Ady Howes

Help With Digital Ltd

Digital Specialist

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ONE-TO-ONE MEETING

Referral Strategy Session

Member Biography Sheet

Name	Ady Howes
Date	17/09/2026
Business Name	Help With Digital Ltd
Profession	Digital Specialist
Location	Derbyshire area, works globally
Years in Business	Several years
What I do	I help growing service businesses turn attention into action with landing pages, and build online communities that create stronger relationships.
Background	Royal Navy veteran and Learning & Development professional with 20+ years helping people learn, connect and use technology with confidence.
Interests	Practical technology, AI, online communities, video, learning and development, small business growth and networking.
My burning desire is to	Help growing service businesses get the tech off their plate so they can make progress without having to become tech experts.
Something people may not know	I started my career as a Royal Navy radio operator.
My key to success	Start with what the business is trying to achieve, then use the simplest technology that will help get it there.

GAINS Worksheet

Goals

Grow Help With Digital with a steady flow of good-fit service-business clients. Focus on two clear done-for-you offers: landing pages that turn attention into action, and online communities that turn audiences into stronger relationships. Build long-term referral relationships through BNI.

Accomplishments

20+ years in Learning & Development. Royal Navy veteran. Worked with organisations from small businesses to global enterprise. CIPD qualified. Built and supported websites, landing pages, online communities and digital learning systems. Certified EzyCourse Expert. Built Help With Digital and MusterCamp. YouTube content has passed 100,000 views.

Interests

Practical technology, AI, online communities, video, learning and development, small business growth, networking and making complicated digital jobs easier.

Networks

BNI; Help With Digital community; LinkedIn; EzyCommunity/EzyCourse network; veteran networks; local and small-business contacts.

Skills

Landing-page strategy and build; online community strategy and setup; digital learning; automation and integrations; video editing and repurposing; platform setup; training; simplifying technology for non-technical business owners.

Contact Sphere Planning Worksheet

My Contact Sphere: Growing service businesses and the advisers who support them

My Contact Sphere Members
1. Business coach / growth consultant
2. Marketing consultant / agency
3. Brand designer / graphic designer
4. Copywriter / content strategist
5. Photographer / videographer
6. Virtual assistant / online business manager
7. Accountant / bookkeeper
8. HR / people consultant
9. Commercial insurance broker
10. Telecoms / managed IT provider

Contact Sphere Top 3
1. Business coach / growth consultant
2. Marketing consultant / agency
3. Brand designer / graphic designer
Referral clue
Listen for businesses with attention but not enough action, or an audience they want to turn into a stronger community.

Previous 10 Customers Worksheet

Customer / industry	What I did for them / why they fit	Ideal
Local / small service business	Landing page and enquiry journey. Good fit where the business has attention but needs a clearer next action.	✓
Consultant / speaker	Landing pages, booking journeys and digital setup. Strong fit where trust and credibility drive enquiries.	✓
Business coach	Turned expertise and an offer into a clearer enquiry journey without a complicated tech stack.	✓
Community-led business	Community strategy, setup and member journey. Good fit where stronger relationships and repeat engagement matter.	✓
Online coach / trainer	Digital delivery and community setup. Good fit where expertise needs a simple place for people to learn and connect.	✓
Trainer / course creator	Learning platform and content support where online delivery needs simplifying.	
Leadership / wellbeing business	Landing pages, booking journeys and digital setup for an expertise-led service business.	
Learning & development company	Ongoing podcast, video editing and production support. Strong fit for content and digital learning work.	
Craft / personalised products	Website and conversion-page improvements with practical hands-on digital support.	
Small team needing digital support	Joined-up digital support where too much technical work keeps landing back on the owner.	✓

Commit to take action!

FIVE introductions or prospects I will work on making for Ady Howes:

Name, Company or Industry	Conversation Starter (What to say)	By When?

Identify one long-term goal/referral that your BNI referral partner can help you achieve:

What action steps need to be taken to make this long-term goal/referral a reality?

By when?

Date of follow up One-to-One Business/Strategy Meeting?

Let's review the system!

A simple structure for a useful BNI One-to-One.

1. Set time, date and place

Meet somewhere that helps you understand each other's business. Office, coffee or virtual all work.

2. Prepare your worksheets

Share the Member Bio, GAINS, Contact Sphere and Previous 10 Customers worksheets before the meeting.

3. Meet with your business partner

Focus on how to recognise a good referral. For Ady, listen for a service business that needs attention turned into action, or an audience turned into stronger relationships.

4. Commit and agree on goals

Agree one short-term referral, one longer-term opportunity and useful introductions from each other's contact sphere.

5. Follow up

Follow up within a few days and keep each other updated on agreed actions.