Top Vibe

Magazine

ONLINE
FEBRUARY ISSUE 142
2021



Celebrate Valentines Day with us page 8

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From the Editor's desk...

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February the month of LOVE...

Valentines day,

With Valentines day around the corner, love is in the air and most of the ladies is excited for this day to arrive.

There is so many different feelings that one experience during this time especially amongst the youngsters, there is fear, excitement, love, happiness, sadness and so much more.

Not everyone is excited about this day though, for some it is just another day or " a money making day" as allot of people feel like this day is just for some people to make money.

I have mixed feelings about this day myself, I think that yes in a way it is just a money making day and that guys do so much effort on this day to treat the lady in their life and the same with the ladies, they also make a very big effort to treat the guys and I love it, it's beautiful, you have to make your partner feel special and show them how much you love them but why only do so much effort on this day? I feel like this is something that must be done on a daily basis to show how much you love your partner.

I don't think that you have to completely go crazy with flowers, chocolates, gifts and all of that stuff. Sometimes its the small things that matter most.

Take care be safe, don't drink and drive.
Till next month, God Bless.

Love
Charms

Charms Xox



Top Vibe Magazine

Comments:
Please write to us or contact us to share your opinion, ideas & comments.
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Contact details / Sales person:
Charmaine 072 768 8582

E-Mail: charmaine@topvibe.co.za
E-Mail: admin@topvibe.co.za

Social Media:

Facebook: Top vibe magazine (Charmaine Terisa)
Twitter: charmaine@topvibemagazine
Instagram:top_vibe_magazine
Wedsite: www.topvibe.co.za / www.topvibemag.mobi

Proof readers: Tanja and Daleen.
Photographer: Charmaine Janse van Rensburg
Photo Diary & Venue: 083 681 1514

"She remembered who she was and the game changed."
Met die jaar 2020 agter die rug, is daar baie dinge wat ek streef om agter te laat en die jaar af te skop met dieselfde ek die "original" weergawe van myself.
Die bostaande aanhaling is woorde wat ek glo elke persoon by hulle moet dra gedurende 2021. Met die 2020 jaar het mense verskeie uitdagings ervaar wat mens se "menswees" verander, aangesien dit was asof die wêreld tot 'n stilstand gekom het.
Poog die jaar om jou beste weergawe van jouself weer te ontdek, asof niks verander het van tevore nie.
Ons is in die maand van liefde, ek sal daarvan hou om die maand se naam te verander na die maand van "self-liefde", ek het opgelet dat so baie mense vergeet het om hulself lief te hê aangesien hulle so vasgevang is/ was in die wêreld se gewoel.
Die oomblik wanneer jy weer blydskap en geluk in jouself vind, is dit presies die oomblik wat jy gaan besef die "game change" want dan begin jy weer geluk vind in die kleinste detail van die lewe.
Die oomblik wat jy jouself eerste sit is dit reeds 'n begin, daarna streef jy net na beter en positiewer.

- Chantelize



Chantelize van den Berg
Ambassador

Happy Valentines Day 14 February



Give your loved one a personalized gift







Valmarie Volschenk Ambassador

Thank you Valmarie Volschenk for organising our meeting at the beautiful Casa Anglo Guest Lodge.

Casa Anglo Guest Lodge is the perfect venue for business people to stay over for the night or perhaps to host a meeting.

Casa Anglo Guest Lodge is situated in Vanderbijlpark, No: 27 Schumann street.

This is such a beautiful venue where your happiness seems to be very high up on their list as the staff always treat you with so much respect, you can definitely expect to receive professional and friendly service that makes you feel at home.

Top Vibe Magazine would like to thank you for having us over at your beautiful venue we appreciate the amazing service that we received during our visit.

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Wicker Clothing





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PRINT SPOT

Charmaine 072 768 8582
E-mail: charmaine@topvibe.co.za

Dr Quinten Fourie

MB BCh (WITS) General, Aesthetic, Integrative Practitioner



Tel: 016 982 6911 / 1637
Email: info@drmbester.co.za
Address: 38 Firzsimmons street, Se6 VDBP

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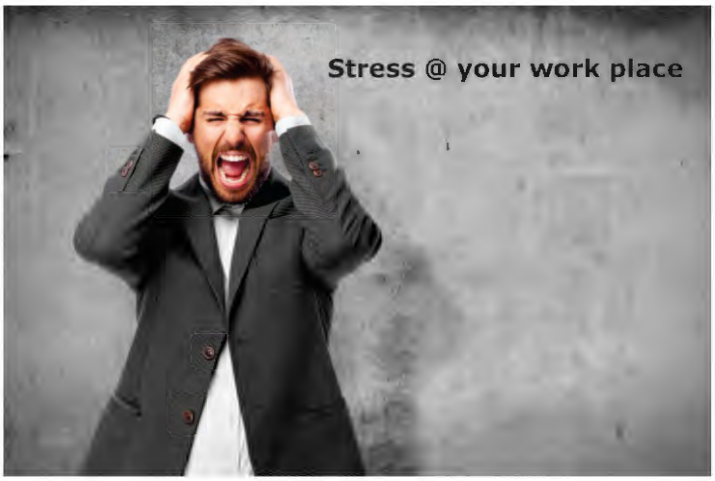
148 Louis Trichardt Boulevard, SE 2, Vanderbijlpark

Dr. D. Dennewill

DENTAL SURGEON / TANDARTS
BchD (Pret) / Bsc (Pret)
General Dental Surgeon
Practised for 15 years in the Netherlands

38 Fitzsimons Street, Vanderbijlpark
Tel: (010) 023 2206

STRESS @ YOUR WORK PLACE..



Are you a prisoner to unmanageable, intolerable stress? Is stress ruining your life?

Left unchecked, Stress takes a silent toll on your life – poor health, fuzzy brain and strained relationships with your partner, friends, family or colleagues.

Imagine if you could break free from this prison of relentless doubt, uncertainty, turmoil and inner conflict!

How much better would your life be if it was peaceful, calm and full of endless possibilities?

In the Stress Less Life Coaching Program, I show you how to achieve this life.
You will discover how to:
regulate your stress with specific stress management techniques
cope differently in stressful situations
clear the endless cycle of negative self-talk, doubt and inner conflict
ease muscle tension
regain clarity of thought, focus and metal acuity
discover the stillness within
live a life of freedom and endless possibility

Depression and anxiety are crippling illnesses that steal your joy, fill your heart with fear, and oftentimes, stop you from having fulfilling relationships.
That lingering feeling of apprehension, constantly stalking you.
It's vague – you just can't put your finger on the exact cause of what is making you feel like this.

It's paralyzing – you are drowning in self-doubt, too afraid to face your fears, so you rather distract yourself by sitting in front of the TV with another chocolate, your 5th one for today.
The idea of taking any form of action to alleviate your anxiety is way off the radar!

Unrelenting anxiety can eventually lead to fully-fledged depression and a total loss of interest in any hobbies, interests or work that you previously used to enjoy. This may ultimately cause you to alienate friends, romantic partners or break up your marriage, lose your job or sink into a pit of darkness where you seriously contemplate ending your life.

But, it doesn't have to be that way. There IS Hope!

The benefits of working with a Life Coach:

Re-ignite your zest for life, engage in fulfilling friendships, relationships and work relationships
Get rid of your doubts and fears
Erase the deep-seated underlying beliefs that you are not good enough or not capable
See how your mood, energy and self – esteem improve
You are more hopeful and enthusiastic
Find and enjoy inner calm and stillness
You can set and achieve realistic goals for hobbies, sport, relationships and work.

Symptoms of stress include:

Depression
Anxiety
Forgetfulness
Irritability
Insomnia
Headaches/Migraines
High blood pressure
Lowered immunity and cancer

Study finds SA is the world's 2nd most stressed country:
A study released by Bloomberg ranked the most and least stressed countries in the world. Norway and Luxembourg were named the least stressed nations in the world, with South Africa ranked the second most stressed nation on the planet.

Jerusha Sukhdeo-Raath speaks to UCT's health and counselling psychologist, Dr Despina Learmonth who gives insight on these statistics.

Do you have 3 or more of these symptoms?
If the answer is YES, you have stress.

Saek help!! Today it's not going away it's just getting worse.



CELEBRATE *Valentine's Day* WITH US!

SUN, 14 FEB 2021

12:00 - 20:00, R480 per couple

HIGH STAKES RESTAURANT

FEATURING ROBERTSON NON-ALCOHOLIC SPARKLING WINES



Entrée

Ostrich carpaccio

Ostrich carpaccio tartare served on creamy garlic and mayo cauliflower, parmesan chips and charcoal coral tuille

Starter

Butterfly prawn

Lemon & herb butterfly prawn served on a bed of home-made spinach spaghetti

Main

Crusted rack of lamb

Garlic & herb crusted rack of lamb, stuffed potato croquets, beans wrapped in bacon and dressed with a lightly spiced tomato relish

Dessert for sharing

Strawberry & cream red velvet cake

Red velvet cake topped with chocolate mud, strawberries, homemade raspberry ice cream, grapetiser pearls & velvet coral tuille

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* 1 Bottle wine per table



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Advertising: the basics

How advertising can help your business
Advertising can be anything from your shop sign or a website, to an advertisement in a trade magazine or a 30-second radio slot.

Advertising can:

Provide basic information such as your contact details and website address.
Increase sales by telling potential customers about your product or service
Tell customers about changes to your service, new product launches and improvements
Increase your short-term sales with a specific one-off message - informing people of a special offer or a particular benefit of your product
Prompt specific action - perhaps getting customers to visit your premises or website, or use a discount voucher by a specified time
Remind existing customers about your business
change people's attitudes and perceptions of your business
Help to create or develop a distinctive brand for your business to help you stand out from your competitors
make your business first choice for customers, ahead of your competitors
Generate awareness of your business
develop a particular market niche or position
Advertising doesn't always need to be about sales and marketing. You can also use it to:

Recruit staff - a recruitment advertisement should also be a chance to promote your business
Source suppliers and contractors - this also helps to position your business as active and expanding
Target your customers
Decide whether your target audience is local or regional, national or international, or a mixture. See define your target market. Remember that a local business might benefit from national advertising, particularly if it is looking to expand into new territories.

You can advertise in a wide range of different media. Using a media mix can help to reinforce the message or information you want to communicate.

Before selecting a particular type of media, you should find out from the media business and other independent sources about their circulation or audience figures and what the audience penetration, or 'reach', of their product is. Basically, you need to know how many, where and who to. Figures can normally be broken down into age groups, average income and other useful indicators.

Don't be tempted to buy advertising space in a certain type of media just because you read, see or hear it yourself - it should always be focused on your potential customers.

Also remember you have a duty to ensure that your advertising is legal, decent, honest and truthful.



What can online advertising do for me?
1. Online advertising is fast, flexible, and trackable. With online advertising, you can take advantage of the wonderful perks that come with digital media, like instant access, freely updating and editing your ads, and results tracking .

Planning an event to promote your new service? Rather than placing an ad with the local paper 6 weeks in advance and wondering who'll see it, then waiting weeks or months to ACTUALLY know how well it was received, you can create and launch an online campaign promoting your service or event in as little as an hour (I'd say 5 minutes, but you want it to be a good campaign, don't you?).

What's more is you can instantly track which ads are working, how many people are seeing them, where they're seeing them, who's clicking on them and when. With that kind of information at your fingertips, you can optimize your ads instantly if they're not performing as well as you'd like instead of waiting until end of month sales reports tell you if your newspaper ad was working or not.

2. Drive traffic to your website & increase conversions. Given your website is the hub of your online presence, it makes sense to generate traffic to it, right?

When all's said and done, it comes down to the numbers: online ads can draw more traffic to your website. When you have more traffic coming to your website, you're increasing the probability of leads from your site. (Side note: you have to make sure your website is setup correctly to convert visitors into leads. Here are some tips to make sure your website is setting you up for success, and what to avoid on your site.)

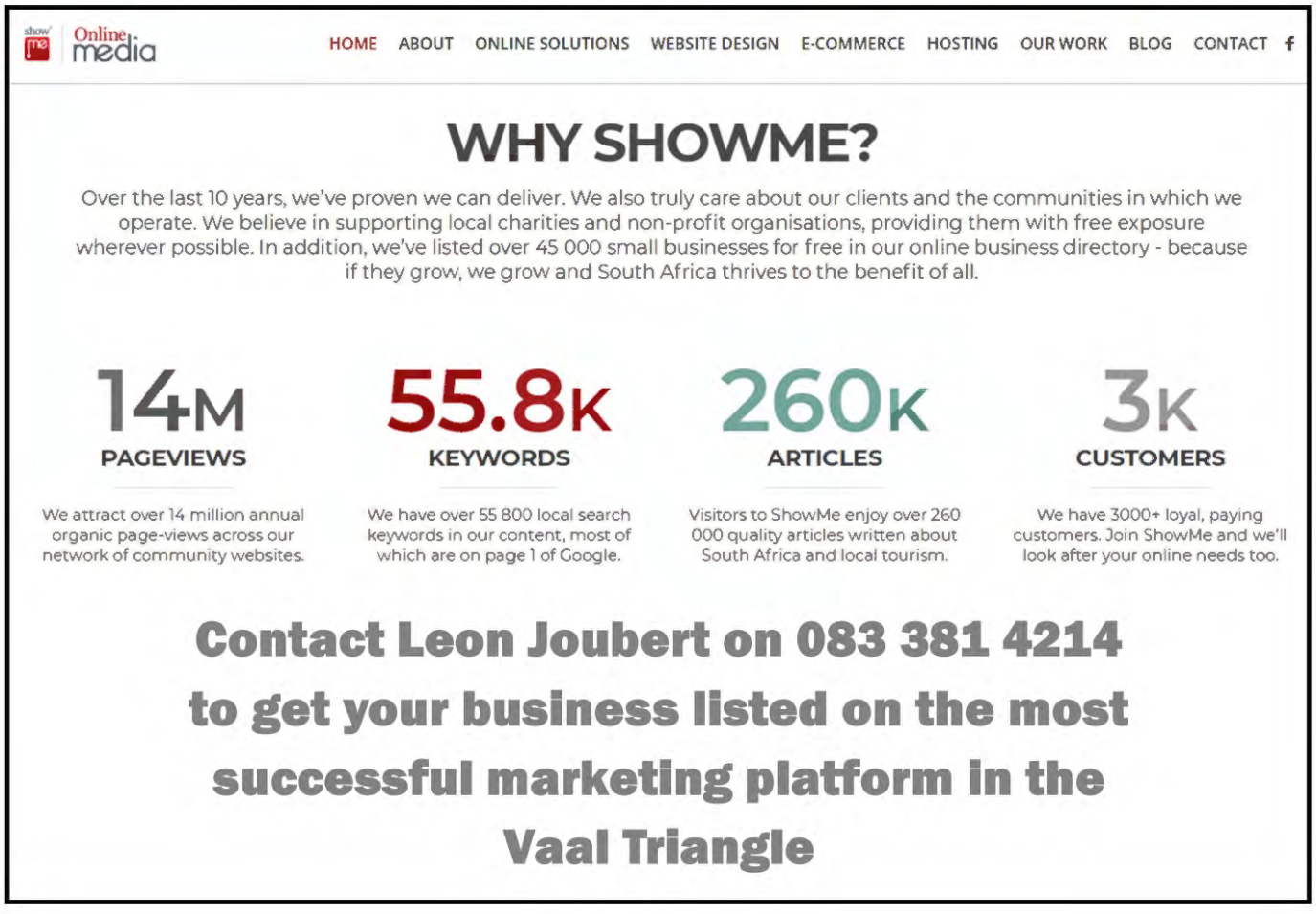
3. Increase brand awareness, credibility & trust. Running online ads gets your brand name in front of your online prospects wherever they are on the web. Just like branding through radio or TV, your online ads will keep your business in front of potential buyers. Once your prospects become familiar with who you are, they begin to recognize your brand and will be more likely to come to you when they have a need you can fill for them.

Not only that, online ads reinforce the idea that you're a legit business, so running ads can actually increase credibility for your business as well.

4. Promote to your specific target markets.
When you advertise online, you can tailor your message to speak specifically to your target markets, or multiple messages tailored to segmented target audiences.
Start to advertise your business today!


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