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**The W Community**  
**Monthly**  
**Newsletter**  
*July 2022*



**Congratulations! It's the second half of 2022 and I am super glad we made it! Thank you for giving me the opportunity to be your buddy all the way. Last month, we talked about fun things to do on rainy days, activities/foods to avoid when on your period, making the most out of the current ASUU Strike and the importance of a bus for school owners. If you missed out on these, it's better late than never! You can follow up through our social media pages on Facebook, Instagram and Twitter, @thewcommunity**



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# MAKEOVER TIPS FOR YOUR HOME



Your home should tell the story of who you are and be a collection of what you love. While most people look for a beautiful place to call home, you can make a place beautiful enough to tell your story with these home makeover tips.

## TIP 1: UNITY

For a home to be successfully designed, the objects in it must communicate and interact with one another. There should be a sense of uniformity or harmony among the elements in design such as color choice, equality in the spacing of objects, or repeating elements to create visual repetition. It makes your home look coordinated and pleasing. So, if there is different furniture, and other elements, there should be something they share.

## TIP 2: DETAILS

There is this popular saying: 'It's the attention to details that makes the difference between average and stunning'. Don't turn a blind eye to little details, nothing is too small or unimportant. Your embroideries, prints on the wall, paintings, all add a touch of beauty to the interior design of the home.

## TIP 3: RHYTHM

The beauty of style, harmony, grace and good rhythm depends on simplicity. There is always a rhythm around us which attracts your body, soul and mind. Your home says a lot about you and rhythm helps to create visual interest and beauty. It leaves a mark on the mind of your guests. You can achieve this through colors, arrangements or wall decorations. You have to listen to the rhythm then make a physical representation of how you feel!

## TIP 4: BALANCE

Balance is simply creating visual harmony in your space by ensuring that the furniture, lights, tables, etc. are equally placed. Balance is a sense of equality in your design. To achieve an evenly distributed visual weight, your design elements should be of similar proportions. You can achieve this using many forms such as shapes, colors, patterns and even textures.



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# SOCIAL MEDIA IS FIRE, INSTAGRAM IS GASOLINE!



The world is digital and social media space has taken over most of the digital space. Did you know:

- **17.6% of the world population uses Instagram**, that is over 1 billion users worldwide.
- **48.4%** of all Instagram users are **female** while **51.6%** are **male**.

Okay let's bring it home a little

- **200 million + Instagrammers** visit at least one business profile daily
- **1/3 of the most viewed stories** are from businesses
- Business accounts with fewer than **10,000 followers** have an average **engagement rate of 1.11%**

So, what's stopping you from having a big slice from this PIE? As a businesswoman who wants to gain visibility, profitability, and popularity, you need an effective and efficient IG page. Your buddy is here to help you with easy ways to revamp your IG page.

## 1. Does your profile describe what you do?

Sometimes, we treat our Instagram bio as an afterthought. We hastily fill out a line or two about our company when creating an Instagram account. In reality, your Instagram bio is a valuable social media marketing opportunity that welcomes users to your profile, creates a first impression of your brand, conveys key information about your business, and turns profile visitors into followers and followers into customers. Don't forget to add a URL which links customers to your posts, website or a linktree account.

## 2. What's new?

Drive regular engagement on your page. Engaging your followers gives you feedback, followers, and growth. Post consistently, jump on trends, create engaging content. Instagram reels can provide a wider means to reach people, including those who aren't your followers. Hashtags also help people who would be interested in your business to easily find your page. You can also use interactive

stickers on Instagram stories such as polls, sliding scale rankings or questions.

### 3. Keep knocking

What you do every day matters more than what you do once in a while. Small disciplines such as posting every day feel like knocking daily on the hearts, eyes, and subconscious of your target customer. Just like every door, it's just a matter of time before it leads to great achievements. Remember, people can't engage with what they don't see; posting regularly helps you show up in people's feeds. Set up a consistent brand color, and page arrangement as they would make your page more organized and attractive.

There are other means to make your business profitable on IG such as giveaways, free classes, live sessions, running adverts, etc.



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**season 4**

on your heels!  
**set! step up!**

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FOR GLOBAL IMPACT**

*Watch this space!*

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# MATERNAL HEALTH SERVICE SUPPORT (MHSS); YOU DESERVE A SHOT!



**Good news! I am glad to announce to you that, through the MHSS loan to finance an IVF procedure, two families have welcomed their first set of twins and triplets respectively. Healthy beautiful babies! Awwwwwwwn...**

The best part is you or your loved ones still have a shot at experiencing this bundle of joy. The W Initiative believes that every woman deserves a shot at making her dream for a child come true. That's why the MHSS

loan is created to help women finance their health concerns with ease and no pressure. **You can get finance of up to four (4) million Naira at an interest rate of 14% and no additional loan fees.** The MHSS loan covers **fertility, weight loss and other medical conditions such as optical/dental treatment etc.**

Are you worried about getting a *reliable hospital*? Well....You can lean on us for that too! We have partnered with a wide range of hospitals across Nigeria, that would provide you with quality care, prompt attention and superb consulting services.

**Remember nothing is impossible, the word itself says "*I'm possible*"**

The first step to this new journey starts with an email to **wcares@accessbankplc.com**



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# YOU'VE EARNED EVERY PENNY, KEEP IT SAFE!



The whole point of having money, working and making money is to enjoy and spend money! However, one thing to note is that assets put money in your pocket while liabilities take money from your pocket. As you enjoy your financial freedom, there are some key financial risks to watch out for such as:

## 1. Falling prey to fraudsters:

No Bank would ever ask you for your banking information or personal information via phone call, email or SMS. If you are in doubt or suspicious of fraud, please reach out to the Bank support immediately. Also, be security conscious on your Social Media page, it's a common way for fraudsters to access your personal information. Always verify the source and the validity of websites before you click on the link

## 2. No plans for the unexpected:

There is always something unexpected, unanticipated, or unplanned coming up in the future that will cost money. So, you need to be prepared at all times! An emergency fund is cash that you have saved up to cover unexpected costs that come with everyday life. You can start an emergency fund by opening a special savings account for it, insuring your property, and any other options you can think of.

## 3. Living above your means:

Don't let peer pressure and expectations drive you to live above your means. My secret hack for managing my impulsive buying is easy " I don't buy more than what I can pay for, I don't

expect to get rich quick, I don't spend money I have not earned and most importantly, I don't confuse the salesmen in the store as my best friend or advisers, lolz, they are just after my money.



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# WORD PUZZLE

How many words can you find? The first three words you see should become your mantra for this month! Make sure to stick them to your notepad. Let's go!

T	D	C	L	Y	P	Y	P	F	D
Y	N	R	D	T	R	T	O	R	G
S	E	E	W	I	O	I	F	U	U
S	D	X	O	V	F	V	S	I	A
S	I	C	S	I	I	I	H	T	H
E	J	E	K	T	T	T	B	F	O
C	I	L	J	C	A	C	H	U	C
C	A	L	K	U	B	U	X	L	S
U	J	E	A	D	I	D	N	N	A
S	S	N	J	O	L	O	Z	E	A
A	C	C	A	R	I	R	A	S	D
R	N	E	C	P	T	P	A	S	S
L	J	R	L	R	Y	R	D	T	C



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# hello ladies, **let's drive!**

**Learn to drive with FRSC accredited driving schools and enjoy up to 40% discount courtesy of the W Initiative**

*Hurry now! First 500 female Access Bank account holders to enjoy additional **₦5,000** discount (Dial \*901\*5# to open an account)*

**Sign up now!**

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# Bye Ladies!



Wow, it's time to call it a wrap on our July newsletter edition. I hope you enjoyed the read. Don't miss out on our Webinar series, educative sessions, business opportunities and other exciting offers. Don't miss out on the chance to win exciting prizes on our social media pages. All you have to do is participate actively and stay up to date with our posts.

Tell us how Instagram has helped you IGnite your business. Join the conversation on #IGnite when you follow us on Facebook, Instagram and Twitter **@thewcommunity**.