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Issue 559

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16th June 2022
 Starts: 21:05 Ends: 22:37 (RT: 22:45)

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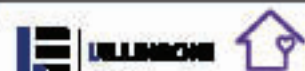
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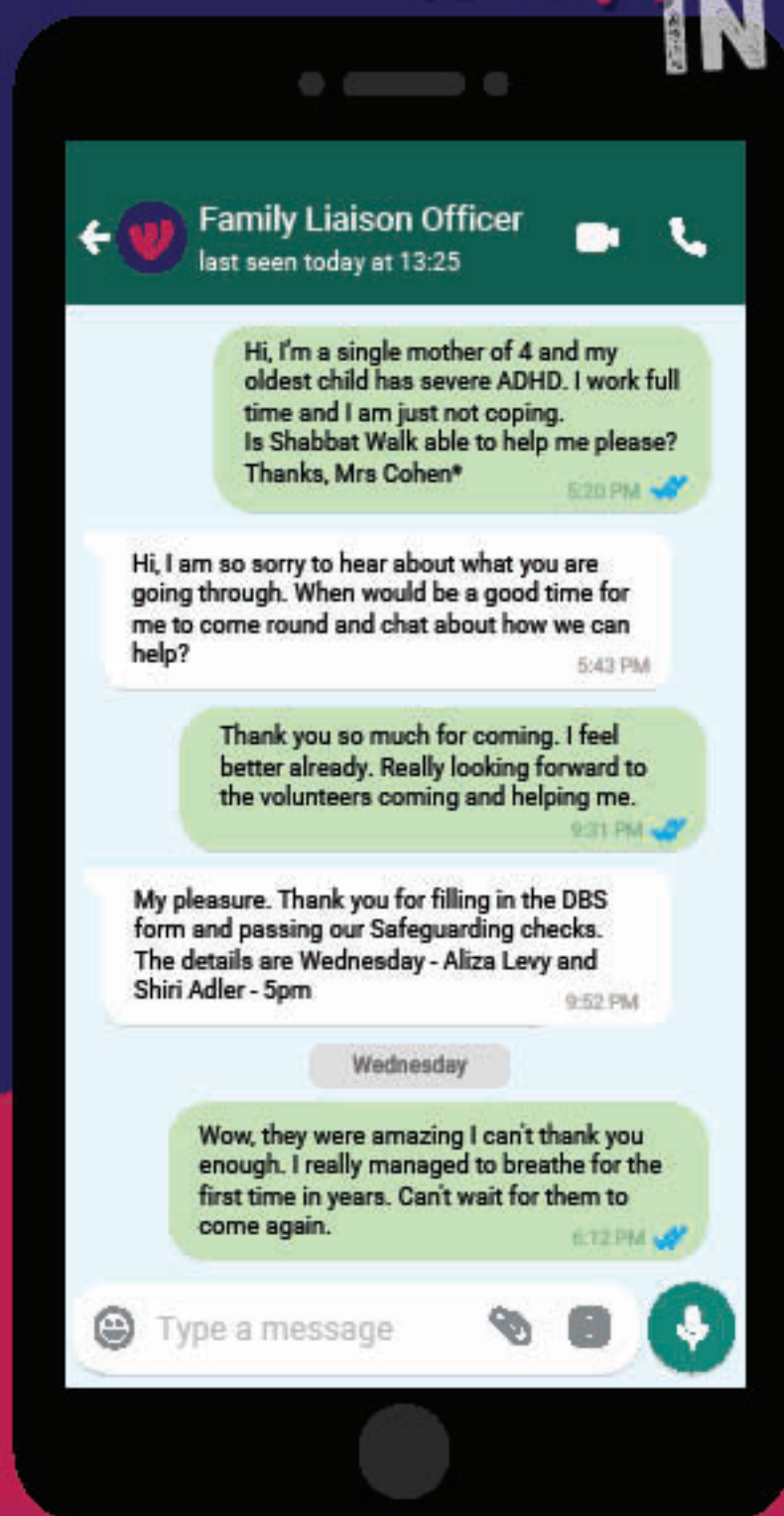
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**MONDAY 1ST AUGUST -
SUNDAY 7TH AUGUST**

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AGES:

YEAR 6 & YEAR 7

VENUE:

MENORAH PRIMARY SCHOOL

PRICE:

£180

TIMES:

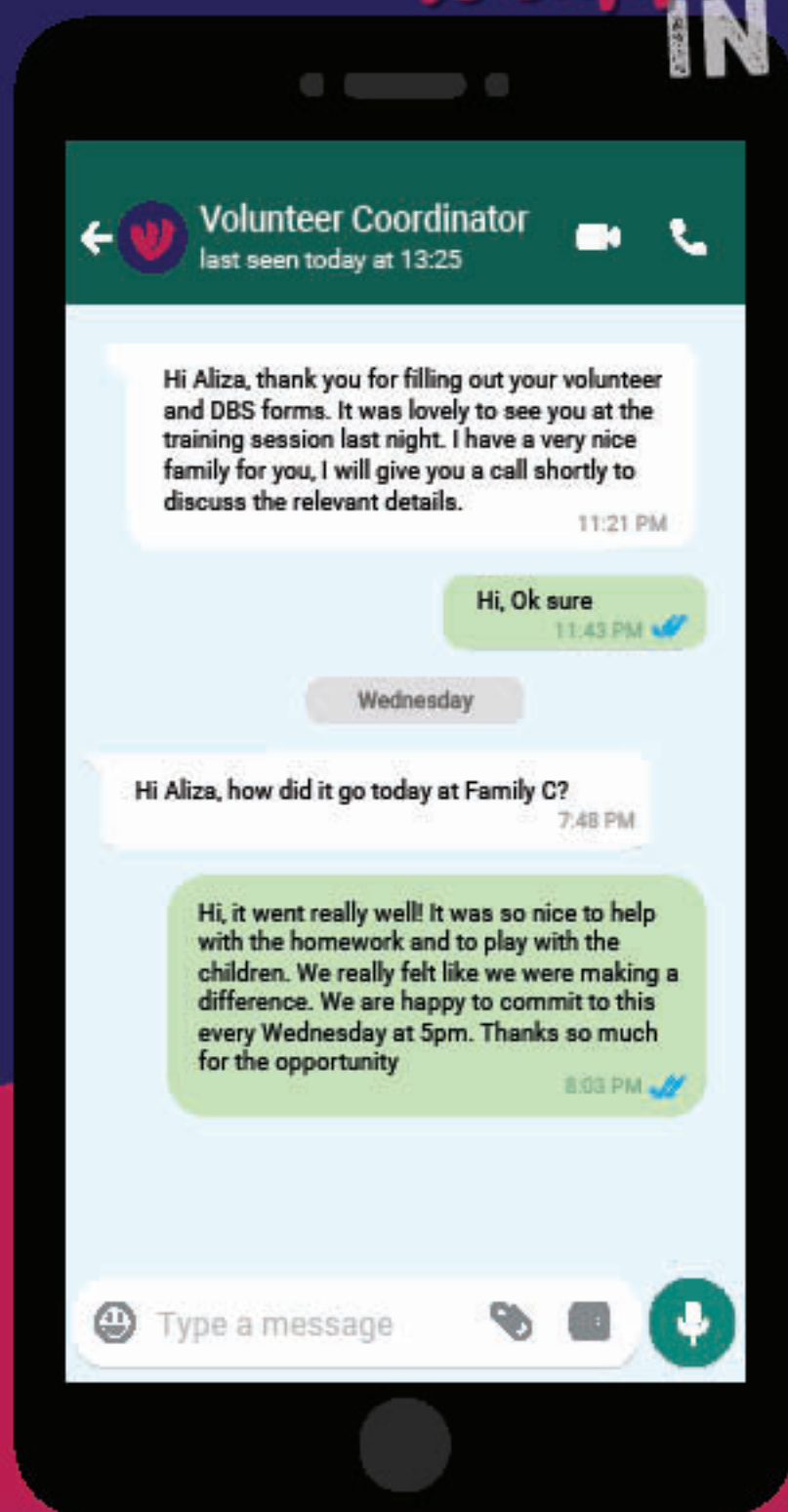
2-9PM | TISHA B'AV 3-8 PM

**AMAZING
ACTIVITIES**

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FURTHER INFO RE-APPLICATIONS TO FOLLOW

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- EXCITING PANEL -

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**RUTY DAVID,
Yael RODYN &
RASHI GUTTENTAG**

Wed. 22nd June
כ"ג סיון

- 59 CRANBOURNE GARDENS NW11 0JB -



Rebbetzin
**DINA
SCHOONMAKER**

Tue. 28th June
כ"ט סיון

- EDGWARE PAINT NIGHT -

Rabbi
**YEHUDAH
BORUCH
LIEBERMAN** שליט"א

Wed. 29th June
ל' סיון

- 19 BROADHURST AVENUE HA8 8TP -

- SUSHI MAKING EVENT -

Rabbi
**YONASON
ROODYN**
שליט"א

Wed. 6th July
ז' תמוז

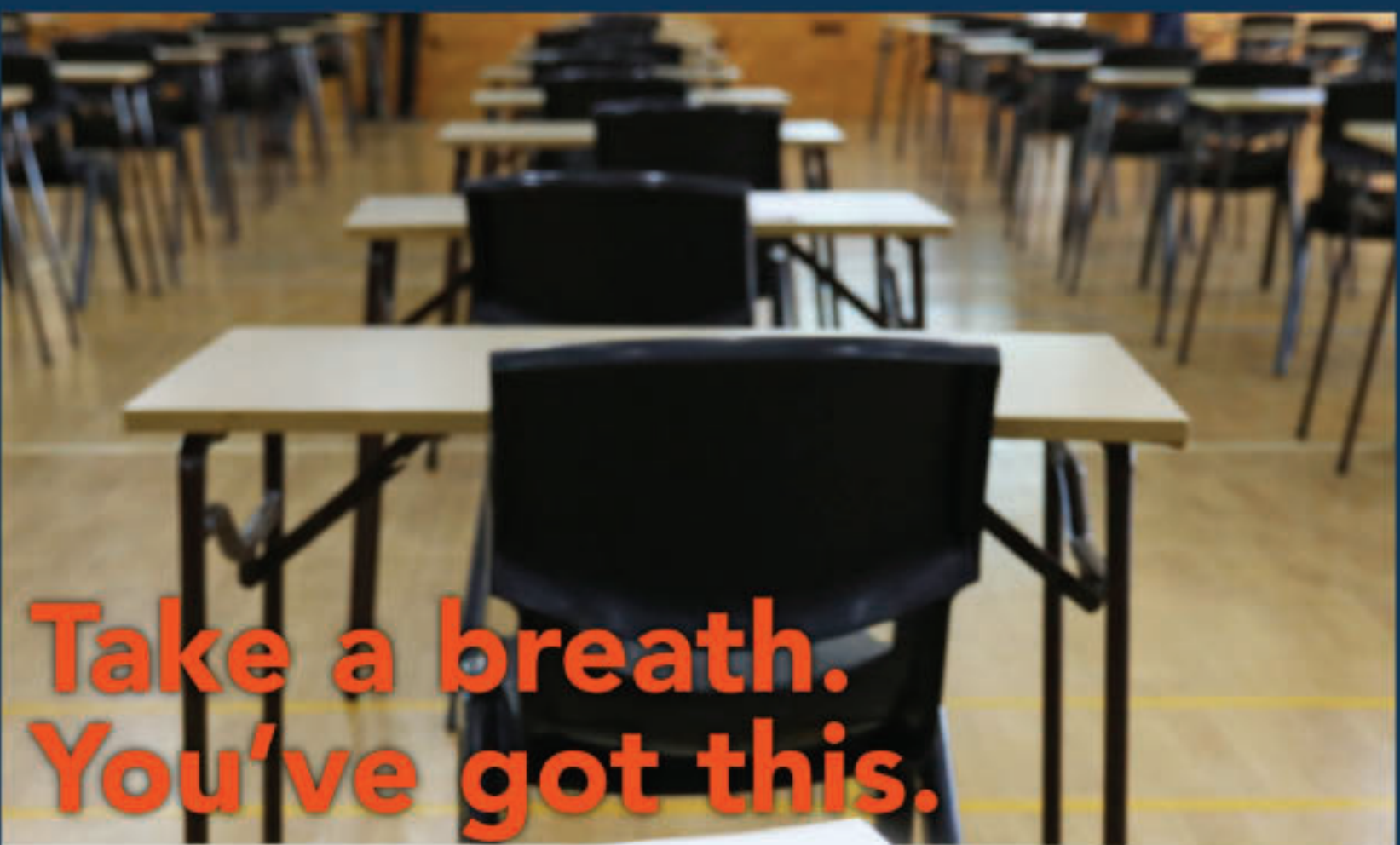
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NEW:

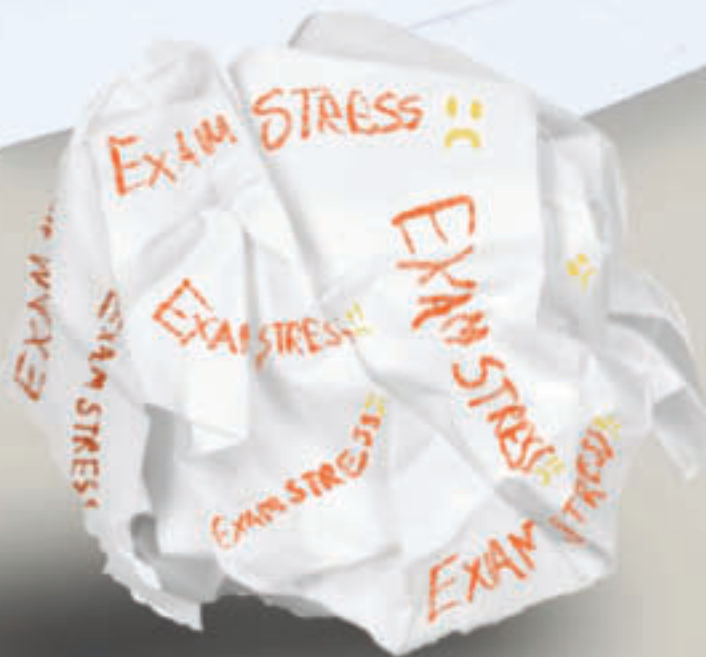
JUST A CALL AWAY

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07860058823

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THIS
SUNDAY
& MONDAY

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EMPIRE
OF TORAH

IN NW
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DAY KOLLEL
לומדים 44

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19/20 JUNE

ב' - ב' אס"ה

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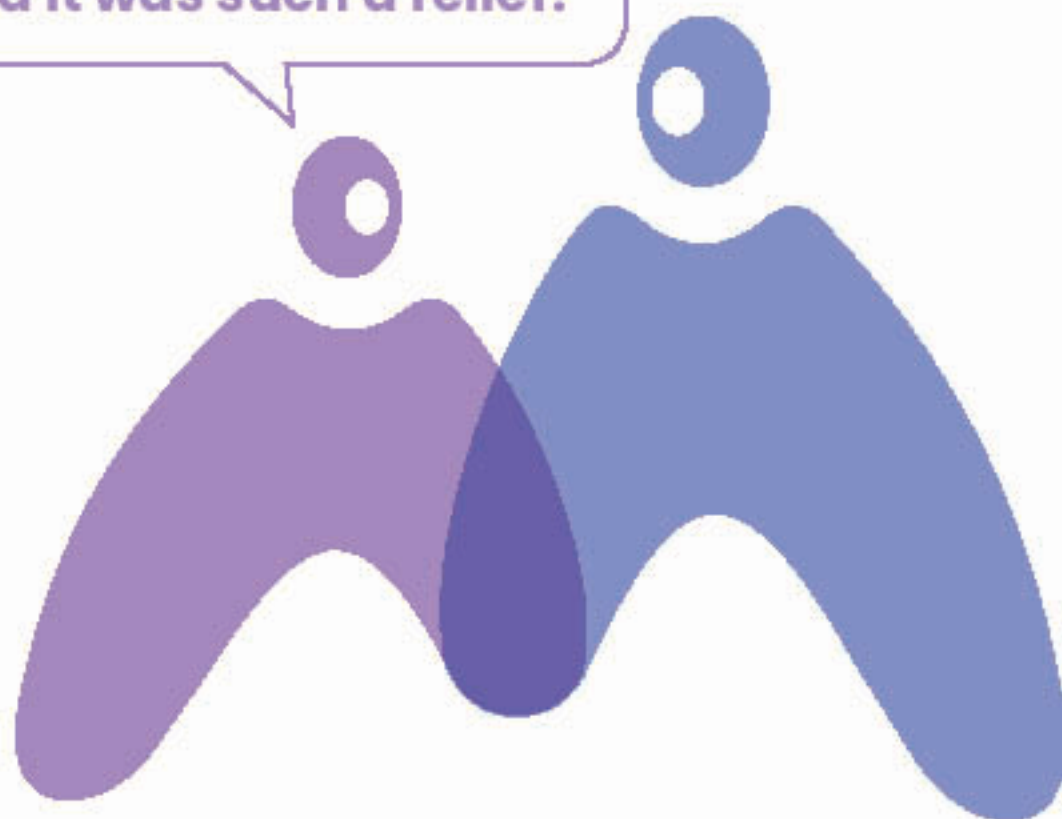


Josh Bowman, Director

Josh learned at Machon Shlomo and Rabbi Klein's Chabura in Jerusalem. He holds the title National Master from the United States Chess Federation and has a Master's in Education from Harvard. Josh teaches passionately in both English and Hebrew.

Menucha Milestone No. 1

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Menucha's Information & Referral line

There's no reason to be nervous when you call our Information and Referral line. You'll be answered by a trained call handler who'll guide you through the call. Whether you are pregnant (31% of our callers) or postnatal (69%), they'll be able answer your questions, give you useful information and if appropriate arrange the next step in joining the Menucha Programme.

No personal information is asked for when you first call. All we need is a phone number to enable a call back from our Clinical Team. This call back will be within 72 hours from one of our case managers who will sensitively capture your personal and case details in greater depth. Your case will then be rapidly reviewed by our Clinical Team who will construct the best support plan for you within the Menucha Programme.

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Under the guidance of Rabbi SF Zimmerman and endorsed by local Rabbonim.

Menucha Milestones

> Give Us A Call

- > Assessment and Discussion
- > Join The Menucha Programme
- > Weekly Therapy
- > Cool Off

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Or email **office@menucha.info**

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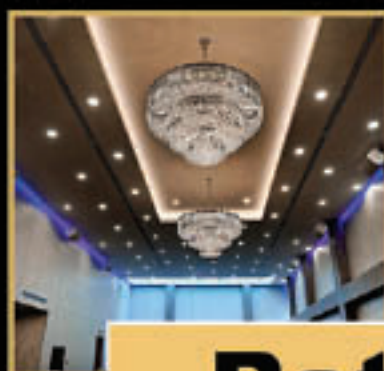
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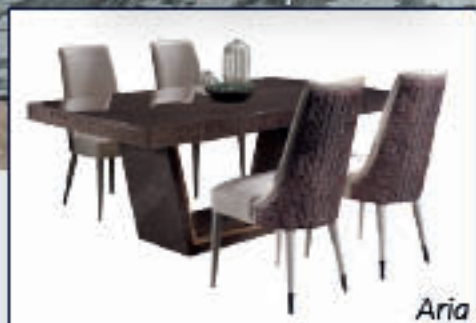
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Don't miss this one-of-a-kind event!

Date and time: Sunday evening 26th June 8pm

Venue: Bialava Hall- Darenth Rd.

Entrance fee: £10

Attention Teens!

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Date and Time: Monday evening 27th June 7.30pm

Venue: Bialava Hall - Darenth Rd.

Entrance Fee: £8.00

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Tuesday 28 June '22

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Booking deadline: 26 June '22

Members: £30 | Non-members: £50

This training is for women only.

Dates for men's training to be confirmed. Please register your interest via the button above.

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Some families need extra support to get them through their challenges.

Dina and Shaul's Story

After their first uneventful pregnancy, Dina* and Shaul had just had a new baby. Their home accommodation was inadequate and Dina found herself walking the streets to keep her baby quiet and get some relief from the depression she was suffering. By 'chance' she found herself outside the Family Centre and saw other women with buggies going in. From there, a relationship and trust has grown over the past 4 years where the Centre has played a pivotal role in this family's life.

Both Dina and Shaul were overwhelmed on so many levels. Their housing was unacceptable and they needed to move. Dina was not coping with her baby, and on top of that Shaul's learning difficulties had landed them in severe financial problems as he did not understand how his accounts worked, and any time he was offered credit, he took it – even though he would be unable to repay it.

We tried referring them to an organisation dealing with debt management; but they returned them to us as the organisation 'could not get any sense out of them'.

An accountant, a member of our Family Centre Support team, met with them and devised a plan so that their finances could be managed. Over the past 2+ years, the family has continued to adhere to the plan and their debts have been steadily reducing; and within the next 18 months they should be debt free.

As time has gone on, their son has been diagnosed with significant learning difficulties and through a close partnership between his school and LJFC's Team, he is on his way to getting the educational provision that he needs.

Dina and Shaul have a way to go, and their story will no doubt, have many twists and turns but with ongoing support, love and care they and their children will, PG, be useful members of the community in the future and LJFC will be with them at every stage, supporting and guiding them.

*all names and locations have been changed

For families who need support we provide:

- Therapy for Adults and Children • Emotional Support • Home Assessments
- Advice and Signposting • Advocacy with Social Services and the Police
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- **Girls' Summer Day Camp**

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אני זוכר כשהתחלתי ללמד אנגלית לפני שנים עשרה שנים, אנשים שאלו אותי, 'נחמיה, כמה זמן לוקח ללמוד אנגלית למתחילים?' הייתי אומר עשרים וחמישה עד שלושים שיעורים. הורדתי כל הזמן את המספר. ועכשיו בשיטה חדשה מדהימה, 80% מהתלמידים יכולים ללמוד אנגלית בעשרה שיעורים, ויש כאלה שלמדו בשיטה אז מה הסוד?

השביעיה הסודית

ישנם אלפי כללים באנגלית. איך אתה יכול לזכור את כולם? אחרי שלימדתי מאות סטודנטים, הבנתי שאתה צריך לזכור רק שבעה. זה לא ייאמן, אבל שבעה כללים אלה הם המפה לכל השפה. אבל האם אתה תזכור אותם?

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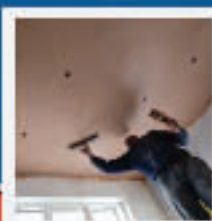
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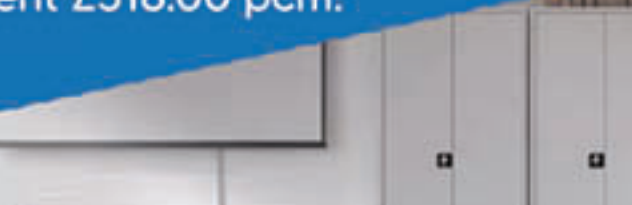


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60 THE LOCAL NEWS, 2011.05.10 | 11:00 AM



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Bnos Beis Yaakov is committed to safeguarding and promoting the welfare of children, and successful applicants will be subject to an enhanced DBS check.

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מסכתה בתול

10.22-10.23	בית יעקב חזק, בירושלם	1.40
9.30	בית יעקב חזק, בירושלם	1.45
9.45	בית יעקב חזק, בירושלם	1.50
9.50	בית יעקב חזק, בירושלם	2.00
10.00	בית יעקב חזק, בירושלם	3.00
נר ישראל	בית יעקב חזק, בירושלם	3.10
בירושלם	בית יעקב חזק, בירושלם	3.30
10.10	בית יעקב חזק, בירושלם	4.00
10.20	בית יעקב חזק, בירושלם	4.30
ב"ה	בית יעקב חזק, בירושלם	5.15
10.22	בית יעקב חזק, בירושלם	5.34
10.25	בית יעקב חזק, בירושלם	6.00
10.30	בית יעקב חזק, בירושלם	6.30
בית שמואל	בית יעקב חזק, בירושלם	6.45
נשמת ישראל	בית יעקב חזק, בירושלם	7.00
בית שמואל	בית יעקב חזק, בירושלם	7.15
נשמת ישראל	בית יעקב חזק, בירושלם	7.30
בית שמואל	בית יעקב חזק, בירושלם	7.45
נשמת ישראל	בית יעקב חזק, בירושלם	7.50
בית שמואל	בית יעקב חזק, בירושלם	8.10
נשמת ישראל	בית יעקב חזק, בירושלם	8.15
בית שמואל	בית יעקב חזק, בירושלם	8.20
נשמת ישראל	בית יעקב חזק, בירושלם	8.30
בית שמואל	בית יעקב חזק, בירושלם	8.35
נשמת ישראל	בית יעקב חזק, בירושלם	8.40
בית שמואל	בית יעקב חזק, בירושלם	8.45
נשמת ישראל	בית יעקב חזק, בירושלם	8.50
בית שמואל	בית יעקב חזק, בירושלם	8.55
נשמת ישראל	בית יעקב חזק, בירושלם	9.00
בית שמואל	בית יעקב חזק, בירושלם	9.05
נשמת ישראל	בית יעקב חזק, בירושלם	9.10
בית שמואל	בית יעקב חזק, בירושלם	9.15
נשמת ישראל	בית יעקב חזק, בירושלם	9.20
בית שמואל	בית יעקב חזק, בירושלם	9.25
נשמת ישראל	בית יעקב חזק, בירושלם	9.30
בית שמואל	בית יעקב חזק, בירושלם	9.35
נשמת ישראל	בית יעקב חזק, בירושלם	9.40
בית שמואל	בית יעקב חזק, בירושלם	9.45
נשמת ישראל	בית יעקב חזק, בירושלם	9.50
בית שמואל	בית יעקב חזק, בירושלם	9.55
נשמת ישראל	בית יעקב חזק, בירושלם	10.00

לז"נ הקדוש הבה"ח שמואל אליהו הי"ד ב"ד נתן פרץ יבלח"ט

Daily Times

	Friday	Shabbos	Sunday	Monday	Tuesday	Wednesday
תענית	9:20	9:21	9:21	9:21	9:22	9:22
תענית	10:36	10:36	10:36	10:37	10:37	10:37

FISHING IN THE MARKETPLACE

Submit your marketing questions to column@writeitmarketing.com
Those selected for publication will be featured in the coming weeks.

Bob is a motivated fisherman, hoping to make a good catch. He invests in high-end fishing equipment, uses only grade-A bait, and checks the forecast ahead of time to determine the optimal day for fishing. He rises bright and early, prepares his rod, hooks the bait carefully and casts his line in the local pond. One hour, two hours... no fish. He moves his rod to the other side. Nada. He asks around and finds out... It's a fish-free pond!

Fisherman Jack has done some research. He heads out to a pond well-known for its bounty, hoping to catch his favourite fish. He sets up his line, and reels in catch after catch... but they're all the wrong types of fish.

As a business owner, you're looking to attract more customers and, of course, make more sales.

Surprisingly, marketing is very much like fishing. You prepare your offer, cast your rod, and wait... Sometimes the fish come easily. Other times they trickle in, slip away, or avoid your path entirely.

Patience and perseverance is key, of course, but ask yourself some fundamental questions before you settle for the status quo.

For starters—

1. Do you know where to find your ideal clients? (Bob's still looking...)
2. Do you even know who they are? (Carp, anyone?) Clearly, neither Bob or Jack has sufficiently researched their target. And finally:
3. Do you know their preferences? (More on that later)

Now let's talk about Sam. Sam knows precisely which fish he's after, and even where to find them. He drops his net into the sea and pulls in a nice catch. So far, so good.



"Hey", he thinks, "If I stretch the net and double my catchment area, I'll multiply my yield". What happens though, is that his net stretches and develops holes, allowing many of the fish to get away.

Now he's catching even less than before.

This brings us to an important marketing principle: **"When you speak to everyone; you speak to no one."**

Many businesses make the mistake of marketing to their overall target market with a message that is so generic, it doesn't attract anyone. If you don't want your ideal customer to swim right through, it's vital that you:

- Narrow down your target
- Find out where they hang out
- Go fishing in the right pond.

Over the next few weeks, we'll go through the Write It Marketing Discovery Process, which I use to help my own clients identify their target audience, define their competitive edge, and multiply their income.

Next up: **Identifying Your Target**

—
Chani Krausz is a certified brand strategist and copywriter, specialising in B2B industries. Her keen insight and strategy-backed approach helps businesses boost their marketing results, even when they aren't the cheapest or most well-known. She can be reached at projects@writeitmarketing.com



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