IN YOUR BUSINESS

The Microsoft Office program suite has a range of tools available to streamline your processes. Microsoft Office is a staple in most businesses.

The introduction of Microsoft 365 as a cloud-based solution has filled many gaps in our day to day workflow. Many businesses aren't aware of the time saving tools available in the programs they use every day.

My favourite saying is "You don't know what you don't know". Now... let's discover how to get the most from your Microsoft 365 software and the tips I can provide you along the way.

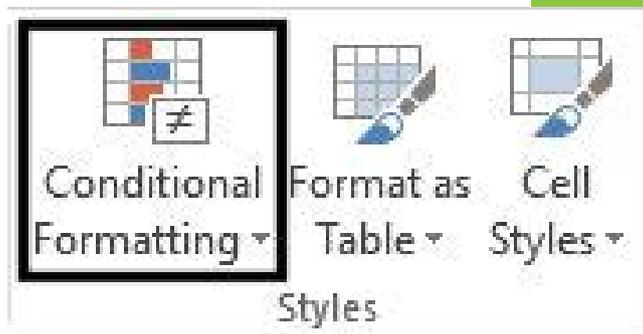
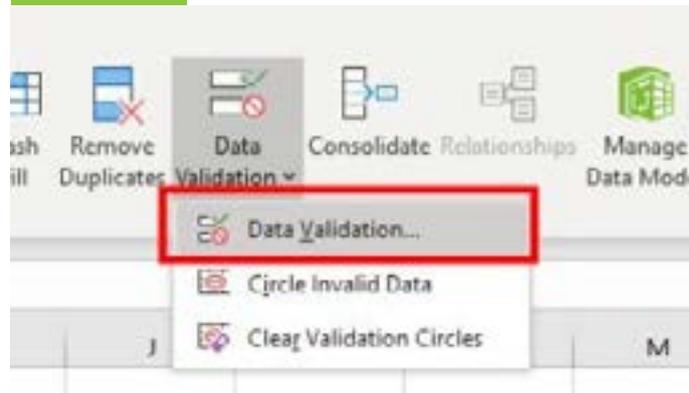
What about the range of functions in Excel that many people don't know about?

TIP 3 -

Trying to keep your data entry clean and consistent?

Create a simple drop-down list of options to choose from for a particular column in your data.

Link: [Drop down lists](#)



TIP 4 -

If you are a visual learner, have you discovered how to format content within your worksheet based on a specific criteria?

You can have Excel highlight the cells that contain values over a certain value. Or highlight my top 10 results within my data.

Link - [Conditional formatting](#)

AUSSIE BUSINESSES WINNING AWARDS

Celebrating the strength and versatility of Australians in 2020

COVID put a stop to many events and activities throughout 2020. Globally everyone was affected (and still is), but in Australia we have been luckier than most.

Disruptions in travel meant that The Stevie Awards to be held in Las Vegas and AusMumpreneur Awards due to be held in Melbourne were affected. Annette and Lauren from The Audacious Agency didn't want to let these award winning small businesses miss out on their celebrations.

In December 2020, The Audacious Agency held the Award Winning Celebration on the Gold Coast for the businesses that won awards during 2020. These businesses were unable to attend award ceremonies to get their trophies or give an acceptance speech.

This event gave these talented businesses a stage, photographer, videographer and an audience to share their journey and achievements.

Links - [The Audacious Agency](#) - [Stevie Awards](#)
[Ausmumpreneur Awards](#)
[Professional Speakers Australia Awards](#)



The Audacious Agency

Annette and Lauren has over 50 years combined experience in brand management and journalism, working with leading agencies and media brands. With specialties in business awards, storytelling, publicity, neurobranding and personal branding,

The Audacious Agency has a goal to build powerful brands that are Googlicious. Creating a seamless service from core development of a brand through to PR and marketing action plans that expose a business to the right people, in the right place, at the right time.

“Our passion is to create purpose and meaning for a brand and business, so our clients instinctively know where they're going to get the best return on their marketing and promotional investment.”

Lauren and Annette specialise in award submissions - not just writing them but also helping them leverage the process.



Helen Zahos
Stevie Women in Business Awards



Fiona Holmstrom - STEM Punks
3 x AusMumpreneur Awards



beinc - Natalie Willacy, Hayley Birtles
Eades, Brittany Meyer
Gold International Stevie Award

Randa Habelrih - Winner of AusMumpreneur Awards
Sharon Davies - Bronze Stevie Business Awards



Pip Meecham - Project Box
Gold AusMumpreneur
Gold Stevie Women in Business



Sally Foley Lewis
Gold Stevie International Business Awards
PSA 2020 Breakthrough Presenter of the Year



Brett D Scott
Winner Silver
Stevie Award for Book of Year

GOOGLE

IS YOUR BUSINESS UP TO DATE



Improve Your Productivity

Are you ready to better utilise your business software?

- 19+ years experience.
- Onsite or online customised employee training courses.
- Tailored to your needs and business.
- One-on-one or private small groups.

Courses include:

- Microsoft Office including Excel, OneNote, Outlook, Planner, PowerPoint, Teams, and Word.
- WordPress.

Call today to discuss your needs.





Helen Dayman
 WAHP Business Australia
www.wahpbusiness.com.au
www.inbusiness.net.au
 Facebook - @wahpp

GOOGLE MY BUSINESS

Google My Business is a free listing that can help get your business found. This is your business profile on Google. It can help your business to rank higher than your competitors and get chosen above others by customers.

This is not a set and forget it listing. Do you want your business to stay to the top of results? If so, you will need to maintain your listing and keep it up to date. The more active you are on the google platform signals that you and your business is accurate and trustworthy. The more Google trusts you, the higher you will rank on Google's partner apps like Google Maps.

An up to date Google My Business listing will drive leads to your business through Google Maps and Google Search. To be found by people interested in your products, you need to be visible.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Contact phone number
 647 666 6539

Current website URL
 www.wahpbusiness.com.au

I don't need a website

Get a free website based on your info.

[See details](#)

Next

UPDATE YOUR LISTING

It sounds like complete and accurate information in your listing will help your business.

What happens if your listing is incomplete or has outdated information? You could drive your customers away or to a competing business.

Remember that your customers consider the information you provide (right or wrong) as an indication of how your business operates.

Have you checked your listing yet? Updating your Google My Business information doesn't take long.

Changes made to your listing will be updated across the Google platform. Some changes are automatic, while others that require removing information may take up to 60 days.



Steps to Update your Google My Business Listing

After a tumultuous 2020, it seems a number of Australians have been left reassessing what they truly value with one in six (17%) admitting to a career change during the pandemic.

An ambitious one in five (19%) are keen to start their own business but don't know where to start. In this case, the established systems and procedures of a franchise take the risk out of becoming your own boss and afford you more free time to focus on what's most important to you.

New research by domestic services company, Fantastic Services Group reveals almost three quarters (71%) of men and two thirds (66%) of women are not happy being an employee for someone else. In fact, over a quarter (27%) of Aussies would love a more flexible work schedule in order to spend more time with family.

Founder of Fantastic Services Group and franchise expert Rune Sovndahl says while there aren't many jobs where you can pick and choose what days and hours you work, running your own home services franchise such as cleaning, pest control or lawn mowing does.

"One of the most attractive benefits of owning a franchise is without a doubt the ability to decide when you work.



Rune Sovndahl
 Fantastic Services Group
www.fantasticservicesgroup.com.au

Many of our franchisees are parents and they love the flexibility to be able to schedule jobs during school hours or take days off during the week where it suits them best."

"Careers just aren't as black and white anymore and 9-5 is becoming less and less the norm. We have franchisees that have gone from corporate desk jobs, to running their own lawn mowing or pest control businesses and have never been happier," Mr Sovndahl says.

Fantastic Services Group provides flexible franchise opportunities for parents wanting to run their own business to keep a healthy work-life balance.

ABOUT

Fantastic services group

Fantastic Services was born in 2009 out of the shared vision of two enterprising individuals, Rune Sovndahl and Anton Skarlatov, who believed that they can leave their hallmark in the home services sector by introducing a very different business model, based on partnership and mutual respect.

The company founders embarked on a journey to success by simply harnessing their entrepreneurial spirit and innovative thinking, combined with the endeavour to bring the home cleaning service industry to a whole new level. Their approach to the new business venture was simple and yet, rewarding.

So, the 360 degree happiness credo was born. For Rune and Anton, traditional vertical hierarchical structures often hindered a company's success and its potential expansion when it came to growing their business in the home service industry field. From a small cleaning company they built a multi-operational enterprise that was based on a wide network of productive partnerships.

The boosted morale and increased motivation of all parties, involved in the daily service provision and business activities, ensured a growing base of happier customers.

IS FRANCHISING THE ANSWER ?

- Parents keen to balance family and work life opt for franchising as a sustainable and healthy career choice
- Almost three quarters of men and two thirds of women are not happy being an employee for someone else
- Over a quarter of Aussies would love a more flexible schedule to spend more time with family
- Fantastic Services Group provides flexible franchise opportunities for individuals wanting to run their own business to keep a healthy work-life balance



Parents can't be in two places at once. Could franchising be the next best thing? Families increasingly in need of more flexible working hours are turning to franchising in order to make a decent wage whilst still being able to make the school drop off.

Research by Fantastic Services Group was carried out on a national representative sample of 1,008 Australians aged 18 and over in February 2021. Methodology: The data sample was weighted against ABS data for age, gender and location using an online survey that is independently conducted and verified PureProfile.

BILLION DOLLAR SECRETS YOU CAN APPLY TODAY



Lesley White
Chief Content Strategist
www.lesleywhite.com.au

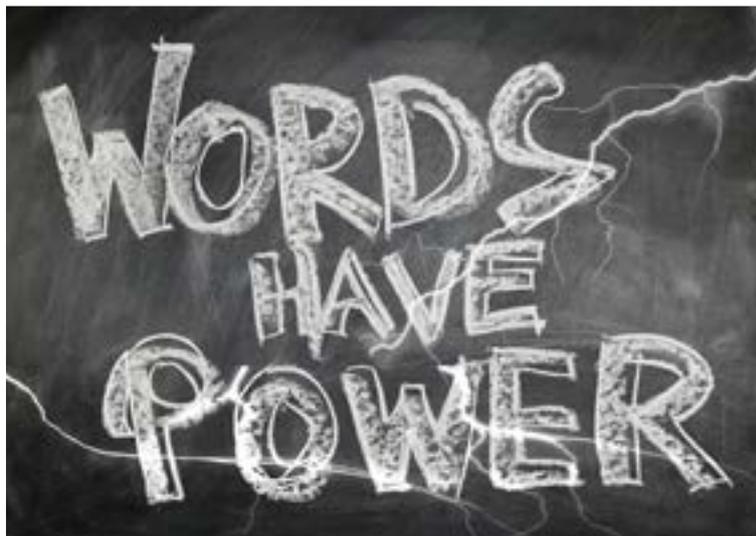
Small business owners have one thing in common. Whatever your business - from carpentry, to cosmetics or creative consulting – you want to make a great impression on clients, customers and colleagues.

For some clients and customers, being a small business and working from home is seen as a positive. It has the connotation of ‘local’, ‘meticulous’ and ‘personal attention’.

On the other hand, a certain scale is associated with success. Appearing more established can help you be taken more seriously and put your business in contention to land the larger client or book that bigger job.

Small businesses who are serious about success can’t afford to take brand reputation for granted. Even billion dollar brands do this on occasion. There are many tips and tricks you can adopt from big brands’ playbooks that cost nothing to implement in your business.

Here are the top five habits that successful businesses use to communicate about themselves. You can apply these to position your business for success?



01 BE CONSCIOUS OF POWER WORDS

Successful businesses are conscious of power of words. Not just in big ads, but in everyday conversations. Consider how you’re communicating and the impact on how people perceive your business.

Instead of saying ‘my home office’, try using ‘my office’, ‘my studio’ or ‘my workshop’.



04 PREPARATION IS WHERE SUCCESS MEETS OPPORTUNITY

No matter what tough questions get thrown at CEOs, they always seem to have a ready response.

Large business CEOs have a team to support them by compiling a list of frequently asked questions ready with ideal answers. You and your business can prepare by taking these steps. Consider all the tricky business questions you have tackled and start compiling your best responses.



02 FRAMING YOUR MESSAGES

There's often no need to let a client know you're in the middle of a household chore or out fetching the kids.

Keeping things professional, you could say, "I'm not at my desk at the moment. I'll be back at the office in 20 minutes" or "my 2pm meeting is about to start. I'll be back in touch in an hour."

03 POSITION YOURSELF IN THE BEST LIGHT

Describing yourself as a sole trader may be accurate, but that can be left for discussions on business structure. Consider leading with "I own/operate my own business".



05 TAKE YOUR TIME RESPOND WITH CALM AND GRACE

Tackle that grilling with grace. From time to time a prospect might grill you about your business size, structure or credentials.

One of the tricks is to remain calm and respond with grace. Use this as an opportunity to educate. Take your time and refer to your frequently asked questions.

9 TIPS IN 9 MONTHS

FOR BUSINESS WELLNESS

Plant the seeds now for the future

We know what it looks like to reap the rewards of hard work because it's easy to picture. It probably looks like a thriving business with balanced accounting books, happy clients, and satisfied staff.

What do the seeds look like that grow into these successes? What actions will lay the foundations for these results?

Here are 9 tips for next 9 months of business wellness -

APRIL

Meet with a marketing whizz and fortify your weak points

Since you got up close and honest with reality in March, now is the time to build an action plan around your findings.

The more weak points you discovered in your business, the room you have for improvement.

Bring in an external marketing professional to go through your sales process starting from your marketing campaigns through to signing on clients and retaining leads to strengthen that pipeline.

If you can master this, you'll improve your revenue-generation without additional marketing spend.

MAY

Make a change in your workspace

Change is as good as a holiday. Introduce some plants to your workspace or undertake other subtle redecorating efforts to give you the feeling of a fresh start.

You will also want to handle some of the labour-intensive tasks now and save some of the easier tasks for next month.

JUNE

Take a mid-year breather (it's part of your productivity protocol)

It's not unusual to start feeling the effects of the year's hard work around June. Permit yourself to take a break if you're tired.

This might mean making yourself unavailable for a long weekend or reducing your time in the office for a week or two. It's a great time to withdraw and regroup before the second half of the year commences.



JULY

Investment in employees D&I education through collaborative workshops

The EOFY leaves many businesses with a little bit of budget and investing in your team's D&I efforts through workshops can have long-term positive benefits for the company as a whole and for the team.

It's a great way to get employees having conversations with each other that they never would've, and they will learn a tremendous amount through it and hopefully, it will embed in your team culture.

AUGUST

Find ways to build a marketing campaign around your D&I initiative

Start by introducing an internal team event like "culture-Friday". Have a roster and invite your staff to put their name down. On their Friday, a staff member may bring a dish to share or a culturally significant item to show to the rest of the team.

In this way, inclusion is encouraged while everyone gets to learn about different cultures. If the person sharing is comfortable, create a social media post about your day and what the team has experienced.

This is super authentic and your audience will revel in the opportunity to learn about your diverse team. Plus, it really makes you look great to your customers.

SEPTEMBER

Have a special team-building event for your staff

It doesn't have to be big. It doesn't have to be expensive. It has to be authentic, fun, informal, and down-to-earth. A bring and share dinner or a casual boardgames evening (BYOB) with snacks will bring the team together.

Avoid those team-building exercises that involve raft-building. Stick with casual and fun. It's cheaper and it's more enjoyable. The last thing colleagues really want is more instructions and directions and rules.

NOVEMBER

Run a campaign to monetise the impending festive season

The idea is to start monetising on December now so that you can increase your revenue-generation before the festive season starts, enabling you to shut down.

Obviously, you need to plan for this a few months in advance but this is the time to implement it. Your trade dictates what you can do. If you're pressed for ideas and your team also can't come up with a few inspirations, bring in a professional marketing strategy builder.

OCTOBER

Pick a charity that your team resonates with

Community is the heart of everything. If you want to have a prosperous year, start by helping others. Work with your team to find a charity or a cause to immerse yourselves in.

It's important that you find a charity your team feels compelled to want to support. You may volunteer, collect donations, or help out by spreading the word. Don't do it for the recognition, do it because it feels good.

DECEMBER

Focus on the family: Appreciate your team

You showed your team love in February. You showed them love in September. The end of the year is here and it's time to show some love again.

Only around 12% of employees report leaving a job because they're underpaid. In fact, leaving a job has more to do with job satisfaction: "9 out of 10 said they were willing to earn less money if it meant the work was more meaningful."

Source. Run a charity team-building event: Organise a beach clean up day followed by a barbecue. Or, find an organisation and help feed hungry children. Choose something that enables easy social distancing and mask-wearing if necessary.



**PROVEN, PROFITABLE,
PAIN-FREE PARTNERSHIP**

Join us on
our mission.

**Become a
million-dollar
business owner!**



- ✓ Flexible franchise opportunities
- ✓ Custom automation technology
- ✓ Full training and personal coaching
- ✓ Award-winning franchise support
- ✓ Multi-service scalable business model



JoinFantastic.com.au



info@joinfantastic.com.au

ORGANIC MARKETING 101



Desiree Robards
Naked Digital Marketer
www.nakeddigitalmarketer.com.au

Getting the mix right to market your business can have its challenges. Desiree Robards from Naked Digital Marketer is here to provide you with what you need to know about Organic Marketing.

What is Organic Marketing?

Organic Marketing is the art of capturing your target market without paying for advertising and/or Search Engine Optimisation (SEO). It involves connecting with your audience in a raw, grassroots way to encourage engagement and conversion.

Are you thinking 'viral post'? That's a quick, supercharged response, but not always effective or reliable.

To get an overall better response, organic marketing will generate quality traffic to your business over time as your business presents valuable information or solutions. Organic marketing builds relationships - trust, goodwill and loyalty with your customers.

How Does Organic Marketing Work?

Standard marketing involves your business paying for advertisements to target your customers.

Organic marketing focuses on sharing valuable content with your customers. You are encouraging them to come to you and find out more. The goal of organic marketing is to attract customers to your website by providing a solution to their problem.

Sharing content with your customers is a powerful way to prove relevance and build trust from your very first interaction. This approach helps your customers feel more connected to your business, solves a real problem they're facing and increases the chance they will purchase from you.

What Does Organic Marketing Look Like?

Any content or marketing that you are not paying for is considered to be organic. Organic marketing comes in many forms - blog posts, case studies, infographics, guest posts, social media updates, free downloads and emails.

It can take time to build your organic marketing strategy but is worth the effort. Once in place, organic marketing creates permanent traffic sources to your website.

Strategies for Organic Marketing Success

Does your business have a clear strategy for organic marketing? Throwing random information out into the internet isn't going to get you far!

To achieve success, it's vital to understand the answer to these two question groups:

Who is your ideal customer?

Do you know who your ideal customer is? Do you understand their habits and behaviours? Do you know how they get information and their pain points? Do you have a solution for them?

How does your ideal customer find you?

Do they rely on review sites and social media? Do they use online search to find businesses like yours? What keywords or hashtags do they use?

Once you have an answer for these questions, you can develop a more effective content strategy to meet these needs.



Learn how to improve your **organic marketing** with **Naked Digital Marketer**

Learning to market your small business online is a breeze with both self-paced and live Zoom workshop options.

Prefer to outsource? We specialise in WordPress and Shopify websites for small businesses.

Ask Desiree about our website and organic marketing services.

Connect with us today:

hello@nakeddigitalmarketer.com.au

nakeddigitalmarketer.com.au



**NAKED
DIGITAL
MARKETER**

USE THESE TOOLS TO HELP YOU ACHIEVE ORGANIC MARKETING SUCCESS

Websites

Create valuable, search engine-optimised content so your audience can find solutions to their problems.

Over time, your content will appear when people search for a related term, sending traffic your way. Mix up your content with blog posts, videos, infographics, checklists and eBooks.

Your goal here is to make your website work hard for you in search engines.

Guest Posts

If your audience gets their information from an industry site or influencer, see if you can guest post on their site to get in front of your target market.

Ensure your post links back to your website to boost traffic and create extra value for visitors when they come your way.

Social Media

Share your content on social media to bring new traffic to your business.

Research when your audience is most active on social media and schedule posts accordingly to get the most bang for your buck.

Make sure your content is shareable and relatable to get the most reach.





Liz Fama'aea
Red Boots Photographic
www.redbootsphotographic.com

PHOTOGRAPHY TIPS FOR START-UPS

Liz Fama'aea has spent most of her career as a commercial photographer working with small and micro businesses in Queensland, and she loves it.

The decision to invest in professional photography is not an option for most business in the first few years.

If you are in the early stages of your business, the funds might not be available yet. This might not be a justifiable expense at this time. With technology you already have, you can present yourself and your products or services professionally - with just a little bit of help.

Liz has put together a few simple tips to help you bridge that gap between DIY and hiring a professional. While this might seem odd a professional photographer telling you how to do this yourself... "but if I can help you make your business a success, a professional photographer like myself may be more affordable, in a year or two!"

First, pick your battles! Some things you can do yourself. While other things you may need to bite the bullet and hire a professional. High end studio product shots, images that will go to print or on

“ Nothing beats the feeling of working with another creative to build their dream. The enthusiasm and joy makes every job so special.

signage, high end beauty or fashion images and jewellery photography - all may need to be done by a professional.

If you need editorial or lifestyle product and fashion photos, images of yourself and staff, and some photographs of your building or premises. These can be done yourself. Most of what you shoot yourself will be fine to use on social media, websites, and in print products like brochures.

Be aware that if you want your brochures to look professional, you will need your graphic designer to retouch the photos so they will print well. If you don't, its very likely your images will be too dark and the wrong colour.

If you want your product or service to have a quality finish, avoid staging a high end fashion shoot in the backyard or studio-style product shots. Many people make the mistake of thinking if they buy some lighting gear and a camera, they won't need a photographer and can do studio-lit product shots and high end fashion themselves.

Using high resolution cameras and studio lighting to produce a quality image requires specific knowledge. If you're new to photography, it will also require a lot of your time. Post production to remove flaws and dust that studio lighting shows will take you hours.

With today's technology, you can shoot an appealing image using a tablet or quality smart-phone. You can also do the editing on the same devices. Read on for Tips and Techniques. The recommended equipment are suitable for basic DIY commercial photography. They are low cost and you may already have some of them.

TIPS & TECHNIQUES

FIND GOOD LIGHTING

No matter what size your subject is, lighting is everything.

If you're new to photograph, the most fool-proof way to light your subject is to wait for a cloudy day, the photograph everything in your backyard. A cloudy sky gives an even, diffused light with no shadows.

Avoid taking photos in the middle of the day, or too late in the day. Between 9am and 11am, or 2pm and 4pm on a cloudy day is ideal.

Avoid back-lighting; this is where the light source is coming very strongly from behind your subject, automatic cameras like smart phones or tablets struggled with correct exposure in this lighting.

CHOOSE YOUR BACKGROUND CAREFULLY

The less that is happening in your background, the more your subject will stand out.

Avoid standing a person in front of a lot of items; chairs, tables, rubbish bins, the cat.

All these things will distract the eye and will not present your product or person in the best light.

A blank, clean wall, old bricks, a hedge, or a well maintained garden all work well.

Avoid horizontal or vertical lines behind your subject as well; a wall, window frame, fence line all can create strong visual interruptions that will draw the eye away.

FILL THE FRAME WITH YOUR SUBJECT

I generally aim for 50% of the 'space' in the photo to be taken up by the product or subject.

This allows room for you to crop a few different ways, without the product being lost in the image. Remember that modern websites automatically adjust to fit a tablet, mobile phone, or computer.

If you provide a roughly equal space all around your subject, it should display well on most devices.

SHOOT A LANDSCAPE AND A PORTRAIT VERSION OF EACH IMAGE

I generally aim for 50% of the 'space' in the photo to be taken up by the product or subject.

This allows room for you to crop a few different ways, without the product being lost in the image. Remember that modern websites automatically adjust to fit a tablet, mobile phone, or computer.

If you provide a roughly equal space all around your subject, it should display well on most devices.

GRASP THE DIFFERENCE BETWEEN DIVERSITY AND INCLUSION

Diversity tends to come and go with the seasonal trends. Sometimes it's fashionable to create the illusion that a label is woke and showcasing diversity on the runway.

But being truly inclusive means more than simply putting one model who is disabled, dark-skinned, plus-sized or something else in a single advertisement.

Inclusion refers to a far more literal change of policy and approach. Think of it as a more holistic and long-lasting industry overhaul rather than a seasonal runway trend alone.

It shows the fashion industry reinventing the runway, retail experience or garment design to facilitate disability and other types of diversity.

It sees fashion lines designed around fashion and function - such as replacing buttons with invisible magnets or velcro for easy dressing.

Or simply removing the sizing tag on garments can prevent unnecessary irritation for someone with Autism.

EQUIPMENT RECOMMENDATIONS

We are so lucky to have access to so much amazing technology now, but it can be overwhelming to try and find products we can access in our part of the world, that are useful, without wasting a lot of money. Skip the youtuber's life stories, because I've already tested these products, and think they are great value for money and very effective tools for small business imagery.

Please note - Recommendations are based on equipment purchased and tested.

Tablets

I would recommend two tablets out of the many on offer; the Samsung galaxy tablet, and the ubiquitous iPad. If you're going to get either, I would advise upgrading to the Samsung Galaxy + or the iPad Pro of whichever model you are looking at. The extra storage capacity, size, and power means that this will last you longer. The iPad has a slightly better screen to my eyes, the colours are more accurate, among other things, but only slightly. The Galaxy comes with an included pen, and file transfers are much simpler. I prefer the Galaxy as I use a Windows PC and it feels more similar to me.

Smart Phones

Again, this may come down to which software you prefer; Android or Apple. Do your research regarding cameras etc, however most of the newer smart phones have excellent cameras.

Have a look at what the low light capability is if you are planning to use the phone to photograph events, and learn how the software affects the camera's operation before purchasing. As an example, many phone have a 'selfie mode' or other settings that may be automatically in use

when you get the phone. This can distort the image, so taking the time to learn how to use all the settings in your camera app is definitely worth doing.

Kmart Ring Light

This is possibly the best thing you can buy right now if you're planning to DIY some product photography, are a makeup artist, or just need some nice clear photos of yourself for your website. I've included a link, it is \$12 and most importantly, has a USB power cable. This means that not only can you plug it into the USB charger and your computer port, but you can plug it into a portable charger and wander around your backyard with it.

Selfie-stick Tripod

There are a few of these around, with different features and price points. They make photographing yourself, and other people, very simple if you are using a smart phone.

If you make video content for your brand, you may already have one. If you're photographing in low light they also come in handy, as you can use the remote to trigger the photo rather than touching the phone, and also will cut vibration.

I shot the photos for this article on a Samsung Galaxy Note 20, and used the Kmart Ring Flash for the product shot of earrings.

I have not added editing or filters, so you can see the quality without any corrections. As you can see, it is more than sufficient for online use!



Jewellery product shot with Samsung note 20



Outdoor portrait background mistakes shot on samsung note 20



Outdoor portrait shot on samsung note 20

SHINING A LIGHT ON MARKETING TECH

Websites, software & modern marketing... Sitting down with Ben from SUMO MEDIA makes you realise how much there is in the modern marketing space that no one is talking about.

Ben's interest in business, development & marketing stems back to his first attack at business 20 years ago when he initiated a cleaning firm by door knocking with nothing more than a pamphlet and a vacuum cleaner on his back. A few years later, the business was supporting 300 cleaners.

"I realised my passion was not for the cleaning industry, it was actually in developing businesses, software and taking daydreams into realities."

A large National cleaning company bought Ben's cleaning firm and allowed the next chapter to open in his journey.

An opportunity landed to work for one of Australia's leading marketing agencies and from there the

position was not only secured but escalated 3 months later to becoming Head of Strategy in the firm, thus allowing Ben to gain experience penning the strategies for thousands of businesses.

Today, Ben is the founder & project manager at SUMO MEDIA and enjoys helping businesses to build websites & apps that self-market, integrate process improvements using databases, and often, lead focused business improvement systems.

"We are doing things that no-one else seems to be doing. For example, we built "One Click Conversions" allowing websites to easily capture their website visitors email addresses and a CRM where leads can be better managed using bulk SMS/email".

SUMO MEDIA is a full-scale branding, marketing & development firm that offers fully transparent pricing publicly so that you will always know what to expect as you move forward.

WEBSITES / APPS BUSINESS DATA & FREE LEADS

At SUMO MEDIA we build complete website, app, software, database and marketing solutions to help you to get more for less.

We always THINK BIG, even if you don't, so we can always offer you the best possible solution for your business' needs today, tomorrow and as you expand into the unknown.

If you'd like support from a team that build websites that literally capture more FREE leads, a team that embrace all your needs and find affordable solutions, and a team that understand the critical element of strong database solutions to create FREE sales and processing efficiencies across your business, you're in the right place.



Call now & find out why we have 100% 5 stars across the internet.

Call 0422 279 597 for a free discovery call or email cs1@sumomedia.co

SUMO
media
Go Big!

HARD WORKING WEBSITES



Want to capture all your website visitors email addresses? Of course you do! Ask us about our "One Click Conversion" technology



AFFORDABLE APPS



App development has come a long way and doesn't need to be expensive anymore. Ask us about our web/app solutions.



DATABASES THAT PERFORM



Leads are expensive, we all know this. They should however cost you half as much every year because you are nurturing your database, aren't you?





INCLUSIVITY

IN THE FASHION INDUSTRY

What does inclusivity look like in the fashion industry?

Three key elements need to be addressed

The fashion industry is known for being exclusive. In bygone eras, expensive designer attire and accessories were exclusively for the wealthy. Only early on in the 1900s was costume jewellery fashionable enabling more inclusivity across social classes.

Now, roughly a century later a lot has changed. We're seeing diverse cultural groups featured in fashion shows and advertising campaigns. We're even seeing designer clothing ranges tweak their mainstream designs so that they can be worn by many in the disability community.

Is that enough? Is it time we ask the fashion industry to make a more concerted effort at inclusion, and, if so, what would that actually look like? Here are three significant points that can be improved.

Lisa Cox
 Author - Speaker - Consultant
www.lisacox.co



MAKING INCLUSIVE FASHION AVAILABLE IN RETAIL STORES

It's great to see the rise in inclusive fashion and other fashions adapted for the disabled consumer. Labels like Christina Stephens are both fashionable and functional which is a refreshing change in the industry. This effort is commendable but thus far it hasn't translated into real change for disabled consumers.

These well-designed garments are largely unavailable because the retail outlets haven't expanded on their stock range to include these innovative pieces. Ordering online isn't always practical. If able-bodied people can fit the garments before they buy them, disabled people should too.

If the fashion industry, as a whole, is serious about inclusivity, there needs to be greater cohesive effort here.

BRANDS MUSTS CAST OFF MORE PALATABLE DIVERSITY AND PUT SOME MUSCLE INTO REAL CHANGE

Diversity appears to be an on-again-off-again trend for the fashion industry, however, it's what society (and consumer bases) will continue to look like long after it's not in season any more.

Periodically, there's a surge of dark-skinned models in advertising and before you know it, it's phased out again. An example of this came during the Black Lives Matter protests.

Studies showed that the skin tone of models in advertising became darker during this period but returned to lighter shades once the protests and public interest died down.

Yet despite commendable changes in the size, colour and sexuality of models over the years, the representation of disability continues to be a far less palatable and thus absent 'type' of diversity across the fashion industry, be it on the runway, in advertising, marketing or even store mannequins.

GRASP THE DIFFERENCE BETWEEN DIVERSITY AND INCLUSION

Diversity tends to come and go with the seasonal trends. Sometimes it's fashionable to create the illusion that a label is woke and showcasing diversity on the runway.

But being truly inclusive means more than simply putting one model who is disabled, dark-skinned, plus-sized or something else in a single advertisement.

Inclusion refers to a far more literal change of policy and approach. Think of it as a more holistic and long-lasting industry overhaul rather than a seasonal runway trend alone.

It shows the fashion industry reinventing the runway, retail experience or garment design to facilitate disability and other types of diversity.

It sees fashion lines designed around fashion and function - such as replacing buttons with invisible magnets or velcro for easy dressing.

Or simply removing the sizing tag on garments can prevent unnecessary irritation for someone with Autism.

Firstly, you need to assess the general risk areas that will impact your business. Your goal is to minimise potential cash flow risks caused by an unexpected event, such as a business lockdown due to a pandemic.

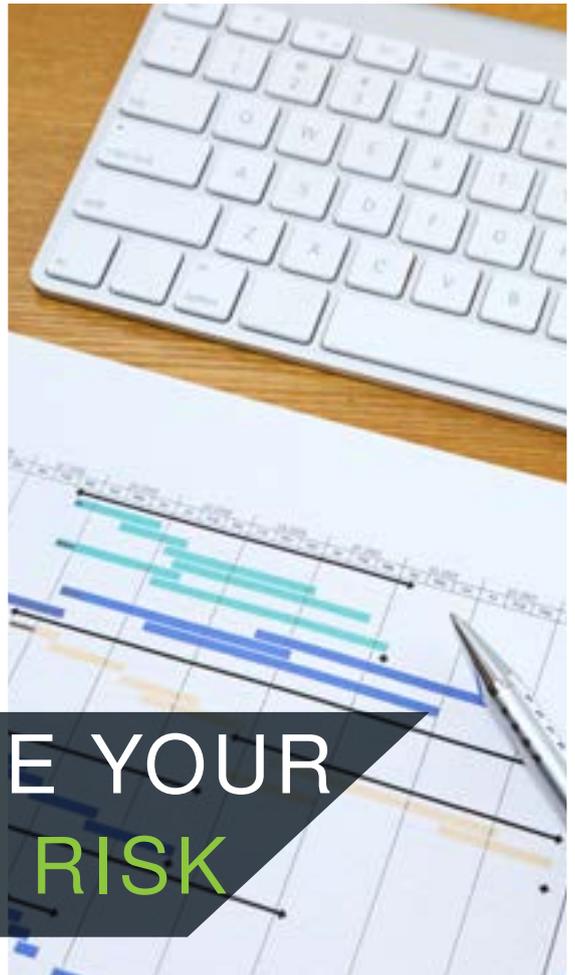
Try these risk mitigation strategies you can use to limit, avoid or negate the risk to your business survival:

- List all potential impacts on your business in each risk area of your organisation.

- Prepare financial modelling. Assess the best-case and worst-case scenario for sales, profit and cash position - with accurate financials, cash flow forecast and conduct what-if scenario analysis.

- Assess your organisation's survival rate by calculating its cash burn rate. Cash Burn Rate is the shortfall or surplus of cash that you need to operate your business.

Secondly, calculate your cash burn rate to determine your business survival rate.



MINIMISE YOUR CASHFLOW RISK

You can calculate your business' Cash Burn Rate

Monthly Cash Burn Rate =

$$\frac{(\text{Cash Balance Start of Period} - \text{Cash Balance End of Period})}{\text{No. of Months in Period}}$$

Example:

Cash at Start = \$100,000
 Cash at End = \$80,000
 Cash Burn Rate = \$20,000 over a 3-month period

In the event of a crisis or unexpected event, you can expect a significant reduction in your business income.

The normal cash burn rate calculation above may not be relevant.

You may need to make assumptions using new estimated income and expenses until the business operations go back to normal.

Finally, improve your cash burn rate.

What can you do?

If your business' cash burn rate is negative, generate more cash by:

- collecting outstanding business debts;
- negotiating a payment plan or requesting a payment extension from your creditors;
- sell inventory at a discount; and/or
- obtain funding from external sources - government grants or loan.

[Link for Cash Burn Calculator](#)



Melinda Stevenson
 Dynamic Zenergy
www.dynamiczenergy.com

THE IMPORTANCE OF CLEAN DATA



Victoria Berry
The Bookkeeper Hub
www.bookkeeperhub.com.au

Accountants are often criticized for looking backwards as the majority of our work is preparing Financial Statements and Tax Returns well after year end.

These returns only help quantify the tax, they do not help you manage your business in any way. Having up to date books using clean Data can allow us to project future earnings and look at strategies to reduce or minimize your tax.

April to June is Tax Planning Season! Are your books clean?

Clean Data

has nothing whatsoever to do with Money Laundering!

It simply means that your books of account are kept up to date on a regular basis and that everything is coded to the right income or expense code.

So why is it important?

- Clean Data ensures that you have the information you need to run your business.
- Clean Data ensures that your Accountant can give you up to date advice based on what is actually happening.

The last 12 months have only proved how important Clean Data is! Here's how it was able to help one of our Clients manage their business through the covid Client.

Case Study

Bill has a mechanical workshop. His Day to Day accounting operations run through Xero and he uses the Servicem8 Add-On to run the quoting, costing and scheduling of his jobs.

His accounts are reconciled on a daily basis and the bills for payment are entered daily as well.

When the shutdowns hit, Bill reached out to see how he was going to be affected.

The good news is that we had up to date information and could look at projections for Bill based on a few different scenario's based around different disruptions to trading and reduced turnover.

This allowed Bill to know what he could and couldn't do moving forward.

A combination of Jobkeeper, deferring loan and rent payments and amazing customer service allowed Bill to trade throughout the main part of the crisis. Today Bill's business is back to Pre-Covid turnover and all deferred payments have been made in full.

Had the data not been available, we would have either had to rush to prepare (sometimes costly) interim figures to allow us to fulfill the projections or had to run off data that was old which wouldn't have achieved the same result.



Helen Dayman
WAHP Business Australia
www.facebook.com/wahpp

CYBERSECURITY

is more than a Technology Decision

Many business owners are unaware of the growing threat of cyber attacks from unknown sources. Cybercriminals don't discriminate. It's not all governments and Silicon Valley startups: any business is at risk and it's a business's job to not only protect its own data, but its clients' and customers' sensitive information too.

Last year, saw a record number of startups entering the market, but the majority of these and even established businesses, remain uncertain and fearful when it comes to setting up their own cybersecurity processes.

The result is that many companies are exposed to unknown threats; threats that are only revealed once the damage has been done. By not putting the right precautions in place, businesses are risking their reputation, finances and livelihood.

StickmanCyber helps identify and eradicate the weak spots before an attack can occur, helping guide businesses through the ever-evolving, complex process that requires continuous, bespoke support through through a combination of strategy, governance, prevention, monitoring, detection and response.

StickmanCyber founder Ajay Unni and member of the 2020 NSW Government Cyber Security Task Force, knows too well the short falls of business. The task force is a group of experts tasked with accelerating the adoption of cybersecurity across Australia

"It is especially hard for start-up businesses who often are misinformed that a single anti-virus security system will be enough," he said.

In reality, there are many facets to protection.

"Small businesses are in constant threat of cyber attack due to lack of awareness and support from their IT service providers. Cybersecurity is no longer a simple fix of having an antivirus and firewall, it is sophisticated and targeted using various attack techniques."

Survey

A recent survey conducted by the Australian Cyber Security Center found that:

- 62 per cent of respondents have experienced a cyber security incident.
- SMBs that outsourced IT security believe they are better protected than they really are.
- 1 in 5 SMBs did not know the term "phishing".
- Almost half of SMBs rated their cyber security understanding as 'average' or 'below average' and had poor cyber security practices.
- Almost half of SMBs reported they spent less than \$500 on cyber security per year.

Barriers

- Cyber security has to compete for time and other resources with multiple demands.
- Business owners fail to identify weaknesses in security practices and know they are struggling, but do not know where to begin.
- Businesses need to better plan for and respond to cyber incidents.
- Businesses need to better understand the risk and impact of a cyber incident and to not underestimate their recovery period from a cyber incident.

Steps to Protect your Business

1. Issue & Implement a company wide policy for resetting all passwords with a Complex Passwords.
 - at least minimum 8 to 10 characters long
 - have at least one number
 - one capital letter
 - one special character (eg. !@#%)
2. Passwords rotation policy at least 30 or 60 calendar days
3. Regularly ensure all systems are patched with the latest updates (especially all security updates)
4. Enable Multi Factor Authentication (MFA)
5. Lastly an important policy to also be put in place with no UserID and password sharing to access any systems (critical or not). Meaning no internal or external users to share their userid and password to access each other's accounts and removal of any shared accounts.
 - ensure your IT provider does not have any password sharing at their end
 - if the provider has 5 support staff, all staff have to have a unique ID and Password with MFA enabled to access your network
 - all instances of access must be logged and tracked.
6. We have seen many instances where IT providers networks are also compromised or breached from where the attacker is able to get into multiple customer networks.
7. Also enable logging for audit trails for future incident response or forensic. This may need more planning and centralised logging as part of a long term strategy, which may also include 24x7x365 days monitoring, detection and response to security incidents/alerts/alarms.
 - When businesses have back to base alarm systems for their physical security they also need something similar for their cybersecurity as attackers can enter into IT systems during broad daylight unlike in the physical world.



Red Flags

What small Business need to know in terms of cyber attacks

1. Malware
2. Phishing
3. Ransomware
4. Trojan
5. Keylogger
6. Insider threat
7. Drive-by download
8. Spear phishing
9. Person-in-the-middle attack





WAHP Business
Australia



Helen Dayman
Small business Advisor

Nuts & Bolts

of Small Business

2 hour Workshop covers:

- Idea Conception
- What's in a Name
- Business Plan Basics
- Promoting your Business
- Core Skills

Sign Up Now!

Free... Small Business Blueprint

0402 146 371

www.wahpbusiness.com.au/workshop



Your Business Name

Advertise your products. Includes a photo, brief description and clickable purchase link.

Reserve your spot today.

Email - wahpbusiness@gmail.com



Advertise your business in the next issue of 'in Business'. Email us and request the Media Kit 2021.



Your Business Name

Advertise your products. Includes a photo, brief description and clickable purchase link.

Reserve your spot today.

Email - wahpbusiness@gmail.com



Feel good about your finances and build a future you'll love.

You make decisions with your heart then justify with your head. But they're stronger together, so why not use both to create your kind of future?

Get started with free resources at

<https://accountingheart.com.au/resources>

02 9528 0257

info@accountingheart.com.au

accountingheart.com.au



Want to Fast-Track your Business Growth?



Melinda Stevenson CPA
CEO - Dynamic Zenergy

MAUS Certified Business Advisor
Certified Partner

Phone - 02 8644 8188

Email - info@dynamiczenergy.com



www.dynamiczenergy.com

Build your business, not your workload

Visit our website and complete a 7-minute Business Health Check. Get a FREE Business Gap Analysis Report valued at \$2,500 plus a 90-day Action Plan.



3 STEPS TO START YOUR DAY RIGHT

When I was growing up, we were early risers, influenced by our parents. We had our chores to do every day before school and on weekends before free time. Looking back now, I can see that this was my first model of leadership.

Progressing through my own leadership career, juggling family with intense working hours and early mornings were the norm with 5am wakeups. It sets me up for the day. I know that the early start creates productive time for me to tune into the brain power that we all have.

HERE ARE MY 3 MACRO STEPS

Utilise Time

How can you manage more of something that you don't have? The simple answer is – you can't. You can only manage the time that you have, so choosing how we utilise time is key. Time just is, and man-made measures of time simply give us structure to utilise it.

Set your alarm for 5am and make sure you get minimum seven hours sleep by going to bed at the same time each night.

Establish Rituals

Establish morning rituals that set you up for the day:

- Reflect on the day ahead, decide your intention
- Meditate for 10 minutes
- Journal feelings and thoughts that you have woken up with
- Have 2 glasses of water, one of them with lemon and ginger
- Exercise

Set evening rituals to bookend your day and make it complete

Be Consistent

Tony Robbins says,

“It is not what we do once in a while that shapes our lives, it's what we do consistently”.

This has certainly been my experience.

Morning rituals have shaped my life and will continue to do so. From experience I know that when I am consistent, I am in flow and I achieve so much more that contributes to my fulfilment.

Consistency is key and by creating the change in your life, including daily rituals that serve your health and wellbeing, you will feel more fulfilled within yourself and be able to show up for those you love and lead in life and business.

Yes, it may be a challenge however take the first and last 3 letters of that word and create the change that you want in your life.



Wendy Marshall
 Certified Practitioner of Meta Dynamics
 Accredited Consultant of Extended DISC
www.wendymarshall.com.au

ARE YOU A WORKING MUM ?

You can get stress free

Since the 90s, the modern mum has been strapped into the roller coaster of mum guilt as they try to do and be the perfect mother.

But empowerment coach Katrina Wurm said it doesn't have to be so.

"We live in the era of comparisonitis and it is fed by social media and the Insta mums who, on the surface, make mothering look effortless," she said.

"With our feeds full of posts about putting together the perfect lunch box or a show stopping outfit for school pickup or the posts about the 10 activities the child is doing, or how to have an organised pantry, the mum who is struggling cannot help but feel she is failing.

"The problem with these expectations is women who are trying to do everything for their family are burning out and living in a state of constant stress. Women feel inadequate if they cannot live up to these very public high standards."

According to Katrina, the past 20 years has seen mothering go through three stages - the tiger mum who pushes their child to success, the helicopter mum who hover over their child, and the concierge mum who does everything for their child.

"While we all want the best for our children, the challenge with these different styles of parenting is there is little room for the child to build resilience, learn valuable life skills and make mistakes because life is so regimented," Katrina said. "We are looking at a generation who don't know how to cook, or wash their clothes, or solve their own problems."

"What many people don't see is the cost of these styles of parenting on the mum. She is doing the best she can to raise her family, but along the way forgets herself.

"All mums deserve space and grace for themselves. The thing about children is they are resilient, and they want to be involved in the day to day of family life.

Sadly our BS; the belief systems in place, fed by social media perfectionism and pastel colour coded pantries, means mums are putting themselves last."

Katrina has been working with mums, coaching them on how to find self-love and self care.

"There's an old saying 'it takes a village to raise a child'; that is true, but it also takes a village to raise a mum. We need to stop comparing ourselves to others, it is unhealthy. We need to support and uplift mothers, instead of criticising them," she said.

"I want mums to remember they are doing the best they can. I want them to know it is okay to delegate jobs to children, it is okay for them to have chores and not get paid for it. It is okay to not have a pristine clean house. It is time for perfectionism to go."

Katrina said there are some simple, practical ways to get back time for self. "It means things will change at home, but after working with dozens of women using my planning, organisation structure, mums tell me how much happier everyone in the house is and how much more time they have for themselves," she said.

KATRINA'S TOP 5 TIPS ARE :

1. Work on your BS - what are your belief systems and are they serving you well?
2. Delegate - give the children responsibility for a few jobs around the house. It doesn't matter what age they are, it is never too late to get them involved.
3. Use your phone - you don't have to be there all the time to show them how to do things - record how to use the washing machine, fold the clothes, clean the toilet.
4. It doesn't have to be perfect - ok, so your 5 year old son is not going to fold his clothes the way you do, but that is not the point. If it gives you back 30 minutes a day to read a book, go for a walk, or just sit quietly for 15 minutes, that is a good thing.
5. Get organised - often stress at home comes from disorganization - that is what happens when one person is carrying the load. Plan out your week so everyone knows what is happening and who is doing what.

Katrina Wurm
Empowerment Coach

www.stressfreesupermum.com



MINDFUL MATTERS

Eating consciously will relax you

Mindfulness is a term that is commonly associated with Buddhism and Zen Philosophy but it also has an important role in the everyday activities of our lives. A great example of mindfulness in pop culture might be in the classic film, *The Karate Kid* - the wax-on, wax-off scene in which the karate teacher gives his student a tedious task that enables him to tap into a state of meditateness.

Eating, behaving, and living consciously requires you to move out of a state of reaction so that your impulses no longer drive your habits. This is the key to taking charge of many matters you thought were out of hands, including your health.

HOW DOES ONE APPROACH A MINDFUL EATING AMBITION?

Be aware of every bite you take. That means having no distractions while you eat, and avoid eating on-the-run. Your food deserves your full attention, a complete and uninterrupted celebration of its flavours and textures from each of your senses.

When last did you fully immerse your attention in your meal? When you achieve the peace it requires to do this, you'll also notice how pleasurable it is to chew slowly and savour the mixture of tastes and flavours that have come together. The meal takes longer, it feels like you've consumed a great quantity of food, and your body feels satiated.

There's a scientific explanation for why mindful eating can help you to eat less, get more energy and nourishment from your food, and digest your meal more effectively.

HOW TO START EATING CONSCIOUSLY

This process has to start from the raw ingredients and how you source the products. Eating starts long before the event. Conscious decision-making around food involves:

- Supporting local farmers
- Becoming aware of how your food is grown so that you can take ownership in your decisions to support good ethics
- Learning how to get in tune with your body so you can choose, consciously, what to eat. Every person's body is different, no one outside of you can tell you what your body is signalling to you. Be aware of how much you ate yesterday so that you can bring about balance in your body through your decisions today.
- The body is intelligent, learn its signals to you. Learn to differentiate between your body's needs and your mind's cravings, and learn to recognise your tendency to eat out of stress or other states of dysregulation in the body.

HOW EATING HAS CHANGED

In the modern-day and age, time has become a commodity. The faster you complete tasks, the more you're perceived as productive.

As a result, multitasking is common, using devices while eating is incredibly common. This means you're not registering the food coming in, not chewing properly (which is one of the most underrated practices), all of which affect the food and its ability to deliver its full value to the body.

By not giving the food your undivided attention, you lose out on many aspects of the flavour leading you to want more. 'Quantity' has become prized over 'quality'. One of the many Japanese traditions that can play a valuable part in learning how to eat consciously, involves saying thank you for the food by acknowledging and appreciating all that it is.

- Better balance - you may find that you're eating less because you're experiencing your food to a greater extent. You're also more satisfied and fuller. This is because eating slowly gives your body the time to send out signals of satiety before you overeat.
- Better digestion - digestion is one of the most intense energy-consuming processes within the body. When there's less food to digest, less energy is wasted, provided the food is nutrient-dense. Slower eating will also result in more of the food's nutrients being broken down effectively and utilised as an energy resource.
- Reduced depression - mindful eating can improve your gut health by giving the gut more time to process the food. Most of our body's serotonin is, in fact, manufactured in the gut. A healthier gut is the key to improved mental health and a reduction in symptoms related to depression and anxiety.
- Improved sense of wellness - when you make healthier choices that are mindful you can meet your body's true needs more effectively. This can help to balance deficiencies and give you a broader range of nutrients.



Yoko Inoue
Shoko Iku
www.shokuikuaustralia.com



LEARN TO PAUSE

Your power lies in the stopping, the space between choosing and eating. This is the gear shift between eating out of impulse and eating consciousness. Follow these 4 steps to get started:

1. Understand where your food is coming from is the first step. Consciously buy food where your values and ethics align. Support small, local farmers.
2. Consciously prepare your food - it's all about intentions and choosing how to treat the food.
3. Ask yourself: Why are you eating? Is it to nourish your body, or to please guests (who are you feeding)?
4. Food is for health but also social aspects - it's a way of showing love
5. There is a place for certain diets to heal. There's no one-way-or-the-highway approach. In fact, studies show most long-living people are not following a particular diet, and they're not being dogmatic.

Mindful eating goes beyond merely paying attention to what's on your plate and how you consume it.

You also learn to recognise your body's various cues; you can distinguish true hunger from cravings that might stem from emotional responses, thirst, or other bodily needs.

You understand the value of nourishing your body rather than just satisfying your hunger - true nourishment gives you abundant energy and fewer food cravings.

Mindful eating also means learning to hear your body's subtle signals of satiation and stopping when you're full, not when you've cleared your plate.

You can also observe the effects certain foods have on your body and your state of well-being and responding responsibly to those cues.





in Business

YOUR BUSINESS MAGAZINE

www.wahpbusiness.com.au

SHOWCASING AUSTRALIAN MICRO AND SMALL BUSINESSES

SUPPORTING WORK AT HOME PARENT BUSINESS