



In the picture
Vol 6. Issue 4



IT'S OFFICIAL!! 🤩

I'm so proud of the team that we have at Laverty Opticians, especially during these testing times in business.

I received a phone call asking if we'd like some tickets to the Local Women event as we had been nominated for an award. Any excuse for a night out I thought, so 5 of us agreed to head up to Belfast for the event. The list of celebs and politicians attending showed that it was a serious event and the number of businesses involved meant it was going to be a fun evening regardless of the outcome.

Dentists, Butchers, Hairdressers, Beauticians, Gym owners and other fantastic businesses were represented. I honestly felt the chances of us winning were slim, but we got dressed up and enjoyed the entertainment and chatting to other business owners.

The surprise on our faces when Frank Mitchell said "John Laverty Optometrists" was priceless.

Keith Duffy presented us with the award and then Julian Simmons wanted a pic with the best business on the North Coast!

There were 7 other businesses in the category, with the judges settling on us, based on our customer reviews and online presence as well as great feedback from you, our customers.

So, this is a thank you for supporting us and also a thank you to all the staff working and taking pride in the great work they do.



We hope you and your family are keeping well.

*Where did you spend your "spend local" card?
The Bushmills Inn got mine and I'd like to thank any customers who brought theirs into us. It really has had an impact on the High Street.*

Enjoy the newsletter and we look forward to seeing you again soon.

Brian





Say Hello, and have a chocolate

I'm always amazed at how my 3-year-old can make people say hello, complete strangers, stop what they're doing and say hello. He's on his bike or scooter or on my shoulders and the result is always the same.

What's his magic? He simply says hello first, and smiles. Some parents may feel this is a bit embarrassing, but it always makes me laugh.

As we get older, we

become much more closed, and maybe more concerned with what others think. The beauty of an innocent child doing what comes naturally is great. I heard John Bishop speak recently about how people are so distracted with their smart phones, or lost in thoughts that they forgot to look up and say "hi", "how are you?" He's encouraging people coming to his gigs to connect with others and break the ice with a "hello".



The power of a smile or the power of hello is contagious and makes most people feel better. So, I'm going to try and be more like Ben and say "hello" a little more.

However, on the flip side of a 3-year-old, is not grasping everything just yet, which can sometimes get him into bother. Here he is with

his advent calendar on 2nd of December. They were his chocolates was his feedback! And he did eat them in order he tells me. He's not a complete animal!

Up, up, and away



We know this is an unusual thing to do, but we like to do things differently and here you will find a few pictures of Bernadette who won a helicopter ride along the north coast. She was selected from over 100 people who have left us an online review over the last few years. She even took her hubby!

I have plans for another fantastic prize in 2022, so keep an eye out for that.



Spouse trouble

There is no doubt that certain items are rising in price, as a business we are conscious of this and trying to do our best to keep costs down and deliver a fabulous product that holds true value.

Recently we were asked to "whisper" the cost of new glasses which would be paid promptly, so a loved one wouldn't hear or see what was happening! It made me think.

It can be difficult for people who don't wear glasses or see the true value in them (no pun intended) and they can simply see the pound signs.

But when you dig down to why you wear them, when you wear them, the life glasses give you, in some cases the confidence they bring, they are incredible.

So, a couple of strategies if you're being honest with your spouse to arm you for battle. They will help you state your case for not going to Specsavers:



1. Consider the cost per wear. A great pair of glasses could last 2-3-4 years. Worn every day. I won't do the maths, but it's impressive.
2. Speak from the heart about how happy your glasses make you. "Do you not want me to be happy!?"
3. Consider other items in life at a similar cost that you need to have, and they give you no satisfaction.
4. On a serious note, we have started interest free payment plans this year to spread the costs and make financial planning easier.

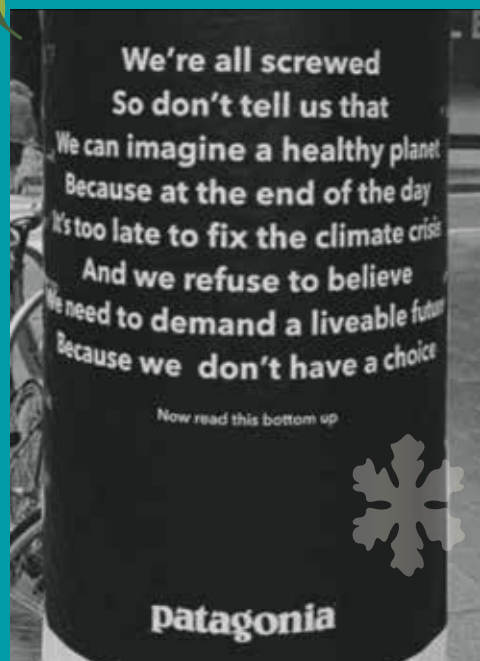
IRELAND ON A BIKE



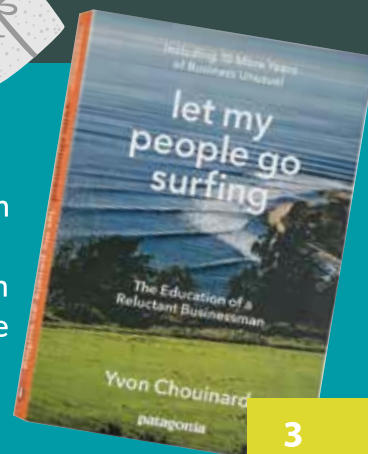
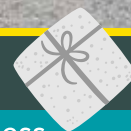
Another thank you to everyone who supported our cycle in September. We raised over £7000 which was shared between Samaritans in Coleraine and purchasing a Braille computer and support for John Nicholl. On the day we arrived into Bushmills, John said it was one of the best days of his life. We simply feel lucky we were able to help. There is a full write up of our cycle on our website.



let my people go surfing



This is the name of a book I've recently read about the business Patagonia. Famous for outdoor gear and the fact that their founder, Yvon Chouinard gives so much back to help the planet. He has built a hugely successful business and instils education about looking after the planet in everything he does. He remembers when people used to smoke on aeroplanes and now that's stopped. Change can happen quickly, and habits can change. Even modest changes can help the planet rest and heal. No planet. No people. No business. It's a good read and you'd have to read it to understand the title.



We Value YOU!

"In the picture" is a quarterly conversation between us and our customers.

I believe in relationships and we really value having a strong relationship with our customers. This is our way of showing you what we're like.

For new customers, this unusual publication is an open dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality.

We're not a faceless company. For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And a lot can happen in a year or two. Hence we like to keep in touch.

The feedback is invaluable.

I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we are talking about to:

brian@johnlaverty.co.uk



Gift Vouchers



Now available on our new website.



! DON'T SWERVE A SIGHT TEST! !

6 TIPS FOR ROAD-SAFE EYES

- Have a sight test**
Have a sight test at least every two years, or more often if your optometrist recommends it.
- Keep your windscreen and headlights clean**
A dirty windscreen or headlights can reduce road visibility - keep them clean.
- Look away from headlights**
Looking directly at oncoming headlights can leave you dazzled for up to five seconds. Avoid looking at the headlights of oncoming traffic. If possible, if it does happen, slow down or stop, until the effects have worn off.
- Dim the dashboard**
A bright dashboard will hinder your vision. Use the dimmer switch, if you have one.
- Don't be a drowsy driver**
Driver fatigue may be a contributing factor in up to 20% of all UK road accidents. Ensure you are rested when driving, and try to avoid driving between midnight and 6am.
- Wear the right eyewear**
Low-lying winter sun can cause glare making it difficult to drive. Visual problems from glare can be lessened by using sunglasses, as well as certain lens types and coatings designed for driving.

Association of Optometrists

Make sure your vision is up to standard this winter

John Laverty Optometrists

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30 New Row Coleraine Tel: 028 7034 2624

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John Laverty Opticians



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Share with friends and family