



Solopreneur: Fiona Agyemang is helping other women in business

Business start-up coach shows women the way

By Diana Cormack

East Finchley Community Facebook page often carries some interesting or intriguing messages. Recently one contained an invitation for women to join a Facebook group partially named 'unemployable and proud'. It turned out to be from local resident Fiona Agyemang and, despite any impression given, she is a busy lady but one who is in complete control of what she does and when.

Fiona told *The Archer* that over the last 20 years she has worked for herself and feels happy now with the level of freedom and balance in her life. After university she was in PR but being made redundant as a young single mother pushed her to look at other options. These included involvement in the beauty training business and the property industry, which is ongoing.

However, the unrelenting workload eventually persuaded her to set out on her own. Now with several businesses, Fiona describes herself as "a successful solopreneur" who has

achieved what she wants by restructuring her life. She wants to help other women to re-evaluate their lives, become their own boss and ditch employment for good.

This does not mean replacing a job for a business where you work all hours! Fiona had to create something that enabled her to fulfil her role as a mother, allow herself time to do what she wanted to do and no longer be a part of the 9-to-5 rat-race.

So many friends asked her for advice about bringing changes to their own lives that it led to her qualifying as a life coach and neuro linguistic

programmer.

Help in making a change

You may be a woman wanting to work for herself, perhaps being forced by Covid-19 consequences to make a change, but lack the experience or are struggling to know what to do or where to start. If so, visit www.fionaagyemangcoaching.com to find out more. Maybe you'll find your way to creating a business with the life balance and income you desire. Fiona's Facebook group can be found at www.facebook.com/groups/unemployableandproud

Tips to thrive not just survive in the brave new digital world

Building a digital presence for your business is becoming crucial and can be daunting if you're stepping into the unknown. Here Bradley Lebetkin, who runs a mobile and web development agency in East Finchley called Cybertoad Studios, gives a few friendly tips.

The first step towards building a digital presence is a website. To do this you don't need to know how to code as



Tech tips: Bradley Lebetkin

there are plenty of great website builders such as Squarespace out there already.

Once you've got your website up, it's time to direct some traffic to it. One of the best ways of achieving this is through search engine optimisation, or SEO, which is something that helps search engines list your website.

This can be accomplished by using specific, unique keywords in your site content, creating a LinkedIn or Facebook page for your site, as well making it look nice on mobile. Even simple things such as grammar affect SEO. There are

great tools out there like Semrush that help you master SEO.

For business cards, invoices, proposals etc. you can use a tool called Canva. It's free and you can make great branded documents, just apply your colours and you're set!

A couple of don'ts

Two pitfalls to avoid: first, don't drive yourself mad trying to get a .com address. No one types in website addresses anymore. Climbing the Google rankings is more important than a familiar URL extension. Secondly, don't delay your launch by spending too long with things that can be changed later, such as colours, logos and fonts. You can change as you grow.

This is just the tip of the iceberg when it comes to technology. If you require digital assistance or would like to know more, please contact us at hello@cybertoad.io

Something horrid could be lurking in the long grass

By Piers Reilly

The sweet scents of summer have been billowing throughout East Finchley, bringing forth the overwhelming desire to frolic wildly through our beautiful parks and greenspaces.



Active in summer: A tick

Don't you just want to throw on your shortest shorts and teeniest t-shirt to go rolling around the grassy fields? Can't you taste the sweetest strawberries ever eaten at the most picturesque picnic you've ever thrown? Wouldn't we all love to stroll around Coldfall Wood, arm in arm with our paramour?

Well, you can, but while you enjoy your summer days, you should keep aware of the tiny but terrible dangers that could be lurking in certain wild places.

I'm talking about ticks. While you were rolling around in the grass you might have picked up a passenger or two in the form of these black legged fiends. They're devilishly small and annoyingly active during the summer months, so keep an eye out for yourself, your loved ones and your dogs.

Ticks exist all over the UK and can carry Lyme disease, a particularly nasty brand of bacterial infection that can go undetected and cause all sorts of grief. Avoidance here is key: if possible stay away altogether from their favoured habitat of long grass or heavily wooded areas.

Tick tactics

Otherwise, wear long, light-coloured clothing, tick repellent and do a tick check on yourself and your pets when you get back home. If you find a tick, remove



Danger sign: A bull's-eye rash caused by a tick bite

it carefully (special tools exist to help, make sure to remove the entire tick) and seek treatment if you develop a bull's-eye rash or flu-like symptoms.

Lyme disease is treated with antibiotics from a GP. The sooner you start treatment, the better your chances of a full recovery.

Summer scheme for youngsters

Youngsters living in the Grange Big Local area of East Finchley are invited to a free two-week multi-activity camp this summer.

Aimed at children aged five to 11, the camp will include a mix of singing, dancing, sports, martial arts and arts & crafts, with all activities divided into three age groups.

It will run from 9am to 4pm each day either at the Tarling Road Community Centre, or at Age UK Barnet in Oak Lane, N2, from Monday 16 August to Tuesday 31 August. To register your child's interest, email info@grangebiglocal.org

East Finchley Baptist Church

We meet each Sunday for worship at 10.30 am. If you would like to join us please go to our website for further details. All welcome.

For more information please contact the Church Office
Email: office@eastfinchleybc.org.uk
www.eastfinchleybc.org.uk