How To Sell Your Products in Europe

The Easiest 2% Sales Increase You’ll Ever Make

5 Ways Social Media Can Improve your Profits In A Hurry
First a warm welcome to May’s edition of the Digital Marketing Insider, produced by ROARlocal

It this is the first time you’ve received this a hearty welcome to you!

We’re justifiably proud of the DMI and the great profit producing information found within it.

This magazine as you may have realised is part of our overall content marketing strategy, this is what my dad calls a slow burner.

This week for instance we took on 2 new clients based on material they’ve been reading from us for over 4 years!

Consistency wins the race.

Talk about consistency we have a brilliant interview this month for you, Mark Reardon is an entrepreneur’s entrepreneur having started and built multiple hugely successful businesses.

I know you’ll get a ton out of his pearls of wisdom as you will the rest of this month’s magazine, it’s jam packed with our usual level of brilliant content and as always if we can help you in any way please get in touch

Neil Asher
CEO ROARlocal
Brighton, Sydney & Melbourne (and growing!)

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About Us

We create great looking online advertising campaigns that enhance your brand, we use scientifically proven online advertising methods to drive visitors to your website and adverts and then we optimise your site to make sure those visitors become paying customers that tell all their friends and come back for more.

Our team is different, we live in the UK so we understand how & what brits love to buy. We’re successful online entrepreneurs, world class copywriters, website optimisation specialists, online advertising mavericks and the geekiest SEO people!
How To Sell Your Products In Europe

It never ceases to amaze me how much money there is to be made from selling your products and services in other countries.

Got something that sells well in the UK?
Then sell it in Europe!

Think it’s hard to do? Think again.

Britain is leading the way in cross-border sales. Last year, Europeans outside the U.K. spent $11 billion on U.K. e-commerce sites and it’s forecast that that amount will rise to $15 billion this year—a 36% increase.

I personally have 2 businesses that sell between 20 and 40% of their total volume in the EU.

The advanced child academy sells 40% of our products into the EU in fact we ship for free throughout the EU.

Kidz 5 a day is a business we have very aggressively marketed in Europe with great results, even going as far as localizing the site for different high performing countries:
Norway for instance - http://barnas5omdagen.no/

Want a piece of the pie?
Here’s my top 3 tips to sell your products into Europe.

1. Get busy with your marketing systems.
It’s the easiest thing in the world to create a product but the money making skill in business is creating a marketing system that works time and time again to deliver sales.
Once you have your system down pat then comes phase 2;

2. Localize.
“Did Germans chuckle with embarrassment when John F. Kennedy uttered the words ‘Ich bin ein Berliner’ at a Berlin Wall ceremony in 1963? Perhaps, as the literal translation is “I am a jelly donut!”

Yes it’s easy to screw up when you don’t speaka da lingo, so get someone who does.

BUT

A finely honed sales message can be easily ruined by a careless translation so be sure to use a copywriter to translate for you, we use some of the best European copywriters to look after our clients translations so they’re as potent in Sweden as they are in Italy.

3. Local knowledge

Germans don’t use credit cards.

Italians like to pay cash straight into the bank
French like to pay cash on delivery
Norwegians prefer to order by phone

The same buying messages work throughout the world BUT the way people buy changes from country to country.

So be sure you do your research so you don’t try and sell your product in a way that the locals won’t buy.

There is a lot of money to be made selling your products in other countries as long as you do it right.

If you have a product you think would sell well in another country get in touch with us for an informal chat and we’ll give you an honest appraisal so you know the pitfalls and opportunities.
We recently had a company approach us and offer us £36,000 to look after their marketing for them, we turned them down.

Are we dumb?

Perhaps, but what if I tell you they were in a niche that we didn’t like (we don’t do porn, gambling, alcohol cigarettes etc) and after a cursory glance at their existing marketing we quickly saw they sold with fear and artificial hype, and they wished to continue to do so.

Anyone still using artificial hype, fear and scarcity to market their business is targeting a shrinking audience: The Dumb

The headline I just used to ensnare your attention (thank you for it, by the way, and please bear with me) is just one trademark example of a whole school of sleazy marketing that we abhor.

That it’s sleazy isn’t news. What you may not know is just how lethally dangerous this type of marketing can be to your business.

Sleazy marketing has always been around. It used to arrive in the form of fliers in our postbox and horrible billboards. Then the internet came along and changed everything. Funny that.

Suddenly, there were millions of people tentatively exploring this new medium. People started paying attention to this thing called email. Reading these newfangled websites became a thing.

The wizards of sleaze quickly figured out that you could get good mileage out of tactics based on fear, scarcity and hype.

Articles started getting titled like this one. Emails would read “Read this immediately or miss out!”. The internet began to prey on our hopes that this was a new and wonderful world – full of magic bullets and the Free Lunch we’ve been waiting for.

These tactics worked well. In fact they still do. They work so well that it’s tempting. It’s very, very tempting to use sleazy tactics to get your emails opened, or have your PR releases get picked up.

Hell, I’ve even done it myself for a while back in 2009 I was known as “sir spam a lot” by many of my online peers.

When the internet was very new and shiny, we all wanted to believe that the Nigerian prince really was going to share his fortune with us. Or, we chuckled and confidently dismissed spam email and then signed up for thousands of pounds of “how to make money online” courses.

The internet is no longer new and shiny. Plus, people are getting smarter.

A whole generation has grown up with the internet. This generation knew what email spam was before laying eyes on a can of the dubious meat stuff.

Slowly the uninformed “masses” (those who respond to sleazy offers) is shrinking as a group.

Some baby boomers are still desperate to believe that the internet is the magic bullet that’ll make their Multi-Level-Make-Passive-Money-Online dreams come true. But faster and faster, people are getting clued up.

They’re also getting fed up with bullshit headlines, email subjects and advertising campaigns. The growing trend in every industry, to embrace transparency/fair-trade/whatever, seems to indicate consumers want to do business with companies with heart.

That much is obvious but it’s really much, much simpler than that.

If you use artificial hype, fear and scarcity to market your business you are targeting to a shrinking audience: The Dumb.

By shooting for the lowest common denominator, not only do you simultaneously target a demographic with very little disposable income (consumer debt is a bitch), you’re also in a race against education.

As people become more informed, headlines like the one I used today will start to become less and less effective. Eventually they’ll just be seen as universal red flags indicating “Here be scumbags!” – like the effect the word Nigeria has on your spam filter.

The point of this article is to urge you to market to the most intelligent version of your customer you can imagine. Not only will you have much more fun BUT you’ll also make more money as educated people tend to be wealthier.

When your customer is smart, she’s likely to be wealthy. She’s likely to be more discerning. She’s naturally likely to be more loyal to the vendors she does choose to do business with. Don’t be afraid of that, just step up and be one of them.

The stupid, (despite breeding like crazy), tend to get smarter as a whole. You can argue education is broken, but do you really want to build a business on the hope that your customers never get the education they deserve?

It doesn’t matter, because those who lack formal education get a huge dosage of street-smarts.

So please, just target the intelligent. It’s a growing market segment.

Sadly, there are still plenty of people who would rather market to stupidity...

P.S If you’re unsure how to reposition your product for smart people or you’d like to learn how to double your prices and increase your sales get in touch
But every day some of your customers have a problem ordering from you and instead of persisting they simply give up.

You lose their money and your business suffers.

Checkout Abandonment

I am constantly amazed how few of our clients recognise that their ordering process needs work and those that have a good process still lose sales thanks to quirks of the software they use.

On average 2% of your potential sales will abandon due to a problem with your cart or the checkout process.

But it gets worse because 2% does not reflect the profit you’re losing, depending on your business that could be 5 – 10%… think about that!

So how to fix it?

Well the easiest fix is to have a screen where your customers are taken if they abandon the checkout process, here’s one of mine.

Doh!

Looks like we have a technical glitch that’s preventing you ordering online :(

I’m sorry about that, we’ll get our team onto this ASAP.

For noe though you can order by phone on 0845 519 9137 lines are open 24/7 for your convenience :)

Simple huh?

That one page makes me £13,500 a year in that particular business.

You’re losing money every day.

You probably don’t even know it.

No one is ever going to call and tell you.

Want to make a further 6 – 9% sales?

Then set up a phone number where people can call and order by phone, BUT don’t just stop there, check your adwords account and see what times of day you make sales, my bet is you make LOTS of sales outside office hours.

2% of your potential sales will abandon due to a problem with your cart

So it makes sense to offer a phone ordering service to your customers that works outside office hours right?

Of course it does!

So do it.

I use message direct to take orders for most of my online businesses, give them a call and ask to speak to Sophie, let her know I sent you and you want the same deal I get (I negotiated VERY hard to get a great deal).

Easy to apply and evidence based results, just how I like them

So go apply this to your business!

Want us to look after your business’s online marketing strategy and implementation for you?

Then check out our outsourced marketing department here
For some weird reason this week has been a good week for *stupiphany’s*

What is a stupithany? you may rightly ask.

You know that moment when you have an epiphany that is so blindingly obvious that, when you point them out, people look at you like you’re the village idiot.

Yep that’s a stupithany!

I only learnt this is what I had when my (long suffering) wife, Natasha, told me my latest earth shattering revelation was in fact so obvious that Wayne Rooney himself could have done better!

Mine usually relate to work and parenting, so I thought I’d share my latest stupithany’s with you.

**VERY obvious thing that everyone knows already No 1**

**Health is the first wealth.**

I’ve been working absurdly hard for about two months now: My daily schedule started at 5:30 AM and generally ends at 9:30 PM, with little or no break or pause, except on weekends, when I’d collapse in a stupor. I also moved countries, had one of my businesses triple it’s revenues and I’ve taken another business into America and we’ve launched *Roar Local in Australia.*

I know seasoned entrepreneurs will poo poo my work load and think I’m going soft and getting old (both true) but for me that’s a lot of stuff going on

If you’re a CEO or entrepreneur or Dad or whatever, you may think that by working more, you’re doing more of your job.

Untrue. Part of every leader’s job is to remain upright when necessary, prone when healthy and sane at all times.

If you don’t, your body and mind have a funny way of saying, “Cut the crap, idiot.”

For me, this moment came Tuesday, after getting up at 4am to prepare for a teleconference at 5am with my coaching and mentoring group.

At the end of the call I was so shagged I had to get back into bed. 2 days later I emerged haggered and slightly paranoid after such an intense bout of sleeping.

Verdict? Dunno. I am a big believer in your body doing whatever it needs met, so I’m run down but to dumb to stop, solution, knock Neil out for 2 days, for no particular reason.

**Basiclly, my body said Enough, Neil. You want to go non-stop for weeks? Fine. But you’ll pay with 48 hours of feeling like rat shit.**

Taking care of yourself is part of your job. Do it. Otherwise your body will make you.

**VERY obvious thing that everyone knows already No 2**

**Comparing yourself to other people only leads to bad things.**

I’m hyper-competitive. So are most folks who run companies, I’m sure. So I tend to work harder when I feel colleagues do the same.

Don’t do it. You’ll hear about lots of other people who apparently work incredible hours, or otherwise do amazing things by stretching their limits. I’m here to tell you, there’s always a “but.”

Steve Jobs worked constantly to build up Apple and Pixar. But he died tragically at a young age and alienated many around him.

Lance Armstrong won more Tours de France than anyone else in history. But it turns out he cheated the entire time.

Another marketer you know spends 3 days a week at conferences, 2 days creating incredible books and still has time for her family. But she also has $10m in venture funding and no clients.

You are not everyone else. Be very, very careful about using comparisons to drive yourself forward.

**VERY obvious thing that everyone knows already No 3**

**What you say matters far less than what you do.**

My 2 daughters will learn their behavior from me. Shudder.

I don’t ignore my family. I pick up kids from activities, teach them to read and do maths and we hang out and go to the park a lot, have ‘the talk’ with them (they flee if they can) and generally make a pest of myself.

But, if all they see is me working, then being home with them, and never taking a moment for myself, what does that teach them? Nothing good, because I’m ignoring the first two lessons.

My daughter has now started calling me daddy grump as I let me self get consumed with work to the detriment of the first 2 stupithany’s above.

So there you go, my three major aha moments this week that you’ll agree is so blindingly obvious it’s comical.

They are however important, no man or woman can lead a company without them.

I don’t have a plan B, I have a plan C, D and E, and as much as I despise setting them, I do know when to stop and be with my family.

*Taking care of yourself is part of your job. Do it. Otherwise your body will make you.*
If you’ve had trouble understanding it or explaining it, you’re not alone. On several blog posts and on many occasions I’ve compared a beautiful website that receives no visitors to a restaurant that has excellent food that receives no customers – both are doomed regardless of how great their offering is.

To help you understand it yourself or to help you explain it to others I’ve broken down different pieces of internet marketing into simple analogies that will allow everyone to better understand it.

**Inbound Marketing is like dating**

When you begin dating someone you don’t ask someone to marry them, do you? You get to know the person, you determine if you have similar interests and so on. If a website only offers a contact us page as a call to action, you’re basically asking someone to make a commitment right away. You’re asking visitors to get too serious, too soon. Why would they commit to someone that they just met?

Offer valuable information, resources and content to your visitors. Generate trust and allow your visitors to get to know you. It may seem like a lot of work/time and honestly when done right it is but in the long run it will pay off – either with marriage or a website conversion rate.

**Blogging is like jogging**

This analogy should be the easiest to grasp but not as easy to understand why.

Just like jogging, if you blog 20 to 30 minutes every other day you’re going to see much better results than if you ran like a maniac just once a month. On a frequent basis I hear business and website owners mention that blogging doesn’t work, that they’ve tried it but didn’t see any results” In most cases this is because of how the blogging was executed.

In order to have a successful blog for your business it’s all about consistency and long-term effort and not short sprints of activity. If you post a lot, then stop and then write again – neither your readers nor search engine crawlers know when to visit your site. Be consistent when blogging and you’re sure to see results in the long run.

**The internet is like a popularity contest**

How do we decide who the prime minister is?

How do we decide who Miss United Kingdom is?

How do we determine the next winner of The Voice?

We vote. The same holds true with your website. When a blog post, article or website that is good is frequently shared and posted. These links pointing towards these pages are called in-bound links. An in-bound like is just like a vote and the more votes pointing towards your website the better. However, keep in mind that all votes are not equal. A vote from someone within the same industry will have more value than a vote or in-bound link from a different industry.

**A Website Conversion is like a Discovery Channel documentary**

No, you didn’t misread that. Your website conversion rates can be related to the discovery channel. You lure an animal in, capture it, tag it and then release it back into the world. That process can be directly related to a websites conversion process which is the process of taking a visitor and turning them into a lead or customer.

Here is how the discovery channel – or conversion process looks:

- Call-to-Action (The Bait):
  Lure them in with a great offer, promoting them with enticing messaging and an eye-catching design.

- Landing Page (The Capture):
  You’ve almost captured them, you just need to make sure they don’t get away. Remove your navigation, write good copy and make sure the call to action is very clear.

- Form (The Tag):
  Once they convert and fill out your form you’ve captured their data. You now know who they are and when they leave can still contact them. They aren’t gone forever – only until you take action.

- Thank-you Page (The Release):
  Once you’ve captured your visitors information, they are presented with thank you text that offers more great resources such as more great content or your social media accounts.

**Marketing Automation is like taking an Airplane**

I am currently in Sydney to get back home to blighty it could take me about a month to drive or about twenty one hours in a plane. That’s the value of automating your marketing efforts.

Let’s look at email automation. You could take the time to write a personal email to each and every customer or you could use an email marketing program to write one or two emails and send these messages to segmented lists. You can read the open-rate, write follow up’s and much more. Why drive when you can fly?

Want us to look after your digital marketing for you?

Why not check out our services here
Social Media is having a major impact on the way that B2C businesses drive sales during seasonal periods of the year, such as Christmas, New Year and Easter.

The social content that you circulate to your business connections can have a huge impact on sales. Engagement with your customers and prospects drives revenue for your organisation.

Don’t forget to ask questions; that can increase response by +92%!

Did you know that customers that are engaged with your business are 40% more likely to spend, and are 30% more satisfied? This is a real reason to start getting social with your marketing today.

Here are some simple tips you can leverage with your target market to increase engagement today!

1. Count Downs –
Create and maintain a drum beat of regular communication with your audience. For example build a campaign around the lead up to Australia Day.

2. Share Nostalgia –
Leverage a seasonal period, such as Easter, to establish an emotional connection with warmth and familiarity.

3. Competitions & Sweepstakes –
Generate fans and drive quality qualified traffic to your website by creating competitions and sweepstakes that excite your community.

4. Social Gifting –
Engage your existing fans on social networks to drive awareness and support for a worthy non profit.

5. Socially Enable Your Website –
Ensure your website can be shared across multiple social channels like Facebook, Twitter and more by the viewers.

Here are some additional considerations that will not only help boost your engagement but also the response rates of your target market:

• Using a text only format can drive +12% increase in response rates.
• Giving the reader a clear and easy to understand call to action, drives 3x more responses.
• What time of day you send your communications can have an impact on different customers groups, increasing response by up to +14% in some cases.
• Regular communication with customers can increase response by +19%.
• By keeping the messaging simple and easy to understand in your communications, response rates can increase by 23%.
• Including photos within communication can increase responses by +39%.
• Don’t forget to ask questions; that can increase response by +92% in some cases!

Want to get us to look after your social media for you? Then get in touch here.
Website designers have several puzzles to solve when presented with a new Website design project.

One of the main considerations that a designer must deal with is to understand what it is that the client wants to achieve with the Website design.

When we take on a new client we ask them a series of questions that illicit answers helping to bring the parts of the puzzle together. A typical question might be “What qualities does your business want to be known for?” The answer might be for a doctor for instance, “I want to be known as someone you can trust”. So the question and answer begs: How does the designer portray trust in the Website design?

Scientists have been studying the way we react to colors for many years. Certain colors make us feel a certain way about something. As long as the website designer knows what these colors and emotions are, the designer can use that information to help present the business in the right way. These are not hard and fast rules but smart designers use the information to their clients advantage.

This fun infographic lays out the emotions and qualities that well known brands like to be known for. The color psychology is only one part of the puzzle but I think you will agree it is a very important part of it.

Before you take on a website designer for your new website design, make sure they have a good understanding of the psychology of color. It’s so easy to fall into the trap of portraying the wrong qualities and sending out the wrong message if the colors don’t work. That mistake could cost you a lot of money in re-branding, just a short time down the line.

Want to get us to design your new website? Why not check out [our services here](#)
How to Raise Money From The Dragons

The other day I was asked to speak to a young man, Sam, who had an interesting dilemma.

He had a YouTube channel which had a reasonable traffic of 100,000 unique views every month but he was struggling to really monetise it. He had has had the odd sponsorship deal, but it was going nowhere. From my conversation with him, it was easy to see what was wrong, he was passionate about what he was doing, but with his journalist background he really didn’t know about the power of marketing.

It started me thinking about how many people don’t have a strategic plan – many just gamble and hope it will all work out.

If you have a YouTube channel with steady traffic but you don’t really sell any products or services and you don’t have any real team or partners or a huge budget, what would you do? Any traffic without conversion, or ability to convert, is actually worthless. And anything that is unpredictable in its traffic flow is not a sustainable business. You have to decide if what you are doing is going to be just a hobby or it is going to be a business.

Ask yourself:

• Who are the viewers and what are they seeking?

• What is the effect of your channel on the viewers? Would they buy, do they engage, do they come back?

I took it back a stage further and looked at his website and in its present format, it was simply not good enough to help him! Simply having a website, although a good start, is not enough. You must also promote and drive traffic to it.

I may be well telling you something you already know but here are some basic principles for driving that traffic.

Look at blogging. If you do have a blog that you can link to your website do. If not, visit blogs relevant to what you are doing, leave a comment with a link to your site. Even better – ask people with blogs to link back to your website and recommend you. Nothing is better than other people saying how good you are! If the thought of writing fills you with fear, don’t worry about it, there are plenty of freelancers out there who will do it for you at a low cost and make is SEO rich.

Link a blog to either your website or use a site of its own. Always remember that blogging is one of the best ways to reach a wide internet based audience in a short time frame.

Look at what social media can do for you and look at all the various platforms out there. Create profiles and socially bookmark with interesting articles, content on your site on a frequent basis. People underestimate the power of website promotion tools if used correctly.

Creating a newsletter is a good way to get repeat and new visitors to your site. Not all your newsletters need to be a sales pitch. Vary it with company news, even fun facts and trivia is good. Just keep it short and to the point!

RSS feeds are a great way to ensure fresh content is delivered to your blog in a regular basis, and there are sites that allow your content to be spidered regularly by various search engines. Tools like Ping O Matic, which pings or notifies blog directories each time you publish a post, are valuable, as is simply submitting your website to directories of related sites.

We have all visited websites that once looked at, we would never revisit. Why was that? Poor design, poor navigation, a complicated shopping cart system, massive on page errors. Whatever it was learn from their mistakes and ensure that your website is clean, easy to navigate, and is frequently updated with fresh content, links, and features.

These are just a few tips that can increase traffic to your website. These tips will help to make a dramatic difference if you implement them correctly, but that, of course, is all dependent on you.

One of the great things about marketing is that the fundamental principles rarely change, and if you have had both successes and failures, those experiences are priceless when you can apply what you learn.

This one focus is what can make the difference for Sam, and I’d challenge you to think about how you can focus more on relevant traffic and conversion - keep it simple.

Next time, I’ll tell you how to drive traffic to your You Tube channel.
This month you are interviewing Rockstar mentor Mark Reardon.


He lives and works internationally and enjoys working with creative young people.

What one thing about your childhood, personality or upbringing do you think had the biggest influence on your becoming an entrepreneur?

From the age of 11 + I became very Self disciplined, as realised had to make own way in life and where you ended up in it - Sports help young People do this - I joined a Cycle Racing Team and went on to become champion at National Level. The Discipline of focused Training and doing things that others shy away from is a good Skill set to be a successful Entrepreneur. You have to be highly motivated by either changing the way the world runs or by the motivation of money for what it can achieve for you, or both !

How did you do at school and what did you most love or hate about school?

When at school I was almost a no hope case - and I should leave school at 15 in those days - I still remember my teacher writing in school report I was not destined to do much and In my Day you sat a major exam at 11 - the 11 plus this I failed dismally as in my junior school I had no interest in the lessons - at secondary school I worked very hard and within 2 yrs was moved into the 11 + Grammar Stream. With focused self disciplined work, by time left school I was one of only 3 persons in School of 1200 Pupils that went onto University back in those days ! Then from over 600 business Students the only one accepted in Graduate Programme by Merchant Bank which Nationally had only 3 available opening places in 1981. Successful Entrepreneurs respond well to statements as it cannot be done or you cannot do it !

What would you say was the ONE THING that made the difference in your professional success?

Persistence combined with Self belief you are doing the right thing -when the going gets tough Persistence is your saviour! You need to constantly be unsatisfied looking for a better way of doing things - searching out the right people to work with either as Partners/ Co Director or your Senior Employees. Getting the best from people is a Art it needs constant attention to improvement - including ones own self improvement ! Training the mind and Life Long Learning are Key at same time as balancing a well rounded family life. Have Fun with and in your business - its your choice how to run it after all !

What ONE THING would you do differently, knowing what you know now?

Its vital to only have like minded people around you to take advises & Motivation from - finding suitable people to network with who can leverage off and gain inspiration from is key here - even more ideal is to select those who have been though it all before and can Mentor you to make less mistakes which therefore means faster track success, and more of it.

This is the aim of Rockstar to help Entrepreneurs speed up their success! www.rockstargroup.co.uk/mentors-mark--reardon.php

What really gets you buzzed NOW about being in business? What fulfils you most?

In addition to my Role of Chairman of a Major International Trust I like to assist inspiring Entrepreneurs/ business owners with he benefit of my view points & experiences gained over last 30 yrs + RockStar does a excellent Mentoring Service where I assist a wide group of business people with their key business issues that keep them awake at night - these usually are connected to Keeping afloat and cashflow Positive - Low Cost effective sales and marketing, Staffing, Cost Control and Financing. In today’s tough economic times you have to be run a very tight ship but keep it fun for you your supporters and the key employees to be worth bearing up with the day to day hassles ! These days I enjoy helping Young Entrepreneurs in particular whether they may be Dot Com Millionaires or aspiring to be - however I find when it comes to how to best to manage and grow a business they still need a lot of help from a Mentor who has been though 95 % of it all before, knows what's what and most importantly how to come out the other end owning a great Success and a very valuable one at that !

You can read more about Mark Reardon at www.rockstargroup.co.uk/mentors-mark--reardon.php or contact him through Reardon1@btinternet.com
Get In Touch

Contact

www.roarlocal.com/contact

Fill in the form to contact us at any time.

We need your name, the domain name of your existing site (if you have one), your preferred method of contact (phone number or email address) and we will get back to you as soon as possible.

ROARlocal UK

☎ 01273 78 21 44

Monday - Friday 0900 - 1800

Admin Office

The Sussex Innovation Centre
University of Sussex
Science Park Square, Falmer
Brighton BN1 9SB

CEO / Neil Asher
COO / Nicola Cairncross

www.ROARlocal/twitter
www.ROARlocal/facebook
www.ROARlocal/linkedin
www.ROARlocal/google.com

ROARlocal on RSS

ROAR Australia

☎ (02) 80 06 07 95

Sydney Office:
ROARlocal Sydney, 69 Reservoir Street,
Surry Hills, New South Wales, 2010

Melbourne Office:
ROARlocal Melbourne, St Kilda Rd Towers,
1 Queens Road, Melbourne, Victoria, 3004

www.ROARDigitaloz/twitter
www.ROARDigitaloz/facebook
www.ROARlocal/linkedin
www.ROARDigitaloz/google.com

With thanks to

Matt Cox - Graphic Design
mattcoxmail@yahoo.co.uk

Photography

Cover - Anna Tesar / Flickr
Page 2 - Rock Cohen / Flickr
Page 4 - Loving Your Work / Flickr
Page 5 - Daniel Wehner / Flickr
Page 6 - Flickr / Flickr
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