

# Linkupcaribbeans E-bulletin



www.Linkupcaribbeans.com

In the last issue (*Vol. 1 Issue 4*) we focused on 'opportunities' and the power of 'networking'. I concluded by saying you have to sell yourself as it's *you* that others see first. In this *Issue* I want to continue that theme by exploring further the notion of how to "convince" others.

On the 97 bus home one evening a group of young black boys were having an animated and loud exchange that made most people in the bus wince with both disgust and shame. In another part of the bus, holding her baby's buggy, was a young black woman on her mobile in the broadest Jamaican twang (just from yard), telling the whole bus about her business!

I didn't care to know if her 'man' could find J\$1000 or not, nor did I want to publicly see our 'young men' behaving like some 'drag-me-up-pickney' (or then again, maybe they were!)

**Why should this matter?** As black people we have an image problem! This image influences how people see us and the opportunities that then becomes available. We see similar, if not the same, attitude in many of our businesses, especially in our dealings with customers. No where is this more pronounced than in Caribbean eateries (i.e. restaurants, cafes and take aways). I have had first hand experience and dear say others will be able to recount similar stories. These are not one-off situations - they are common occurrences.

**How do you convince others that we can do better and that we can run a business?**

First impression counts in business as well as in our daily lives. Judgements about the person are made in those first 90 seconds of encounter. Convincing others must start with the self and what it is you want others to see. This starts with the three most essential ingredients:

**Trust:** we need to instil trust and confidence in those we encounter. Winning hearts and mind is critical.

**Logic:** what we do must make sense and be consistent with the trust that has been established.

**Emotion:** what you do must change the mind set of the person you are interacting with so as to ensure the appropriate changes take place (i.e. to bring about the desired outcome of the interaction).

So, to those brothers and sisters on the buses and on the streets, be mindful of the image you portray and be aware of those around you, for they are making a judgement of your worth and status. Who knows, they may well hold the key to your future.

### One love



### AWEDIS Shades of Blue Christmas Dance

18th December 2010

The Grand Palace Banqueting Suite,  
242 High Road, Wood Green, N22 8JX

This is a ticket only affair. Closing date: **20th November 2010.**

### Lion Claw

For that African Caribbean experience in the heart of Portugal, visit the new and exciting outlet in the heart of Lisbon.

**Contact:** Everton Ogun

**T:** (351) 926 723 339

**E:** lionclaw.lisbon@gmail.com



## What's on

### Lovers Rock Party Night

**Sunday, 7th November 2010**

Not to be missed, dance your way back to memory lane to the sweet sounds of lovers rock, soul, old skool and funk.

Tickets £7 per person  
6.00pm—11.30pm,  
The RS Lounge, 20 Woodford New Road, London E17 9PR  
**Contact:** Annabel - 0793 9154852

Starting on **Sunday 5th December**, every first Sunday of the month, featuring live music and celebrity guests hosted by Delroy Murray of the *291 Club*.



The 100BMOL's Community Mentoring and Parent in Partnership programmes starts in November and runs through to June 2011.

**W:** [www.100bmol.org.uk](http://www.100bmol.org.uk)

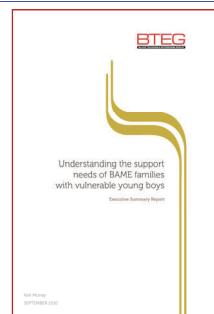
**"Black parents need to prioritise," says new report.**

The report by the charity, Black Training and Enterprise Group (BTEG), challenges BAME parents with young boys to step up and prioritise education.

Register now to book your seat at the National Conference, **24th March 2011**, Holiday Inn Bloomsbury.

**Cost:** Free

**W:** [www.bteg.co.uk](http://www.bteg.co.uk)



### RocknGroove

Promoting your dance, shows and parties in the UK and beyond.

**E:** [admin@rockngroove.com](mailto:admin@rockngroove.com)

**W:** [www.rockngroove.co.uk](http://www.rockngroove.co.uk)



## Cuisine

**10% DISCOUNT.** Cut out this voucher and present it on your next visit.

### Bully's Kitchen Lick

71 West Green Road,  
Tottenham,  
London N15  
Contact: 0787747725

[www.linkupcaribbeans.com](http://www.linkupcaribbeans.com)

**10% DISCOUNT.** Cut out this voucher and present it on your next visit

### Carib Restaurant

2 Nether Street,  
Finchley  
London N12 0SL

[www.just-eat.co.uk](http://www.just-eat.co.uk) and type in post code.

[www.linkupcaribbeans.com](http://www.linkupcaribbeans.com)



### Xmas Caribbean Extravaganza

**Friday 10th December 2010**

**Holiday Inn London Bloomsbury, Coram Street, London WC1N 1HT**

A great way to get into the Christmas spirit. Join in with our selection of Tribute Acts for a truly memorable Christmas Party and then dance the night away.

**Price:** £46 per person

**Time:** 7.30pm - 0200am

**E:** [christmas.bloomsbury@ihg.com](mailto:christmas.bloomsbury@ihg.com)

**T:** 0871 942 9222

**Further details on:** [www.linkupcaribbeans.com/whatson.html](http://www.linkupcaribbeans.com/whatson.html)



# Hair and Beauty

Save on your next visit to your favourite salon?

**10% Discount.** Cut out this voucher and present it on your next visit to any of the below salons.

### Carla's Hair Care

253 High Road  
Willesden  
London NW10 2RX

T: 0208 8459 4545

[www.linkupcaribbeans.com](http://www.linkupcaribbeans.com)

### Golden Touch Barbers

227 High Road  
Willesden  
London NW10 2RY

T: 020 8451 5086

[www.linkupcaribbeans.com](http://www.linkupcaribbeans.com)

### Sapphire Hair Studio\*

9 Northumberland Park Road  
Tottenham  
London N17

(\*Tuesdays & Thursdays only)

T: 020 8801 2503

[www.linkupcaribbeans.com](http://www.linkupcaribbeans.com)

## Services and Supplies

**20% Discount with this advert on the following services**

### Counselling Services

Respectable, qualified and professional Counselling Services to meet your needs:

Bereavement; Childhood trauma affecting adulthood; Trauma of immigration -separation/effects of broken attachment.

All ages

Home visits

**Cost:** £30 per hour

**Contact:** Claudia Baptiste, Dip. Couns. MBACP

**M:** 07743463739

### U.Incorporated

*"Helping you to achieve your goals and reach your potential."*

Counselling and Personal Development Training Services.

For more information and details:

**Contact:** Debra Viller

**Tel:** 020 8697 2319

**M:** 07958 734 835

**Quote promo code:** Lnkp1-5



**Cerebro Dance Group**, fresh from their workshops, master classes and performances around the UK and Europe, are available for bookings. An exciting group that thrills and wow audiences whenever they perform.

**Contact:** [cerebrodance@live.co.uk](mailto:cerebrodance@live.co.uk)

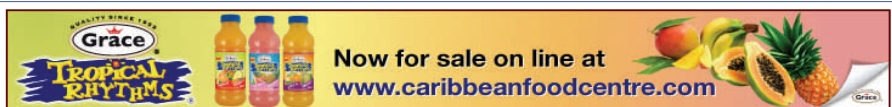


Our Caribbean property services have been specifically designed to provide UK residents with a safe, transparent and professional environment.

**T:** 0845 222 1413

**E:** [info@tropicalconnections.co.uk](mailto:info@tropicalconnections.co.uk)

**W:** [tropicalconnections.co.uk](http://tropicalconnections.co.uk)



Now for sale on line at [www.caribbeanfoodcentre.com](http://www.caribbeanfoodcentre.com)

Welcome to *Grace Foods UK Limited*, one of Europe's leading suppliers of ethnic foods. Whether you want to find out about Grace Foods UK's market leading Brands and products or you are simply looking for corporate information or even your favourite recipe, you will find all you need at:

**W:** [www.gracefoods.co.uk](http://www.gracefoods.co.uk)

**T:** 01707 322332

**Ghetto Youth Transformation Theatre (GYT)** is supported by Millfields Art Centre and Face Front Inclusive Theatre.

Based in Edmonton, GYT is known for its hard hitting reality productions, including *Shank Town 1 & 2*, *Friends for Life* and *Jigsaw*. Watch this space for July 2011 productions. Further information:

**Contact:** Shirley Mason

**E:** [shirley@facefront.org](mailto:shirley@facefront.org) or [redstone018@yahoo.co.uk](mailto:redstone018@yahoo.co.uk)

[www.facefront.org](http://www.facefront.org)







## FW Business Ltd

Your business is our business

12 Hurst Avenue  
Chingford  
London E4 8DW

Tel: 020 8925 0350  
Registered company in England: 06653423

### Have you registered your company/business yet with 'linkupcaribbeans'?

Registration is **FREE** ( see on-line pro forma)

With each passing month, more and more people and companies are *linking up*. With over 50,000 hits to date we are growing in popularity and getting noticed.

Hits by pages	% share	Change on last Quarter
What's on	53%	+13%
Cuisine	29%	-24%
Travel	25%	-3%
Services	21%	-5%
Health & Beauty	18%	-4%
Bulletin Board	15%	-1%
Consulates	9%	+1%

## Travel and Tourism



### FW Vacation Homes

#### Antigua

**Anchorage Inn, St Johns** is a small family owned and managed 40 room hotel.

**Contact:** James Newitt  
**Tel:** 01604 584 006  
**M:** 07850 930 940

#### Jamaica

**Sevilla Villa** is a four-bedroom luxury five star living accommodation overlooking the *Breezes Runaway Bay* championship golf course and the Caribbean Sea

**Contact:** Clare Littleton  
**Tel:** 020 8133 7668  
**E:** sevillavilla@gmail.com

Are you trying to make up your mind where to go? Whether it's for the climate, the food or the adventure, *FW Vacation Homes* can provide you with contacts to help you get to where you want to be.

**FREE on-line** registration of your property if you are a holiday home owner (incl. Time share apartments).

[www.fwvacationhomes.com](http://www.fwvacationhomes.com)

**Windsor Hills Resort** is self contained, and include resort style amenities unparalleled by any in the Disney World vacation area. Some of the magnificent features of this gated community includes a luxurious water park pool with fountains, waterslides and a spa, separate toddler pool, tennis, basketball and volleyball courts as well as a children's playground.



Enjoy **10% DISCOUNT** on bookings on these two vacation homes.



For full details on availability and booking arrangements, please contact:

**E:** [contactus@linkupcaribbeans.com](mailto:contactus@linkupcaribbeans.com)

**T:** 020 8925 0350

[www.linkupcaribbeans.com/travel](http://www.linkupcaribbeans.com/travel)

<http://www.allstarvacationhomes.com/res/property.asp?ID=433>



For full details on availability and booking arrangements, please contact: Yvonne

**T:** 07930 324313

**E:** [bookings@executivevillaexperience.com](mailto:bookings@executivevillaexperience.com)

[www.executivevillaexperience.com](http://www.executivevillaexperience.com)

**Quote reference:** Lkp11109