

# the green room


NZ ISSUE **ONE** • SUMMER



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An interview with

**Alison Edgar** MBE

**Motivational Speaker,  
Business Woman & Author**

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by **nettl**<sup>®</sup>

# KIA ORA!

*Welcome to the first NZ edition of **The Greenroom!***

**A fusion of articles inspired by business, marketing, self-development, well-being, and creativity.**

In the early years of the theatre there was always a room set aside for actors to spend some time composing their thoughts before going on stage. In the interests of calm, the walls and ceiling were painted green.

So grab a cuppa and settle into **The Greenroom**. We hope you find something to motivate or inspire you over the following pages. Let us know if you'd like your business to be **featured in the next edition**, please pop an email over to: [nz.support@nettl.co.nz](mailto:nz.support@nettl.co.nz)



**the**   
**painters**  
**hub.**

**The Painters Hub, based in the Wellington Region, is a residential decorating company passionate about transforming homes to meet the evolving needs of their clients.**

Specialising in both interior and exterior painting, roof painting, and house washing, their skilled team is committed to detailed preparation and precise execution, ensuring each project is beautiful, functional, and enduring.

Owner, Dave Bell (*pictured right, not left*), talks to us a bit about how Digital Marketing has played a role in his business.



## What inspired you to start your own business?

My Dad. He had always been an entrepreneur owning multiple businesses. Previous to an earlier decorating business, which I owned with two others, I had always worked for others. It was a wonderful learning journey where I was enabled to learn through my mistakes. In taking some time to reflect on those times I guess I realised how well positioned I was to start *The Painters Hub*.

## Can you share some effective marketing strategies that have helped your business attract customers?

We haven't relied on any one thing in this space. In building this brand it's been important to build market awareness through multiple channels like social media, BNI (face to face networking), Google AdWords/Advertising, customer referral incentives and leaning into our personal networks. The reality is



that some of these approaches are more of a long-game approach and others bear fruit much sooner. We must be doing both at the same time. Whilst we need sales conversions now, we also need brand recognition in years to come, which takes years to build into significance.

## How do you differentiate your business?

We agree with our Google reviews on this – our communication along with the quality workmanship that we put out. We work with a lot of excellent tradies who are brilliant at their trades, but not so good on the communication side of things. We have customers who invest a lot of money in us, and we think it's incredibly important to not just provide them a quality finished product, but to provide them comfort and confidence throughout the project with communication.



## What activity do you do to raise brand awareness?

Again, we don't do just the one, we do multiple activities a week to raise brand awareness. From the guys wearing well branded work gear, to branded vehicles, to our social media activities and much more.



But perhaps our favourite is when we can use the brand to give back to our community. A recent example is getting behind 'Nourish at Home', a charity that supports less fortunate families at Christmas time and ensures that they're well fed during the festive period. We feel that the brand needs to be associated with helping others.

## What tips do you have for making a great impression at a networking event?

Be well presented in branded gear and be interested in others. Ask questions that best enable them to tell you, their story. Where have they come from, what was the hardest part of their journey, and what was the most rewarding are some good lines of questioning to follow. Networking events for us are an opportunity to build trust and create a good first impression that proves we're just that little bit different.

## What advice would you give to start-ups or businesses looking to grow?

Be brave, you're going to make mistakes and the critical part of that is the lessons that come from those mistakes. For us here at *The Painters Hub*, our evolution and constant improvement comes from our daily lessons. We're not perfect, we make mistakes, and we make sure that we not only learn from those mistakes, but we also share the lessons with our rivals in the decorating space.

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To view the full range.





**THE  
MOJO   
BEHIND  
THE  
LOGO**

# BIG BRANDS...

They spend thousands, sometimes millions, on their logos. Interestingly, Coca-Cola and Google paid *nothing* for theirs.

Creative teams often spend months refining logo designs, but the stories behind them are rarely known to the customers who see them daily. Here's a glimpse into the reasoning behind some of the biggest brands.

## amazon.com

**Amazon** has come a long way since its inception as an online bookshop. Now, as well as books, consumers can purchase everything from alligator plushies to replacement zips on the website. It should come as no surprise then (but it will), that the arrow underneath the logo points from A to Z to represent the fact that Amazon can provide customers with everything they would ever need. Everything from A to Z! Get it?



Considering all the impressive inventions to be born from the brand, the story behind the **Apple** logo is somewhat underwhelming in comparison. Steve Jobs apparently named his company Apple because he liked the word, and he was on an all-fruit diet when he thought of it. And to reinforce his love of the fruit, the apple-shaped logo features a bite mark to ensure it's not mistaken for a cherry. Because cherries are not as cool, presumably.

## FedEx Express

**FedEx.** You've probably heard of them. They made a famous cameo in the excellent movie *Cast Away* featuring Tom Hanks. As a world-leading courier and logistics company, their mission is to deliver speed, accuracy, and perseverance. This is represented beautifully in their logo with a simple arrow. Look at the space between the letters E and X. Yes. It's been there the whole time.



Fun fact. **Starbucks** was originally called Pequod after the ship in Moby Dick. Thankfully, it was renamed Starbucks after the ship's chief mate, which is much catchier. The maritime theme surrounding the logo stems from the founding city (Seattle) being closely associated with the sea. Hence, the mermaid too, which was supposed to be as seductive as the coffee itself.

## nettl

And last, but not least, is **Nettl**. As a network of web design studios, the name Netti is a variation of 'the net'. The green icon is a pixelated leaf - representing growth online.

? **Does your logo need a refresh?**

Contact your local **Nettl** studio for a free consultation.

An interview with

# Alison Edgar MBE



**Alison Edgar MBE is an expert in improving performance inside organisations.**

Throughout Alison's years advising entrepreneurial businesses, she has discovered important factors that make them successful. Alison takes these lessons on enhancing motivation, communication, and agility and shares them with enterprising businesses. So our UK team were delighted to have had the chance to sit down with Alison and lean on her expertise.

To read the full interview, head to [nettl.com/nz/alisonedgar](https://nettl.com/nz/alisonedgar)

## How influential is having a 'growth mindset' to the success of a business?

A growth mindset is absolutely imperative to the success of a business. When you believe you can achieve something, you are already that one step closer to actually getting there. Having a growth mindset also means that you will take setbacks in your stride and use these as lessons.

## What steps can a business take to better understand its potential customers and their needs?

So many people do not ask open-ended questions. By asking questions that start with "who, what, when, where, why and how" you are opening up a whole new dialogue between your

business and potential customers, that encourages respondents to provide detailed and thoughtful responses, rather than simple "yes" or "no" answers. This means you can gain valuable insights into the motivations, preferences, and pain points of your potential customers.

## What would you say to people 'holding back' on sales because they're not 100% happy with their offering / website / brand?

While it's crucial to have a strong offering, website, and brand, waiting until everything is 100% perfect can hinder your business growth. At the end of the day, If you don't sell, you don't have a business, so you can't use



this as an excuse to not have these conversations. Instead, focus on communicating the unique value of your product or service, and how it addresses the needs and pain points of your target audience.

### You mentioned the importance of changing on the way up, what does this mean?

Essentially, “changing on the way up” means continuously evolving and improving your business practices, products, and strategies, even as you grow and achieve milestones.

### Many businesses become complacent when they achieve success, sticking to what has worked in the past and resisting change.

However, in today’s rapidly evolving business landscape, standing still is NEVER an option. Competitors are constantly innovating and improving, and if you don’t adapt and evolve along with them, you risk falling behind.

### What advice would you give to aspiring entrepreneurs who are looking to start their own business or take their existing venture to the next level?

I would recommend aspiring entrepreneurs invest time and effort in crafting a business plan. This plan should outline your business goals, target market, competitive analysis, marketing strategies, financial projections, and operational processes. It serves as a blueprint for your business, guiding your actions and providing a framework for measuring progress and success.

I would also highly encourage entrepreneurs to remain resilient and adaptable in the face of challenges and change. Remember, entrepreneurship is a journey, and success often comes to those who are willing to put in the hard work, stay resilient, and continuously learn and adapt along the way.

#### “ To work with Alison;

Or to book her for your next event, scan the code below.



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Alison covers most of this and more in this book. Get a copy on [Amazon](#).



# MARKETING CALENDAR KEY DATES 2024/25

## HOW'S YOUR MARKETING PLAN LOOKING THIS FINANCIAL YEAR?

A little dusty? Fear not. We've found some interesting dates to inspire you.



### JANUARY

It's a New Year, yes it is! Offer irresistible **Back-to-School** deals targeting Universities, Schools, Day Care and Early Learning centers. For the little ones, why not tie in with **National Milk Day** on **January 10th** – keep them bones strong! For the administrators, promote digital security ahead of **January 28th** for **Data Privacy Day**.



### MARCH

Celebrate Strength, Culture, and Community—connect meaningfully with your audience by honouring women on **International Women's Day, March 8th**. Bring the festive spirit to **St Patrick's Day, March 17th**. Embrace our nations diversity at the **Pasifika Festival** in Auckland. Promote your local arts events on **World Theatre Day** which falls on **March 27th**.



### DECEMBER

Stand out from the copious **Christmas** advertising (which is still a must!) and try other tactics as well. Ever heard of **International Mountain Day**? It falls on **December 11th**. Adventure tourism businesses or outdoor gear retailers can all capitalise on this date.

### FEBRUARY

Align your marketing strategy with key events like **Waitangi Day**, **Valentine's Day**, and the **Pride Festival**.

Also, **February 9th** is **International Pizza & Chicken Wing Day**. If you run a restaurant, bar or a take-away joint, this could be your most popular day of the year if you plan it right.

### APRIL

Promote **Easter** deals or remember the **Anzacs** on **April 25th**. This is also a great time to gear up for **Autumn Festivals** too, especially in Central Otago, the season is celebrated with food, music and events. If you own a fitness studio, dance school or entertainment venue, mark **April 29th** in your calendar – it's **International dance day**.



## MAY

May is for Marketing! Spoil the Mums on **Mother's Day**, take an Anti-Bullying stance on **Pink Shirt Day**, or up your Digital marketing game with a '**May the 4th**' promo. If you run a yoga studio, gym or health club, plan a chilled-out event in honour of **World Meditation Day** on **May 21st**. Universities and colleges usually host **Open Days** between June and October too, so it's a good time to get those leaflets, brochures and prospectuses off to print.

## JULY

We don't know who decided **July 7th** was **World Chocolate Day**, but we'll take it. If you run a cake shop, confectionery stand or are an actual Willy Wonka chocolate maker, now's the time to shout about it. Plus, don't miss the chance to engage families by promoting exciting activities and special offers during the **School Holidays**.



## AUGUST

We all know someone who has been affected by Cancer right? So support a great cause this August by promoting **Daffodil Day**. With **International days for Cats AND Dogs** this month, it is an opportunity for pet shops, cat cafe's, vets and animal hotels to run themed campaigns.

## JUNE

Capitalise on **Fielddays** to showcase your agricultural offerings, shoot for the stars and embrace **Matariki** by celebrating Maori culture this month. Bars, clubs and distilleries take note: **June 8th** is **World Gin Day**. What better time to put up a gazebo and host a fancy gin tasting event to draw the crowds in?



So many events make up this time of year including **Pride Month <3**

## SEPTEMBER

*This is a big one.* **Spring Equinox** in the air, a time for renewal and engagement, it's a great excuse to market to your customers.

**2025 Local Elections** are in full swing so get to campaigning! Speaking of voting, don't forget **Womans Suffrage Day** on **September 19th**.

Boost the profile of your hotel, b&b, glamping business or travel agency on **World Tourism Day** which falls on **September 27th**.

It's never too soon to start planning your **Christmas** marketing, but most businesses start around now. Get your greeting cards, gifts and calendars sorted soon.



## NOVEMBER

Support men's health initiatives during **November**, promote mental health awareness on the **First Friday in November** for **Gumbboot Friday**.

Some places to target your mens health advertising could be Barbershops, mechanics, pubs, gyms and tradie worksites.

Embrace the vibrant spirit of **Diwali** with **colour colour** and more **colour!**

**World Vegan Month** gives restaurants, cookery schools and takeaways a huge opportunity to run vegan-themed promotions.



## OCTOBER

Join the conversation about **Mental Health** and promote **Pink Ribbon** initiatives for **Breast Cancer Awareness this month**.

**Fiji and Tuvalu Language Week** both fall in the **1st week of October**. This is a great chance to promote culture and language to our international communities in Aotearoa.

Start planning your online campaigns for **Black Friday** and **Cyber Monday**.

Ofcourse, don't forget **International Coffee Day** on **October 1st**.



## MORE DATES...

JAN

**4th:** World Braille Day

**13th:** International Sticker Day

FEB

**11th:** International Day of Women and Girls in Science

**17th:** Random Acts of Kindness Day

MAR

**21st:** World Poetry Day

**22nd:** World Water Day

APR

**7th:** World Health Day

**22nd:** Earth Day

MAY

**1st:** International Workers' Day

**28th:** World Hunger Day

JUNE

**14th:** World Blood Donor Day

**21st:** International Yoga Day

**21st, 2:41pm:** Winter Solstice

JULY

**17th:** World Emoji Day

**30th:** Day of Friendship

AUG

**12th:** International Youth Day

**19th:** World Photography Day

SEPT

**8th:** International Literacy Day

**29th:** World Heart Day

OCT

**4th:** World Animal Day

**16th:** World Food Day

NOV

**19th:** International Men's Day

**21st:** World Television Day

DEC

**3rd:** International Day of Persons with Disabilities

**26th:** Boxing Day Sales

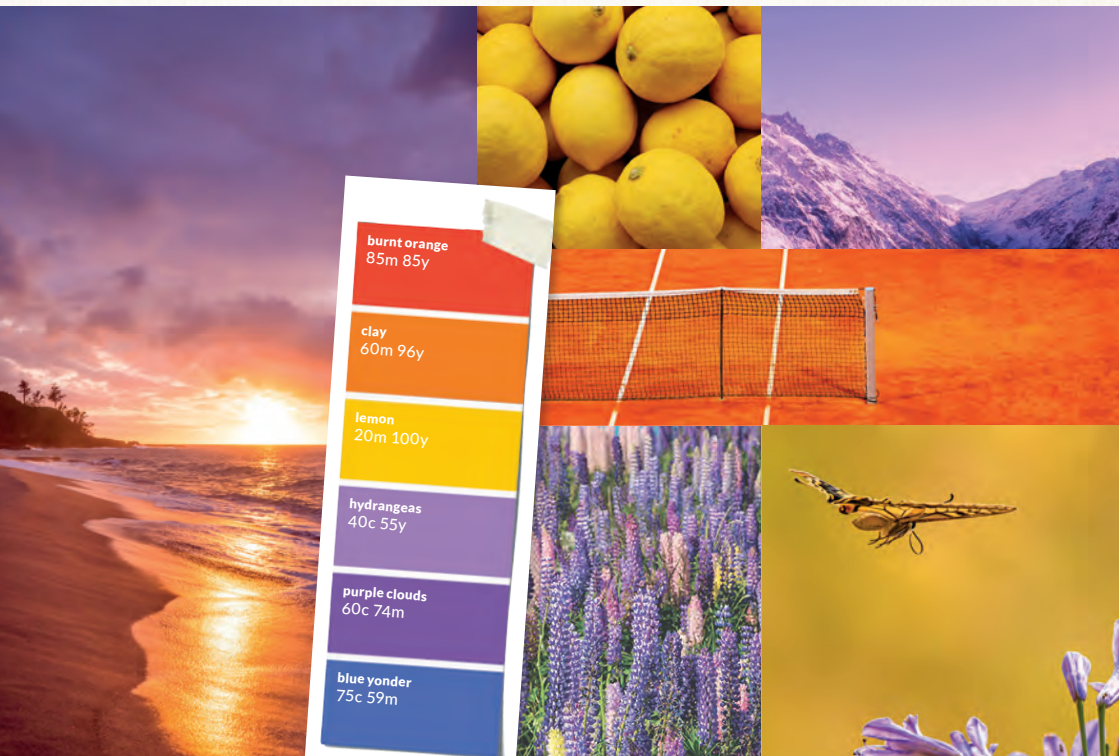
# 7 colour Inspiration

Colour trends are ever-changing. Be inspired by this beautiful calming palette. These images evoke a longing to be in more exotic and adventurous places.

You may start thinking of gazing at the **purple clouds** of a beautiful summer island sunset or watching a professional game of tennis on the **clay** courts at the French Open.

Keen to do something more laid back? Think of **lemon** picking in the Italian orchards to make some limoncello or walking through our own backyard and seeing the beautiful blooming **lavendar** of Lake Tekapo.

Get outside and into the **blue yonder** and search for amazing **burnt orange** sunsets that are ten times more amazing from a mountain top view.



# STRETCH!



## 4 desk exercises to refresh your body this summer

If you work a desk job, you're probably familiar with the aches and pains that come with being sedentary. Try these stretches throughout the day to alleviate some of those niggles and make you feel more refreshed...



### The **NECK LOOSENER**

1. Sit up straight and tip your head forward.
2. Slowly angle your head to one side and hold for 10 seconds.
3. Roll your head to the opposite side and hold for 10 seconds.
4. Repeat three times on each side.



### The **SIDE STRETCHER**

1. Lift one arm overhead.
2. Reach over to the opposite side.
3. Hold for 10 seconds.
4. Repeat on the other side.



### The **CHEST OPENER**

1. Interlock your hands behind your back, keeping arms straight.
2. Raise your arms, push chest outward and raise chin slightly.
3. Hold the stretch for 10 seconds.



### The **LEG LENGTHENER**

1. Whilst seated, extend one leg out and rest on another chair.
2. Bend forward from your waist.
3. Hold for 10 seconds.
4. Repeat on the other side.

**Remember to breathe. If it hurts, stop!**

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