

THE NW LONDON LOCAL NEWS

Issue 563

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14th July 2022
 Starts: 20:56 Ends: 22:20 (RT: 22:28)
 שבתאי 14 ביולי 2022
 מתחיל: 20:56 סיימת: 22:20 (RT: 22:22)

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WELCOMES
ED HUSAIN
 MONDAY 18 JULY AT 8PM

**THE ABRAHAM ACCORDS – WHAT NEXT FOR MOSLEM – JEWISH RELATIONS?
 IN CONVERSATION ED HUSAIN & RABBI ZOBIN**

**FOR REASONS OF SECURITY AND TO ALLOW AN OPEN
 DISCUSSION – THIS EVENT WILL BE LIVE ONLY**

TOPICS WILL INCLUDE:

Ed's journey from Islamism

The current state of play within the Islamic world, with a focus on The Abraham Accords

What's next for Jewish/Israel/Moslem relations

Anti-Semitism disguised as Anti-Zionism on university campus's

FOLLOWED BY LIGHT REFRESHMENTS AND A CHANCE FOR AN INFORMAL CHAT WITH ED

Registration Essential

www.neryisrael.co.uk/event/ed-husain.html

Ed Husain is a renowned author and political advisor. He was co-founder of the counter-extremist Muslim-led think-tank Quilliam and has also held senior fellowships at other think-tanks in London and New York.

Ed was senior advisor to Tony Blair and is currently serving as Professor of International Relations at Georgetown University in Washington DC. His first book, "The Islamist" charts his journey from becoming a leading activist within the hard-line Islamist movement prominent on UK university campuses to promoting a pro-Western, pro-Zionist stance that is fully integrated with a classical Islam based around personal spiritual growth.

Ed has appeared on the BBC and CNN and has written for the Telegraph, The Times, the New York Times, the Guardian, and other publications. Ed is a friend of The Jewish People and The State of Israel.

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20 - 21 JULY

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- 7.30PM-10.15PM
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- HALACHA REFRESHER
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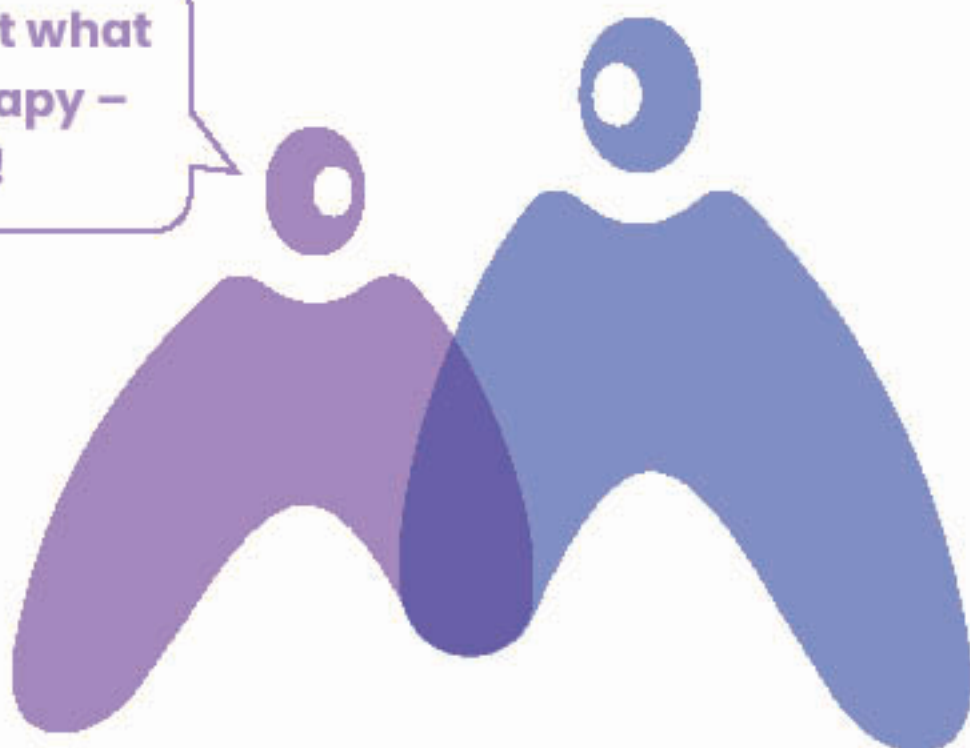
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If you are facing the challenge of a perinatal mental health issue, Menucha is here to provide understanding, non-judgemental advice, specialised therapy services, and referrals.

www.menucha.info

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

Therapy can take a few sessions to feel its impact and may feel uncomfortable at times – for example it may open up experiences that are hard to think about – but ultimately you will better understand yourself and be equipped with invaluable skills that help you manage in difficult times.

Motherhood can be a joy; **if we can help, let's talk.**

Menucha Milestones

- Give Us A Call
- Assessment and Discussion
- Join The Menucha Programme
- **Weekly Therapy**
- Cool Off

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21:00

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BUT WHAT ARE WE MOURNING?

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20:30

MINCHA

21:50

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SUNDAY

17

JULY

UK TIME

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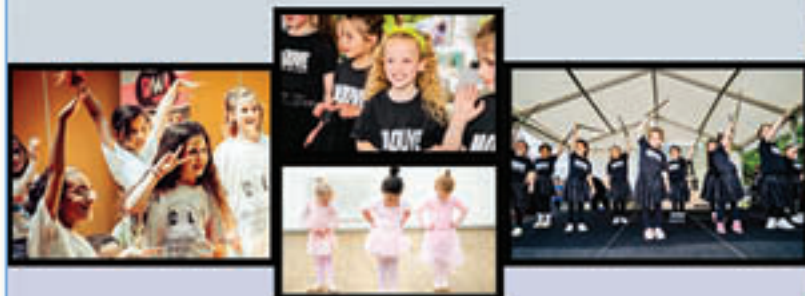
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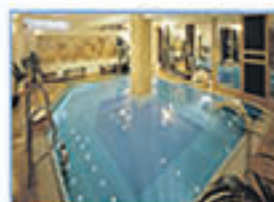


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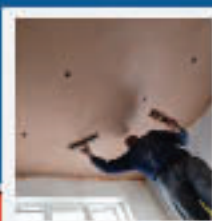


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SURVEYING YOUR CUSTOMERS

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

In the late '90s, LEGO decided to expand their brand by introducing innovative product designs. This meant manufacturing thousands of new, unique pieces, that were very unlike the classic LEGO system we all know and love.

By 2003, sales had declined so much that the company lost \$300 million that year, with a forecasted loss of another \$400 million the next year. So when a new CEO took over in 2004, he decided to try a different approach: they'd ask the kids what they want.

That's when LEGO discovered their new designs never actually resonated with their target audience. Kids didn't want to play with pre-built figures, they wanted to build themselves!

Last time we explored market segmentation. Today we discover how to gather information about the preferences and whereabouts of your ideal customer.

One of the best ways to accurately source this information is to reach out to a random sampling of current customers. New to business? No problem. You can approach people who fit your ideal customer profile instead.

You can gather the world's best marketers to help you formulate a strategy, but unless they are intimately familiar with your customer's needs and desires, they'll miss the mark. That's why customer surveys and interviews are a crucial element of successful marketing.

Customer interviews allow you a peek into the thoughts and needs of the people whose opinions matter most: the ones making the purchase.

A recent project for a service-provider comes to mind.

During our initial discovery session, the client mentioned that his biggest selling point is the fact that he saves his clients lots of money. Makes sense. We all like to save money and when a service provider saves us lots of money, that's even better!

When I interviewed his customers, however, they told another story. Yes, the service did, indeed, save them lots of money. But more than anything, they valued the peace of mind it brought them.

Come prepared with a set of targeted, open-ended questions that lead to a discussion rather than one-word answers. This will allow your customer to share freely and explore topics you may not have thought to discuss.



While it's rewarding to hear positive feedback, you should expect some negative or curious comments, too. It's natural to feel defensive when this happens, but it's important that you listen with an open mind. After all, the customer is sharing his perception of your product or service, and that information is vital to your success.

You'll want to hear about:

- The role your product or service plays in their life.
- The difficulties they faced without it.
- The reason they chose you over a competitor.
- What they love or hate about your product, service or brand.

All of this information gives you a wealth of insight into your ideal customer and tells you about their internal thought processes, habits and preferences. These help you come up with a better way to grab their attention so they can appreciate the benefits of your offer.

Next up: Marketplace research

Mrs 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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מזל טוב & Thank you!

Dena Berkovitz (Manager)
Rochel Jacobsen (Head of Curriculum)
Shelley Neufeld
Sarah Stern
Miri Begal

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