

Welcome to the First Edition of the Essential Business Guide!!

This guide was developed to bring you some real-life advice on starting your own business.

You will find that many books and websites can give you some generic information, but this guide is here to bring you the advice that you can only learn by doing.

Many of these entrepreneurs have been through stumbling blocks and have taken the time to put down some tips and advice, in the hope you may not repeat their mistakes!!

We have many different articles to help you with your business start up, ranging from your business structure, time management, marketing and SEO. We also have a feature article which comes to you from Donna-Marie Coggins, owner of <u>Jacaranda Business Support Services</u>. Donna-Marie outlines the differences between the types of marketing and how they can help your business.

We hope this guide will give you some real life advice and also some contacts to go to should you need any further help.

Please enjoy and if you have any feedback for the authors, please don't hesitate to contact them directly, or via Diva Promotions.

Kind Regards, Emma Rhoades Diva Promotions www.divapromotions.com.au



What is the Right Business Structure for You?

When you start a business you will have to decide on which business structure to use. It is important that you choose the right structure for you as it can have an impact on personal assets, taxation, ownership etc.

There are several common structures available, you should consider the advantages and disadvantages of each structure and choose the best one for you.

Sole Trader

A sole trader is someone who carries on a business alone. The owner and the business are considered as one legal existence and are personally responsible for the liabilities of your business. A sole trader will usually operate under their own name or a registered business name. The set up costs for a sole trader are low.

Company

A company is a separate legal entity that is limited by shareholders and the number of shares issued (share capital). As a separate entity it is the company that is liable for any debt and not the owners or shareholders so it can protect personal assets. If you set up a company you will become a director of the company. As a director you will be responsible for any company legal and reporting obligations.

The majority of people use an accountant to set up a company. You can visit www.asic.gov.au for more information about starting a company.

<u>Partnership</u>

Partnership is established where 2 or more people (up to 20) wish to start up a business together. With a partnership, as with a sole trader, the individuals are responsible for the liabilities of the business.

A partnership agreement/contract (legal document) is put together, usually by a solicitor, outlining the legal risks, share of profit and the responsibilities of each of the partners.

Contact the ATO (Australian Taxation Office), ASIC (Australian Securities and Investment Commission) on 1300 300 630 or www.asic.gov.au and /or consult a business advisor, accountant or solicitor for more information and advice.

A great way to get more information about starting your new business would be to get your free access to the key points to starting a business and planning for your success. You can download it by going to http://www.mumsinbusiness.net where you can also discover proven, easy-to-apply strategy that women just like YOU are using every day to start & grow profitable businesses!

From Alison Basson - Mums in Business (For mums and women who are serious about business)



Work | Life Balance: How can we get it right?

Everyone has got a fixed amount of energy to use each day. If you put too much energy into work, too little energy into rest, family and leisure, and if you do it for too long, your well-being suffers. **Balance requires acceptance and self management skills**; the management of self and others.

<u>Acceptance:</u> Accept your limits (time, energy, skills) as a natural part of your life. Learn to accept what you cannot change and take positive steps to change what you can.

<u>Managing your own emotional state:</u> Is your attitude helping or hindering your efforts? Control negative thinking like anxiety, worry, frustrations by reviewing rationally each situation. Ask yourself, 'what would I be telling a friend in this situation to help them?'

Saying NO!: Learn to say NO to others and to things that are not "essentials".

Corinne Torres
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7 Steps to Finding Your Most Profitable Target Market

When starting a business you can get so bogged down in getting all the necessary bits and pieces ready, that you forget about taking time to research just who, exactly, is going to buy your product/service?? Utilise these 7 steps to uncover who your most profitable customer is and how to target them!

- 1) How many products or services do you have? Is it 1-2, or 30-40? Write them all down individually.
- **2)** Write down who buys each product. It's ok to overlap a few people here. Try to make it as detailed as possible. For example, mothers with children 0-2 yrs, men who like golf, etc, rather than mothers and men. The more detailed you can get it, the more profitable your advertising can be!
- 3) Work out your profit margin for each of your products. For example, how much would you make if someone bought your product. Again, the more detailed you can get, the better.
- **4)** Take your top performing product and have a look at who buys this. You may have more than one type of person on that list. Choose one person to start with, and think about the type of person they are. Do they shop online, do they read magazines- if so- which ones??
- **5)** Do lots of research!! Find these people and ask them! Ask them what type of magazines they read, ask if they prefer to shop online of offline etc. Don't try to skip this step otherwise you will be flying blind in your advertising. These have now become one of your target markets. Do this for all of those who purchase your products.
- **6)** Once you know more about them, you can start looking around for places to advertise. Don't be tempted to go for the cheaper option- always make sure that it is getting directly in front of your target market
- 7) Start with one product at a time and one customer type at a time. Always start with your most profitable product or service, and this will ensure you get a higher return on your advertising investment.

If you are just starting out in business, the above can still apply. Ensure you do

If you are just starting out in business, the above can still apply. Ensure you do lots of research and ask all types of people if they will buy your product! They can only say yes or no, and you will still work out who your target market is from this.

For more help in determining your target market, ensure you contact Diva Promotions and check out our FREE ebooks!

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How to Run Your Business the Smart Way

Give your business the best shot at success by implementing the following basic financial procedures:

INVESTMENT - how much are you prepared to lose? Try and find a way to start off on a smaller scale and test the market first.

BUDGET & CASHFLOW - a simple spreadsheet of what you estimate your income and expenses will be. A cashflow tracks how much money you should have left if you follow your budget!

BUSINESS PLANNING - It can start off quite basic and can be used as a working document that is updated regularly. If you don't have a clear vision, then it will be all too easy to get distracted and incur unnecessary costs.

PRICING - make enough profit to cover your costs. If you are planning on selling a product, put together a spreadsheet showing your cost, wholesale & retail sale prices. If you are importing, make sure you base your prices on an exchange rate that will cover any fluctuations. Include coverage for freight, duty, warranties etc.

ACCOUNTING SOFTWARE - there are many accounting software packages available which are really easy to use - some of these will also be able to track your stock. Either find a reputable bookkeeper or if doing it yourself, try and do it on a weekly or fortnightly basis so that it doesn't get too overwhelming.

MULTIPLE INCOME STREAMS - my personal favorite! Most businesses will suffer from seasonal fluctuations and quiet times. Find other income generators to complement your main product or service. These may not necessarily be big earners, but if you have a few of them they will help to keep you afloat in the off peak times.

For more information on anything finance, or to obtain templates of spreadsheets for budgeting, cashflow, pricing, or any of the above, please contact admin@accountsstudio.com.au.



Start Marketing on the Right Foot

As a new business owner it's likely you have little or no cash flow, but know you need to tell people about your business to improve this situation. This is where marketing comes in.

The most important (but often forgotten) point is: stick to your key messages. Think seriously about the way you want your business to be perceived to define your key messages.

Do this by identifying your business:

- vision and/or positioning statement;
- brand values;
- marketing strategy for each target audience.

Build a comprehensive marketing plan around these messages. Do it early on, as it forms the basis of all future marketing. Revisit your plan at regular intervals and make updates to ensure it still meets your business needs.

Think carefully about what you want to say about your business for each marketing campaign. It might centre on your business's launch, a new product, an event, or simply be a brand building exercise.

Remember all marketing activity must link back to your key messages. This will create a cohesive and consistent basis for your marketing and, therefore, business growth.

Johanna Baker-Dowdell owns and runs Strawberry Communications, a writing and public relations service to help businesses tell their story. Strawberry Communications is based on the NSW Central Coast and was launched in 2007.

For more information email <u>johanna@strawberrycommunications.com.au</u> or log on to http://strawberrycommunications.com.au



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(Feature Article) PR, Publicity, Advertising and Marketing What's the Difference and What's Best for Me?

What's the difference between PR, Publicity, Advertising/Promotions and Marketing? This is one question that I'm often asked.

PR (Public Relations) is generally developing and maintaining relationships with your public - your public image. This area can incorporate a range of activities allowing you to show the public not only your products and services, but also your company's values. PR includes your publicity and branding, along with things like the amount of support you give your community or what charities you support.

In a very general sense, advertising and promotions are the way you let potential customers know what you sell. Depending on your business you may choose to advertise via brochures. direct mail. sians. TV advertisements. newspaper/magazine advertisements, word-of-mouth advertising, networking events and various forms of online advertising. In most cases, a variety of advertising methods will work hand-in-hand with each other and you will find that what works best for one product/service may be totally wrong for another of your products/services, hence you may need separate advertising plans. Promotional activities can also form part of your Public Relations.

Publicity is when you and/or your business gain exposure, often via media outlets, and can be negative or positive. This is one area that most businesses generally don't have much control over, however with a plan in place it *is* possible to encourage positive publicity. For example, when you have something newsworthy to share with the public, send a media release to relevant newspapers, magazines, radio and television stations. If you don't have anything newsworthy, create something! Sponsor a local event, give a free talk - there are many things you can do and something you do for free that will help the community is often favoured by the press. A new product/service in itself is not newsworthy - there are new products or services every day.

An exception would be if you point out a problem a lot of people have - particularly something that's getting a lot of recent media attention - and then show how your product/service can solve that problem. When you send a media release, make sure you don't use it to advertise. That's not what this is about. You are writing a press release to show that specific media outlet (the newspaper or TV show) how your information can benefit others.

If you are lucky enough to get publicity, remember that the purpose of this is not to increase sales. That may well happen and should be seen as a bonus. Your publicity should be part of your overall PR and marketing campaign, to let people know who you are and what you do. Hopefully the article/segment will provide your contact details, which then gives you the opportunity to promote your business once people contact you.

The term **marketing** is used to cover the broader range of areas we've been discussing - public relations, advertising/promotions, publicity - as well as your market research. That is, knowing who your customers are, what they want (this is not always what they need!) and how you can provide that. Things such as competitor research also come under this category as you need to know what your competitors are offering and how they offer it in order to determine whether your own business may be viable.

Market research is a comprehensive area of its own that I won't go into detail with here, however it forms a part of your overall marketing, as do your pricing strategies. The following excerpt from the book *Promoting Issues and Ideas: a guide to public relations for non-profit organizations* by M Booth and Associates, Inc. - The Foundation Center, sums up the differences by describing "... if the circus is coming to town and you paint a sign saying *'Circus Coming to the Fairground Saturday'*, that's **advertising**. If you put the sign on the back of an elephant and walk it into town, that's **promotion**. If the elephant walks through the mayor's flower bed, that's **publicity**. And if you get the mayor to laugh about it, that's **public relations**."

What's Best for You?

I firmly believe that every business needs a Marketing Plan. Sure, you can just jump in feet first (or head first!) and hope you get great results, however you'll see greater results - and a better controlled budget - if you plan your activities in advance. As far as which methods work best between PR, publicity, advertising and promotions - all of them. Each business will have its own unique requirements, dependant on your overall goals, values and budget, but most businesses will find that a balanced mix of strategies from each of these areas will provide a good overall marketing strategy.

There are some great templates available to help you create a detailed Marketing Plan, but even just a pen and paper and some solid research and notes will be a good start.

After completing your market research and competitor analysis, break your plan into the sub-sections of Public Relations, Advertising/Promotions and Publicity. To simplify matters even further, I incorporate my Publicity into my Public Relations.

Once you have a basic plan you can evaluate your various options and how they fit with your budget. You may choose to begin by focusing on those areas that will gain you the most positive exposure for the least amount of money, or perhaps most of your financial budget will be spent in one highly targeted area, in which case you then have other free or low-cost options to follow up with.

Even with a Marketing Plan in place you will find that you are presented with opportunities that you hadn't considered. By knowing your overall strategy and having an idea of what works for your business and what doesn't, you'll quickly be able to decide whether the new opportunity fits in with your goals or not.

As with any type of plan, things will change and you will no doubt be adjusting your Marketing Plan regularly. That's fine. Nothing is set in stone - it's just meant to guide you. Just like a map, you can take the occasional detour or find that two roads lead to the same destination, but just like a map, use your plan as a general guide to where you ultimately want to be.

Donna-Marie Coggins is the owner of Jacaranda Business Support Services and yoursmallbizexpert.com, and Author of books such as "Ready, Set, Go For It! The complete women's guide to operating a small business in Australia". Offering writing, editing, networking opportunities and business planning and start-up support, she can be contacted at info@jacaranda-business-support.com.

For your free guide, "60 FREE and low cost ways to get your business noticed", go to www.yoursmallbizexpert.com





Are You Managing Time or Is Time Managing You?

Do you feel that there is never enough time to do the things you want to do? Are you constantly busy and not achieving much? While we all have the same amount of time (24 hours and 7 days), how we mange our time varies. Here are three strategies to assist you to manage your time more effectively:

- 1. Your clarity do you have a compelling vision for your business? Without clarity there can be confusion and lots of purposeless action. There is a difference between being busy and being successful. By having a clear vision, this will inspire you to focus your time and energy on the areas that will assist you to achieve your vision fastest.
- 2. Your priorities what is important to you in your business and in life? Without priorities, there can be overwhelm as everything takes on the same importance or urgency. By being clear about your values and what is important to you in business and in life, this will help you to align and prioritise your actions for maximum results.
- **3.** Your beliefs are your beliefs empowering or disempowering you? For example, feeling inadequate, not being good enough or needing approval from others may find you doing things to please others and putting your own needs and goals last. Once you resolve these beliefs, you will find it easier to say "no" to distractions which will allow you to make more time for your business goals and for you!

Imagine how quickly you can create a successful business by managing your time more effectively!

Vesna Grubacevic is a Performance Transformation Expert™ with Q^t, has over 26 years business experience and a proven track record of assisting clients to achieve their business goals! For more success strategies and for your FREE gifts, visit www.qttransformation.com today or email Vesna at vesna@qttransformation.com



Finance Hints and Tips for Starting a Home Based Business

Owning and developing a Home Based Business, can be rewarding and profitable, but plan the start well.....

Check out appropriate government grants:

- a. Local Council
- b. Business Victoria (http://www.business.vic.gov.au) lots of free material
- c. Federal Government (http://www.business.gov.au) more excellent free information
- d. Operate within regulations or it may be costly: council approval zoning, signage, health issues
- e. Home mortgage and rental agreement restrictions
- f. Insurance protection and correct insurance level
- g. Financial management setting up appropriate systems and processes
- h. Taxation effect of the business on capital gains tax, expenses etc

Good financial management is vital - prepare a basic budget and cashflow projection. Keep it simple, then add to it:

- 1. Establishment costs
- 2. Outgoings
- Marketing
- 4. Child care (if you're a parent)
- 5. Lead generation/expected sales
- 6. Taxation/reporting
- 7. Legal issues
- 8. Staff/contractors
- 9. Separate work space
- 10. Invest in quality advice and take it!

Some sources of finance include:

- 1. Loans bank or other financial institution
- 2. Personal savings
- 3. Sale of an asset
- 4. Home equity
- Relatives or friends
- 6. Government grants
- 7. Joint venture
- 8. Venture capital

When borrowing for business purposes have a realistic business plan - check out the above websites for a plan outline.

Always have Plan B ready - keep your sense of humour - be pro-active - mix with positive people.

Erika Anders Aurora Finance Group P: 03 9636 0299

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Growing Your Business Through Online Marketing

Online marketing is a great way to connect with your business prospects and customers regularly at only a small cost to you, as you are marketing to many at once.

It is the perfect solution to acquiring, building and maintaining profitable lifetime relationships with your customers. Successful online marketing can:

- Increase your sales;
- Reduce your marketing costs;
- Build customer relationships;
- Generate referrals

Online marketing, and in particular an email newsletter, is an online extension of the relationship building function. It will allow you to leverage yourself as an expert because you are giving your readers relevant and helpful information on your topic. Over time as they begin to know, like, and trust you, many of your prospects will become customers.

Blogging is another great online marketing medium to leverage your expertise, get known as an industry expert and drive more traffic to your website through search engines. A blog is perfect for any entrepreneur or business owner who has a passion for what they do, is an expert in their field and wants to build a loyal community of prospects and clients.

You can use online marketing as a platform to help people, build your profile and credibility and, ultimately, create more income.

Belinda Jackson is an Australian solo entrepreneur and Web Marketing expert. She is the owner and manager of Web Chameleon, <u>www.webchameleon.com.au</u> and <u>www.blogbybelinda.com</u> and specialises in helping business owners harness the power of online marketing to build relationships with their prospects and clients and, ultimately, grow their business.



Identifying Effective Key Words For Your Web Site

It's simple to find key words, but you may need to work a little harder to find effective key words that your customers are actually searching for and that have a chance of achieving high rankings for you.

For example, you sell craft. A simple Google search for 'craft' came up with 110 million results. A Google.com.au came up with over 2 million with indications about 4,719 people are searching the word 'craft'.

Given that it's better to be #1 for 100 searches than #100 for 4,000 searches it might be time to hone your key words. For example, do you sell bead craft? In Australia there were 164 searches for bead craft in a one-month period. Do a Google.com.au search and you are only competing against 1,160 places - much easier to gain top ranking than by sticking rigidly to 'craft' as your main key word and getting lost in the 110 or 2 million.

Other searches being made, and which might suit your business perfectly, include: kid craft (1,558 searches), child craft (576 searches), craft idea (428), Mothers' Day craft (1,534), pre-school craft (297), gift craft (107), Christmas craft (1,094), and more.

Naturally, your home page needs to include all your <u>main</u> product key words, but what we are talking about here is adding new pages that will potentially achieve top ranking - thereby enhancing your entire site.

But you can also get browsers to help and tell you what they are searching by including a 'Search' function box on your web site. Not only might you get some great new key word combinations, but through the insight you receive you might open up a whole new product range.

Key Word Placement In a Sales Friendly Format is Paramount

For the search engines, always place the main key phrase for that page in the header and in the first and last paragraphs. But you don't have to make it boring - remember, you're writing a sales page targeting your potential client. All key words must be inserted in a powerful sales format.

In the example on the following page, the key words are indicated in blue in a header and first paragraph that sells the product:

Luxurious Facial Treatments That Smooth Away Wrinkles and Leave Your Whole Body Glowing

We guarantee during your facial treatment you will float in a pure state of relaxation. At XYZ we offer you full facial treatments that leave you totally relaxed from head to toe, and with the smoothest, most radiant skin in Brisbane!

Who could resist?

Beverley Neil helps small business with sales and SEO web site analysis and is author of Launching Your Professional Résumé Writing Career. She is an on-line web site copy and content writer and an internationally accredited, multi-award winning résumé writer. Beverley can be contacted on beverley@d-scriptivewords.com or via http://www.onlineresumewriterscourse.com





Four FAQs about Email Newsletters (eNewsletter)

1. What do I write?

Tell before you sell. Focus on building a relationship which means educate and inform first, then promote what you do. Use 25% (no more) of your eNewsletter space to tell all about you. This is where you can 'blow your own horn!' Give promos for your services, products, books, workshops, etc. A whopping 35% of people in a recent email newsletter readership survey said they like the things that make them laugh the most. This works especially well if your industry is considered 'serious'. If they smile, chances are they will remember you.

TIP: Reading on screen is 25% slower. Check if your eNewsletter prints well, some people still prefer to print it off.

2. How often should I send out an eNewsletter?

If you have done an eNewsletter in the past - in any format - you know the work it takes to put it together so often businesses opt for a bi-monthly or quarterly eNewsletter. The most popular frequency, for receivers, is monthly. This is a good frequency to 'brand' yourself without being annoying. More regular eNewsletters - fortnightly, weekly etc. should be short and to the point.

TIP: Don't ask for too much, too fast on your subscribe page. It takes too long, too much time, people won't bother?

3. Why not just use an attached eNewsletter?

Two reasons. One - firewalls can block attachments and fear of hidden viruses can have people afraid to open them, especially if the media is reporting on the latest 'deadly' version. Two - people are busy and lazy. Having to open an eNewsletter (and wait for it to open) often means people just delete it instead. Your e-eNewsletter needs to be instantly in front of them.

TIP: PDF stands for Portable Document Format and about 20% of people don't have Adobe Acrobat Reader to read attached PDF eNewsletters.

4. Which days are best for send outs?

The best days are usually Tuesday, Wednesday or Thursday. On Monday people often have too much to do and on Fridays, they're thinking about the weekend - unless you have a eNewsletter that will make their weekend better! eg. a 50% off sale.

TIP: Send out in the morning - 6am onwards - do not pre-set your eNewsletter to go out in the middle of the night. That is when us 'Aussies' receive most of the US spam.

For eMarketing tips go to <u>www.greatlook.com.au</u> or call Great Look Email Marketing 1300 722 133 to get your own eNewsletter started.



Who Needs Professional Artwork?

What is it that makes a business or product stick in the minds of customers? More often than not, the answer lies in business "branding". This doesn't just refer to whether your business cards match your website, but whether a consistent message is projected across your business.

You are the best person to define the brand you want to project and you can start the process with some simple questions:

- What first impression do I want customers to have?
- What words/ideas/images do I want people to think of?
- What message do I want to get across?

Once you have defined your brand, it is important to use the services of a marketing consultant or graphic designer to provide you with advice about appropriate colours, images, fonts, wording of marketing materials and so on.

It can be tempting to save some money by designing and printing your own business cards and flyers (colour printers are so affordable these days!).

However, in addition to being difficult to maintain a consistent brand without the expertise to do so, bear in mind that consciously or sub-consciously, potential customers generally make an assumption that "cheap promotional materials" equals "unprofessional".

An investment in quality design and printing can make a world of difference to your image and brand, and in the long run, will cost you a great deal less than losing those potential customers.

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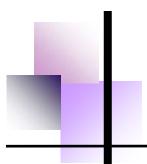
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Creating a Business With Intention

What is your intention for your business? Are you going with the flow or are you creating the current? Are you going by default or by design?

One of the key things that I have learnt about business is that a plan is vital. I began my business with very clear goals in mind. I pursued them, worked them and fine tuned them. I had a plan and I stuck to it. The result - my business growth is exactly on track and in fact, is moving slightly faster than I initially estimated.

What I've noticed when coaching my business clients is there isn't enough intentional planning for their business. Reflect on this - the majority of people spend more time and money planning their holidays then they do planning their life or their business.

Imagine for a moment the amount of hours you spend organising a trip. You have to organise the house, the pets, the bills, the tickets, spending money, lease a car, organise accommodation, passports - the list is endless.

Believe for a moment what your business would be like if you put as much dedication and planning into it?

This I know - successful people build their business by design not by default. They don't just go with the flow; they are the current that creates the flow. They know what they want, decide how to get it and go for it. They have a very clear vision for what their business looks like and where it's heading.

If you act on this concept your intention for your business will be fulfilled. You will become the current that generates the flow of all areas of your business. The captain of your ship!

If you need a beacon to help steer you towards your destination, give us a call.

The Red Tent Woman can provide very practical, step by step business coaching to assist you to stay on course. We also run monthly networking events for women in business.

www.theredtentwoman.com.au 03 9399 2897



How to Save Thousands of Dollars on Your Marketing...

Most businesses, no matter of size, are guilty of this. They are so busy trying to get sales that they lose sight of how much it is costing them to get those sales. Sound familiar!

Here is a common example; without having a marketing plan in place most businesses, spend money on advertising and promoting in order to get sales. They place an ad in a local newspaper and find that they get a few sales in. Great they think, I will do some more, so they place a larger ad which costs double the price. Again they get some sales so they think great this is working. And so it continues...

However they have placed the ads without knowing how many sales they need to break-even or make a profit. After working it out they find that they have spent more money on advertising and promoting the business than they recoup on ongoing sales.

Guess what, at this point for most small businesses owners, this is too late as they have no money left to do any more marketing.

What you need to do is **test, measure and monitor** all your marketing activities to see if it works to ensure you aren't **wasting your money**. This includes free advertising as you will still have an expense of your time or the time of a marketing expert if you have paid one to obtain these for you.

So what do you need to do?

For every piece of marketing, whether paid or free you must test, measure and monitor it and improve if necessary. Use these simple tips to help you:

- Use test ads to gauge customer response place smaller ads or do smaller campaigns. This will cost substantially less if you get it wrong
- Test your offers and headlines. You may have to test a number of different headlines and offers before you get it right. Once you find out what works then the answer is easy, do more of it. As you find new successful strategies add them into your overall marketing strategy for the year.

Ask your customers where they have come from "Can I ask how you heard about us?" You need to build it into your sales patter so you remember to do it all the time. You can use it when answering the phone, in emails and even on your website. If you have order forms add the question to it so either a customer can fill it in or you can.

Record the results - use a test & measuring worksheets to help. Once you have recorded all the information, this will tell you which promotions work and which don't. If it doesn't work, don't do it or improve what you are currently doing so that it does work. You need to look at all the various publications, test and monitor the response.

I cannot emphasize enough how critical this is, I see countless businesses not do this time and time again, often because they have had bad advice.

I suppose the question you need to ask yourself is...Am I going to learn from other peoples mistakes or am I going to do it my way and potentially waste thousand of dollars or even worse go broke just because they have not taken the extra time to put this process in place.

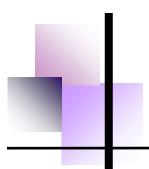
Remember: test and measure every piece of marketing whether paid or free (time costs as well) and improve if necessary.

A great way to get more marketing tips for your business would be to chat to other business women just like you on the - business discussion forum. Get your free access by going to http://www.businesswomenunite.net where you can also discover proven, easy-to-apply strategy that women just like YOU are using every day to start & grow profitable businesses!

From Alison Basson - For women who are serious about business

Business Women Unite

For women who are serious about business



Additional Reading and Resources

Business Networks:

Free Business Tips- www.freebusinesstips.com.au Business Women Unite-www.businesswomenunite.net The Messy Desk-www.themessydesk.com.au Mums in Business-www.mumsinbusiness.net

Marketing Help

Diva Promotions- www.divapromotions.com.au

Small Business help

Your Small Biz Expert- www.yoursmallbizexpert.com

SEO

d scriptive@optusnet.com.au

Graphic Design

My Graphic Garden- www.mygraphicgarden.com.au Shel Design- www.sheldesign.com.au

Writing & Proofreading/Editing

Jacaranda Business Support- www.jacaranda-business-support.com

PR-Publicity

Strawberry Communications- http://strawberrycommunications.com.au

Personal Growth & Goal Setting

Results Coaching- www.resultscoaching.com.au QT Transformation- www.qttransformation.com The Red Tent Woman- www.theredtentwoman.com.au

Online Marketing

Great Look- Email Marketing- www.greatlook.com.au Web Chameleon- www.webchameleon.com.au

Virtual Assistance & Personal Concierge

Your Online Admin- www.youronlineadmin.net Hectic Helpers - www.hectichelpers.com.au

Finance

Fast Action Finance-www.fastactionfinance.com The Accounts Studio-www.theaccountsstudio.com.au

Directory:

Diva Promotions would like to thank the following businesses who have taken the time to distribute this ebook, so that you can learn more about the business world you are entering into.











