

THE NW LONDON LOCALNEWS

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4th August 2022 || פרשת דברים - חזון תשפ"ב
22:54 | לרית | 21:41 | מרבאי שבת | 20:26 | מילקת מרת

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**SUMMER
SHIURIM**
אב תשפ"ב / AUGUST 2022

**WITH HARAV
SHRAGA
KALLUS**
שליט"א

**BEIS HAMEDRASH
BEIS SHMUEL**
169-171 GOLDERS GREEN ROAD NW11
Mincha + Maariv 7.25pm / Shiur 8pm
All shiurim will be delivered in English.
No shiurim Monday 15th Aug / 18 Av and Monday 22nd Aug / 25 Av

SEE BACK PAGE FOR DETAILS

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Tish'a B'Av 5782
Sunday 7th August 2022

בס"ד

KINNOS

EXPLAINED

with *Rabbi* ^{שלום}
GERSHON MILLER
(pre-recorded intro)

Rabbi Gershon Miller ^{שלום}

Rabbi Mordechai Litwin ^{שלום}

Rabbi Yehuda Marmorstein ^{שלום}

Shacharis 9am

Followed by Kinnos (approx 9.45am)

at the Beis Yaakov Hall, Salford

To make this event possible
we need your donation.

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Rabbi Ephraim E.
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Rabbi Yisroel
Majeski



Charlie
Harari

PROGRAM 1

PROGRAM 2

Table Talk for women *by women*

Mrs. Myriam Swerdlov, *moderator* Mrs. Yael Gellis Mrs. Debby Selengut Mrs. Yocheved Davidowitz



TAL Centre NW11
www.torahactionlife.com

WOMEN

Prog. 1 2:15pm
Prog. 2 3:30pm

KIDS

Girls 4:30pm
Boys 5:30pm

MEN

Prog. 2 6:15pm
Mincha 8:00pm

ADULT £10 STUDENTS £7

THE CHOFETZ CHAIM HERITAGE FOUNDATION

9 AV 5782 AUGUST 7



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Debbie & Elliot Gibber and Family

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1PM - 10PM
SUNDAY 7TH AUGUST



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PROGRAM 2

Rabbi Yisroel
Majeski



Charlie
Harari

Table Talk for women *by women*

Mrs. Myriam Swerdlov, *moderator* Mrs. Yael Gellis Mrs. Debby Selengut Mrs. Yocheved Davidowitz

TISHA BAAV / SUNDAY 7TH AUGUST 2022

WOMEN / GIRLS
STARTS 2:30PM
DOORS OPEN 2:15PM

MENS / BOYS
STARTS 4:30PM
DOORS OPEN 4:15PM

Location: Beis Yakov Grammar School Stratford Road (off Bell Lane) NW4

THE CHOFETZ CHAIM HERITAGE FOUNDATION

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9 AV 5782 AUGUST 7

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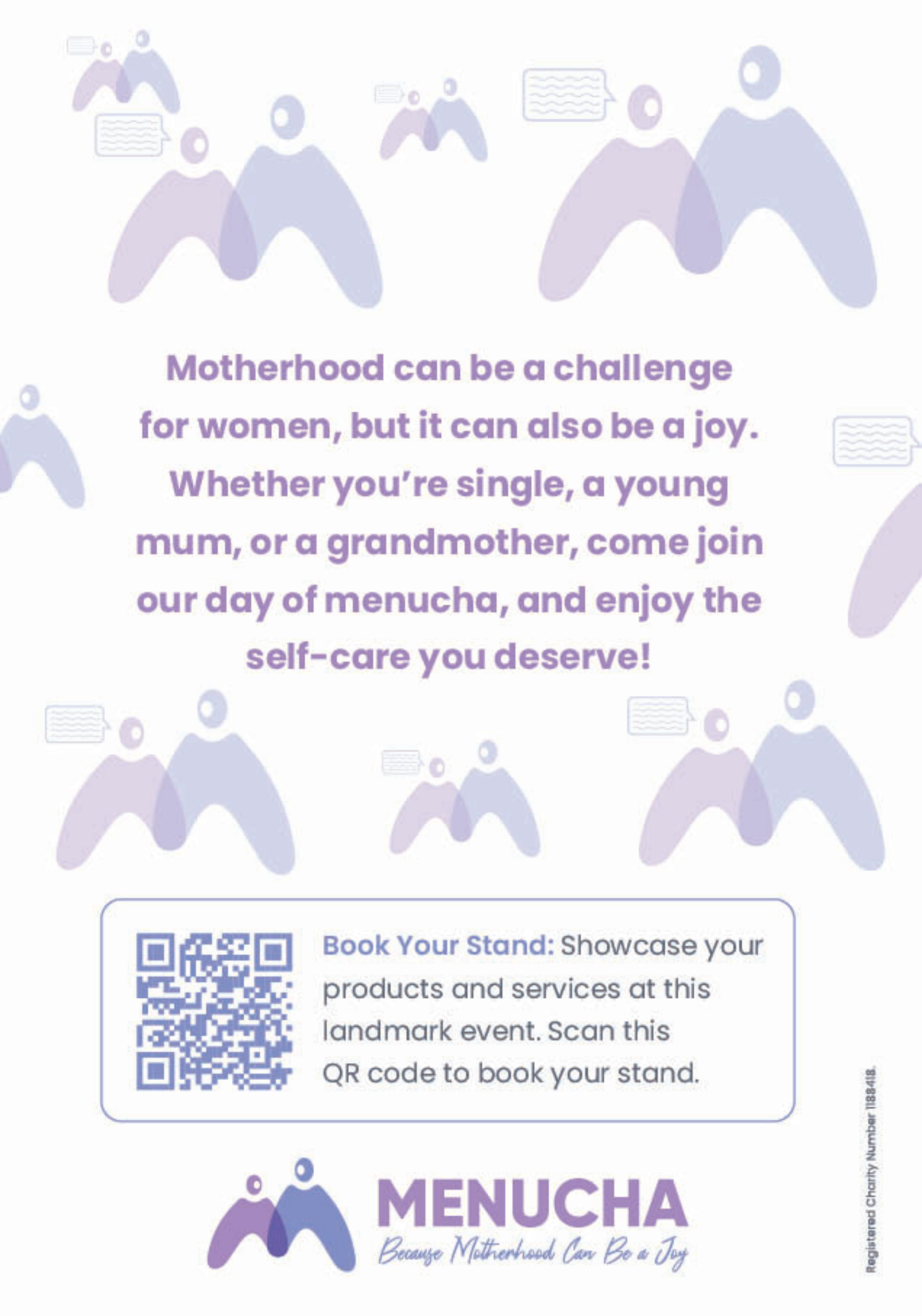
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M.L.

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S.R.

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TISHA B'AV

TIMETABLE

SHABBOS

20:40

FAST STARTS

20:50

THE HEROES WHO
BRING MOSHIACH

- International Speaker: Rabbi M Nissel

21:41

SHABBOS ENDS

21:50

MAARIV/EICHAH

SUNDAY

08:00

SHACHARIS &
EXPLANATORY SERVICE

12:15

VOICE OF ETERNITY

- Senior Lecturer: Rabbi A Hersh

12:15

TISHA B'AV THROUGH
THE EYES OF THE SAGES

- Beis Lecturer: Rabbi M Brandeis

13:06

CHATZOS/MIDDAY

SAT

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LOCATION



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TIMETABLE

16:45	SURVIVORS OF THE HOLOCAUST - Video (16+)
18:00	REBUILDING YERUSHALAYIM: HOME BY JEWISH HOME - International Speaker: Rabbi M Nissel
19:00	NACHEIM & NACHAMU - Rosh Beis HaMedrash: Rabbi A Nemeth
19:50	MINCHA
20:30	BENTCHING, BETAR & BETTERMENT - International Speaker: Rabbi M Nissel
21:20	MAARIV
21:27	FAST ENDS

SUNDAY
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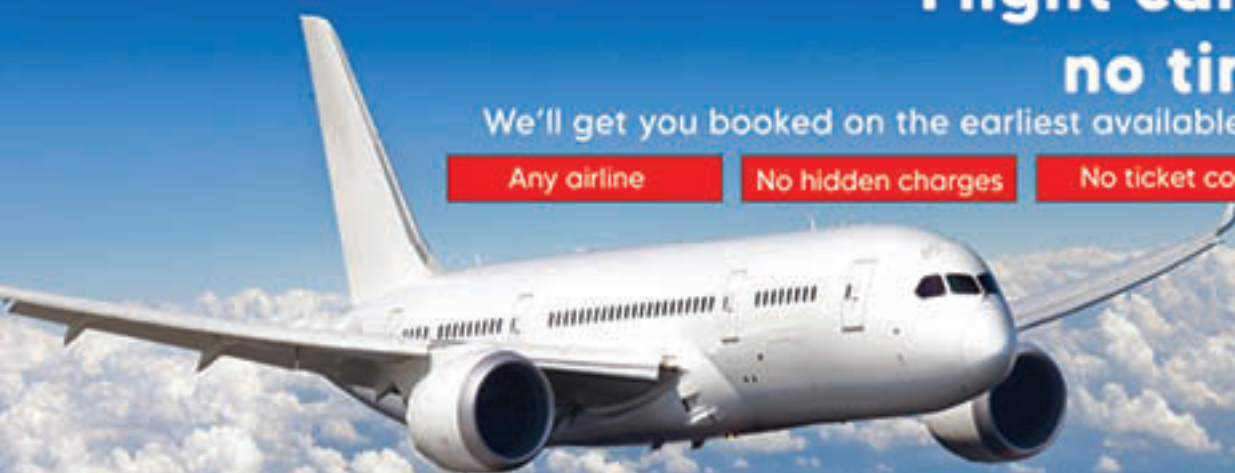
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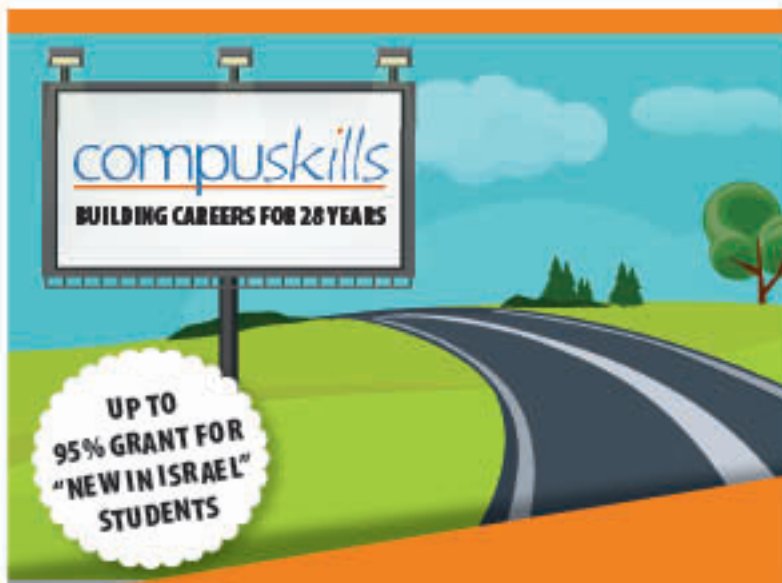
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MARKETPLACE RESEARCH

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

Airbnb is a classic example of a brand whose entire success is based on meeting the needs of an underserved sector in the market. When all of the hotel rooms in their area of San Francisco were sold out, the founders saw an opportunity. Instead of creating more, or even better quality of the same, they ignored hotels completely and took the hospitality sector on a tangent.

Apple is another great example. In an already flooded industry, Apple leveraged the market by adding a premium feel to their products through their own exclusive source of custom made silicon. The brand focuses on innovation not only in quality, but in customer service, too, taking customer loyalty to a whole new level.

Last time we discussed the value of customer interviews. Today we explore additional ways of clarifying your ideal customer's preferences.

Are you enjoying the research process?

Some delight in the emerging nuggets of information; others find it sleep-inducingly booring. The good news is, you're making headway!

Customer interviews should have already given you valuable insight into the needs and desires of your target audience. (As well as key information about any shortcomings or glitches that could use improvement.)

In most cases, however, you'll still need more information before you can form any solid conclusions.

Surveys are great for additional research, as are interviews with people who showed an interest but ultimately chose a different solution. While they aren't your customers, they can provide an invaluable peek into the decision-making process of your target, which can tell you a whole lot about your marketplace position.

Next we move onto competitor research. (Sorry - did you think we were done with research?) Now's the time to gather

information about direct and indirect competitors.

Direct competitors are businesses that solve the same problem in an identical or similar way. Indirect competitors solve the same problem in a different way. For example, one of the indirect competitors of a bookkeeper would be Quickbooks.

Your competitor analysis should tell you:

1. The strength and weaknesses of your product or service vs. the other options available on the market.
2. Any lessons you can learn based on the way your competitor's operate.
3. The difference, if any, in your targeted market segment.

You'll want to further explore the market through serious evaluation of your internal strengths and weaknesses, as well as external opportunities and threats.

This is often referred to as a SWOT analysis.

Once you've determined each of these key factors, some big questions are:

- Does any of it give you an opportunity to stand out?
- Have you identified a sizeable contingent in your market that tends to fall through the cracks? Is there a way for you to meet their needs?
- Is there a way for you to make your product or service quicker, easier, cheaper, higher quality, or more environmentally friendly than its counterpart?

Your competitive edge doesn't need to be hugely innovative or exclusive, but it needs to be something you can claim as your own. More about this next time.

Next up: Articulating your Competitive Edge

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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Mashe Cohen & Shlaimie Cramer

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POINT

ONLINE **TISHA B'AV** PROGRAMME

THE PAIN OF DISCONNECTION

מוצאי שבת 6TH AUGUST 2022

10:00PM EICHA

Led by Rabbi Yonason Roodyn

10:40PM WOMEN'S PROGRAMME

*Featuring Rebbetzins Miriam Gefen,
Shalvie Freidman and Yael Roodyn*

11:30PM PUTTING TEARS INTO WORDS

*Featuring Rabbis Yonason Roodyn, Raphy Garson,
Naftali Schiff, Daniel Rowe and Zvi Gefen*

CONNECTING TO OUR **PAIN**

SUNDAY 7TH AUGUST 2022

10:00AM KINNOS WITH CONTEXT

*Join Rabbis Yonasan Roodyn, Moshe
Friedman, Zvi Gefen, Tzvi Sperber and
other Jewish Futures educators as they explore
the meaning behind selected Kinnos.*

TO JOIN OUR ONLINE TISHA B'AV PROGRAMME PLEASE FOLLOW THE LINK BELOW:
<https://9av.jfutures.org/programme>

Classified

Useful numbers

Misc.



Ovulation & Pregnancy test strips gemach 50p a piece. **Please call or text: 07950 406 522**

Have you or someone you know moved to Golders Green or Hendon? Please text us your / their details, name - address - phone number & we will give you / them a FREE welcome pack. **Please call: Ricky: 07973 360 274 Chari: 07779 061 385 Edgware text Tanya: 07506 274 540**

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מעריב

אמרי שסר 8.45
תורת חיים 9.00
עץ חיים 9.05
בית ישראל, בית שמואל 9.10
בית תפילה, קהילת אהל משה
תפארת ישראל
בית ישכר דוב 9.11
ברידוש ליון 9.15
נאכט־הבדלה 9.27
בית אברהם, בית ישכר דוב 9.27
ג"ג ב"ה
סיני, עץ חיים
בית ישכר דוב 10.30
קידוש לבנה
בית ישכר דוב 11.00

מנחה

בית תפילה 1.40
ברידוש ליון 1.45
קהילת אהל משה, תורת משה
סאסוב 1.50
אור חדש 1.55
בית אברהם, בית ישכר דוב 2.00
בית שמואל
הענדאן עדת
סיני, עץ חיים
תפארת ישראל
בית ישכר דוב 3.30
מנחה קטנה 5.30
מנחה קטנה
בית ישכר דוב 6.00
בית ישראל 6.40
קהילת אהל משה 6.45
עץ חיים 7.00
תורת חיים 7.30
הענדאן עדת 7.55
גור 8.00
תורת חיים
תפארת ישראל
בית שמואל 8.05
ג"ג ב"ה, סיני
23 Green Walk
בית ישכר דוב 8.10
אמרי שסר 8.15
מחזיקי הדת
אור חדש 8.45
ברידוש ליון 8.50

שחרית

בית ישכר דוב 5.05
ברידוש ליון 7.00
ג"ג ב"ה 7.40
סיני 7.55
בית ישראל 8.00
הענדאן עדת
סאסוב, ק' אהל משה
בית ישכר דוב 8.15
אור חדש, אמרי שסר, גור 8.30
בית תפילה
עץ חיים
תורת חיים
תפארת ישראל
תורת משה 8.45
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SUMMER SHIURIM WITH HARAV SHRAGA KALLUS שליט"א

AUGUST 2022 / אב תשפ"ב
AT BEIS HAMEDRASH BEIS SHMUEL
 169-171 GOLDERS GREEN ROAD NW11
 Mincha + Maariv 7.25pm / Shiur 8pm

ואתחנן	MON	08 AUG	00 AV	פרזובול	I owe nothing and no one owes me, why bother?	
	TUE	09 AUG	02 AV	צוואות	Making a Will and other related ימים לאריכות	
	WED	10 AUG	03 AV	ניסים וברכת הגומל	Thank you Hashem!!	
	THU	11 AUG	04 AV	פרשת השבוע והשקפה	The עשרת הדברות as you've never seen them	
	שבת	13 AUG	06 AV	מורה"ר חיים שמריהו יוסף דצוק"ל Moreinu Harav R' Chaim Kanievsky ztz"l		MINCHA 6PM SHIUR 6.25PM
עקב	SUN	14 AUG	07 AV	MINI SERIES הלכות בשר וחלב	Separating Cheese and Steak	SHIUR TODAY 10.00 AM
	TUE	16 AUG	09 AV	MINI SERIES הלכות בשר וחלב	I just want to be pareve!	
	WED	17 AUG	20 AV	MINI SERIES הלכות בשר וחלב	I've heard of being Fleishig, can one be Milchig?	
	THU	18 AUG	21 AV	פרשת השבוע והשקפה	An insight into the forgotten פרשה	
	שבת	20 AUG	23 AV	הלכות שבת	Making early Shabbos - Is it a contradiction?	MINCHA 6PM SHIUR 6.25PM
ראה	SUN	21 AUG	24 AV	הלכות מזוזה	Common questions in מזוזה	SHIUR TODAY 10.00 AM
	TUE	23 AUG	26 AV	ברכות	Not your everyday ברכות	
	WED	24 AUG	27 AV	הלכות ביטחון	To truly have faith - practical cases	

All shiurim will be delivered in English. No shiurim Monday 15th Aug / 18 Av and Monday 22nd Aug / 25 Av