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JOEY'S LIFESTORY

August 2026

August 2026 - Monthly Memoir

Dear Mum, August has been quite the month for us, and I have been meaning to sit down and catch you up on everything since we have had so much going on. The weather here in Worthing has been absolutely stunning, probably the best I have seen since before COVID.

We have spent so much time down at the beach, just making the most of the sun while it lasts.



My first entry into LifeStory

Early August Jane's mum came down to visit, and we had a lovely barbecue on the Friday where I cooked around thirty chicken wings, which was a huge task but the boys loved them. It really felt like a proper summer for a while there.

Even if the town center started looking a bit sad with so many shops closing down, we still managed to find some fun on our trips out. I have been pouring so much energy into my apps and trying to build a social media presence for LifeStory, which has been a real learning curve for me.



Documenting my month on social media

It took me hundreds of takes to get the first video right, but I know you are always curious about what I am up to, so I hope you enjoy the updates as they go live. It feels a bit daunting to put it all out there, but I think using my own life and photos is the most genuine way to show people what the app is really for.

Things took a more somber turn at the start of the month when we said farewell to a former colleague.



Sad day saying farewell to a former colleague

It was an incredibly sad day, but seeing four or five hundred people there was a testament to how loved he was. Life has a way of moving on, but that stuck with me for a while. Work has been picking up pace, which is a massive relief, although there are days where the stress of getting the business off the ground really hits me.

I had a moment of doubt when I was looking at some mixed reviews online, but I just have to remind myself that a holiday is what you make of it.

I even spoke to Dad while he was still recovering from his accident, and although he is still in quite a bit of pain, he is keeping his spirits up and staying as active as he can.



Steaks on the barbe

It is hard to see him like that, but I know he is hopeful that things will improve in the next few weeks.

Before we knew it, it was time for our trip to Rhodes, and I think we were all ready for a break. We were frantic in the days leading up to it, running around like a headless chicken to pack, get Winston to his auntie, and make sure the house was sorted.



We arrived in Rhodes!!

Toby was so excited he could barely sleep, mostly looking forward to hanging out with his cousin the whole time, which is just typical for a ten-year-old. The travel was intense because we arrived at three in the morning, but as soon as we had that first full day by the sea, everything felt worth it.

The kids could hardly be pulled out of the water, and we had a hilarious time watching Steve try to work up the courage to jump off a high rock, only to bottle it at the last minute while everyone watched from below.

Lindos was easily one of the most picturesque places I have ever been, and I kept thinking you and Clive would have loved it there.



The boys having a lot of pool fun

We had a wonderful meal on a rooftop terrace, surrounded by open-top bars and the beautiful castle in the background. It was busy, but definitely worth the crowds. I have to be honest, though, I am usually ready to head home after four or five days of pure lounging.

I start to get itchy fingers when I am not being productive, so I spent some time by the pool doing more filming for the LifeStory page, even if I did end up getting a bit burnt in the process.

One of the absolute highlights was taking the doughnuts out behind a speedboat with the boys.



Amazing day having fun on the doughnuts

We were getting flipped into the sea and laughing the whole time, though Toby decided to sit that one out. We also managed to catch the Aston Villa game against PSG, even though they sadly lost. The only real disaster was the night the power cut and the air conditioning stopped working.

Trying to sleep in that heat was nearly impossible, and I ended up taking cold showers in the middle of the night just to cope. By the time we finally got home, the long travel delays meant we barely had any sleep, arriving back at six in the morning and feeling pretty shattered for a few days.

Getting back to reality was a bit of a shock to the system, and I have definitely felt the exhaustion this week. I think I am officially done with middle-of-the-night flights, as they just take too much out of you.



Back home and back to reality

I even came down with a stinking cold, which made the return to work even tougher. It has been a bit of a struggle to get back into the routine, and I felt quite sensitive for a while, just feeling like I was plodding along without much to show for it.

However, the rainy weather we finally had felt like a welcome relief after such a long hot streak, and it actually helped me settle down and focus on some new features for the app.

We did manage to have a great weekend over in Hertfordshire with Mark and his family, which was just what I needed.



Beautiful view of the sea front

They have done so much work on their house, and the new kitchen and lounge area are beautiful. Toby and his son got on famously, as they always do, and we even got to play with their golf simulator. It was nice to walk to the local pub and have a roast dinner, just catching up properly after so long.

It was the perfect way to recharge before diving back into work for the final stretch of the month.

I am feeling much more optimistic about LifeStory now that I am starting to see some movement in my website search rankings. It is slow going, but it is a start, and I am learning to be a bit more patient with the process.

I am so glad that Toby got to stay with you and have a great time, and it was lovely for Jane and me to have that rare night to ourselves. I am feeling ready to greet September and the start of autumn now that August is almost over.

I am looking forward to our next visit and really hoping that the momentum I am feeling now keeps building as we move into next month.

Love,

Joe



A bit of a marketing brain wave

