

30th June 2022 || פרשת קרח תשפ"ב
Starts: 21:05 Ends: 22:35 (BT: 22:43)

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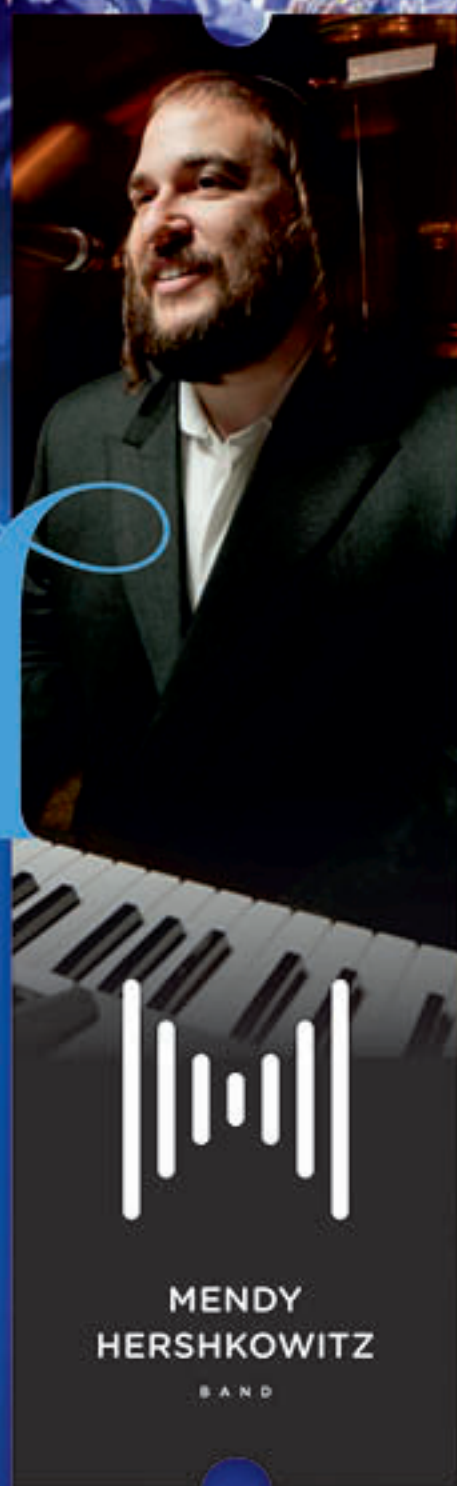
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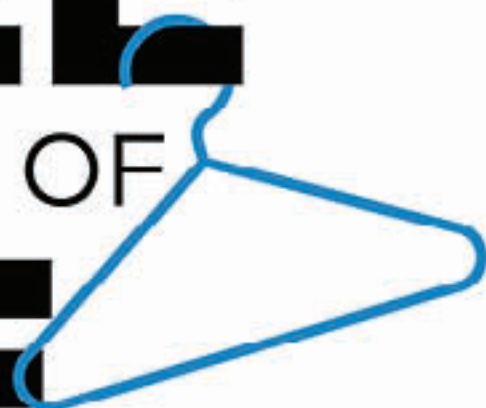
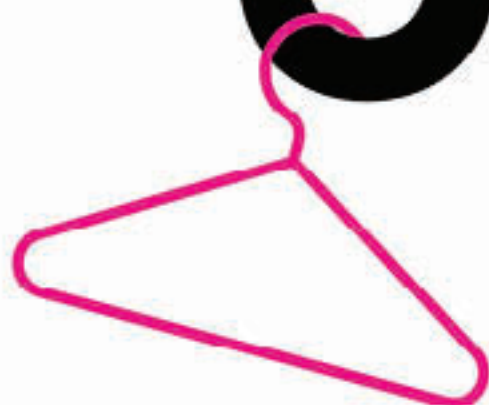
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Date

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Date

Time

Location

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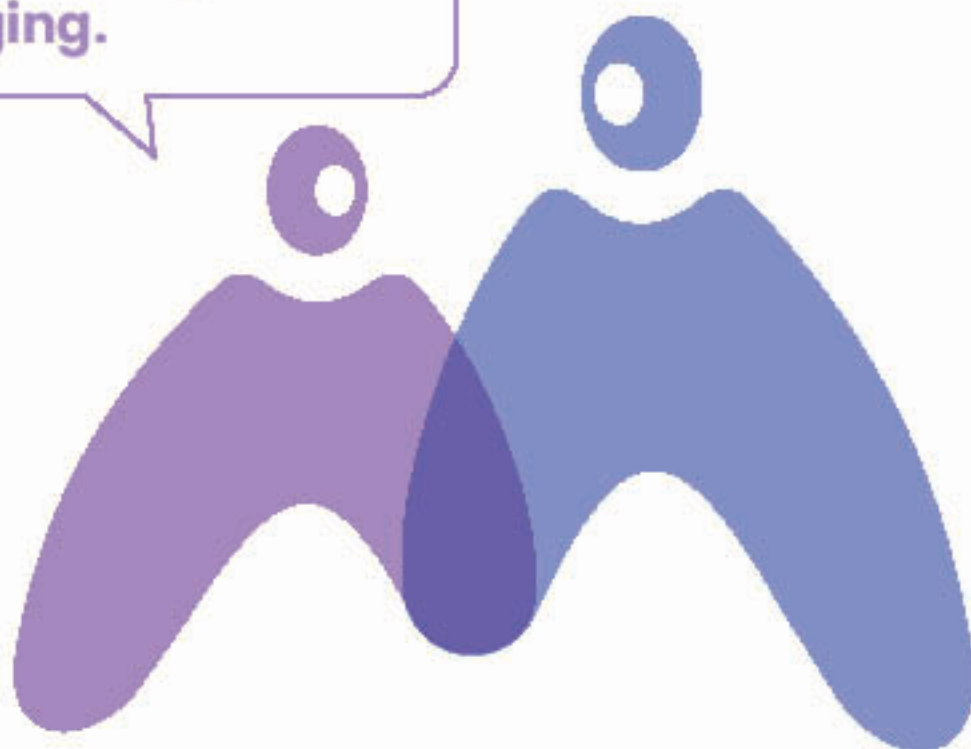
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Menucha Milestone No. 3

The care and support I had from the Menucha Programme were life-changing.



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The Menucha Programme

The Menucha programme is all about giving you the care and support that you need.

As well as following your tailor-made plan of therapy, Menucha also offers physical support arranged by your Care Coordinator. She'll speak with you every week, giving you a friendly voice to discuss how you're getting on and what help you need. This could include meals, cleaning help, childcare, and night nurses – in short, whatever will physically support you through this time.

Perinatal mental health issues often impact women more than 6 weeks post-birth. However, Menucha's Care Coordinators can access community support at any time. And to preserve your privacy, requests for support are made by the Care Coordinator. So, for example, meals are picked up and delivered by the Coordinator ensuring nobody outside your care team know your details.

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

www.menucha.info

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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10th - 20th July 2022

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or email london@torah-umesorah.org

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What is Torah Umesorah? Established 75 years ago in the USA, Torah Umesorah is the address that Torah institutions turn to when they need training, guidance and resources for anything chinuch related. Famous for its influence on the rich Torah education of 260,000 children in over 760 schools, Torah Umesorah provides much needed affordable services and resources.

What is a Teacher Centre? A Teacher Centre is a walk-in facility that provides training, networking sessions, mentoring & coaching, curricula, resources & crafts. Our ground-floor, 2,500 square foot facilities are equipped and furnished with speciality machines, state-of-the-art equipment, an Educational Library & exclusive access to the Torah Umesorah servers containing thousands of educational materials.

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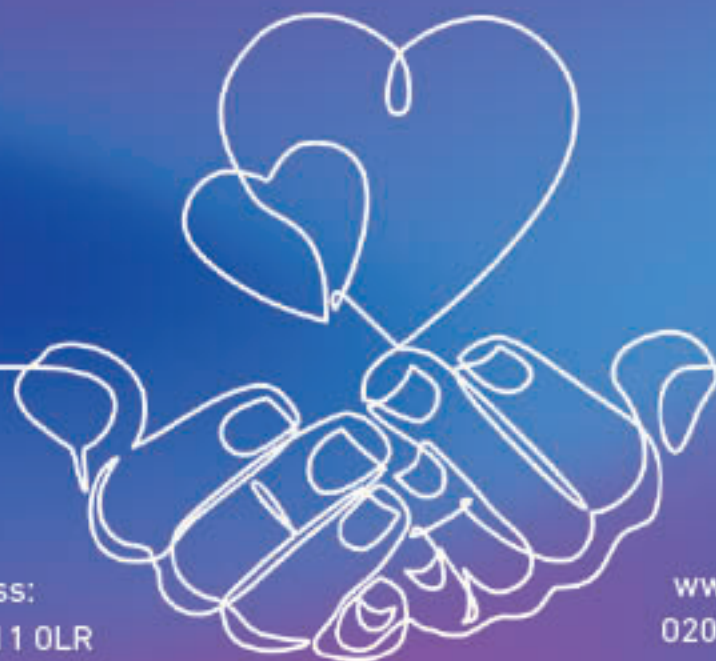
The seven Torah Umesorah Teacher Centres have changed the face of Torah education in the USA. Following the opening of a Centre in Manchester, England, Torah Umesorah's first Educational Resource Centre outside of North America, we are delighted to invite all אנשי חינוך to the חנוכת הבית of the London Teacher Centre. This Centre is yours and we want you to be a part of it from its inception.

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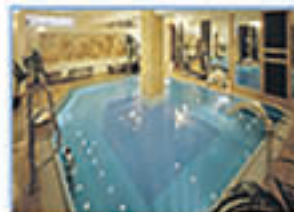
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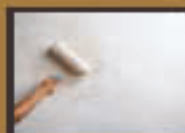
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For more information and an application pack, please contact the School Office by emailing vburd@beisyaakov.barnet.sch.uk or by phoning 020 8905 9590

Applications will be processed as and when received.
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Our School and all its personnel are committed to safeguarding and promoting the welfare of the children. This post is subject to an Enhanced Disclosure Application to the Disclosure and Barring Service.



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CLOSING DATE JULY 10TH 2022



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Our School and all its personnel are committed to safeguarding and promoting the welfare of the children. This post is subject to an Enhanced Disclosure Application to the Disclosure and Barring Service.

JOIN OUR TEAM

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FAMILY LIAISON OFFICER

Shabbat Walk is looking for a **Family Liaison Officer** to join our team. The main role is to facilitate the smooth running of the family support service in conjunction with the office team. You will be required to have daily interactions with our families and identify any additional support required.

Office based but flexibility is required if out of hours calls are needed. Full time to start in September.

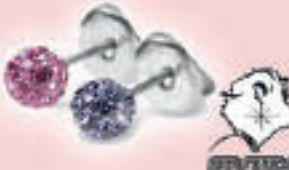
Role requires applicant to be self motivated, patient, caring, empathetic, responsible, confidential, hard working, have great communication skills, be a people's person and work as part of a small team.

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IDENTIFYING YOUR TARGET

Clothing retailer H&M found themselves in a hot spot after casting an African-American boy to model its new hoodie with the message "Coolest Monkey in The Jungle". Following the incident, H&M released an apology stating, "Our position is simple and unequivocal – we have got this wrong and we are deeply sorry."

As tempting as it seems to assume you already know your customer base, the process of researching and identifying your target is a foundational element of any successful marketing strategy.

Last time we explored the importance of targeting your ideal customer. Today we'll begin the practical steps to research and identify who they might be.

Your target market includes a broad group of people who could-potentially-make a purchase. You'll want to narrow this down to identify your target audience, which is the specific subset of people within the broader group, who are most likely to make a purchase. Naturally, you'll need to begin with a general idea of your target market so you know where to focus your efforts.

To begin, figure out which problem you're solving, and for whom.

I'm not solving any problem, I hear you say. I just sell/buy/do _____.

Really? So–

- Why would someone want your product or service?
- What happens when they use your _____?

In your mind you're selling a product or service, but in reality, **we all sell solutions in the form of outcomes.**

Let's say you specialise in door locks. Your customers aren't buying the lock for the lock itself, they want the promise of a secure home.

Likewise, when a business approaches me for branding and copywriting, they aren't

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

reaching out for the words I'll write for them; they're buying a solution that will increase their revenue.

So now that you've clarified what you're offering, and you understand the motivation behind customer purchases, it's time to focus on the types of people who would find your offer useful.

You'll likely have several target audiences, and that's fine. Just categorise them appropriately so you can customise your marketing to each narrowly-defined customer group. This is known as market segmentation.

For example, if you're promoting financial planning software, you'll use different messaging to attract personal users vs. business users, as what talks to one won't necessarily talk to the other.

In the same vein, you'll want to clarify whom you aren't targeting, so you don't attract the wrong people.

Say you decide to tailor your financial planning software for businesses only. In that case you'll want to make sure that your messaging isn't attracting personal users, to avoid wasting your time on futile enquiries.



IDENTIFY YOUR TARGET

When you segment your market correctly and tailor your messaging

accordingly, you are able to target your customers with the right message, at the right time, and in the right place—for maximum impact.

Next up: *Surveying your Customers*

—
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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Shabbos Sunday Monday Tuesday Wednesday Thursday

					
22°\11°	22°\11°	23°\12°	23°\12°	22°\13°	24°\14°

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סניחה גדולה

מעריב בחול

10.16-10.19 באב	1.40
9.30 עשרת צבי	1.45
9.45 jfe	1.50
9.50 הענדאן עדה	2.00
10.00 בית שמואל	3.00
גד ישראל	3.10
10.15 (ד ה) בית ישכר דוב	4.00
10.20 ג"ג ב"ה	4.10
גור, קהילת אהל משה	5.15
(א ב ג) בית ישכר דוב	5.54
10.25 סיני, עץ חיים	6.00
10.27 בית שמואל	6.20
10.30 בית אברהם, בית ישכר דוב	6.30
10.40 בית ישכר דוב	6.45
11.00 בית ישכר דוב	7.00
11.20 בית ישכר דוב	7.15
11.40 בית ישכר דוב	7.20
	7.25
	7.30
	7.40
	7.45
	8.00
	8.10
	8.20
	8.30
	8.40
	9.00
	9.10
	9.20
	9.30
	9.40
	9.50
	10.00

לֹאֵץ הַקֹּדֶשׁ תִּבְהַיָּח שְׂמוּאֵל אֱלִיָּהוּ הָיִיד בִּיד נָתַן פֶּרֶץ יִבְלַח'ט

Daily Times

	Friday	Shabbos	Sunday	Monday	Tuesday	Wednesday
שקיעה	9:21	9:21	9:20	9:20	9:19	9:19
ליילה	10:35	10:34	10:34	10:33	10:32	10:31

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