



# Money Matters with Les Conway

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## My Room 101

Back in the summer of 2012 I made a commitment to start writing regular articles. Fast forward almost six years and recently I penned my 101st feature.

And what better way to celebrate 101 not out than by name checking George Orwell and his classic novel 1984.

In that book, Orwell created Room 101 as the basement torture chamber in the Ministry of Love, in which the all-powerful Party attempts to subject a prisoner to his or her own worst nightmare, fear or phobia with the object of breaking down their resistance.

Personally, it has more meaning to me as the name of the popular TV show which saw celebrities dump things they loathed, disliked or were annoyed by into Room 101.

So, here are my three things.

1. **Hoodwinkers** - I despise the feeling that someone is trying to trick or hoodwink me. I value honesty and integrity massively and people who try to be underhand, I have no time for.
2. **Ignorance** - A seemingly small example but one which really bugs me. When I send an email or make a request and in particular to a provider, I don't like being ignored. Not in a stamp my feet up and down temper tantrum-type way, but purely because all it takes is seconds to send an email to explain the situation. 'We're really busy right now but we'll get back to you on/at etc etc'. I've lost count of the number



of times I've contacted a business via their website with an enquiry only to never hear back from them. Clearly, their site doesn't work and they're not very organised.

3. **Short sightedness** - I'm not talking about being bespectacled, otherwise I'd be flinging myself into Room 101. My short-sighted bugbear applies to businesses who neglect loyal, existing clients in favour of chasing new ones. I totally understand that winning new clients is the lifeblood of many businesses, but that should never be to the detriment of existing clients, who are the solid foundations most good companies are built upon.

While we're at it, I'd love to know what your Room 101 would look like.

Thanks for reading and for following my articles over the years.

**Investments can fall as well as rise and you might get back less than you invested**

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