



## What's the Story?

SEPTEMBER 2019

### Edinburgh Fringe Festival

There are some things you take time to experience. This year was our first visit to the Edinburgh Fringe.

We had a rewarding, funny, entertaining, extraordinary trip and are planning next year's already.

In 3 days we did 10 shows – the variety on offer was breath taking – choosing was painful. We saw 3 comedians, 1 play, 2 musicals, 1 singer, 1 talk and 2 dance/acrobats. None lasted more than 75 minutes or cost more than £15 per ticket. Only one show we thought was poor.

We noted that at the start of each show there was always a brilliant 30 seconds opening silence when the performer(s) looked at the audience. (A reminder you should never rush into a presentation – build up the suspense and make your audience feel comfortable.)

There were 3,000 shows spread all over central Edinburgh - you walk a lot – our daily average was 5 miles (a perfect balance to the eating and drinking which is a big part of the Fringe experience too!)

A joke on the wall into one show got us in the mood: "A man walked into a bar – ouch."

It's the largest festival in the world – why not schedule a visit for 2020.

### Passion – how can you find yours?

One of Sally's daughters said she was so jealous of one friend who'd told her that she loved her work and couldn't wait to go back after maternity leave. Whether you're returning after maternity leave, a two week holiday or just a weekend are you excited?

We heard the British artist, Mackenzie Thorpe [of the square shaped sheep] talking on the radio about how as a youth he was searching for his passion – he simply wasn't prepared to live a life without it. After years of struggling, doing things he really didn't want to do and never being prepared to accept his lot, he found worldwide success – his patrons amongst many include the Queen, politicians and music moguls. He explained with feeling how humbling he felt when others appreciated his work and shared his passion.

We visited the Christian Dior exhibition at the London's V&A museum – the crowds were in awe of the work displayed. Dior opened his fashion house at the age of 41. We found a quote attributed to him: "Whatever you do in work or leisure, do it with passion."

It would seem that it takes risk, self-reflection and action to find your personal passion.

Finding your passion could be easier than you think. Try answering these questions honestly and you could work out what to do with the rest of your life.

**"What subject could I read 500 books about without getting bored?"**

**"What could I do for five years straight without getting paid?"**

**"What would I spend my time doing if I had complete financial freedom to do anything?"**

We'll all be working until we're in our late 60's if not longer, maybe it's about time our younger friends took action and found their passion – the clock is ticking.

## **Are you well lit?**

Our road has just had new street lamps installed. So what you may ask?

Let us give you a little background. Our neighbour, James an architect investigated our options and found out we could have a superior model – a heritage lamp – which not only did the job required but looked so much smarter and was in keeping with our Victorian street. The only problem was that each resident had to be persuaded to pay £275 – the council's lamps were free.

James pushed for the Heritage lamps and said: "they would look better, more authentic and project a clearer light and they should improve the value of our properties."

They're now up and looking very stylish. The street is better lit and stands out in our area.

Does your office look bright and welcoming?

Apparently, the last words of John Sainsbury (Founder of Sainsbury's Food Retailers) were: **"Keep the shops well lit!"**

## **Margaret Thatcher's favourite Adman**

Tim Bell legendary PR man died last month.

He was regularly quoted as Thatcher's favourite adman who inspired the slogan "Labour isn't working" for the 1979 general election.

In the same week Andrew Rutherford who worked for Saatchi as a copywriter wrote to The Times to tell his side of the story.

Apparently, Bell hadn't liked "labour isn't working" and took it out of the presentation. Rutherford believing it should be in - put it back in. The rest is history. (And Bell claimed the line!)

Another letter to The Times from Neil Kennedy told the story of when they were selling Dorlands to Saatchi in 1981. Bell told Kennedy that he always negotiated Saatchi's fees using the "blink system" - when the client asked how much Saatchi charged, he answered "£100,000" and if they didn't blink, he added "a month".

## **Good luck with your stories, presentations and pitches.**

*Barry Graham & Sally Clare*

