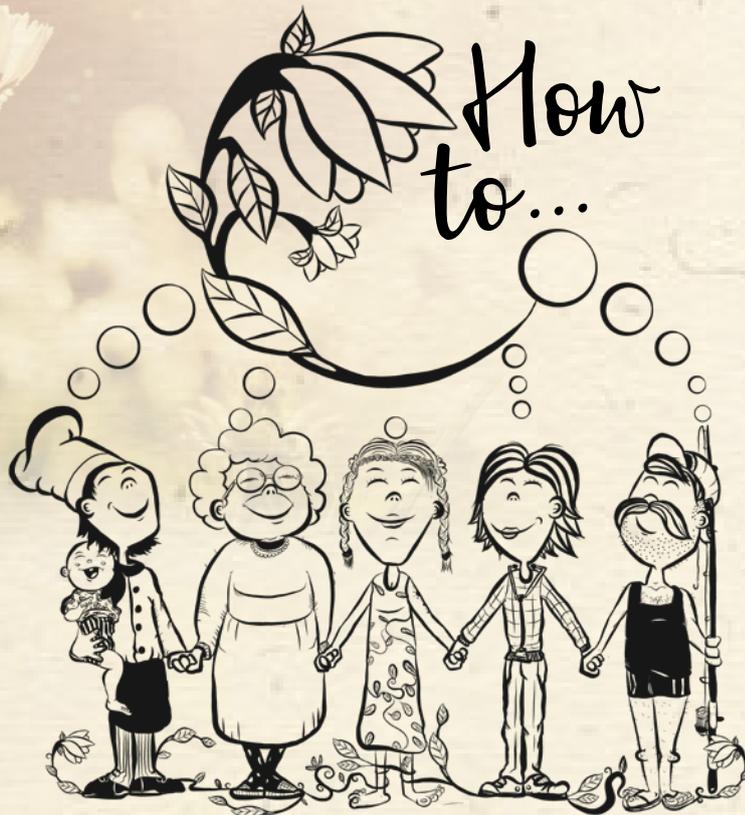


Editorial...

Welcome to the first edition of the ODD How to Guides: a community health, wellness and business platform in the form of a deconstructed magazine!

The guides are printed on 100% recycled paper, so feel free to keep them as a collectable and collate with new weekly editions or recycle it in your compost or fireplace - the choice is yours.

A big thanks to David from David Bayer Designs, who captured the essence of this project with his gorgeous illustration!



Now there is a new generation of people, growing away from the 'more' attitude of society past.

These people are us - you and me, wanting to get back to a natural way of life, sharing information and living a healthier, more fulfilled lifestyle. We are going back to doing things for ourselves. Growing our own food. Preserving. Sewing. Knitting. Learning. Remembering how to be self sufficient. Remembering to respect Mother Earth.

Why rely on imported products and cheap replicas when you can have the satisfaction of doing it yourself? And the results are so much better when it has had your own love and hard work put into it.

Especially here on the Coromandel, it is even more important for us to be skilled up and self contained. If a disaster should happen, it would be so easy for the Coromandel to be blocked off from the rest of the country. And what would happen then, when no

more resources could reach us and the food at the supermarket ran out?

As a community, we need to be aware of this and act now. Collectively, we can regain those lost skills and do things for ourselves. And there are so many people out there that have so much knowledge to share!

Not only does it give you a sense of achievement and satisfaction, it is better for the environment - why contribute to the cost of transporting goods when we can make them ourselves?

This is the goal behind the how to guides. It is a community health and growth project. Using the wonderful knowledge of our locals and our local businesses to share information that lets people go back to their grass roots of doing things for themselves.

Not only do the how to guides share cool information, it also supports local businesses in an all-inclusive hub, to share what people are offering in our community.

Sponsorship

Are you a club or organisation that has something to contribute?

Get sponsored! A business can sponsor your how to publication by getting the full page promotion on the back. It's a win-win: you get the exposure on the front with your how to guide and contact info.

For your own how to guide for your business, skill or craft, contact Shannon today!
hello@okeydokeydesigns.com

Check out all the How to guides online:
www.okeydokeydesigns.com

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Services

BUSINESS BRANDING

Add fresh creative concepts and design to your existing brand for all marketing and communication material from business cards to exterior signage and everything in between.

- OR -

If you don't have any branding, Shannon will create for you a unique tailor-made brand identity and logo, made just for your business to reflect your look, style and ethos.

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Get two for the price of one: a qualified Graphic Designer to create the look you need and an experienced Web Designer with the know-how to give you all the modern features of a great website.

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Social Media Content: professional design for any social media platform, from cover and profile pictures, to custom sized pictures for Insta or FB.

Online Advertising: creative designs specially created to the specifications for web and custom sized.

The face behind
the brand...



Hi, my name is Shannon - Whiti local Mum, Wife and Business Owner.

Print is my passion and I love designing it all: magazines, newspapers, layout and all print design. Which is why I am so excited about creating this publication!

I have a thing for old-school: you'll always find me with a paperback in my vintage clutch and I still plan my life in a plain old pen-and-paper diary - plus about a million notebooks for when inspiration hits!

In with the old, and in with the new: whatever you need, I can design it for you.