



# Cairn

One step at a time

October 2007

Issue 42

**clare evans**

personal & business coach

[www.clareevans.co.uk](http://www.clareevans.co.uk)

Welcome to all new subscribers since last month.

I think I can safely say that summer has well and truly gone and we're definitely into the third season of the year with a change in temperature. My vegetable patch is definitely winding down having not had a particularly successful year with the mix of weather and not knowing whether it's spring or summer most of the time. I've had great success with runner beans, blueberries and various lettuce varieties. Extremely proud of my first cucumbers – grown outdoors in a pot and without the aid of a greenhouse. Other things weren't as successful but I'm only growing in a small space and it's been hard work competing with the slugs and snails, to say nothing of next-door's cat or in fact most of the cats in the area who seem to favour my garden for their digging and depositing.

But let's not wipe out the year yet. There's still plenty of time to get those things done in 2007 that you planned at the beginning of the year. What do you hope to do in the last three months of the year? What would really make a difference to you?

I also travelled up to London last week for the first time in ages. Juggling with the frequency, expense and reliability of buses and trains. I attended a great seminar which turned the usual marketing and sales process on it's head – in a good way. It's not rocket science ... as they say but it was certainly putting forward a different strategy for marketing your business. It's nice to know that in order to have a successful business you don't need to 'sell'. After all, that's probably the bit we dislike and the part that puts us off from moving forward at any great speed but it has to be done. There's plenty of information and resources out there if you know where to look. Glad that's not a journey I have to do on a regular basis any more.

You can catch up on the rest of what I've been up to on my [blogs](#).

Enjoy the rest of this newsletter.

- Slow Down, Go Green AND Save Money
- What On, What's New
- Recommended Reading
- This Month's Quote

## **Slow Down, Go Green AND Save Money**

While everyone is jumping on the ecological bandwagon and while we're still deciding if the climate is actually changing, what we're going to do about it or if it's someone else's problem and "well, I'll be dead in 60 years time so who cares", it's time I came clean or green. Going green could, not only be a way of reducing your impact but it could also save you money, so it makes sense on two counts. Yes, recycling a tin can isn't going to put a stop to global warming but it's our responsibility not to be wasteful just because we're more fortunate than others.

Just a few facts to start: (Source: The Green parent website).

- Each year in Britain, we throw away 28 million tonnes of rubbish from our homes. This weighs the same as three and a half million double decker buses. A queue of buses that long would go around the world one and a half times.

- You can make 20 cans out of recycled material with the same amount of energy it takes to make one new one.
- The UK produces 420 million tonnes of solid waste every year. That's the weight of 5 cars for each person every year. We only recycle 11% of it.
- Incinerating 10,000 tonnes of waste creates 1 job, landfill the same amount of waste creates 6 jobs, but recycling the same 10,000 tonnes creates 36 jobs.
- Every tonne of paper recycled saves 17 trees.
- In just over a week, we produce enough rubbish to fill Wembley stadium. Over half of that waste can be recycled. (Source: DETR).
- Every year in the UK we use 13 billion steel cans which if you placed them end to end, would stretch to the moon - three times! (Source: Steel Can Recycling Information Bureau).
- The energy saved from recycling one glass bottle is enough to power a light bulb for four hours. (Source [www.practicalhelp.org.uk](http://www.practicalhelp.org.uk)).
- Recycling one plastic bottle can save the same amount of energy needed to power a 60-watt lightbulb for six hours. (Source: Recoup).

Kerbside recycling arrived in my area a couple of years ago which makes recycling easier but trips to the recycling sites are still needed for cardboard and the bulkier items.

Since working from home, I have certainly reduced the amount of car miles I do on a weekly basis - although every now and then I'll have a meeting or workshop to go to which is further away and results in more miles.

Here are some tips and ideas to live and work greener:

Follow the Reduce Reuse Recycle philosophy.

**Reduce** - the packaging you buy in the first place. Buy produce loose. Don't buy processed food which relies on packaging. Buy packaging that CAN be recycled. Build a compost heap.

**Reuse** - carrier bags, cartons, jars, paper.

**Recycle** - glass, paper, plastic, cardboard, clothes etc. Recycle unwanted goods to charities, car-boots etc. Sign up with the Mailing Preference Service (in the UK) to reduce junk mail.

1. Think about what you buy and think about what you throw away. It's just sheer wastefulness in many cases.
2. Donate your unwanted possessions such as clothes, toys etc. to charity, recycling or [freecycle](#). How much 'stuff' do you have that you never use.
3. Eliminate 3 non-essential purchases. Check your bank and credit card statements - what's there that you no longer use (e.g. subscriptions)? What don't you really need?
4. If you don't have one already, start a compost heap. Recycle all your kitchen and garden waste and create something wonderful out of rubbish. Grow something in your garden or in a pot that you can eat. Tomatoes are easy to start with and you can grow salad and herbs in a window box.
5. Replace your light bulbs with low energy equivalents and not only help the environment but reduce your energy bills. Switch off lights when you're not in the room.
6. Switch off your TV, Hi-Fi, computer. Don't leave them on standby - you're still using electricity. It's a waste both environmentally and financially. I picked up a gadget yesterday from the local council that automatically shut down
7. Reduce your rubbish this month. Avoid buying anything with unnecessary packaging and recycle

everything you can - glass, paper, tin, plastic, cardboard. If you don't already, sign-up with your green box/recycling scheme if your local council runs one.

8. Use alternative means of transport where possible. If I have meetings in town, I tend to either cycle or take the bus. If I do drive, I make sure I'm combining tasks or meetings (good time management as well! 😊). Walk to the local shops for your paper rather than jump in the car for short journeys.

9. Start volunteering. **If you work in a company** - why not organise a day out volunteering for your team. Most companies these days get involved in the community as part of **Corporate Social Responsibility** so why not do something worthwhile and make a difference to your local countryside or community.

So this week - see what you can do to slow down and green up your life.

Take some action and reduce your own waste. You'll improve your wallet too!

If you'd want to have more hours in your day and stop working so hard, then just give me a call or send an email to [info@clareevans.co.uk](mailto:info@clareevans.co.uk)

## What's On, What's New

Up-coming teleclasses, workshops:

**Intro Teleclass: Get Control of Your Time - Do you need to do more in less time?** Discover the importance of planning and prioritisation. How to avoid things becoming urgent and focus on the important tasks. Learn key tips and strategies to help you use your time more effectively. Register for the next Time Management Teleclass on **Tuesday 23<sup>rd</sup> October**.

**Time Management Seminar in Sussex** – If you'd like to have more time in your day, improve your productivity, manage your to-do list, tackle your email more effectively then take some time to make some time. A two-hour seminar to enable you to develop ways to **work smarter not harder**. **Thursday 25<sup>th</sup> October, 1pm-3pm**. For full details see [here](#).

**Intro Teleclass: Get Control of Your Money - Would you like to be organised in managing your money?** Discover a few simple ways to save your pennies and start making your money work for you. Register for the Money Management Teleclass on **Tuesday 27th November**.

**Ecademy – Business Networking – free 30-day NetworkPass**. If you use networking as part of your marketing strategy then come and join me on Ecademy. It's a great place to make contacts, promote your business, share your expertise and find useful advice and information to improve your business. They currently offer a **free 30-day NetworkPass**, so you can try it for yourself but only if you sign-up by clicking [HERE](#).

## Recommended Reading: It's Not Easy Being Green – Dick Strawbridge

The book that accompanies the BBC2 TV series. A family move from their normal life to create a self-sufficient environmentally friendly home in the West Country and that doesn't mean going without their espresso machine. Plenty of inspiration and ideas for all of us.

<http://www.amazon.co.uk/exec/obidos/ASIN/0563493461/clareevans-21>

To see my previous Book Recommendations – click [here](#).

## This Month's Motivational quote:

*"Do just once what others say you can't do, and you will never pay attention to their limitations again."* - James R. Cook

If you want to have a successfully next three months and would like some motivation, focus and accountability to help you do it, don't hesitate to contact me and arrange for an initial f'ree exploratory session over the phone.

If you were forwarded this issue of the newsletter you can register to receive your own copy each month by sending a blank email to [claresnews@aweber.com](mailto:claresnews@aweber.com). If you want to stop receiving these then just click the link at the bottom of this email.

Until next month.

Clare



***Clare Evans – Personal and Business Coach***

***Tel: +44 (0)1273 588297, Mobile: +44 07887 954512***

***Email: [info@clareevans.co.uk](mailto:info@clareevans.co.uk)***

***Get organized! Get a new perspective!***

**Copyright: Clare Evans: Personal & Business Coaching © 2007**

-----  
Automated newsletter Email Deliverability – Aweber. E-mail follow up, ad tracking, & real-time stats.  
<http://www.aweber.com/features.htm?207782>  
-----