

2024

# CONTENT WRITING PORTFOLIO



I'm Zoe Hughes, a content and copywriter with a passion for crafting engaging, informative, and impactful content. I believe that words have the power to build relationships, foster loyalty, and drive results. Explore my portfolio to see how I bring this passion to life, and contact me at [zoe@wordsbyzoe.co.uk](mailto:zoe@wordsbyzoe.co.uk) if you're ready to collaborate.

Please note - business names and links have been redacted where applicable.

## TOPICS

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FORMAT FOR EASE OF READING, THE WORDS AND TEXTUAL  
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# What Does Successful Delegation as a Small Business Owner Look Like?

*Try as you might you can't do everything as a business owner.*



Try as you might you can't do everything as a business owner.

Hang on. Let me rephrase that.

You can do everything as a business owner, but you can't do everything well, and the time, energy and stress of trying to do those tricky tasks can be better spent elsewhere on your business.

Delegating and outsourcing tasks to other people can seem like a terrifying prospect. Your business is your baby after all, and no one else 'gets it' like you do... or do they?

The thing is, sometimes we can get a bit wrapped up working in our business rather than on our business and lose perspective of where we need to be going, where we are now and how we get from one to the other.

*How do you push past the daily grind to improve and strengthen your business and increase profit?*

Your first step is to make a list of the day to day tasks you have to contend with when running your business. Put an asterisk next to the tasks that only you can do – meeting clients, goods production or delivering your services, for example.

Now rank each task that's left over according to how much you enjoy them, and how time-consuming they are. I'd use a scale of a sad face, a neutral face or a happy face to keep it simple!

Go through the list and see which tasks you don't like and take a long time – these are the ones you should be delegating to others.

"But I can't afford to outsource!", I hear you exclaim in indignation. Ok, you need to do a little bit of simple math here.

How much is a chargeable hour worth to you?

Let's say you're a plumber and you charge £50.00 an hour. You want to outsource your social media because you're spending 5 hours a week at present, you don't really understand it, and you get distracted talking to other people!

You find a social media agency that can manage your social media accounts for £500.00 a month.

20 hours per month managing your own social media = £1000.00

Outsourcing to a social media expert = £500.00.

You're saving time that you can spend doing your job to make money, and you have a professional managing your social media to get you new clients = more profit.

*By delegating the tasks that we spend too long on, or leave us feeling frazzled and stressed, we reserve the energy, motivation and time to focus on improving and enjoying our business again.*

How do you find a reliable business to delegate your important tasks to?

Asking for recommendations is a good way of knowing who to work with, so ask at networking events, on your social media and even friends and family. You're looking for similar businesses to yours in their portfolio and testimonials, and above all – they're easy to talk to, ask relevant questions, and you instantly make a strong connection.

There is a level of trust involved when outsourcing essential business tasks to someone else, so having a contract in place is a sensible precaution, but I suspect that once you start delegating, you won't look back!

# Pass Me Pomodoro

*How a tomato and 25 minutes can help you be more productive in your small business*

Which one is more important to you - time management or productivity?

Like me, you're probably shouting 'both!'.

You might be surprised to discover that changing how you use just 25 minutes of your time can help you be more productive and manage your workload better.

Sounds too good to be true, doesn't it?

But the Pomodoro technique has been used successfully since the 1990's - it's only now that this secret productivity hack is being shared.

**Pomodoro is a 25-minute work busting technique that encourages focus and attention to detail**

The principle behind Pomodoro is simple - you work in short bursts on tasks throughout your working day with frequent breaks.

One Pomodoro cycle is made up of a focused 25 minute work session followed immediately with a 5-minute break.

After a cycle of 4 Pomodoro's you take an extended break. That's probably the easy part in all honesty. Are you ready for the tricky bit?

You must limit distractions and focus solely on one task.

That means closing your email and social media tabs, putting your phone on silent, and warning anyone around to leave you alone (the 'or else' is entirely optional but I find it rather fun!)

The good news is that during your breaks you should get as far away from the computer as possible, recharge your batteries and reassure your colleagues/family/friends that you're not really a grump.

**Can restructuring my time and breaks using Pomodoro be enough to improve my productivity?**

Yes, it really can!

If it helps you to look at it from a different perspective, consider the interval training that athletes use to improve their speed and technique.

Professional athletes will train intensively in short bursts, take a break and then do another burst.

Sound familiar?

During those intensive bursts, you're working harder and with more focus, enabling you to blitz through those difficult tasks and recoup some time from your day.

It sounds too good to be true, doesn't it? But I've tried it and it really does work!

**What's the best way to get started using the Pomodoro technique?**

I recommend that you head over to <https://tomato-timer.com/> - which is a Pomodoro timer you can run on your computer as you work.

Choose the trickiest task of your day and have a think about how long you think it'll take you.

Now, get to work on it using the Pomodoro technique. Make sure you're getting up for a quick walk and stretch in those 5-minute breaks!

When you've finished, take a note of how many Pomodoro cycles you've worked through.

Did it take you as long as you thought it would?

I'm going to hazard a guess that it's taken you less, and as you get used to working the Pomodoro way you'll save more and more time.

It's also a useful way of pricing tasks for clients if you typically charge by the hour. Knowing exactly how many Pomodoro cycles a task will take enables you to give a specific quote with confidence.

*Have you tried Pomodoro before? Got any tips or tricks to make it even more effective? Comment below and make sure you share this blog if you think your friends and networking buddies will find it useful.*

# Can you be more sustainable with your small business?

*'Sustainability' is about co-existing with our planet in a safe way, i.e., not doing things that will damage Earth like cutting down trees, etc.*

*Most of us have been taught about ways to be green since we were in school, like recycling, reducing waste at home, using eco-eggs in our laundry, etc but what about the changes we can make in our business?*

In this blog, I want to share some of the changes I've been making with my working processes to do my bit for the environment, and I hope you will adopt some of them too.

## Your computer can be used for good

Did you know that you can actually improve the environment with your computer? There's an amazing search engine called Ecosia which will actually plant a tree every time someone searches for something with them. Visit [Ecosia.org](https://www.ecosia.org) to add the extension to your preferred browser and start searching and planting trees today!

There are also carbon neutral web hosting solutions and other digital based companies who will plant trees to reduce their impact on the planet and use 100% renewable energy sources. So, when it comes to renewing agreements with your suppliers, do use Ecosia to search for other alternative options that might be greener.

Of course, we can reduce our own impact from our computer use, by:

- Recycling ink cartridges and buying re-used cartridges
- Only printing what we really need to
- Setting our ink use to the 'eco' option where available
- Printing on both sides of the paper (and re-using the rest by writing notes on the back, etc)
- Putting used paper in the recycling bin
- Only charging a laptop when needed and using it unplugged the rest of the time
- Only charging devices during the day so they're not wasting electricity overnight



## Consider the impact of your shopping habits

How many deliveries do you get each week for your business? Maybe you don't shop online and so it's very few, or perhaps you are keen to get online and buy what you need when you need it so often open the door to your postman, Amazon driver and other couriers.

Can you change your shopping habits to reduce the number of deliveries to your business?

Perhaps you could find a supplier where you can get everything from one place rather than using multiple suppliers? Or could you opt for collection from a courier drop-off point at a shop or supermarket and pick up the items during your regular shop?

If you post items out to customers, is there a more sustainable approach you can take with this? Could you post everything out once or twice a week to save you/your couriers repeated trips to your premises? If your customers are local, could you deliver yourself or hire a local cycling courier to do it for you?

## Can you change your working processes to be more sustainable?

Just like we're looking for ways to save energy in our homes, are there things you can be doing in your business premises and ways of working to have the same effect?

Some considerations of areas to look at are:

- Do your services/meetings have to be done in-person or can they be done online?
- Do you really need to hold a meeting when an email or phone call would get the same result?
- Can you upgrade/maintain your equipment to make it more efficient?
- Can you turn off lights, equipment and heating/air con in areas not being used?
- Can you turn off the wall sockets when you leave so energy isn't being used for idle equipment?
- If you have employees, consider if remote working for part of the week may work
- Consider if outsourcing some of your workload could save on energy resources as much as your time and personal energy

Obviously, every small business is different and rather than large companies, our energy footprint is likely to be much lower, but any small action you can take to be more sustainable will combine with the actions of others to help our planet thrive again.

# Make Hay While The Sun Shines...

*aka how to be more productive this summer*

The summer is just around the corner which means longer, hopefully sun-filled, days and warmer temperatures are on their way. Just because there's more time in the day doesn't mean you have to spend it doing things you don't enjoy like sorting out your email inbox, researching for projects and keeping your website updated.

In this blog, I want to discuss how you can make the most of your summer this year not by working harder but by being savvy in how you manage and outsource your to-do list.

## *Do what you enjoy in your business*

Life is just too short (and so is the summer) to spend our working days on tasks we simply don't enjoy. It's not just that dull tasks can make a lovely hot and sunny day feel drab and miserable, but they can steal away our motivation and energy too.

By focusing on the tasks you do enjoy, and why you started your business, you'll feel energised, focused and taking delight in what you do. These feelings won't just help you be more productive, but your clients will be able to sense your enjoyment and share these positive vibes too.

So, to be productive this summer and be back at home in plenty of time for a glass of wine in the garden, you need to organise your tasks into those you enjoy and those you don't. Take a few minutes now to jot down your business tasks and put a smiley face next to the ones you love to do, and a frowny face next to the ones you hate. You might be surprised at the results!

## *The most hated business tasks*

Research conducted in 2020 into the most hated tasks by office workers found data entry, managing emails and filing digital documents came up as the top three most hated tasks, with invoice management and compiling reports following closely after.

There are some striking similarities to what I hear my clients tell me they hate to work on as a business owner, with inbox management, data entry and general admin the tasks that I'm frequently asked to help with. It shouldn't be all that surprising really, most of us left employment so we could avoid the jobs we hate to do. It just so happens that I love doing the tasks most people hate!



So, what happens to those tasks you hide beneath a pile of paperwork and drop to the bottom of your to-do list?

## *Outsourcing to a Virtual Administrator can take away the pain*

You have two choices when dealing with those energy-draining tasks you don't enjoy. You can put them off until you have no choice but to do them resulting in you feeling miserable and having to delay the tasks you do enjoy, or you can outsource them to a VA to take care of them for you.

Back-office tasks aren't for everyone, whether it's because they're boring, take too long, or because they require expertise you just don't have the time to master. And that's ok. Just because you are a business owner doesn't mean that you have to do everything. The art of delegation is taught to managers, and you are managing your own business, so it can be a good thing for you to practise too.

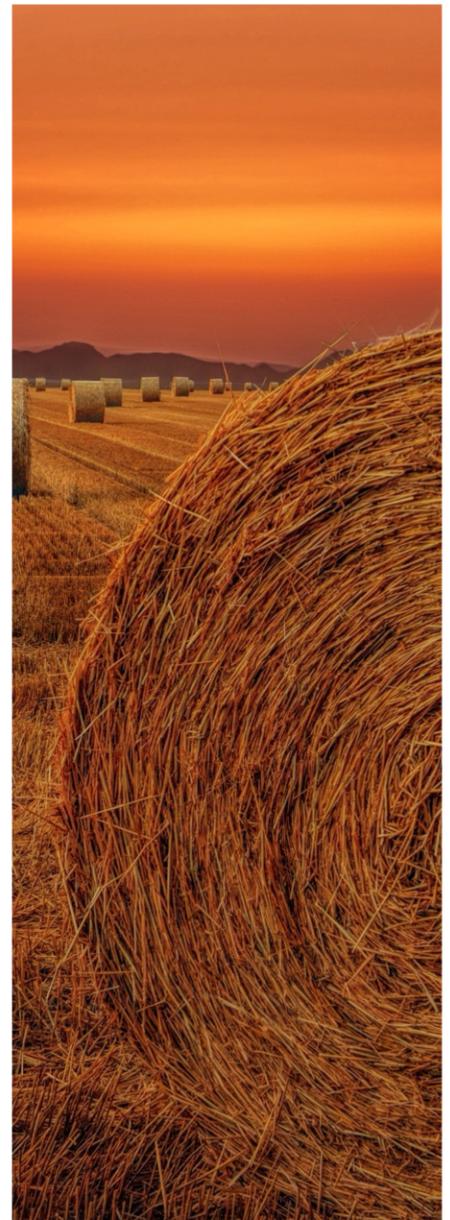
By outsourcing to a trusted and experienced VA, you make more quality time to focus on developing your business with the security of knowing that the back-office, marketing, and customer-based tasks are taken care of in the background.

## *Virtual Administrators love the jobs you hate*

A Virtual Administrator like myself enjoys the tasks you don't. We've developed the skills and expertise over numerous years to be able to efficiently and effectively tackle these tasks, often in half the time it might take you; and we have access to the tools and apps that might be too costly for you to invest in.

In a nutshell, outsourcing to a VA can be cost-effective for your business as we are able to blitz through your tasks while you're focusing on the work that brings in the revenue and enables your business to grow.

Spending those summer days making hay by doing what you love sounds good to you, doesn't it? So, why not get in touch with me today to discuss how I can take those dull and dreary tasks off your plate so you can focus on what you do best and be home in time for a relaxing evening in your garden.



# Moving from Employee to Entrepreneur – how to shift your mindset

Made the switch from working as an employee to being an entrepreneur because you're done with the 9 to 5 grind but struggling to shift your thinking the same way?

It's not unusual for new business owners to feel they should be sitting at their desk from 9 to 5 every day despite uncertainty of what exactly they should be using that time for. Meaning that "chained to the desk" feeling isn't shaken off and you're questioning whether you made the right decision after all.

Shifting your mindset can be difficult to do, after all you've been learning to be an employee since school, but no one has taught you how to be a business owner. In this blog, we want to share some actionable advice you can take to start thinking differently about how you manage your business, your time, and how you think about yourself too.



## IT'S TIME TO THINK SIDEWAYS

One of the biggest challenges for new business owners is understanding what's required of you. When you're an employee you'd be "thinking vertically", in that there's someone above you that you're accountable to and that you can ask for help/direction, and you might have someone below you to delegate tasks to.

As a business owner, you're responsible for getting everything done, at least in the initial days (outsourcing often comes later). You're suddenly having to take care of the tasks that bring income to your business, i.e., the actual "work" but you also need to be working "on" your business too. You are now the worker and the boss, and it can be difficult to shift your thinking to include both roles

This is something '*redacted*' struggled with when she started her business, '*redacted*'.

**"I kept forgetting that I could work when I wanted to and was struggling to swap between boss mode and worker mode. I had to remind myself that I am the master of my own destiny and can work when I want for who I want".**

Thinking sideways not only in the types of tasks you need to be doing now but also when they need to be done and how everything fits together to make your business a success is a tricky skill to master, but important to do so.

Time blocking your days to "worker tasks" and "boss tasks" might be helpful while you adjust. Use the "boss time" to learn and implement the new skills you need for the accounting, admin, marketing and planning part of your business so your "worker" hours can be spent focusing on the income generating tasks for your business.

## BE PREPARED FOR A LITTLE MORE STRESS FOR A WHILE

Because you're now something of a Jack of all trades but master of none as you get to grips with the management side of being a business owner, it's normal to feel overwhelmed and stressed as you adjust.

One of the reasons why many start-ups don't last a year is because new business owners aren't prepared for the additional stress they're taking on, especially when they quit working as an employee for a better work/life balance.

Being prepared for this and fully understanding what you're taking on as a business owner can help you navigate these difficult times. Peer support is vital which is why we have a Facebook community and regular catch ups in our What If Organisation membership, so we can all share in the good and the bad times with each other and learn together how to be better business owners.

## LEARN TO PAY ATTENTION TO YOUR ATTENTION

Being focused and knowing where to direct your attention can be difficult to do as an entrepreneur. You no longer have a list of tasks to do and a time in which to do them to call work; now you also have a pile of bookkeeping staring at you from the corner, a printer beeping at you that it's out of paper, and your children playing tag outside your window!

Learning how your attention works is a good step to take in finding the best working times and methods for you, so those distracting times don't get in the way of you running your business. There are three types of attention you're likely to fluctuate between throughout your day:

**Proactive attention** – where you're alert, fully focused and raring to go

**Active attention** – you're ticking along and able to do tasks but might get distracted occasionally

**Inactive attention** – you're struggling to do the simplest of tasks and getting distracted by everything



How you experience these different types of attention and when will vary – are you a morning person or a night owl? Does your menstrual cycle affect your attention? (Men can be affected by monthly hormonal fluctuations too!) Do you work better when the kids are at school?

Observe your attention levels over the next few days and see what works for you, when the fluctuations happen and how they make you feel. Once you've figured this out, you should plan your business tasks around these attention levels.

**Proactive attention** is where you should be focusing on key business decisions, tasks that require high levels of concentration or creativity, such as accounting and marketing, resource writing, etc.

**Active attention** is where you can spend the essential business tasks like admin, meetings, research, day to day decisions, etc. If getting this wrong won't negatively affect your business, doing it at this stage is fine.

**Inactive attention** is where you should probably be getting away from your desk and going for a walk to clear your mind, but if you feel you must work try and do the tasks that take little mental effort like filing, clearing out your email inbox and reading industry articles.

There's a fantastic book called Productivity Ninja that we recommend to help you understand your attention types and how to make the most out of them.

## REMEMBER THAT YOU'RE NOT ALONE

Although you are on your own in your business, you are not alone as a business owner. There are many others going through the same journey as are right now, with the same mindset struggles and fears about managing a business and being a success.

That's one of the reasons we created the '*redacted*' membership. It's not just jam-packed with resources that will help you with being a business owner and all that comes with it, but we have regular member catch ups, workshops and a Facebook group for that all important peer support too. Click here to find out more.

# Are Women Less Likely to Invest?

There's a saying you'll hear frequently when you work in the financial sector: women save, and men invest. It's long been thought that women are far more likely to put their additional funds into a savings account whereas men will put their money into investments instead. But is this really the case?



Research does support this saying, with recent research into UK investment by Kantar, finding that only 10% of women have a stocks and shares ISA compared with 17% of men.

There's also a monetary difference to consider too. Men, on average, hold £29,448 in their ISA accounts compared with just £25,836 for women. When looking away from ISA accounts, only 7% of women hold other investments or unit trusts but this is double the figure in men at 14%.

*Your interesting fact of the day is that there are actually more investments managed by men called Dave than by women!*

Clearly, there is a gender investment gap.

There's little wonder that women aren't investing when there is such little female representation in what is a traditionally male-dominated industry, but is this the only reason why women won't invest?

## *Why Don't Women Invest?*

Perhaps we need to rephrase that question into "why are women more likely to save than invest?"

Efforts are being made to decrease the gender pay gap, albeit slowly, so why does a gender gap in investing remain? Is the perception of investors taking risks with stocks and shares at the male-dominated London Stock Exchange enough to be pushing women toward savings over investments?

Communication is perhaps the problem. The majority of investment advertising we see is aimed at older white men. You know the type, a silver haired fox of a gent sat on a beach checking his investments on his iPad before taking a sip of his cocktail and turning to the camera encouraging you to invest so you too can enjoy paradise when you retire.

It's problematic in its exclusivity – women, and those from BAME backgrounds are made to feel like this isn't for them. There's also the issue that many people want very different things from their investments, golden sands and turquoise seas aren't the end goal for everyone.

Sometimes the way data is presented around investments and the jargon used to explain it can make them appear far more complicated than they really are. It can give the impression that investing is a closed club only open to those in the know but this couldn't be further from the truth.

Everyone can start investing and it's on us within the financial sector to make it as accessible as possible, something we're proud to do at 'redacted' with our "no-nonsense" approach.

## *Women Make Better Investors*

One of the key arguments you'll hear for women not investing is because they're "risk averse".

Although studies have shown that women spend more time researching their investment choices than men, this doesn't necessarily mean they're risk averse but rather more willing to take on appropriate levels of risk for their personal situation. Women are better at looking at the bigger picture and making more informed choices as a result because of the additional time and effort they take researching.

Research has consistently shown that women make better investors than men. During the 2008 financial crisis, women did 4% better than men with their investments according to Forbes, and Warwick Business School found in 2018 that men were only 0.14 per cent above the performance of FTSE 100 compared with 1.94 per cent for women.

So, how can more women get involved in investing and ensure their hard-earned money is going to yield good returns for them in the future?

## *How Women Can Get Into Investing*

Sometimes, thanks to those pesky adverts, a touch of Imposter Syndrome can creep in as we feel that investing isn't for us, we're nothing like those suited silver foxes, who are we to get involved in all that?

Investment is an opportunity open to everyone with some available funds, and you really don't have to wear a suit if that's not your cup of tea.

There are many different forms of investment you can put your money into from the traditional stocks and shares to bonds, real estate, commodities and many more. Whatever your circumstances and financial goals are, there will be an investment type to suit you. The best way to understand the options open to you and the right way to start investing is by talking to a financial planner.

We take a no-nonsense approach to financial planning here at 'redacted', and you can be sure that we don't buy into the stereotypes either. We'll help you reach the right investment choices for you by asking those key questions "what is the investment for?" and "how can we get you more money through investing than by saving?" We'll then present you with the information you need in layman's terms, so you feel confident that you understand the risks, the benefits and everything else you need to know to make an informed choice about your investment. That way you can be confident you're making the right decision.

You don't have to have lots of money to invest, a small investment can yield good returns and get you started on the road to meeting your monetary goals. All you need to do to get started today is get in touch with us here at 'redacted', we'd love to hear from you.

# 5 Tips for Boosting Your Mental Health with the Help of Nature

May is Mental Health Awareness Month where we aim to raise awareness around mental health – what good mental health and wellbeing looks like and some of the ways our mental health can affect our day to day lives.

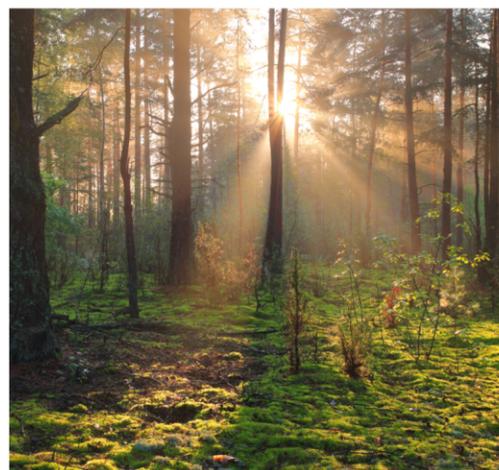
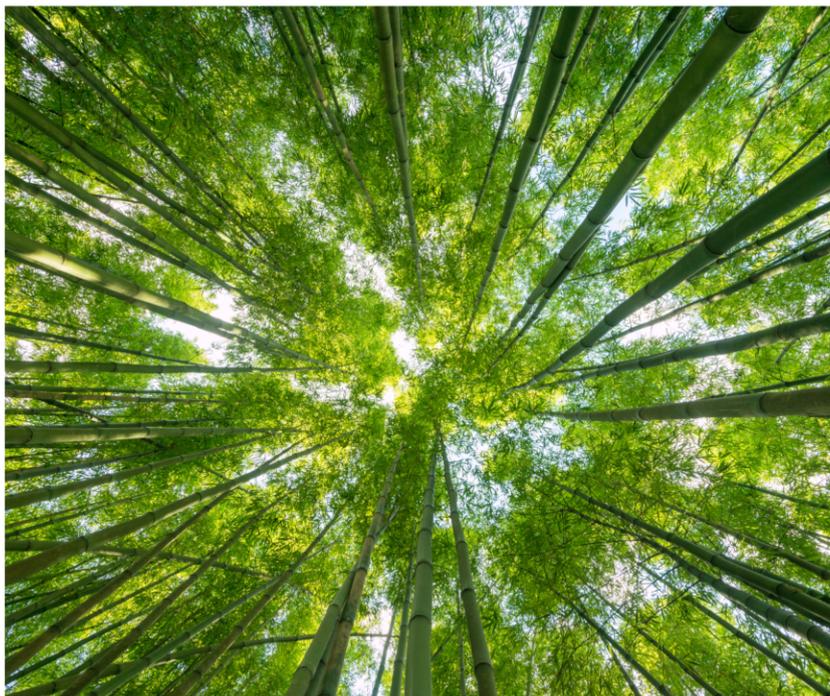
May is Mental Health Awareness Month where we aim to raise awareness around mental health – what good mental health and wellbeing looks like and some of the ways our mental health can affect our day to day lives.

The highlight of the month is Mental Health Awareness week which runs from the 10th to the 16th May 2021, and it's the perfect time to be thinking about your mental wellbeing and how you can improve it. This year, one of the key themes is the relationship between nature and mental health. So, in this blog, I want to talk about this relationship and how you can tap into nature to boost your mental and physical wellbeing.

Research has shown that being connected to nature improves overall happiness, enables people to function better and boosts personal growth too. This link between nature and ourselves is called "nature connectedness" and is currently being researched extensively by the University of Derby because of the many positive benefits it can bring your way.

But you don't have to be a researcher to understand that nature is good for us.

Consider how you feel at different times of the year, how the changing autumnal leaves evoke different feelings than the fresh Spring growth we're seeing at the moment. Nature has many lessons for us to learn if we just take a few moments to pay attention.



## Nature knows how to let go

In autumn we see the leaves falling from the trees as it's time for them to settle into stillness over winter, waiting patiently for spring when they can re-awaken. Trees instinctively know when to let go of things that are no longer needed with the awareness that things will change again in the future.

What can you let go of today to improve your mental health?

## Nature effortlessly flows

Consider how a river flows through the landscape. It doesn't think about how it flows, or why, or even where it's going. It just happens naturally, following changes to the weather, the atmosphere and the life happening all around it.

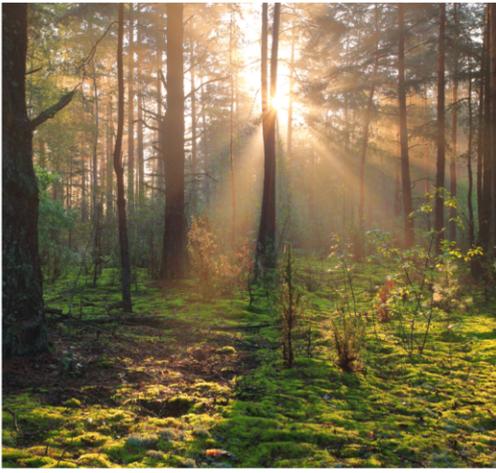
What can we take from this into our own lives? Where can we just "go with the flow" and see where that takes us?

## Nature needs the right things to thrive

Plants and flowers grow naturally but they need light, air and water to do so. Without these, they may not reach their full potential and thrive. Some plants need a little more TLC than others, but we know, that when a flower doesn't bloom it's not the flower that should change but the environment.

What do you need as an individual to thrive? Are you getting all those things?

If not, what changes can you make to your environment and lifestyle so you too can thrive?



## Nature is a way for us to escape

So many people have said they've used nature as a way of coping with the lockdowns over the past year. Whether it's been getting out and about outdoors and enjoying the nature around them.

Walking is free, is excellent exercise and boosts our energy and mental health. Now lockdown is coming to an end, will you continue your daily walks and getting into nature?

Consider taking mindful walks whenever you can and focusing on what's happening around you. Listen to the sounds, note how the trees, plants and flowers are changing from day to day and really take in what you see. Try to be really present with what is there, you might be surprised at what you discover!

## Nature means life

We simply can't live without nature. We rely on the oxygen nature releases for us as part of their life cycle as the plants and trees absorb the carbon dioxide we breathe out to use in their own life sustaining processes.

We need the nature to survive, and it relies on us to look after it too, neither can live without the other.

We eat plants, we drink water, we are a part of nature ourselves.



Understanding the nature around us and the lessons it can teach us is important, but there are other ways we can use nature to boost our mental health and wellbeing. Here are 5 ways you can do that starting today!

## 1 - Go out for a walk

It doesn't matter what the weather is like or where you go. Be it rain or shine, get outdoors and experience the elements, experience the weather and be present in nature. Use all 5 senses as you walk and try to be present in the moment rather than getting lost in thought.

If you can, walk in new and different environments. Fields, hills, caves, lakes, sea and mountains can all give us something new to experience. Hills and mountains can be particularly grounding for us as we remember that despite everything that has happened around them they're still there, stable and strong. We can be like mountains too, standing tall through the good and the bad times.

If you're not able to walk near any mountains, check out this Mountain Meditation on SoundCloud to connect with their inner peace and grounding abilities whenever you need to.

## 2 - Buy a plant

Whether it's a houseplant, some seeds for your garden or even some fruit and veg to grow. Gardening has been shown to improve mental health and wellbeing. Some research was done in a care home, where the elderly residents were given plants to grow but only some of them were given instructions on how to care for them. Those that didn't take care of their plants didn't appear to be as happy as the residents that did.

Once the planting is done, sit back and watch it grow. Maybe take a photo each day so you can really see the differences and chart its progress. Use all your senses to observe the amazing way that plants grow.

## 3 - Connect with animals

Take a dog for a walk (if you don't have one, maybe volunteer for an animal shelter). Dogs have so much to teach us. They instinctively know what they need, on a sunny and hot day they'll seek out the shadiest spot, or sleep when they're tired but they always show us unconditional love and devotion.

All animals have something they can teach us. What can we take from their lessons into our own lives?

## 4 - Photograph nature

We've all got a camera on our phones now, so take a moment or two when you're on your walk to capture the beauty and originality of nature with a photo. Taking photos of the same spots every day can highlight the changes in nature, how it's affected by the weather and changing seasons but comes back with a fresh burst of life when the environment is just right again.

## 5 - Drink more water

We can't live without water it literally keeps us alive. It makes up a huge part of our bodies - 60% in total! Yet most of us don't drink enough water, so make sure you're topping up regularly and keeping your body and mind functioning well.

We can learn so much from nature. One of the most important lessons it has for me is to stop overthinking. Nature just happens without effort, without second guessing or planning - it just is what it is. It can be both good, bad, helpful and unhelpful - just like us.

If you want to know more about what we do at 'redacted' and how we can help you to be more 'redacted' check us out at the following links or follow us on social media.



# HOW HALLOWEEN CAN TEACH US TO BE MINDFUL

Halloween is a fun and spooky time of year. Where horror films and thrillers are the go-to for adults while children are playing trick or treat, trying to make others jump and over-indulging on sweets and chocolate (ok, maybe the adults are overindulging too!)

## Halloween is all about being scared.

Scared by ghosts and things going bump in the night. Scared by what's lurking around the corner waiting to jump out at us and scared by all the possibilities our mind imagines could happen.

Whether fear of the unknown or an occasional jump scare today, Halloween can teach us a lot about resilience and how to cope with anxiety and uncertainty in our lives.

## Halloween teaches us to have fun

Scares come in all different shapes and sizes. From the horror films that make us jump to having someone jump out at you in a house of horrors. Within our day to day lives we might get a scare when the cat knocks over an ornament with a crash or we receive some unsettling news.

The feeling of being scared is part of our fight or flight response.

The scared feeling is to alert us that there's a potential threat we need to deal with – to fight it or run away.

That's why we're suddenly scared from someone or something jumping out at us, our heart rate increases, we breathe faster, and our pupils dilate too. It's to prepare us to fight or run away by increasing oxygen and adrenaline in our bodies and to help us see better.

That adrenaline rush is why we love doing things that scare us like Halloween attractions, theme park rides and horror movies. We get an adrenaline rush because we know it's harmless fun! These short bursts of being scared but it actually turning out ok strengthens our resilience and ability to bounce back from things we might be afraid of.

## Halloween shows us that things can change

This year has felt like being stuck in a time warp thanks to Covid-19. With the changes to home and school life, restrictions and new ways of doing things but without the regular half-term and summer holidays, usual celebrations and simply days out having fun to mark the passing of time; it feels like most of this year has blurred into one!

This year has been an anxious one for many of us. With the uncertainty over so many aspects of our lives from catching Covid-19 to being able to get groceries, job, and business security to seeing friends and family. Many of us have had to change how we do things and adapt this year which has left us feeling unsure and unsettled. According to King's College London, [Covid-19 has significantly increased anxiety and depression](#) over recent months.

Halloween is a reminder that things can and do change. That what is a struggle now won't always be so. Halloween has long been used as a seasonal marker. A reminder that winter is coming and to prepare. Harvest was about getting in as much food as possible with Halloween being the cut off date for getting it preserved and stored for the winter. Even today, many of us think of it as a marker for Christmas planning and shopping.

Seasons change, the leaves change, **we change.**

**Halloween is all about living in the moment**

Halloween comes and goes so quickly that unless you jump in and enjoy it when it's here, you'll miss out!

It's a great reminder that things can change quickly and suddenly and why living your life in the moment is so important. Depression is often described as being stuck in the past while anxiety is being afraid of the future with "what ifs" about things that haven't happened and might not happen. With both conditions, it's difficult to live for today as your mind is ruminating elsewhere especially with the added uncertainty that Covid-19 brings our way.

This is why mindfulness can be such a helpful coping mechanism when it feels too hard to be mentally present in the here and now. By taking notice of how you feel and what's around you right here and now, your body and mind can relax in the safe knowledge that the past has gone, and the future isn't here yet. Mindfulness can help you feel calm, safe, and able to tackle what's ahead of you.

When we become more aware of the present moment, we find it easier to experience things in new and different ways. Things haven't necessarily changed but our mind can see things differently, with a fresh perspective that helps us untangle ourselves from the negative thoughts and feelings that can easily become all-consuming.

This is why the NHS recommends mindfulness for folk with depression/anxiety and have found it to be effective in managing and reducing symptoms. [They have some great suggestions on how to incorporate mindfulness in to your day to day life](#) but if you're struggling to get started do get in touch with me for some guidance to help you find the right mindful techniques for you.



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# What Causes A Cavity In Your Teeth?



**DID YOU KNOW THAT 66% OF ADULTS HAVE VISIBLE PLAQUE WHEN SEEN BY A DENTIST?**

Plaque contains acids that erode the enamel on your teeth causing cavities to occur. Not only can cavities be painful but when left untreated, they can cause serious damage to your teeth, including infections and abscesses.

Cavities are a common dental problem that can affect people of all ages, so in this blog, we'll explore the causes of cavities and the symptoms you should watch out for.

## WHAT IS A DENTAL CAVITY?

Also known as dental caries, cavities are areas of decay on the surface of a tooth caused by a build-up of plaque. Plaque is a sticky substance made from the bacteria in your mouth mixing with sugary and starchy food particles to form a film over your teeth. If you don't brush and floss regularly, this plaque can build up on your teeth enabling cavities to develop.

A cavity starts as a small hole in the enamel (the hard outer layer of the tooth) that continues to erode the tooth to the soft dentin layer underneath.

If left untreated, a dental cavity can progress through to the pulp of your tooth which contains nerves and blood vessels. This is extremely painful and can enable infections and dental abscesses to develop. You may also experience tooth loss as the damage may be so severe, the only treatment remaining is to remove the affected teeth.

## EATING SUGARY FOOD PUTS YOU AT HIGHER RISK OF CAVITIES IN YOUR TEETH

Your mouth is full of bacteria which love nothing more than feasting on our favourite sugary or acidic food and soft drinks. When sugar interacts with these bacteria, it produces dental plaque which sticks to your teeth and causes the erosion of your tooth enamel. This means if you regularly eat sugar, you have a higher chance of developing dental cavities.

It's not just food with 'added sugar' too. Fruit juices and foods naturally containing sugar can also put your teeth at risk.

Snacking regularly also helps plaque to settle in for an extended stay on your teeth. Whenever you eat or drink, the bacteria in your mouth is able to interact with the sugars in the food to create the acid that enables plaque to stick to your teeth, particularly on the chewing surfaces. It takes around twenty minutes for the pH levels in your mouth to return to normal after eating. So, if you like to graze on food and snack throughout the day, you're creating many more opportunities for these acids to attack your teeth and cause dental cavities.



### POOR BRUSHING ENABLES PLAQUE TO STICK TO YOUR TEETH

While your diet can cause plaque to develop and stick to your teeth, poor dental hygiene is allowing the plaque to stay there. If you're not regularly brushing your teeth and flossing between your teeth, you're allowing the bacteria in your mouth to thrive, meaning there is a higher chance of plaque developing and a risk of tooth decay.

You're also not brushing away that plaque in its early stages, enabling it to build up and get to action eroding away at your tooth enamel. Brushing your teeth after every meal and before bed, and regularly flossing between your teeth is important in reducing plaque and preventing dental cavities.

Make sure you visit your dentist regularly so any tough plaque can be removed from your teeth, and we can check for any enamel erosion before those cavities can develop as part of your routine dental check-ups. We may also prescribe a high fluoride toothpaste or rinse if you're at high risk of cavities occurring.



### HOW TO IDENTIFY IF YOU HAVE A HOLE IN YOUR TOOTH

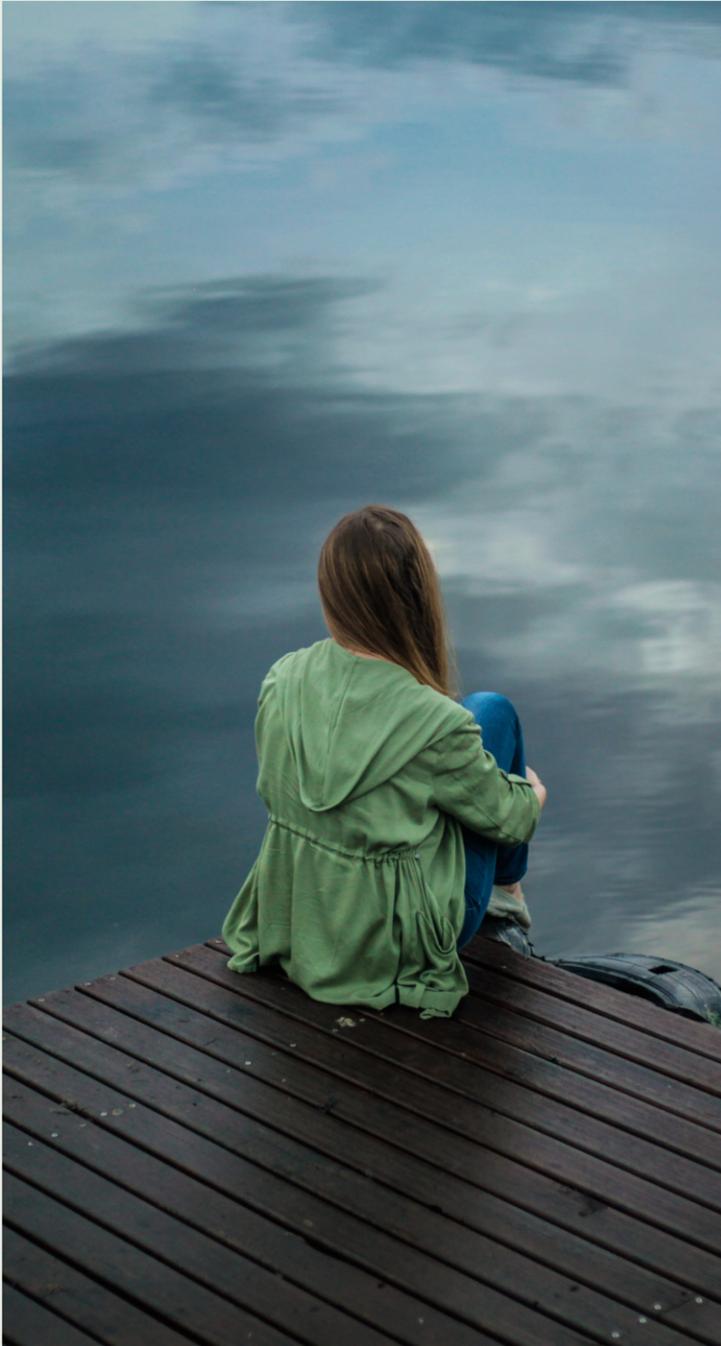
Cavities can take a long time to develop so you may not have any symptoms from your tooth decay at first, but when you have a hole forming in a tooth you may have:

- Toothache
- Sensitivity to hot, cold or sweet foods and drinks
- Pain when chewing or biting down on food
- Discoloration of your tooth or white, brown or black spots
- Bad breath and/or a bad taste in your mouth
- Visible holes or pits on your teeth

If you are experiencing any pain or persistent tooth sensitivity, then you should make an appointment with your dentist as soon as possible to get everything checked out and treatment started. Otherwise, you should always see your dentist for regular check-ups and inform them of any changes you've noticed with your teeth or problems you've been having.

Remember to brush your teeth at least twice a day with fluoride toothpaste and to clean in between your teeth before bed with floss or interdental brushes to keep your teeth and gums healthy and reduce your risk of tooth decay and dental cavities.

# Transforming Your Blue Mondays: Turning Dread into Delight



Monday is a day many consider to be the most depressing or stressful day of the week. The joy and relaxation of the weekend has ended, and the responsibilities of a new week loom ahead.

But I don't see Mondays through this gloomy lens!

The idea of dreading Mondays is not innate. It is formed over time and perpetuated by societal norms and expectations. What if we dared to challenge this notion? As an individual who cherishes the start of a fresh week, I want to do exactly that!

This post seeks to dissect our Monday blues, understand their root causes, and suggest ways to wake up every Monday pumped and ready to start the week full of positive energy.

Why do some people get the "Monday Blues"?

The concept of "living for the weekend" is a prominent part of many cultures. This sentiment is deeply ingrained, painting weekdays as a dreary bridge to cross to finally reach the euphoria of the weekend. It's a view that sees Monday to Friday as mere obstacles, five days to survive before we can really live during Saturday and Sunday.

This mindset invariably instils a sense of dread as Sunday evening draws to a close, and Monday looms large on the horizon, signalling an end to leisure and the beginning of obligatory commitments. Is it healthy, though, to truly live for just two days out of seven?

Changing sleep patterns over the weekend may also contribute significantly to the Monday blues. After two days of going to bed later than usual and waking up without the shrill call of an alarm, readjusting to the weekday routine on Monday morning can be jarring. This disruption of the body's circadian rhythm, the internal clock that regulates our sleep-wake cycle, often leaves us feeling groggy and sluggish at the start of the week. This phenomenon, known as "social jet lag," adds to the overall negativity associated with Mondays, making it harder to start the week on a positive note.

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## Unhealthy Work Cultures May Also be to Blame

We often face an expectation to be our most productive and enthusiastic selves on Mondays. This expectation, whether imposed by ourselves or others, can contribute to the Monday blues. After a weekend of relaxation and fun, it can be challenging to dive headfirst into work or school, switch gears mentally and physically, and be at our peak performance.

Mondays often come with a long to-do list for the week ahead. The thought of upcoming deadlines, meetings, and tasks can cause feelings of stress and overwhelm. This can be especially daunting if you feel unprepared or if the workload seems disproportionate. The anxiety of having "too much on your plate" can add to the discomfort of Mondays, turning them into a symbol of stress and pressure.

Conclusively, the combination of the "living for the weekend" mindset, disrupted sleep schedules, the pressure of the upcoming week, and high expectations set for Mondays contributes to their bad reputation.

## The Power of Perspective in Changing the Problem

If you dread Mondays consistently, it may be a sign that you need to reevaluate your lifestyle and work habits. Instead of accepting the dread as a norm, reflect on what elements of your routine or mindset you can alter to make every day a good day.

Steve Jobs once said, "Live each day as if it was your last." This profound statement underscores the importance of cherishing each day equally. After all, why should we reserve our happiness and enthusiasm only for the weekends? Changing our perspective can be a powerful tool in altering our experiences.

Challenging the popular opinion about Mondays may seem daunting, but it's the first step towards experiencing a week full of equally good days. After all, our perceptions shape our reality. By changing our mindset and altering habits that contribute to the Monday blues, we can find joy in each day, not just the weekend.

The power to transform your Mondays lies in your hands. It's time to reassess, rethink, and reboot your attitude towards the first day of the week. Embrace the challenge and remember, it's all going to be okay.

Amid the whirlwind of our fast-paced lives, we often forget to practice kindness towards ourselves. Mondays become symbolic of a mountain of tasks that await us, turning the day into an overwhelming hurdle rather than an opportunity for growth and productivity. Remember, it's okay not to have everything figured out right away. Be kind to yourself.

Personally, Monday is my favourite day of the week. Instead of rushing out in the morning, I'm usually at my computer by 9 o'clock, doing admin work, planning my classes for the week. Moreover, I often meet a friend for coffee or lunch on Mondays, and sometimes, I even go to the cinema! This relaxed yet productive routine makes my Mondays enjoyable and something to look forward to.

## Changing the Narrative Around Blue Mondays

Collective opinions play a significant role in shaping our individual views. When we're surrounded by people who hate Mondays, it's easy to fall into the trap of sharing this sentiment. The popular opinion about the first day of the week can be overwhelmingly negative, pushing us to conform.

So, what changes can we implement to start our week off with gusto rather than gloom? The answer lies within our attitudes and habits. Perhaps altering our sleep patterns can help us wake up more refreshed on Monday mornings. Or maybe adjusting our workload can prevent the overwhelming feeling at the start of the week.

Above all, shifting our mindset is key. Instead of dreading the end of the weekend, we can try to view Monday as an opportunity for a fresh start, a chance to set the tone for a successful week. With small, consistent changes, we can rewrite the narrative around Mondays and start the week full of positive energy.

# Stand Tall, Not Sore: Essential Tips for Avoiding Lower Back Pain and Tightness

Lower back pain and tightness is a common issue affecting millions of people worldwide. This discomfort often stems from prolonged periods of standing, a frequent demand in many occupations and daily routines - waiting in queue while travelling, watching child/partner playing in football/rugby/tennis match, standing during a pop concert, are all activities we might do on a regular basis.

In this blog post, we'll delve into the causes of lower back pain and tightness, discuss some preventive measures you can take to reduce the risk, and explore various strategies to reduce or manage your back pain.

## Understanding lower back pain

When you stand for long periods of time, you're exerting continuous pressure on your lower back muscles and spine. This can lead to discomfort, pain, and tightness. Our bodies are designed for movement rather than static positions, and standing still for extended periods can cause muscle fatigue and strain.

Ignoring lower back pain and tightness can lead to severe consequences. Over time, this can progress into chronic back pain, posture issues, and could potentially trigger more serious medical conditions such as disc damage or nerve impingement. Prevention is paramount to avoid these complications and to maintain a good quality of life.

## Prevention is better than the cure

The adage 'prevention is better than cure' is particularly appropriate when dealing with lower back pain and tightness. Maintaining a good posture while standing is vital, along with aligning your body so that your weight is evenly distributed, and keeping your shoulders relaxed and your back straight. The right footwear can also make a significant difference; rather than wearing high heels or flats try and choose shoes that are comfortable and supportive.

Introducing movement and variety into your routine is a good way to prevent the issues causing by standing in place for too long and straining your back. Taking stretching breaks at regular intervals can be beneficial, even if it's just for a few minutes. Carry on reading to the end of this blog as I share some of my quick tips for adding movement while standing for long periods

## How to handle existing back pain and tightness

If you're already experiencing lower back pain and tightness, there are some strategies you can explore to help manage or reduce your pain. Physiotherapy is a great starting point as targeted exercises can strengthen your back muscles, enhance flexibility, and promote better posture. Ask your GP for a referral.

Professional massages can help to relax tense muscles and promote better circulation, while techniques such as acupuncture and chiropractic treatment can potentially address underlying issues causing the pain. If your symptoms persist, it is important to consult with a medical professional as they can provide a thorough examination, accurately diagnose the problem, and suggest suitable treatment options.



## Three quick tips to help you reduce back pain and tightness while standing

I've discussed some of the long-term preventative strategies that can help prevent or manage lower back pain, but what about some quick and easy things you can do right now? Well, here are my three quick tips for when you're standing for a long period of time:

1. change your stance from feet being parallel to turned out
2. shift your weight from your heels to your toes, back and forth
3. soften the knees, make sure knees are not 'locked' -> pressing into back of knees

Just these three simple things will help reduce your lower back pain and tightness while standing. If you're already experiencing lower back pain and tightness from standing for extended periods, consider incorporating Pilates into your fitness routine. Remember, your health is an investment, not an expense. If you found this post informative and helpful, share it with others who might also benefit.

# NOTES ON A NOSE JOB – 3 THINGS TO KNOW BEFORE BOOKING YOUR RHINOPLASTY



You've made the decision to get your nose just how you want it with a rhinoplasty, but before you go ahead and book in for your procedure, there are a few things you need to know. A rhinoplasty is the surgical term for a 'nose job' – a procedure that involves reshaping the bones or cartilage in the nose to change its appearance.

If you're considering perfecting your nose in this way or are looking to correct a medical issue such as chronic congestion or breathing difficulties, you should be confident in your choice of surgeon. Which brings us to the first thing you should know before you book your nose job.

## 1. *Research your rhinoplasty surgeon and feel confident in their work*

Rhinoplasty is a technical and challenging surgical procedure, so it's important that you choose your surgeon wisely to get the results you're looking for. Make sure that he or she is board certified, you want to check if they're listed with [BAAPS](#) and [BAPRAS](#), these are the reputable boards for plastic surgery in the UK.

Questions you should be asking include how many years they've been performing the procedure, their rhinoplasty results with photographic evidence and recent testimonials (make sure you check the date) and check their revision rate too. It's not uncommon for revisions to be necessary with a rhinoplasty so checking this can be useful in gauging the expertise of your plastic surgeon.

## 2. *Be realistic about what you can expect from your nose job*

It can be exciting getting a nose job, but it's important to be realistic and work with your surgeon to have an idea of what your new nose will look like. A rhinoplasty is about enhancing your nose to create something better, but it also means it's limited in what it can achieve – you're not getting a new nose but an improved one.

During your consultation discuss with your surgeon what you don't like about your nose now, what you'd like it to look like and any concerns you might have. Your surgeon will evaluate your nasal structure and let you know what you're likely to have at the end of your rhinoplasty.

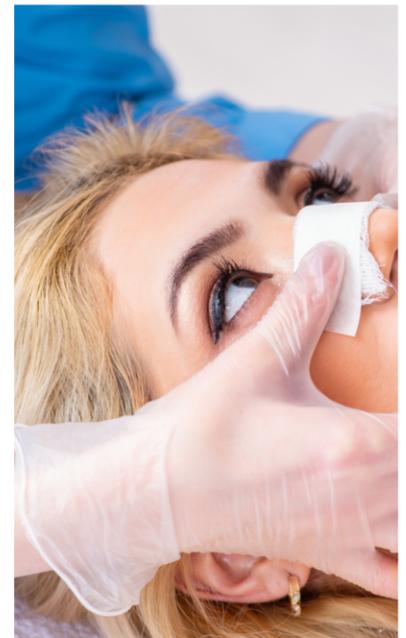
## 3. *Know what you're getting yourself into with this surgical procedure*

Your new nose comes through having surgery and anaesthetic, so it's important that you do your homework before booking yourself in for the job. The rhinoplasty is carried out under a general anaesthetic, so you'll be under the care of an anaesthetist throughout the procedure and immediate recovery. Make sure you have the opportunity to speak to the anaesthetist in advance and ask those crucial questions, like how much pain to expect and the best way of managing it, how long it'll take to recover and the best way to bounce back to your life as quickly as possible.

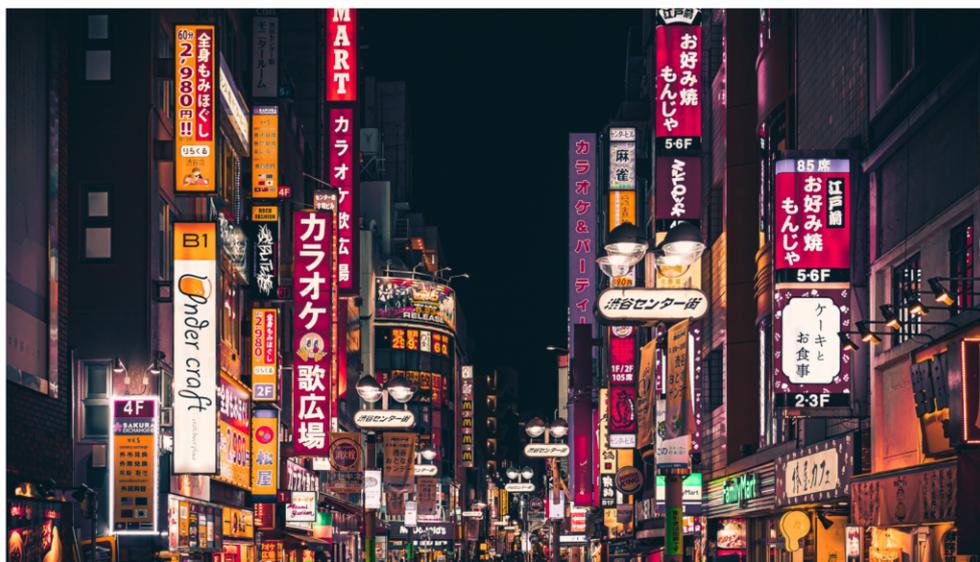
Key questions to ask your surgeon is whether it'll be a closed or open rhinoplasty, how much scarring there might be, if any, and any risks you can expect from the surgery. It's important that you are fully informed and feel confident with that knowledge before signing any consent forms.

At '[redacted](#)' we specialise in reshaping your nose to reshape your life and are happy to answer any questions you might have about choosing us for your nose job.

To find out more about our surgeons and having a rhinoplasty with '[redacted](#)', [request a callbackor book in for your consultation](#) today.



# UNDERSTANDING JAPAN'S HIGHLY SKILLED PROFESSIONAL VISA POINT SYSTEM



Japan has one of the largest (and oldest) film industries in the world making it an ideal location for aspiring filmmakers to settle in with their families. With a fantastic education system, low crime rate and a focus on family, Japan can feel like the dream destination for many young couples and families wanting to experience life somewhere new.

So, how do you make it a reality?

If you want to settle down with your family, you'll need the Highly Skilled Professional Visa which paves the way for permanent residency. This visa gives you some preferential treatment such as enabling you to bring your parents to live with you and help you raise your children, hiring live-in domestic help, both of you able to work, and the visa lasts for 5 years. It also makes it easier to obtain indefinite leave to stay, and eventually permanent residency.

## THERE ARE THREE CATEGORIES UNDER WHICH YOU CAN APPLY FOR A HIGHLY SKILLED PROFESSIONAL VISA TO JAPAN

Japan has identified three types of highly skilled professional they want to welcome to their country and so you must fall into one of these categories to apply for and gain your highly skilled professional visa.

### Advanced academic research activities (i)

This is for educational workers such as university staff or those conducting research for a public or private organization in Japan.

### Advanced specialized/technical activities (ii)

If you need specialized skills or knowledge to work in a natural science or humanities-based role for a public or private organization in Japan. Working within the film industry will count for this if you have the relevant education and skills to support you, such as a degree and experience working in the industry.

### Advanced business management activities (iii)

Operation or management of a public or private organization in Japan. If you wanted to create your own production company, for example.

Under the Highly Skilled Professional Visa you can undertake multiple activities, so you can come to Japan with a visa gained under the advanced specialized/technical activities category and set up your own business at the same time.

It's important to understand which category you are applying for your visa with, as it can alter the points you receive when your eligibility is being established.

## WHAT YOU NEED TO KNOW ABOUT JAPAN'S POINT-BASED SYSTEM FOR HIGHLY SKILLED PROFESSIONAL VISAS

Japan, like many other countries uses a points-based system to allocate visas. Points are awarded for a variety of reasons and circumstances, and you need 70 or above to receive your highly skilled professional visa.

Let's take a deep dive into what they are (you can find full information for your situation at the Japan Immigration Services Agency).

### Academic background

The points you receive for your level of education vary slightly according to which category you're applying for your highly skilled professional visa under.

For advanced research, and advanced specialized/technical skills you receive 30 points for a Doctorate degree, 20 for a Masters, and 10 for a Bachelors.

For advanced business management, there's 20 points available for Doctorate and Master's degrees, and 10 for Bachelors.

You'll also receive 10 bonus points if any of these degrees were awarded at a Japanese Institution.

If your degree/qualification is related to the work you're coming to Japan for, you receive 5 bonus points, so even if you haven't been to University you may receive points for relevant industry qualifications.



### Age

Age does count towards the points you receive, the thinking behind it being that younger people will contribute more to Japan over a longer period than their older counterparts. As such, you'll get 15 points for being under 29 years of age, 10 if you're under 34 and 5 if you're under 39.

Don't worry though, if you've spent time working in the industry to benefit your skillset, Japan will recognize that experience too!

### Professional career experience

Career and practical experience also count for a lot in the points system, which might come as a relief if you haven't studied to a high level or are interested in managing your own business in Japan, but again it varies per category.

For advanced academic and advanced specialized/technical activities, you'll receive:

- 5 points for 3 years' experience
- 10 points for 5 years' experience
- 15 points for 7 years' experience

(and for specialized/technical activities only, 20 points for 10 years' experience).

For advanced business management activities, you get more points as the value of working in the industry is recognized:

- 10 points for 3 years' experience
- 15 points for 5 years' experience
- 20 points for 7 years' experience
- 25 points for 10 years' experience

### Minimum annual salary

There is a minimum salary of 3 million Yen to apply for your highly skilled professional visa, but if you earn more than this, you'll receive more points according to your age. Where you'll start your points varies according to your age:

- Aged 29 and under - you'll receive 10 points for an annual salary of 4 million Yen.
- Aged 30 to 34 - you'll receive 15 points for an annual salary of 5 million.
- Aged 35 to 39 - you'll receive 20 points for an annual salary of 6 million Yen.
- Aged 40 and over – you'll receive 30 points for 8 million Yen.

Once you've hit your minimum age and wage threshold, you'll receive an additional 5 points per 1 million Yen earned up to 40 points for 10 million Yen.



### Bonus points

You might be awarded bonus points for a variety of reasons and these can help you get over that 70-point threshold.

**Acquisition of Japanese Language Proficiency** – you'll get 15 points for passing N1 and a further 10 for passing N2.

**Work for an organization receiving financial support measures** – 10 points.

**Work for an SME spending more than 3% of revenue on research** – 5 points.

**Research achievements** – for academics researching and publishing/patenting their work, there are 20 points available. For those in the specialized/technical activities group, it falls slightly to 15 points.



### THERE'S A THREE-STEP PROCESS TO APPLY FOR YOUR HIGHLY SKILLED PROFESSIONAL VISA

If you think you have 70 points or above and make the minimum income required, it's time to make your application. You can do this through the Japanese Consulate in your current country of residence.

It takes around 20 working days from step 1 to receiving your Highly Skilled Professional Visa, so get ready to move quickly. Your dream of living in Japan may be realized sooner than expected!



# 5 GREAT REASONS TO SCHEDULE MID-DAY ACTIVITIES FOR YOUR DOG

When your dog is home alone most of the day, keeping them entertained, stimulated and happy can be a challenge. One question we're often asked here at 'redacted', is "what can I ask a pet sitter to do for my dog while I'm away?"

While mid-day walks aren't a good idea with the Dubai heat and scorching hot ground (save the walks for early morning and evening wherever possible), there are many activities that a pet sitter can do with your pet from games and social time through to training and intelligence challenges. Before we get into the activities that can be done with your dog while you're away, let's look at the 5 great reasons you should be scheduling in some mid-day activity time.

## 1. Mid-day activities stop your dog from getting bored

While your dog will spend around 12-14 hours a day sleeping, that still leaves plenty of time in a 24-hour period where they want and need something to do. Being left at home alone all day can quickly lead to boredom and that's where the bad behaviour can kick in.

Breaking up the day with a mid-day stop by with a pet sitter for some fun games and social time is a great way to keep them entertained and stimulated while you're absent.



## 2. Dogs need lots of social time to be happy

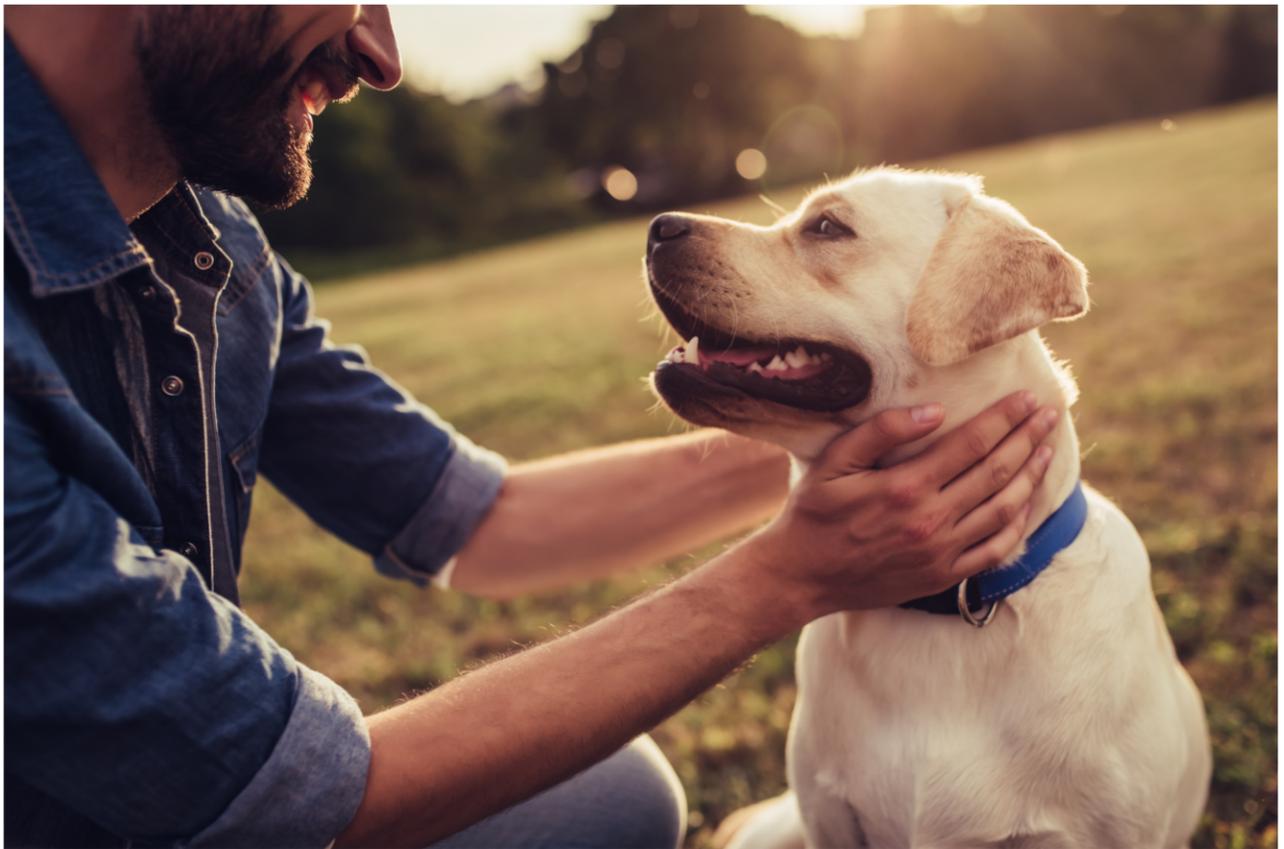
Dogs are pack animals and you have an important role to play in your dog's pack. Time spent without company can be devastating for your dog, so making sure they get lots of opportunities to be social during their day is crucial for their health and happiness.

Whether it's a play meet with their favourite pooches or simply a play session with your trusted pet sitter, schedule in some social time for your furry friend today.

## 3. Keep your dog active through the day

All too often we schedule morning and evening walks for our dogs (or hire a trusty pet sitter to take our beloved furry friends for a wander around Dubai) but don't factor in any physical exercise for the rest of the day.

Being active doesn't mean your dog has to be outdoors exercising (especially when the intense Dubai heat can prevent that for much of the day), simple games of chase, rope tug and "doggy dancing" can be done in the comfort of your own home.



#### **4. Mid-day activities can create better behaviour from your dog**

Whether it's separation anxiety or boredom causing negative behaviour from your dog, one of the simplest ways to nip it in the bud is by scheduling in some mid-day activities with a pet sitter.

Providing that much needed company, play time and exercise will help your dog stay entertained, occupied and busy while you're away.

#### **5. Factor in toilet breaks for your furry friend too**

One activity we often forget that our dogs need to partake in regularly is visits to their bathroom wherever that may be for them. Often when no one is at home all day, your dog's outdoor space is unavailable to them and although they may try their best to wait until you're home, sometimes a dog's got to do what a dog's got to do.

Many dogs want their home environment to be clean and tidy, and the last thing they want is to upset you; so making a mess inside can be distressing for your dog. A mid-day activity visit from your favourite pet sitter can make sure all of your dogs' personal needs are catered for while you're away.

If you're looking for a pet sitter that can take care of these mid-day activities for you, look no further than our very own database of trustworthy pet sitters here in Dubai. You won't be disappointed.