

HOW TO CREATE YOUR OWN
..... *successful & profitable*

BUSINESS FROM

Home

Secrets & advice from Australia's leading mums in business on
creating, managing & growing your own home-based business



PEACE MITCHELL

aus  mumpreneur
NETWORK • CONFERENCES • AWARDS

KATY GARNER

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Introduction

Ever dreamed of starting your own business and working from home? You get to be your own boss, choose your own hours and fit work around your family. It's not an easy path to choose, but it can be done!

Brought to you by Peace Mitchell and Katy Garner, founders of the AusMumpreneur Network, *How to Create Your Own Successful and Profitable Business from Home* is written by mums, for mums. With tips and advice from Australia's leading mumpreneurs on topics including time management, marketing, profitability, customer service and work-life balance, you will gain insider knowledge of how you, too, can create your own successful, profitable home-based business.

For peer-to-peer support, webinars, online courses and more, visit www.ausmumpreneur.com.



*T*ime *management*

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What's your best
time management advice?

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What's your best time management advice?

Time management is a vital skill for any successful business owner. As mums, we are often excellent multi-taskers, but throw a business into the mix and things get complicated! Furthermore, what works for one person might not work for another. From making lists to outsourcing, our panel of mumpreneurs has a wealth of tried and true tips for staying on top of your workload.



Tara O'Connell

The Baby Diaries

www.thebabydiaries.com.au

I have always been an avid user of a diary system that allows me to break my day into outcome-focused activities. This is a hangover from my days in the corporate world where every minute counts, but never has there been a time for realising that every minute counts than now!

Running a company, being present for my children, ensuring the house is running well and trying to find some time for me means that a good diary system is essential. I prefer an electronic version that I can sync across devices, meaning my diary is with me at all times. My diary is the first and last thing I attend to during the working day. First, I ensure that all of the day's planned activities are listed in priority order, with blocks of time allocated for each. At the end of the day, any activities that were not completed are carried over to the next available diary space. I also like to add any activities that were part of my day but weren't originally on the list. It's a good habit for keeping track of projects, especially when you're multi-tasking, but also adds a sense of achievement to the end of your day.

The other essential time-management tool is to gently but firmly let your friends and family know what days and hours you work. I don't know about you, but when I first started working from home, I had some lovely, unexpected guests arrive for cups of tea, right when I was trying to make a deadline. This needs to be addressed before it gets out of hand.



Caroline Africh

Attipas

www.attipas.com.au

Outsource where possible! Being a mum is hard enough without having to run a business. In order to fit a business in and around my kids, I need to be very organised, as well as outsource key tasks. I have a warehouse that completes order fulfillment, an IT team that maintains my website, a designer who manages my artwork and a PR team that deals with the media.

*Running my business
while still being at home
with the kids wouldn't
be possible without
outsourcing!*

I am still the face of the business, but have found that by outsourcing processing tasks, I am able to operate the business using a top-down approach. I have learned to micro-manage less and rely more on the strengths and skills of others.



Mara Morrison
The Filing Fairies – Professional Photo Organisers
www.thefilingfairies.com.au

Be organised, of course! As professional organisers, we love our lists and schedules and have discovered some great tools that help us stay on top of a balanced work and family life. Cozi is a great family planner app and WorkFlowy helps keep my notes organised.

We also use social media scheduling tools so we don't constantly waste time on Facebook. Scheduling is very important so that when those unexpected family emergencies arise, I have the freedom to step up the parenting while I continue to operate the business without feeling like I am neglecting my work.

We have our blog topics sketched out for the next 12 months so that we know in advance what we are researching or writing about. This gives us the flexibility to write drafts well in advance when we are not busy seeing clients or working on organising projects. Sometimes we have lots in the bank and are well ahead of schedule and in busier times, such as during school holidays, things are completed a lot closer to deadlines.



Anne Clark

First Step Virtual Assistant

www.firststepvirtualassistant.com.au

1 Identify your three highest priorities for the day and attend to those first. Don't allow your emails, telephone or social media to distract you. Allocate time in your diary for attending to various projects and tasks. Stick to those times as best as you can and you'll find yourself being more productive and ticking those boxes.

Additionally, schedule 'you' time and family time before filling your diary with client appointments.

*When you're at your best,
you achieve your best,
and you don't feel guilty
for not giving time to
those you love most.*



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Cathy Morrissey

6 Figure Property Renovation Secrets

6figurepropertyrenovationsecrets.com.au

To start the day really centred and focused, I make a list the previous day or evening to make sure I achieve everything I need to do.

On occasion, the list is a bit ambitious, but I prioritise the list, making sure that only the things that can roll over to the next day, roll over.

Focus is the key – and get help! You can't run a business alone. A great team makes for a very successful business, and a successful business means happy clients!

Christine Kininmonth

Fertile Mind

www.fertilemind.com.au

Chunk it down. I was hopeless at it, so if it works for me, it must be good. First, write your goals. Next, plan what the ‘big rocks’ are to get to those goals. Ignore all the ‘gravel’ (emails, interruptions, desk tidying, pretty business cards) and work only on the ‘big rocks’ to plan your week.

So, if you want to get more sales, work out what a good goal might be. Then workshop what major things would get you there (cold calling, stockist visits, improving your search-engine optimisation, blogging, meeting editors, improving your photos). Work out a weekly plan where the bulk of your week is spent working mostly on only those things. You will get to your goal.

Huge focus is needed to get you started, but to maintain momentum with a family and outside life, you must plan each week. I am describing what has helped us at Fertile Mind, with the help of outside experts. Franklin Covey’s The 5 Choices program was a great investment, I wish I’d done it sooner.



Kirsten Cox

1300 Your Party

www.1300yourparty.com.au

Time management is one of the hardest things to do when you're juggling children, home and a business, especially as a single parent. Apart from scheduling my days between my kids and the business, I then have to further break that down into activities. Parent help, washing, balloon delivery, rent inspection, marquee set-up, customer enquiry, lunches, etc. The list goes on.

Knowing what the critical 'must-dos' are and when to do them with a tight deadline is pretty hard. I have always used a 'time-management matrix', which helps me prioritise my workload. It's a system of dividing my work into four different areas based on importance and urgency so I do what matters most, when it matters most. I will start the day with a list of things that must get done and do those first.

It's effective when you remove distractions, so when I'm working on something, I close off or minimise applications not needed, i.e. emails, phone, message alerts and Facebook.

Where possible, I outsource any work that can be done by someone else. When you start a business and finance is low, this is difficult, but as the cash flow increases, having a bookkeeper, laundry lady or cleaner is vital to you being able to spend time working 'on' the business rather than 'in' it. The managing director hourly rate is much higher than someone you employ. It isn't hard to work out the numbers are in my favour to outsource to someone to clean my party equipment for three hours, giving me the time to find more customers and turn them into sales.



Lauren Shay

Full Stop Design, Editing, Publishing

www.fullstoppublishing.com.au

When you are a business woman with a young family, successful time management can be a tricky thing to master! Here are a few strategies I've found to be simple but effective.

Social media can be a powerful marketing and customer-service tool, but it can also be a huge time waster. I would be lost without Facebook's schedule post function! I set aside an hour each week to write posts and schedule them a week or two in advance – you can even schedule them a year in advance if you like! Scheduling my posts means I waste less time, as I'm not online – and not distracted by my newsfeed – as often.

My 1½-year-old daughter attends child care twice a week. I use this time to fully concentrate on my business. When you work from home, as tempting as it is to tidy the house or do the grocery shopping, it's important to use 'work days' purely for working on and for your business. Cleaning the floors is not going to get you more sales or clients. Make the most of your scheduled work hours – maintaining the household can wait!

Even in this day and age of online apps, I still believe the most effective time-management tool is a pen and piece of paper. Each day, I make a to-do list in my diary for the next day, so I can cross off tasks one by one. I also use the same diary to make note of any personal 'to-dos', so I don't let my family and friends down by forgetting personal commitments.



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Simone Cadell
Tiny Tutus
www.tinytutus.com.au

There are three key principles I try to apply to being a mumpreneur when it comes to time management.

Be organised and touch it once. Use one diary for both business and personal/family plans. Always have a list. Do the most important task that fits your time frame. Don't start a task that is going to take half an hour if you have 10 minutes.

Do one thing at a time. While you can have multiple things on the go, only do one thing at a time. I have found that everything takes longer when you try to do multiple things at once. Compounding this is the stress your children feel when they don't get your complete attention and the frustration you feel when you are trying to work as well as build Lego towers. Just because someone throws you a ball doesn't mean you have to catch it.

Learn to say no! Learn to say it without guilt.

Just because someone offers you an opportunity or asks for your assistance does not mean that you are obligated to say yes. Only say yes if you know it's right for you, your family and your business. If it doesn't feel right, usually it isn't. Say no and move on.

Nicola Semple

www.nicolasemple.com

How long can you work for and actually remain productive? I know that my attention starts to wander after 90 minutes and I never set aside any more than two hours to work on a particular task.

The idea of having a full day to devote to a project seems very attractive but certainly for me the reality is that after a few hours my productivity plummets. I start to get sucked into social media or spend much longer on phone calls, having idle chit chat rather than getting to the point and down to business.

I schedule my work in bursts of two-hour productive slots. I break my projects down into more manageable chunks, decide exactly what I want to achieve in the time, set myself a timer and I get on and do it. No procrastination, no ifs, no buts, no maybes. It took a while to get into this discipline but it has made a real difference to the way I work.

I think everybody has their own optimal amount of time that they can concentrate and be productive. I say rather than fight it and make yourself work for longer, embrace it. Schedule your work so that you are always going to be super-productive and get the most out of the time you have available.



Latasha Menon

Latasha's Kitchen

www.latashaskitchen.com.au

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uild your team at the very beginning. Use them on an ad-hoc basis and perhaps on a retainer as your business grows. Multi-task and don't try to do everything yourself. Letting others do things you're not good or efficient at is my best advice.

*Create a weekly list
of things and find the
pleasure of ticking them
off the list.*

Delegate tasks: if you have queries to answer, quotes to prepare, applications to submit, act on them decisively and don't procrastinate. Pushing them off to another day will just cause the paperwork to pile as you build your business.

Network with small business owners. Work at building your brand and be honest about your products.



Natasa Denman

Ultimate 48 Hour Author

www.ultimate48hourauthor.com.au

Establish a routine for your business and family. For example, I work in the business Monday and Tuesday, on my business Wednesday and Thursday, and spend intense time with my family Friday to Sunday. That is not always the case early on when more focus is needed to build the business. I have always known as per my mother's advice that every beginning is hard/awkward and this has seen me through lots of new beginnings, such as moving from Macedonia to Australia at the age of 14 and not speaking English, having my first baby, starting jobs, and ultimately building my business.

Three more tips on time management: 1. Take time out for yourself; 2. What gets scheduled gets done; 3. Always turn up and on time by working in a buffer, especially when kids are involved.



Sue Davey

Brainy Child

www.brainychild.com.au

Delegation: Having a strong, reliable and trustworthy team you can delegate to is very important so you do not overload yourself as you grow the business.

Clear rest periods: Lunch breaks and down time are essential to ensure that when you are at work, you are productive and clear headed. Personally, I find regular meditation sessions work really well to clear my head.

Meet up with friends: Connecting with friends regularly is so important.

Efficient time keeping: Keeping a log of hours spent on various tasks helps manage and forecast future workloads. Additionally, having written procedures in place not only ensures staff follow the same steps, but in case of staff turnover, it saves time training staff.

Efficient planning: Long-term and short-term planning are equally important, so here my tips are:

- Write a weekly 'projects list', and every evening write a list of six key things to accomplish the next day.
- Delegate other administration tasks to free up your time.
- Include business building, a strategy review and long-term planning in weekly plans to ensure you keep your long-term goals in mind.
- Ensure efficient planning of tasks and incorporate allowances for unexpected surprises.
- Most importantly, as a managing director and business founder, don't get so bogged down in day-to-day duties and allow time to grow the business.



Corrine Tye-Lim

Lacorvin

www.lacorvin.com.au

When running multiple businesses in a busy household, utilising calendars and timeliness is absolutely critical.

I have regular team meetings with staff and set them specific tasks within a certain time frame. While you need to be available to talk to staff, clients and business contacts as much as you can, I schedule these times into my diary during school hours so it does not encroach on my personal time too much.

*I take full advantage of
pop-ups and reminders
for tasks and events so
I am always on top of
my game.*

I set specific time-frames on tasks for myself, using designated days for particular things so I work efficiently and effectively.

I also organise longer after-school activities for children on working days and always arrange babysitters well in advance for work events. This way, I am never caught off-guard and can schedule work commitments in advance.



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Cynthia Kent

Art Shed Online

www.artshedonline.com.au

I could sit here and tell mums to make lists, prioritise and have a schedule, but that's not what it's like in the real world for mums in business.

My biggest piece of advice would be to get things done when you can. If your bub is up at 3am and won't sleep, get on the computer and answer those emails, pack parcels when it's nap time or take the kids to McDonald's for a play and bring your laptop with you.

Running a family and a business is a full-time job and there are no set hours. Stop feeling like you need to be super human and have everything down to 15-minute slots. Get things done when you can and remember why you started the business in the first place – so you can go to school concerts and gymnastics practice. One thing that did help me was putting my two little girls in day-care twice a week. This not only gave me time to work but they loved getting out and playing with friends.



Jo Turner

Toosh Coosh

www.tooshcoosh.com.au

Being disciplined and organised is the key to time management and this can be hard to achieve with a busy family schedule. Sometimes you can only do what you can do and that's OK.

My advice is to create a weekly plan – nothing too rigid – just block out time on certain days for the important things. I have Marketing Mondays to book in advertising and Finance Fridays to pay bills. Then there's Toosh Coosh Tuesday to focus on major projects. I find this approach helps me stay on track, plus I'm a big fan of writing lists to prioritise. I write a to-do list every day. This list gets everything out of my head and on paper. You then don't have to stress about the things you might miss – brilliant!

Thanks to my husband, we have a colour-coded spreadsheet on the fridge to keep track of sporting events, meal times and other commitments (yep, don't laugh!). This spreadsheet is a great reference point for the whole family and helps us stay on track to manage our time. Now I apply the same principles to help me in business with time management.



Brionhy Westbrook

KidzAid Australia

www.kidzaid.com.au

Firstly, delegate! Don't feel like you should be doing it all. A personal/virtual assistant was the way to go for me. I can't tell you the relief I get from passing tasks over and allowing others to help. It enables me to get on track and work out my priorities when someone else is dealing with the long list of non-urgent tasks.

Secondly, invest in a really good online management system. Rosters, tasks, meetings, lists, etc. – there are some great programs available that allow you to log into just one central online system. This keeps me on track and organised – a great tool for me when I initially struggled with time management.

Kate Curtis

Nits in the Ditch

www.nitsintheditch.com.au

You have to know your business inside out, and know your product and your team. You need to set the standard of expectation with your team for everything from presentation to communication.

It is important to forward plan, be adaptable to change and obstacles, stay diplomatic, and set clear and concise expectations. Look after your team and listen to them individually. Be open to their ideas. Try at all times to be transparent in decision making. Allow the team to set goals. In turn, this gives you and them an even playing field for business.

*Follow up on things you
say you will.*

Support your team's decisions and always be looking to share the knowledge. In other words, common sense goes a long way.



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Anita Kilkenny

AKA Virtual PA

www.akavirtualpa.com.au

You're running an awesome business and it's ticking along nicely, – you're making sales and taking care of the day-to-day running but your business isn't quite getting to that next level. Maybe you're feeling a little overwhelmed and your admin is starting to fall behind. What is this costing your business?

So you decide to hire a virtual assistant to help you out. Great decision! The following six tips will help your transition of letting go and putting your trust into someone who has your best interests at heart.

1. Be clear about your expectations to avoid misunderstandings. It is wise to have an agreement, signed by both parties, that outlines these expectations.
2. Understand that a VA is not an employee but instead a business owner who will view your business from a different perspective – they should be seen as a business partner. Treat each other with respect and integrity and the VA will look after you, support you and promote you to their networks.
3. VAs do not need to be micro-managed – you're paying for someone who doesn't require a lot of supervision. Experienced VAs will check in with you and keep you posted with progress reports.
4. VAs are not sales people. They are there to assist with aspects of your business that prevent you from generating more income.
5. Plan ahead as much as you can and communicate your deadlines. If something is urgent, your VA will do their best to accommodate but this isn't always possible due to advanced work scheduled with other clients.
6. VAs don't work 'normal' business hours. Be assured that work is being done but not necessarily during weekday or daylight hours.

Holly Nunan

www.hollynunan.com

There is no such thing as time management. We cannot 'manage' time. My belief is: 'If you have more than three priorities, you don't have any!'

I teach my groups that success is more about knowing what not to do than it is knowing what to do.

Release your need for approval.

I can't tell you the key to success, but the key to failure is trying to please everyone. Once you have given yourself permission to be 'selfish', in a way that is not to the detriment of others, you will find that you no longer need to 'manage' your time, because you have time for it all!



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Rachelle Sewell

Resonate Essences

www.resonateessences.com

How do you have the time to get everything done? My business partner Mel and I are often asked this at the festivals and conferences we teach at in Australia and the USA. It seems to be a universal dilemma in all our filled-to-the-brim lives. When you add the needs of kids into the mix, the challenge hits a whole new level!

For us, the key is to prioritise, delegate and be adaptive. A typical day starts at sunrise and ends about midnight, with a few overnight breastfeeds for my eight-month-old baby. Knowing your personal values and their hierarchy of importance helps to ensure you fit in the most important elements.

We are blessed with seven children, partners, ex-partners and our Resonate Essences business. If we didn't prioritise our work, personal and family time, we would never get anything done! Creating a business that allows us to work during school hours, with a few extra hours after the kids are in bed and the daily chaos is cleared, allows us the freedom to love and nurture our family as the No. 1 priority while developing a thriving international business that empowers others – our No.2 priority.

Some tasks are necessary to get done, but aren't adding benefit to your core business or the things that matter most to you from your values list, so delegate these tasks. For me, that's the household cleaning, lawn mowing and book-keeping. Schedule your time to maximise what can be achieved, while being adaptive and flexible to changes, as life is not in your control.

We practice what we preach, using our Motivation essence and Success spray to achieve more in less time when faced with pressing deadlines.

Kelly Northey

Bamboo Bubby

www.bamboobubby.com.au

Juggling my own business alongside my husband's, continuing to work part-time managing another business for someone else to help supplement funds so I can continually reinvest and build my own, plus having an active 4-year-old means I constantly feel time is against me and I always actively seek better ways to work smarter to fit it all in.

Being so busy, I can't afford in any of the businesses I support to be stingy when it comes to systems. It pays to have systems that work for you to make website management, order fulfillment and accounting as simple as it can be for you and your staff. While you sometimes pay more for these systems, they save a lot of time and grief in the long run.

The other technique I've found (and am still continually needing to reinforce) is 'time chunking' or planning specific sections of my day where all I do is focus on one thing that needs doing. This means switching off all distractions and just getting it done! By doing this, I'm then able to actually tick things off the list instead of being constantly distracted by the many and varied things that pop up through the course of a day, and it's then possible to work more strategically towards big-picture goals.



Petra Jones

Mooce

www.mooce.com.au

Understand what deadlines your business have and learn to manage them effectively. Being a mum to two little children and running a small business can be really stressful if I don't manage my time effectively – especially my work time.

As my business has number of critical deadlines during the year, including manufacturing, design and sales, I must stick to a very strict schedule and treat all my deadlines as priority. To manage deadlines effectively is to understand, manage and clearly identify target dates.

1. Understand what deadlines you have and how critical they are for your business. You should do this on a weekly, monthly and annual basis.
2. Mark them clearly. Personally, I find it useful to mark my short-term deadlines in my calendar and any long-term deadlines I have displayed in my annual overview, printed and pinned on my office wall. It is an everyday reminder I must stay focused on the bigger picture.
3. Target to finish early. I have learned this the hard way when I missed few of my very important deadlines, which resulted in loss of sale opportunities. When relying on others to do work, always set deadlines for them ahead of the absolute target due day. Dependant on the activity it may be one day, week or month ahead. Allow contingency for problems that are out of your control which will give you better chance to finish on time.
4. Say no. There is no point to deadlines if you can't say no to things that are less important. Learn to say no and defer such work to later period or delegate to someone



Marlies Hobbs

Paleo Cafe

www.paleo-cafe.com.au

I utilise my Outlook calendar and tasks at all times. Each HQ team member does and we share these with each other to ensure we are aware of each other's tasks and commitments at all times and can offer help and support where possible. I endeavour to maintain a clear inbox so that only outstanding jobs to be actioned remain. A clear desk and inbox equals a clear mind.

Each day, I prioritise the tasks for the day and where possible delegate tasks to co-workers. I avoid being reactive to emails and instead allocate set times to check emails and social media to ensure that I can be productive and focus on getting important, larger tasks completed. I also allow a set time in the morning to knock off smaller jobs from my task list before embarking on the larger, more time-consuming tasks. This helps ensure the list generally gets smaller and not larger! It also creates a sense of achievement and kicks off the momentum for a day of great productivity.

Regular staff meetings are also essential to ensure successful time management, delegation, support and productivity. We hold a HQ staff meeting each Monday morning to go over each staff member's tasks and priorities for the week and have found this to be very helpful with ensuring productivity within the business.



Peace Mitchell

AusMumpreneur Network

www.ausmumpreneur.com

I have a six-figure business, three boys and a baby, and I'm often asked, 'How do you do it all?' The answer is simple – I don't, well not all by myself anyway. They say it takes a village to raise a child and I think the same could be said of a business.

I realised when I was pregnant with my baby that I would either have to sell my business or get serious about outsourcing if I wanted to keep it. I wasn't prepared to sacrifice those precious first months with a new baby so it was a big step for me to completely 'let go' of controlling and micro-managing everything. It was scary to do, but it was incredibly liberating, too. I realised that actually there were things that I knew how to do, but that my team could do better and quicker! Outsourcing was amazingly saving me time and money and allowing me to have time with my baby. I now work with a small team of virtual assistants – they look after my website, my email marketing, design, communication, publishing, editing and all sorts of other things as well.

Family support is essential as well. My husband and I are a team; he doesn't expect me to do everything and I don't expect him to do everything. Instead, we step up and both pitch in. Having a great team around you is the best way to free up the time you need to do everything you need to do.



*M*arketing

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What's your best
marketing advice?

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What's your best marketing advice?

Even if you have the greatest business idea in the world, it is not enough to wait for customers to come to you – you have to let them know you're there! Online advertising, print media, radio, TV, word of mouth – there are so many ways to market your business. Our mumpreneurs offer knowledge based on their real-life experiences of the ins and outs of marketing.

Cynthia Kent

Art Shed Online

www.artshedonline.com.au

People often ask me for marketing advice and I always tell them the same thing: the money is in your list! Art Shed has a list of more than 15,000 people and this grows every day. We run monthly competitions on our website to catch people's email addresses and have a loyalty program in the store that customers sign up to.

*Then we market to them
until they either
unsubscribe or die
– ha ha!*

The emails we send weekly are a nice blend of art, information and sales. I have found that people want content, not just sales. I often get asked about Facebook and my opinion is not to waste too much money collecting 'likes' as you don't own their information. Always try to get them off Facebook and onto your own list. Competitions are very good for this.



Jo Turner

Toosh Coosh

www.tooshcoosh.com.au

Create a marketing plan and review it every three months. Make sure you set a monthly budget so you don't blow out your expenses. Focus on growing awareness by having your brand and product listed on as many websites as possible. Get nominated for awards and be prepared to give away products for competitions and reviews. It's a great way to spread the word about your product and brand – mums love to rave about the latest new thing!

Build relationships with large online communities so they become your greatest supporters. Also, make sure you take advantage of any last-minute advertising deals as you can pick up some good specials at low cost. Never do print – it's expensive and, in my experience, you never get a good bang for your buck!

Learn how to generate PR around your business – it's free! There are many affordable workshops and DIY courses where you can learn about the media and how to write a press release.



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Krystal Caton

Zestio

www.zestio.com.au

From the very beginning, I learnt that not one type of marketing works all the time and it is often beneficial to mix it up. I set goals and targets to meet, reassessing as I go and eliminating ones that don't work. When developing my business, I found it extremely important to ensure I had a professional brand – one people would get to know and trust. A brand encompasses everything people see, hear, think and feel about a business, so I invested in a brand that would stand out from the crowd.

With this established, I developed a brilliant website, one that attracts attention and gives value to those who visit it. I believe a solidly designed website, appealing in content and appearance, will draw customers back for regular visits and create word-of-mouth traffic as well. My website is embedded into my overall marketing plan and has become my most crucial element.

Lastly, I work towards keeping my business professional and appealing at all times. The thoughtfulness and efforts I put into my initial and continued marketing plan have me well on my way to establishing a memorable brand, website and products that people know and trust.

Jodi Gibson

JF Gibson writer, copywriter, blogger

www.jfgibson.com.au

Find where your customers/clients are and build your community and your business there. Social media marketing (my background) is one of the most cost-effective methods you can use, as long as you utilise it wisely.

*Devote time to creating
a workable and
measurable social media
marketing campaign.*

Remember to be authentic, honest and have good work ethics. Building relationships with your customers is your biggest asset.



Sue Davey

Brainy Child

www.brainychild.com.au

Engaging content: With fierce competition online, online content has become more important than ever. I've found that having fresh, accurate, relatable and informative online content is a critical part of a business's marketing strategy. Ensuring I have engaging content my customers can relate to and that attracts search traffic has helped grow my business.

From blogs, white-papers, e-books, editorials and articles, the better the content, the more valuable you will be to your customers. Focus on four areas with your content marketing: make sure your content is diverse, persuasive, informative and engaging.

While web design and paid ads will get people to your website, it's the information you provide that will get them to want to learn more. Providing information people find interesting and important is essential to build trust, as well as your authority in the field. For example, we are frequent contributors to online and offline publications.

Social media: Delivering messages through appropriate media is important to reach your target market. Twitter, Facebook and Pinterest are crucial, so make the most of social media to reach your targeted audience. Brainy Child Education gained more than 12,000 fans on Facebook and just under 1,000 Twitter fans during the past 12 months, allowing us to amplify our marketing messages and contributing to our growth.

Targeted activities: Trade fairs and exhibitions play a vital role in today's business world. As well as contributing to brand awareness, they provide an ideal platform to interact with parents, professionals, educators and organisations. We've participated in exhibitions around Australia, including the Pregnancy, Babies and Children's Expo.



Sally Hams

Sally Hams Business Solutions

www.shbs.net.au

Network, network, network! It's difficult at times to constantly attend networking groups and functions, but the like-minded people you meet and business ideas that evolve are endless and there is always a door that opens and leads to the next exciting opportunity.

Have an up-to-date, functional website and business cards or marketing material. Look at advertising options, social media, the local paper, client referrals and testimonials.

Have professional photos of yourself to show everyone your face. Be personable and someone people can relate to.

Be confident. Don't doubt yourself – you deserve to be in that networking room because you and your business are amazing!



Latasha Menon

Latasha's Kitchen

www.latashaskitchen.com.au

A marketing development plan and an accountant are essential. Branding, too, is important. Recreating things as you become successful can be such a mess. But also be prepared to change your mind and make alterations.

You will continue to grow as your business grows and you will find yourself changing your once-chartered course. Don't be afraid of doing this and failing.

*Sometimes failure opens
other possibilities that
are better in the long run.*

I haven't always got to do what I thought I wanted to do; some failures have been a blessing in disguise. Others have taught me valuable lessons and built strength of character.

These days, aligning yourself to other businesses that fit into your product is also a good way to work congruently towards the same interest. Support other businesses that fit your mould, exchange ideas and give freely without expectation. It rewards you in unexpected ways.

Deborah Brodie

Bop Along Buddies

www.bopalongbuddies.com.au

Know who your customers are and where you are able to get exposure to them. We have had very tight budgets for marketing, as we have often had high research and development costs, so we have always been selective with our marketing choices.

We have focused on two key areas, which have been online marketing and direct-to-consumer marketing. Online marketing has consisted of advertising spaces with blog sites and virtual magazines, as opposed to print media due to the high cost and often low yield. We have benefited from knowing our key market and working with sites that have great exposure and readership amongst that market. For example, Babyology has yielded huge exposure for us, as our target customers are their main readership group. We have also had excellent unsolicited reviews by a number of key blog writers.

Our direct-to-consumer strategy has consisted of attending major events to personally interact with customers. In 2014, we branched into the wholesale buying environment as well. Although expensive and time consuming, it yields high customer involvement and has led to high brand recognition.

We have also pursued any ad-hoc high exposure opportunities. These have included the opportunity to be part of the *Today Show* twice in two years, as well as unsolicited press and brand awareness.

So when it comes to marketing, there are a couple of things that need to be focused on. The first is knowing your target market and how to reach them in the most cost-effective way. The second is to act on any opportunities that arise as these can provide unexpected but high-exposure opportunities.



Leanne Shea Langdown

Cheer Chick Charlie

www.cheerchickcharlie.com

Marketing is the hardest thing for me to get my head around. But I have learned a lot in the past two years. Firstly, securing your IP is essential. Owning the name, having TMs in place and grabbing all possible domain names is very important. Secure your social media handles and have all of your internet presence linked.

Secondly, get on board the social-media bandwagon. The whole social media thing is still a bit of a mystery to me. I am using it and doing it quite well, but I find it hard to know what people want when it comes to posts. Recently, I have noticed that they want to see me and the Cheer Chick Charlie crew. If I post photos – even boring ones of me at my desk writing the next book – it seems to increase interest. You’ve got to get to know your audience and speak to them in a way they hear.

Thirdly, get out there and network. I have spent a lot of time trying to work out what to do with the money we have for marketing. I have looked into radio, TV, online advertising, books stores, schools and trade shows. The most interest I get is from face-to-face contact.

Fourth, you’ve got to communicate your passion. I think that we are only as successful as our communication. When I communicate with passion, excitement and authenticity, people clamour to get on board the Charlie bus. If I sit back and try to do it all from the computer, so much of the Charlie brand gets lost in translation.

And finally, use leverage. You’ve got to open your mind to possibilities and when you start seeing inside the crevices and corners you wouldn’t normally peer into, you find solutions you never knew existed. Opportunities are everywhere when you open your eyes.

Caroline Africh

Attipas

www.attipas.com.au

Leverage social media! Having come from an IT/project management background, I had no experience in marketing at all. Initially, I trialled the traditional marketing routes (magazine adverts, trade shows, markets, pamphlets) without much luck.

It wasn't until I went to the AusMumpreneur conference in Sydney in April 2013 that my business really hit a turning point. After listening to the Facebook advertising guest speaker Nick Bowditch, I decided to enrol in the Facebook Small Business Program, which taught me how to successfully advertise to a targeted demographic on Facebook.

*Within a month, I had
turned my business
from selling 10 units per
month to
more than 1000.*

Within three months I had completely outsourced my entire order management function to cope with volumes. Utilising this low-cost, high-impact method of marketing has certainly accelerated my business to the next level.



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Marlies Hobbs

Paleo Cafe

www.paleo-cafe.com.au

When it comes to marketing, it can be quite overwhelming as there are so many options, and they come in anywhere from free to very expensive. My advice is to take it step by step.

In the beginning, I had to undertake many marketing tasks myself. As much as possible, I utilised free or cheaper forms of marketing such as social media and press releases to attract free publicity to our brand and concept. As we grew and our marketing budget grew, we could then engage in more paid marketing and utilise the skills of experts to support us and our business moving forward.

No matter what we are doing in the marketing sector, we appreciate the importance of ensuring that the content is professionally presented and engaging for customers. We always put ourselves in the shoes of our customers and approach each marketing initiative from their perspective: 'What does the customer want?'

We endeavour to be personal in our marketing so people feel comfortable and supported by our content and can relate to our business. In this somewhat modern, detached and material world, people are looking for personal engagement and support and we try to offer that wherever we can. We are also always adaptable to change. Change is a constant thing in business, and we believe that remaining flexible, open minded and adaptable is essential for success.

Anne Clark

First Step Virtual Assistant

www.firststepvirtualassistant.com.au

Everyone always talks about networking and attending networking events. I think these are great, however, my rule of thumb is to only attend events that will help you grow, or that you're excited to attend. Every time I attend an event I love for development or to hear someone I admire speaking, I always find amazing connections and potential clients. I always walk away having learnt more for me and my business.

I once attended a 'speed networking' event. With some people, five minutes was too short, with others it went forever. I walked away from the event with nothing except a bunch of business cards from people who probably weren't my ideal clients. So I decided I would only attend events that would have people I wanted to connect with.



Amy Eaton

Happy as Larry Designs

www.happyaslarrydesigns.com

Over the years, we have a lot spent money on advertising in various forms but we have found that growing your email list is the cheapest and most successful way of growing your business and your profit quickly.

Rather than spending money and finding new customers all the time with sometimes untrackable results, we decided to embrace our current and growing list of customers by regular emailing. With each email we send, we can see immediate results with sales after each email. I have found that growing your customer database is the easiest and most affordable way of marketing your business.

Cathy Morrissey

6 Figure Property Renovation Secrets

6figurepropertyrenovationsecrets.com.au

My best marketing advice is to be always be true to yourself. Don't let anyone change you. It's so important as a business owner that your business is a reflection of your values, and you stay true to that.

Make sure your copy/material speaks for you, and engage staff who are your biggest supporters. I use a number of sources through which I promote my business, but the most effective is in the arena of relationship building. It's this method that's been the most effective for building my business and growing a small but loyal army of followers on Facebook.



Nicole Tyrie

Jump Online

jump-online.com.au

When visiting a website, users skim through to find what they're looking for – they don't read every word. Here are seven quick things you can easily put into practice when writing your web content:

1. Use keywords. Make sure users can easily find what they're looking for by using keywords that will catch their eye. For example, your page may be about running shoes – use words like comfortable, running and supportive.
2. Emphasise keywords. To make your keywords easier to find, consider using bold, italic and hyperlinks to draw attention to them. Warning: be careful not to overemphasise or it will create visual noise.
3. Use simple headings. Your headings must aim to inform the user at a glance. A heading of 'Supportive running shoes' is much more to the point than 'Designed with arch support for your running comfort'.
4. Put important information first. Make sure the most important information is at the start of the paragraph, and less important information further down – chances are visitors will only read the first sentence.
5. Swap lengthy paragraphs for lists. Bulleted and numbered lists are great for skimming, so consider using these instead of cumbersome paragraphs.
6. Minimise guff. Kill the airy-fairy writing and replace it with clear, uncomplicated information.
7. Tell the users what to do. If you want your users to click somewhere or email you, tell them so. Make sure calls to action are visible on every page of your website and predictable in their locations.

Sonya Lovell

www.sonyalovell.com

My best marketing advice is to always be authentic, genuine and proactive, and never lose touch with your 'why'! Be passionate about why you do what you do and the 'what' and the 'how' will follow.

To be a successful marketer, you must have a very clear picture of who you are marketing to and a very clear idea of what your strengths are.

Get to know your ideal client, inside and out.

Create a genuine connection by identifying the problem you are going to solve for them, show them how you will solve it using your strengths, and then get busy doing exactly that.



Amy Farley

Yummy Mummy Pregnancy Day Spa

www.pregnancydayspa.com.au

Be the face of your business. People don't want to do business with a faceless, big-name business – they want to feel connected with you. Having a real voice behind your business encourages loyalty from your clients – and potentially repeat business with you.

*I wear my heart on my
sleeve and I don't hide it.*

I guarantee all the services my business provides and I would never do anything I wouldn't be proud to stand behind. Maintaining integrity is paramount in business these days. My voice and personality is carried through all of our marketing – Facebook, Instagram, Pinterest, print material, website and emails, as well as our in-house marketing, too. The feedback is always overwhelming and it keeps me focused on always striving to do better.



Kirsten Cox

1300 Your Party

www.1300yourparty.com.au

My best advice is to find out about search engine optimisation (SEO). The internet now interacts in almost every area of our lives. An online marketing strategy is critical to the survival of any business that relies on the internet to operate. How are you going to connect your potential customers to your business through the internet? Just getting yourself a website doesn't mean you will get more customers.

I lost a lot of money and time getting a website that wasn't designed with the code that could be recognised by search engines. Google and Yahoo couldn't find my website because it was built and designed without the technology that facilitated that connection. This meant my business was being missed every time a potential customer did a search for my service. Epic fail!

After a few goes at it myself, I discovered SEO is definitely a complicated area of expertise and I didn't have the time to learn it, but I needed to understand it! I did some seminars, bought some software, read some e-books and trialled some paid advertising campaigns in SEO just to get my head around it. One of the best books I read was the *Ultimate Guide to Google AdWords* by Perry Marshall.

After that, I engaged some SEO experts to help fix my website. What I learned from my own research and discussing it with the experts was invaluable, and it shapes much of the way I continue to grow and develop my business. The most successful companies on the internet are the ones that have created an SEO and online marketing campaign around their business, because that's how they connect with all their customers.



Sonya Comiskey
Born Country Baby
www.borncountry.com.au

The best policy is to *be you*. Be genuine and honest in keeping with your brand's values. Don't try to be something you're not (hey, this sounds like good advice in life, too!) or, even worse, imitate others. People are interested in the story behind the brand or product and there's some really interesting ways of doing that. In this era of social media, and what I see as a move away from 'word of media' to 'word of mouth', there are so many clever ways to connect with your customers. I'm very excited about doing more marketing in this space.

Businesses need to find out how customers want to receive their marketing, and having a look at how successful your conversions from various channels are is a useful technique. I find I pick up the most social media engagements when I am promoting my products to friends of my existing 'likers'. I call this the 'I want what she's having' approach and am able to correlate our Facebook likers with our customers. I think it taps into the concept of digital word of mouth, and I certainly am far more likely to look at a product or service I have seen a trusted friend or business engaging with or recommending.

A concept that goes beyond best marketing advice is to just make a darned good product or deliver a darned good service! Quality always transcends the hype.

I'm careful not to bang on with constant product marketing in our social spaces, such as Facebook. I keep our social media engagement as a fun space, sharing interesting links and promoting other businesses (especially mums!) who share our brand values or customers' interests. I also use it to give people a peep at the story of the people behind our brand.

Rose Boreham
Tiny Touch Jewellery
www.tinytouchjewellery.com.au

Firstly, knowing your target market is very important. Once you know your target market, so many other things fall in to place, and not just your marketing. You can focus and choose products to meet the needs of that target, rather than trying to please everyone. It takes away a lot of stress and can help your business grow.

I have found social media and the internet the most effective tools for our marketing. They are obviously the most accessible marketing tools, especially with the continuous evolution of mobile devices. I've generated most of my sales through social media and the internet.



Donna Larkin

Drama Stars Academy

www.dramastarsacademy.com.au

My motto is I do what I love and I love what I do. I just knew in my heart that if my classes were strong enough, I would develop a following. So having a strong faith in your product or what you do is an important marketing tool. It gives you the confidence to do your best. Word of mouth from many happy students and parents has supplied many new students to my drama school.

Also, I would advise people to be generous. Often, I will give discounts or offer free classes to families I meet that have children who I believe need drama classes, but can't afford them at that time in their children's lives. These are families with children who I believe would really benefit from drama – social-skill development, social connections or just increased self-esteem and confidence to help them through a challenging time in their lives. I delight in watching these children really start to believe in themselves and reach their full potential. This brings me great satisfaction, knowing I have made a positive difference and help re-shape their futures.

This year, I had a stall at a market and attended a car-boot sale day. These were great opportunities to get my school noticed, especially when my students confidently performed on stage a repertoire of improvisation skills. Audience feedback was very positive and the enthusiasm led to many new enrolments.

On each occasion, I held a guessing competition and offered free classes as prizes. The number of classes varied from half a term to a full term. This was a great way to give a taste of drama classes to students who may never have experienced the fun and magic of drama had they not entered the competition. Many of the winners became full-paying students once they finished their free classes. Generosity pays!



Corrine Tye-Lim

Lacorvin

www.lacorvin.com.au

Do your market research and SWOT (strengths, weaknesses, opportunities and threats) analysis, find your niche market and do something outstanding that makes you stand out from your competitors.

Educate yourself in new technology and tools, such as a websites, social media, search engine optimisation, Google AdWords and smart-phone apps, and outsource as much as you can to experts in these fields.

Have a good branding strategy, be clear about your brand message and communicate consistently.

Be a social media tart and post regularly with awesome photos of your products or services. Create your own messages and quotes that define your brand. It's also important to offer your customers value, whether it's advice or something that makes them feel good about themselves. You must engage in conversations with your customers often.



Ana Antunovic

Hey Mama!

www.hey mama australia.com

Being a freelance writer means I need to come up with effective marketing strategies on top of producing quality writing. In the relatively short period I have been working for myself, I have discovered some strategies.

First and foremost, marketing does not need to cost a fortune or be reserved for big corporations. Social media can be your best friend and a relatively cost-effective method of marketing your business. Make your presence known online with regular posts, tweets or pins. Not only does this increase exposure to your page, it also engages your current audience.

Through social media, your potential reach can be global. Sometimes, investing a little money in paid advertising through social media can greatly increase your audience. You have the flexibility of allocating a daily budget, and you can even go as far as choosing your intended audience based on age, gender, demographics or hash tags. I have heavily relied on social media, and even paid for advertising, and honestly I am happy with the exposure I have gotten thus far as a result.

Another point to remember when relying on the internet for marketing is to get involved as much as possible. Join a group or forum, write some guest blogs, start your own board on Pinterest or even offer to advertise other businesses. More often than not, when you help someone out, they will be more than happy to do the same for you. Do not underestimate the power of word of mouth, because sometimes that can be your most powerful marketing tool. I have written guest blogs for free, with the premise of free advertising and links back to my own website. Just simply getting involved and helping out has the potential to open doors and new opportunities.

Kelly Northey

Bamboo Bubby

www.bamboobubby.com.au

In my experience, spending the time to work out very specifically my target market was the best thing I ever did. Once you really understand and can clearly visualise who your specific customer is, everything you do – be it an ad, a social media post or email – is just pitched with this customer in mind.

*This makes it easier to
ensure marketing is on
target, relevant and,
most importantly, that it
converts to leads
and sales!*

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Luanne Dequito

Pofuff

www.pofuff.com

Inspiration strikes from anywhere. And for Pofuff, it all started with my daughter. At the age of 3, Lilly loved to draw and tell us amazing stories about the characters in her doodles. My husband and I were constantly amazed at the level of detail, the strange adventures and fantastic qualities her characters had. I pitched the idea of transforming drawings into stuffed toys to my husband and he jumped on board immediately. We drew up plans and soon the brainchild swiftly grew.

A Pofuff toy, although unique in itself, was one of a few similar products that already existed in the market when the concept was conceived. However, we did not want to offer just a unique toy that brings amusement to children.

Marketing a product can be tricky as the value proposition determines customer perception and develops customer relationships. It is in revealing the true value of a product or service and presenting its benefits to the market in a clear manner that consumer behaviour can be influenced.

Out of our love for our daughter, the sheer enjoyment of spending time with her and basking in the innocence of her joy in creating art, Pofuff has brought a heart element to the enterprise. More than just a unique plush, Pofuff is a creative journey shared by parents and children. It is taking the time to listen to your child's story, encouraging them to explore their imagination, urging them to be more creative and sharing with them the surprise when they see the characters in their fantasies come to life.

To others, this may just be a marketing ploy. To us, this is our heart and our advocacy. And that is where true value lies.

Nadine Richardson

She Births®

www.shebirths.com

Marketing, for me, was a word I considered for many years as 'dirty'. It has taken me years and years of study and learning to get my head around it. I see so much rubbish being sold in the marketplace; mediocre services and unnecessary products. But because they are well marketed, they get followers and buyers. I have been astounded and disgusted by how easily misled the world is and how people put resources into what I consider trickery. As a yogi, I really wanted nothing to do with marketing but I knew I had to!

My products and services are very much connected to who I am as a woman and a teacher or yogi. I have had to face the fact that I am a big part of the brand. My initial and primary forms of marketing have been teaching the most amazing classes and offering outstanding customer service. Also, simply walking out my front door and bumping into clients on the street here in Bondi is a continual marketing exercise. This has been limited, of course, but incredibly beautiful. It has also given me what Kevin Kelly calls my 1,000 true and raving fans. They would follow me anywhere and I feel truly blessed to have them on my email list.

However, now I am at a place of growth and I need to apply the techniques I have spent thousands of dollars acquiring. I have just developed a more user-friendly site with opt-ins and leads, as well as Facebook ads, and so many more other avenues and joint ventures are growing. It's hard work but now I see that the more specific marketing I do, the more women can reach me and then have beautiful births. Marketing is the key to any business succeeding in this modern world and it is continually changing.



Christine Kininmonth

Fertile Mind

www.fertilemind.com.au

Get out of the house, go for a walk and get creative! Don't worry about what others are doing (your competitors appear everywhere to you, just like your own type of car is the one you most notice).

Try to think about what value you can add to your industry and be authentic. Don't always think about the return in dollars for your own piece of the pie. Try to grow the whole pie! For example, I'm very committed to raising baby sling and carrier safety awareness in Australia. At great expense, we have brought one of the world's experts in the field to train Australia's first baby-wearing consultants (some from competitor companies!).

The more sophisticated the market, the better for our products because they are the cream of the crop.

I'm also on the board of the international Baby Carrier Industry Alliance, am establishing the Australian Baby-Wearing Association and inviting the whole baby-wearing industry to participate – and our company has become Australia's only trained partner with the Baby Carrying Network in Germany. We donate slings and carriers to sling libraries free of charge for people to try. We are also sticking with some traditional advertising, some online advertising – but it's very expensive, and hurts! Creating 'stories' is more fun, and cheaper. Blogs are great, you gotta blog!



Petra Jones

Mooce

www.mooce.com.au

Look for partnership opportunities in exchange for your product or service, reaching to your target audience. Marketing can be very expensive, especially if you are running your business on a shoestring budget. With many temptations around, potentially you can blow your budget before you know it without much return. Just because something sounds good and is expensive doesn't mean it is the right marketing tool for you and your business.

For me, the best marketing results come from partnership opportunities. I often offer my product or percentage of sale in return for marketing exposure or inclusion in promotional material. This has attested to be the greatest thing to keep my budget in check, ensuring continued exposure for my product and business throughout various media year around.

When accepting promotion at opportunities through partnership, you should ensure to:

1. Pick your partner with the right audience, your target audience.
2. Have a clear marketing plan with scheduled and planned campaigns as well possible ideas for placement opportunities. Keeping track of all campaigns and their cost is as vital as obtaining any after campaign statistics and feedback.



Jo Johnson

How You Say It

www.howyousayit.com.au

You may not be familiar with the phrase ‘content marketing’, yet you are immersed in it every time you access the internet. News sites, entertainment hubs, blogs with business advice and parenting sites are all forms of content marketing – they use useful information to market themselves.

Content marketing can be successfully applied to market any type of business. It’s a fantastic tool to attract visitors, generate leads and enquiries, entice subscribers and, ultimately, convert sales. In essence, the information you produce should set you up as the expert in your chosen field – the go-to place for credible, quality information about a particular subject matter.

This is briefly how it works:

- You build and market a website that houses free information that offers value to your prospective clients.
- You also offer prospects the chance to purchase goods or services from you, which are closely linked to the information you give away.
- You allow the free content to be shared.
- You ask for something in return for the more valuable content you have hidden (usually an email address).

Don’t be nervous about giving away content. There are three groups of people who will read your content marketing. The first will only want your free stuff and that’s OK – they were never going to be a client. The second will use your free content and try to do the job themselves; many will fail and end up paying a professional (you) to do the job right. The final group includes those who value expertise and their own time and will engage you to do the job for them.

Content marketing works when you get it right. It should never be automated, and should not be haphazard. You need to produce regular, high-quality, credible content to ensure you build and engage with your target audience.

*P*rofitability

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What's your best advice
for creating a profitable business?

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What's your best advice for creating a profitable business?

Whether you have big dreams for your business or are happy to keep things simple, every home-based business needs to make a profit to flourish. Money can be especially tight in the initial stages, and the more your business grows, it seems the more you have to spend on running costs! Here, our successful mumpreneurs offer sage advice on how you can take charge and create a profitable business.

Leanne Shea Langdown

Cheer Chick Charlie

www.cheerchickcharlie.com

To create a profitable business, you've got to love what you do, you've got to find a gap to fill, you have to be strategic about your direction and you've got to be ready to take on the challenges. Plus, if you create something that has a purpose greater than you, that helps because you've got an extra driving force.

1. Love your work. I love working with children and I love writing, so writing children's books is the perfect combination. Find your joy and then make it your every day.
2. There is a gap in the marketplace for quality children's entertainment with a purpose – positive messages to build confidence, self-awareness, enthusiasm and support for each other. Find the gap and be the one to fill it.
3. You can't bumble along hoping your business will come together. There will be parts you will muddle through, but you've got to see the big picture. You've got to have a clear vision. Then put a strategy in place to achieve it.
4. Things don't always go according to plan. There are times when you will hit brick walls. Even mountains. When this happens, it's important to stop, take stock, adjust and move forward. So many businesses fail because people just walk away from the obstacles on their path.
5. Have a purpose that is greater than yourself. The purpose behind Cheer Chick Charlie is so much bigger than me. I want to help as many children in the world as possible to believe in their own power. Having something greater than you is a pretty big motivator. The accountability shifts and you get to a point where you have no choice!

Laura Trotta

Sustainababy

www.sustainababy.com.au

As unglamorous as they are, pricing and cash control are integral components of a profitable business. Price your products and services to deliver the profit margins you would like to achieve and don't be tempted to discount. Discounting is unsustainable and will lead to you working harder for less revenue.

Cash control is critical in business. Analyse where you are spending your dollars on a regular basis and seek to reduce expenditure in areas that are not delivering profits or growth.

Advertising is one particular area where you can easily overspend. Focus efforts on growing your email subscriber list rather than looking to advertisers first. Over time, you may find you can just market to your list to generate cash flow, rather than paying advertisers for the service.



Amy Farley

Yummy Mummy Pregnancy Day Spa

www.pregnancydayspa.com.au

Make sure you pay yourself! Do it religiously! It's so easy to get caught out by paying money to everyone else except yourself. If you set up a direct debit transfer of whatever amount you want to take home at the end of the day (regardless of how many hours you have done), it will get you into the habit of forcing you to earn more money to cover the costs of the business.

Focus on the areas and the clients that bring you money. It's all lots of fun spending time on Facebook trying to market your business, but if you actually broke down the amount of time you spend on Facebook and how much it returns you, I doubt so much time would be wasted on it.

Measure your returns. If you trial a promotion on a particular marketing avenue (for example, print material), make sure you can measure what your ROI (return on investment) is. If you get a poor response, don't keep flogging a dead horse – look for other avenues that your clients respond to. If you get a great response, then repeat it again, and again, and again – as long as you are getting a good ROI.

Natasa Denman

Ultimate 48 Hour Author

www.ultimate48hourauthor.com.au

Consistency, hands down, is my best advice. It's not about all or nothing; it's about taking necessary steps over a period of time and growing with your business. Absolutely, having a mentor or someone ahead of you in business for advice is a must, and make use of all the resources you invest in.

*I see many small
business owners go for
that next shiny object
and waste money without
a clear focus.*

I say, have a mentor, follow the recipe you get taught, and take action (execute). Build profitable joint ventures and partnerships as you grow for leverage.



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Cathy Morrissey

6 Figure Property Renovation Secrets

6figurepropertyrenovationsecrets.com.au

Firstly, don't limit your thinking! It takes the same amount of effort to sell a small item as it a high-priced item. Have a strong belief in yourself first. The clients want your confidence. My clients buy my confidence, passion and belief that they CAN achieve their dreams. Take care of the small stuff and they will buy off you time and time again.

*It takes hard work and
discipline to have a
profitable business.*

Get a mentor and follow their advice to the letter. Every time you hit the ceiling, there's always another level. Be strong and brave, even when you don't think you can.

You will often be stretched for cash flow – become a problem solver. Create a new course. Raise your prices.

You can if you believe you can.

Mara Morrison

The Filing Fairies – Professional Photo Organisers

www.thefilingfairies.com.au

B

ecause I love a good list, here are my top 5 tips:

- 1. Research:** Consider a good, old-fashioned SWOT analysis. Consider what are your strengths, weaknesses, opportunities and threats, making sure that you consider them from a personal perspective as well as your business idea.
- 2. Plan:** Don't rush into things, but just as importantly don't over plan. Perfectionism can be a real downfall in business. Ask yourself, 'If not now, when?'
- 3. Outsource:** Concentrate on what you are great at and outsource as much as you can afford to other experts.
- 4. Be patient:** Good things do come to those who wait (and research and plan). Good research and good planning will set you up for success in time.
- 5. Stay healthy:** Easier said than done but don't burn the candle at both ends so much that you neglect your health. As an entrepreneur, no one will be paying you sick leave and you simply can't afford to get sick. Besides, good health will provide clarity of thought. I listen to business podcasts and e-books when I walk the dogs or take a jog. I feel physically and mentally invigorated!



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Amy Eaton

Happy as Larry Designs

www.happyaslarrydesigns.com

You cannot do it all yourself! Delegation and spending money on delegating tasks is a must to be able to grow your business. If I wanted a holiday or couldn't work for some reason, I would need to know there is someone else who can pick up the pieces and keep the business running.

I look at tasks with a dollar value. To do this, I delegate the \$20-an-hour jobs to others so I can then concentrate on the \$100-plus-an-hour jobs that will bring in more business and create more income. Hiring a business coach has also attributed my success.

Another sure-fire way to profit is giving back to the community in some way.

Sonya Lovell

www.sonyalovell.com

Firstly, I strongly believe you should never undervalue yourself or your services through discounting. Many people believe that discounting their services (products are different, of course) will increase sales and cash flow. From experience, I believe that discounting only serves to create a perception of reduced value.

Secondly, invest in yourself and your business regularly.

Investing in mentors, coaches, masterminds and your education all lead to improved success, income and profitability.

And, of course, then there are the obvious bookkeeping tasks of tracking and monitoring all income and expenses. Invest in a great bookkeeper if this is not your strong point!



Nicole Tyrie

Jump Online

jump-online.com.au

Perceived value is the opinion your customer holds of how much value your product or service offers them. The ultimate aim of your marketing is to communicate your value, to position yourself as irreplaceable and to show you are the best possible choice to meet the customer's needs. Here are five simple tips that you can put into place in your business straight away:

1. Features vs benefits. What is your product or service, and what will it do to change the customer's life?
2. Gather brand advocates and their testimonials. Happy customers provide proof that your business is worth the customer's investment – the proof is in the pudding!
3. Add extras. A price rise can put your customers off side. Make sure your customer can see what they're getting for any price increase. Brainstorm the intangible value you can add – warranties, freebies, etc.
4. Be a giver. Add value to your services by sharing your expert advice and knowledge. Emphasise that you will be behind the customer every step of the way to support them during the purchase process (and beyond).
5. Get your name out there. Customers attach value to brand names, so go forth and spread the word of your brand. People commonly associate brand names with better quality, so the more awareness of your brand in the marketplace, the more perceived value for your products and services.

Keep in mind that most customers buy you and your values first and your products or services second. To this end, it's very important to create a positive first impression and start the relationship as you want to continue it. You are the secret to your success!

Cynthia Kent

Art Shed Online

www.artshedonline.com.au

Funnily enough, to have a profitable business you need to make a profit! In the beginning, I thought my business was making a profit but it was not. There were so many things going on that I let the accounts slip and I could not see until the end of the year if we were making money or not. Now our accounts are done daily and at any stage we can run a report and see what our gross profit is and look over our profit and loss statement.

A piece of advice I often give to people is: 'Are you willing to give away part of a profit you were never going to get otherwise?' What I mean here is be willing to discount your products or services to new customers and get them over the line. You may reduce your profit on that one sale but doing so usually gets the customer to purchase when they otherwise would not. Once that customer has purchased and has had a good experience, they often tell other people about you and that brings new customers to your door.



Sasha Deacon

Beau Hudson

www.beauhudson.co

Don't be afraid to charge what your time, products and brand are worth. If you don't allow the appropriate profit, your business won't have the opportunity to succeed, and your business won't be sustainable. It's good to look at the market and see what similar business are charging. However, in saying that, make sure you're not just looking at the product but all the factors of what they're selling. It may be the same item, but if it's not the same quality or fabrics, or it's made in a different country, that will all factor into the cost.

On the flip side, you can't come into the market charging through the roof when no-one's even heard of your brand or your product. When I began, my profit margin wasn't huge; it was actually quite minimal. Our first six months was spent creating a great product, getting our name out there and being extremely reasonably priced to the point that people would get their items and comment, 'I can't believe how good the quality is!' For the price, they were expecting something of a lot less quality. This then allowed us to gently raise our prices to allow for business growth – hiring staff, allowing for a more sustainable profit margin, etc. When we did this, not one customer blinked an eyelid. We started to build a brand that was about quality, customer service and being Australian made. People were happy to pay what they knew the product was worth.

When we started out, it was hard to buy things in bulk as we didn't have the money. However, as you grow, sourcing what you can in bulk or wholesale helps a lot with increasing your profit margin.

Jo Turner

Toosh Coosh

www.tooshcoosh.com.au

My best advice is make sure you have a business plan and do the numbers! A business plan forces you to consider all parts of your business, the strengths and weaknesses. It gives you a foundation to base decisions on, allows you to set a direction and plan how you're going to get there.

Once you know what you want and how you're going to get there, you should also consider your end game or exit strategy – when and how are you going exit the business? If you don't know this, then how will you know when you have achieved your goal?

Understanding the financial side is critical and sometimes we don't spend enough time looking at the numbers. It can be rather confronting and, let's face it, it's not the most exciting, fun part of the business. Due to my financial background, I spend a lot of time working on profitability models and revenue projections. I understand the importance of creating a profitable business if you want to succeed. So make sure you take the time to understand your financials or engage someone who can help you.



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Kirsten Cox

1300 Your Party

www.1300yourparty.com.au

The best advice I can give someone about making a business profitable comes from two key profit principles: 1. Customer strategy – understand the customer; and 2. Pricing strategy – understand the numbers. To have a viable business you have to have something someone wants to buy from you for more than what it cost you.

Many people start a business with all the frills, like an expensive website and flash business cards, but don't stop to think about where they are going to get the first sale from. You don't have a business unless you have a customer. Start small, invest little and get a few runs on the board to build your customer base and then invest some more if it's working.

Equally important is knowing what your customers are willing to pay for your goods or services and then know how much it will cost you to get it to them. Pricing is perhaps one of the most misunderstood areas of business, but it is what will determine your success. What price you need people to pay, what price they perceive as value for money and what price they are willing to pay are your guidelines.

I set my prices after I've taken out costs, then compared them to other party-hire organisations' prices. My party-hire equipment is not the cheapest but it is not the most expensive, so there is value for money for the customer and a profit for me. I leverage profit for my business by providing the best possible customer service experience so that my customers are delighted by the value for money, which gains me repeat and referral business.

Latasha Menon

Latasha's Kitchen

www.latashaskitchen.com.au

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aking your passion your work is the best advice, but you must also find a need for consumers and fill that gap. Be honest about your products. Don't be afraid to talk your business up.

Work hard in and on your business, think about it at every opportunity, and grow in every which way you can by networking, following up leads and stepping away every so often to get a better perspective.

*Don't forget to reward
yourself for the little
achievements you gather
along your journey.*

Make sure you don't spend more than you make in the initial stages. Keep reinvesting in your business in the first two years.



Caroline Africh

Attipas

www.attipas.com.au

Find something that sells itself! When I first brought Attipas to Australia, I knew I was onto something big. I was constantly approached in the street by mothers asking where I'd bought the 'interesting shoes my son was wearing'. In that moment, I pondered that if I alone was being asked at least once daily about Attipas toddler shoes, what would happen if 1000 mothers were being asked daily about Attipas shoes? Fast forward nearly two years, and

*we have sold more
than 15,000 units
nationally,*

largely through word of mouth and Facebook (mothers tag their friends when they see a Facebook ad, which creates virality). We also stock to more than 30 retail outlets nationally, which is on the increase.

Having a good head for numbers and setting and sticking to budgets also helps.

Simone Cadell

Tiny Tutus

www.tinytutus.com.au

The key question often overlooked in business is: 'Where am I now?' It is impossible to get to a destination unless you first work out where you are in relation to that location. You need to ensure you have all the required items to achieve your business goals. Be honest about the resources you have and your ability to execute your plan.

Never go big until you get it right little. Test your market. Create a lean start-up. Use this to gauge reaction and demand, and test your assumptions that a market exists.

Testing your idea on a small scale gives you a chance to honestly see how the market will react. So many businesses fail because they spend so much time developing a concept but never speak to or connect with their prospective customers to see if it was something they would consider purchasing. Consequently, when the targeted marketplace responds with indifference because the concept is flawed, the business fails.



Sonya Comiskey
Born Country Baby
www.borncountry.com.au

It can be easy to get carried away with the idea of owning your own business or exercising your creativity to a point where you sometimes forget that it still has to stack up in the numbers. If you only do one thing before you proceed to the point of establishing or purchasing a business, I would say: do your homework.

Start with identifying the 'who, how, where and what' about your customers. Who are they? How will they interact and shop with you? Where are they? Are they in your geographic area, visiting your bricks-and-mortar space, or are they online? What are they prepared to pay? How does your offer stack up with the market? What makes your product stand out from the herd?

These answers will help your work out if your idea or proposal is a hobby or a business, and whether it's feasible and worth all the agony and ecstasy of owning your own business!

Know your numbers! Where is the money earned and expended in your business? Where is your online traffic coming from? Who are your top referrers? At what point in your website flow do people tend to bounce? All this information is a matter of interpreting the data you are already collecting from Google Analytics or your accounting figures. The business adage 'you can't improve what you don't measure' is so true!

I believe that, fundamentally, profitability involves shifting your mindset from working in your business to working on your business.

Wanda Brzozowska Ladds

Made With Love Photography

www.madewithlovephotography.com

Do something you really love. Don't do it for the money, do it because you enjoy it and are passionate about your idea. Start small and set yourself daily and weekly goals. Don't get too carried away and be realistic with your aims.

Keep a record of everything and write everything down – your ideas, goals and dreams. And refer back to it when you're feeling 'blah'! If you start small and aim big, the possibilities are endless. Don't overprice yourself, either.

*Price yourself at what
you're worth but don't
get too carried away.*

You can always raise your price but you'd look silly if you had to lower it.



Tara O'Connell

The Baby Diaries

www.thebabydiaries.com.au

There are a number of elements involved in the creation of a profitable business. I have outlined my top six below:

- Firstly, you must do sufficient due diligence to ensure there is indeed market demand for your product or service. This will involve a lot of research, data mining, networking and information gathering. It can be time consuming but it's better to spend the time now rather than finding out down the track that you were on the wrong path.
- Develop a plan that includes: your specific, measurable goals; company values; definition(s) of the target market(s) for your product or service; a detailed action plan that is transparently linked to your goals; detailed time-frames and budgets; and key performance indicators. Without this, it will be hard to know where you're going, if you're succeeding and when you have arrived at your destination.
- Realise you can't do everything. Having great advisers and mentors who have the same values as you and believe in your goals and vision are also essential. Try to do the things you are good at and that you enjoy. Understand your weaknesses and get help in these areas where possible.
- Diarise time to spend 'on' the business at least one day per month.
- Review your action-plan progress monthly.
- Have fun! It only feels like hard work if you're not enjoying it.

Sally Hams

Sally Hams Business Solutions

www.shbs.net.au

Passion and hard work! A profitable business cannot run successfully if the business owner is not involved.

An employee and an employer think very differently. There is an element of trust between an employer and employee and once this is gained, reward or provide incentives to your employees to increase morale, which ultimately will increase your business's success.



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Danielle Proctor
The Rocky Road House
www.rockyroadhouse.com.au

Starting a new business can be very daunting for some and exciting for others, but to everyone it will most probably be a challenge. It can take time and patience before your business is profitable and you see a return for all the hard work, time and dedication you have invested into your business.

In order to have a profitable business, you need loyal customers who love your product and return to purchase again and again. Productive, experienced, supportive, trained and driven staff who know your product inside and out leads to sales. Lead by example and set the benchmark so your staff can see what is expected.

Ensure you have a business and marketing plan, set budgets, meet your targets, set KPIs (key performance indicators) that are specific, measureable and achievable, and always have a back-up plan. If your sales have fallen, address the situation immediately and put strategies in place to assist with taking your business back to the top of the pack. I have a background in bookkeeping and am very comfortable with managing the finances of the business.

Most importantly, if you are unsure about the finances of your business, invest in professional assistance, gain knowledge and get educated because this will make or break you. You should know the ins and outs of your business, what money is coming in and going out and how to grow your business and take it to the next level.

Brionhy Westbrook

KidzAid Australia

www.kidzaid.com.au

Trust and believe in your product 100%. If you have a genuine love and passion for your product, I believe it will make you stand out from the crowd and put you on the right path to having a profitable business. If people can see your passion and enthusiasm shine through, this will create a sense of trust, which ultimately leads to respect, more clients and so on.

Don't undersell your product; trust what you are delivering and its worth.

*I strongly believe you
'pay for what you get'.*



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Luanne Dequito

Pofuff

www.pofuff.com

It depends on who you ask what the heart of a business is. Some, perhaps, would say it is in marketing, for no business can flourish if no one knows about it. Some would contend that a business beats in sync with its customers. And some would say that the core of any venture is the product or the service it sells.

The heart of a business is its profitability. Without the ability to be profitable, an enterprise, small or large, would fail to thrive.

The measure of a business's success is its profitability. Understanding this should be the key driver in all efforts exerted for it. Everything including marketing, production, sales, human resource management, administration, finance and advertising should point to the fundamental goal of increasing profits. However, this should not in any way be construed as becoming ruthless, without regard for anything or anyone. If anything, it can be taken as a challenging adventure that leads to a very purposeful reward.

Although profitability at times can be elusive, intuitive and sensible entrepreneurs know the value rests in discovering the subtle alchemy of transforming passions into profit. It is in finding the ideal balance between all the elements that comprise a business that determines its success.

Each component should hold equivalent importance. All the elements from value proposition to customer segments, sales channels, cost structure, key activities, resources, revenue streams and stakeholders must be treated as the lifeblood of the enterprise. And all veins should lead back to the heart.

Donna Larkin

Drama Stars Academy

www.dramastarsacademy.com.au

It may seem unusual, but my best advice is to be grateful. I focus on my success and what I have, and the progress and growth I am achieving, rather than looking at what I don't have or comparing myself to other drama schools that have far more teachers than I do. Each member of our family has a gratitude stick/object and before sleep, we verbally share three things we are grateful for. This actually helps bond our family and, as a united front, we all achieve more than we could ever imagine.

Yes, it is good to strive for goals and set targets for your business, but don't forget to be grateful for where you are and what you have achieved. Even just the simple fact that you are doing something you love is something to be so grateful for. This attitude of gratitude, as it is often called, will lead you to being a happier person and this usually rubs off on all those you come into contact with through your business. Word of mouth spreads and attracts more customers to your business.

My students become one happy family, as is evident by my long-staying students who are now teachers in training themselves, so they too can share the gift!



Kate Curtis

Nits in the Ditch

www.nitsintheditch.com.au

Do your market research to ensure there is a need for your product. Product research is important to find out what your competition is like and how they do business.

Create a brand that you are passionate about and ensure you stay true to who you are.

*Believe in your brand –
if you don't believe it,
no one else will either.*

Choose the right people and ensure that they have the right attitude. Attitude cannot be taught.

Petra Jones

Mooce

www.mooce.com.au

Understand your customer and the problems they have and know what value you can bring to them with your product or service. There are so many aspects that contribute to a profitable business, however, for me there proves to be one that really made a change to my business and influenced the transformation into being a profitable one.

The idea of having your own business is tempting for many and often this mistakenly becomes the main driving force behind the business. To just have a product or service is simply not enough.

I no longer jump at the ideas in a reactive way. Just because something sounds or looks great for my business, it doesn't mean it will be or it will bring a return on my investment. I research and gather information and understand my client. I ask questions such as: Who is my ideal client? Is this my ideal client? How is my product going to solve their problems? Sometimes what may seem to be an excellent fit after a short investigation may end up being not so good.

In cases where there is a great fit for both sides, I always plan how I'm going to approach and execute my sales pitch in pursuit of continues business.



Peace Mitchell

AusMumpreneur Network

www.ausmumpreneur.com

Making a profit all comes down to good money management and understanding your numbers. If you know you need help with keeping financial records, understanding bookkeeping or pricing, take steps to get the knowledge you need. There are lots of books, courses and people who will help you learn how to manage the financial side of your business and a better understanding of your numbers will ultimately help you to make more money!

One of the biggest mistakes I see business owners make is to over capitalise, spending way too much money in the start-up phase and then finding it difficult to make that money back. You need to think lean in the early days, make do with less to begin with and work your way up.

The other mistake I commonly see is business owners paying themselves last! It's great to invest back into the business but unless you start paying yourself as well you'll start feeling resentful towards your business and wondering why you're doing all this work if you never see any reward for it. In your first year or so, you might not be able to pay yourself much at all, but start somewhere, even if it's only \$1000 a month, and increase this amount as you go. Understanding your numbers and always paying yourself first will ensure that you have a profitable business in the long term.

Jo Johnson

How You Say It

www.howyousayit.com.au

Increasing profits directly is somewhat of a misnomer. You can, however, increase profits indirectly by improving the variables in your business that ultimately determine your level of profitability. Variables such as: reducing the cost of customer acquisition, increasing your prices, reducing expenditure and increasing conversions. There are many, and all will have an impact on profitability.

Before these variables come in to play, however, my advice to new business owners is to define then refine your offering. Then do it again. Too many small business owners try to be all things to all people. They offer loads of services, or a gazillion products, in the hope they appeal to a broad market and some of them will sell. This strategy is problematic; it's impossible to deliver a credible and timely service, or manage a massive inventory, especially in the beginning when you are most likely working alone.

This broad approach also has a negative impact on your marketing ability. It's nonsensical to try to reach multiple audiences with multiple offerings with a start-up marketing budget and a single operator. You are better off getting to know your target market intimately; know where they hang out, what media they consumer, and then pinpoint your refined offer.

Identify what your very best skill is, what you are most passionate about, what you know you can make money out of, and then market this first. If your target audience just got halved then halved again – great! Your offer will be that much more valid and more acceptable, reducing the path to purchase.



Customer service

What's your best
customer service advice?

What's your best customer service advice?

Without customers, you don't have a business! They are vital to your success. Happy customers also give your business something priceless – word-of-mouth referrals! But some customers are trickier to handle than others. Read on for top tips on how you can provide a customer service that will get people talking.

Lauren Shay

Full Stop Design, Editing, Publishing

www.fullstoppublishing.com.au

I think small business owners are in a unique position that allows them to deliver a quality of customer service unparalleled by large organisations. At risk of stereotyping, mumpreneurs are often by their very nature resourceful, astute and empathetic – all great qualities that will put you on track to deliver top-notch customer service.

Mums in business have many demands on their time, but if you can put in that extra little bit of effort to lift a customer's day, your business will benefit. For example, providing a fast turnaround is the focal point of my customer service. Time and time again, I am thanked by my clients for being efficient and reliable. Clients are usually time-poor themselves, so anything that helps them reach their deadlines faster makes a big difference to their day. But also be realistic with what you can offer. Never promise something you aren't sure you have the time or ability to do.

Courteous communication with clients is vital. As a customer, I really value friendliness, so I am always friendly with my customers. Consider the tone of voice in your emails to customers. You may think an email is short and sweet, but your client may think you are being short and terse!

Follow-up emails (or calls) are important, too, especially if you are a service provider. I am always interested to hear how my clients are faring; their success is my success, but I also genuinely want to see others succeed. So check in on your clients from time to time. They will appreciate it and it could lead to more work for you down the track. If you have a Facebook page, give them a shout out post every now and then.

Corrine Tye-Lim

Lacorvin

www.lacorvin.com.au

Believe wholeheartedly in your brand and products/services. Be authentic with everyone you deal with in business and be interested in what they have to say. Their feedback is very valuable for business improvement and you need to develop relationships with them all the time. Your customers are your best form of feedback – even if the feedback is not positive, it means it is something you can improve.

*Be accessible and
'human' so people feel
connected with you.*

I believe this, along with their beliefs and company messages, gets lost in massive companies.

I offer my clients education on how to look after their silver jewellery and leather goods so that they last them a lifetime. If they are unsure, I have a free jewellery-cleaning service.

Give back to your regular clients through competitions and special discounts to keep them coming back for more and so they refer you to people they know.



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Wanda Brzozowska Ladds

Made With Love Photography

www.madewithlovephotography.com

Have patience and lots of it! Working with customers is fantastic but you do need to be polite courteous and confident at all times.

I always go that extra mile for my customers. I try to make my brand stand out by being me. I am my own brand so I have to be professional at all times. I will hand-deliver finished products, take time to chat with clients, play with their children and just be nice. There are lots of other businesses out there; I want people to come back to me time and time again, not just for my products and my brand, but because I'm a nice person.

*Stand out from the rest
and be different in your
approach.*



Sasha Deacon

Beau Hudson

www.beauhudson.co

We place so much value on customer service. After all, they are the ones keeping you in business, telling their friends about you and showing off your products. I honestly believe placing such a high value on customers has helped us get to where we are today.

If I get an email from a customer who accidentally received the wrong product or size, or something was missing from their order, I will always action it straight away and get their correct order to them ASAP with a free gift. Throwing in a free gift means a lot more to them than what it costs us. It's actually not that hard to go the extra mile, and we really do try to in every way we can.

We get a lot of questions on social media and I found it was becoming difficult to reply to everyone, so we took on some 'brand representatives'. Basically, their job is to go through our social media forums and answer any questions people may have so that every question gets answered, regardless of how many people ask the same thing. We currently have three brand reps – two in the USA and one in Australia – and I have introduced them to our accounts, so people feel comfortable asking them questions. They have been a life saver and are extremely valued, especially on restock nights (fortnightly) when we get hundreds of questions on our social media accounts. People just like to be heard, and if they feel like they are, it enhances their overall experience and relationship with your brand.



Holly Nunan

www.hollynunan.com

Under promise and over deliver. Provide more value than was expected. Originally, the customer buys your product, but you must invest in the relationship so that eventually, what the customer is buying is you! They can find other products everywhere, and you'll never be the best and/or the cheapest 100% of the time. But there is only one you! This is what will create your retention, and therefore your residual income.

Make it emotional. People buy on emotion, and then justify with logic. For example, from time to time I will buy a \$5 fridge magnet with an inspirational quote on it. I will hand-deliver it to the customer with a card that says something like: 'Not every day is good, but there is always something good in every day. I just wanted you to know that you are the 'something good' in our day. Thank you for your support of our family business. I know you might think it's 'just coffee', but to us, it is way more than that. You are extremely valued and we really appreciate you.'

A fridge magnet is a good idea because they are reminded of you multiple times a day, and every time they see the magnet they will remember the feeling they felt when you gave it to them. Everyone likes to feel as though they make a difference, so make sure your customers know what difference they make to you!

Mara Morrison

The Filing Fairies – Professional Photo Organisers

www.thefilingfairies.com.au

Word-of-mouth referrals are extremely important to our business so it is essential for us to provide the best possible customer service. An existing customer won't refer you to friends, family or colleagues if they don't know, like or trust you, and all of those opinions will be born from receiving outstanding customer service.

I would recommend these three tips:

1. Listen: One of the main reasons we don't provide templates or popular 'printables' is because everyone is unique with unique problems. Listening is of utmost importance.
2. Help: Having heard and listened, solve problems and provide assistance or suggestions, even when there is no immediate profit.
3. Go the extra mile: Think of the super-successful 'would you like fries with that?' campaign. Work out what your 'fries' are and offer them to your customers for no additional cost.



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Laura Trotta

Sustainababy

www.sustainababy.com.au

Aim to always over deliver and delight your customers. Whether it is including a hand-written note with an order, wrapping and presenting products nicely, or simply responding to emails and enquiries promptly, treat each customer as though they are your No. 1 client.

*If you look after your
customers well, they will
look after you.*

You will soon be the recipient of word-of-mouth referrals that are much more valuable than any paid advertising.

Deborah Brodie

Bop Along Buddies

www.bopalongbuddies.com.au

Customer service is a difficult and sometimes emotional part of running any business. The most important thing is to not take it personally. It is much easier said than done, as you invest so much of yourself into a small business that if you receive negative feedback, it can be hard to separate yourself from the business.

You need to be honest and have integrity but also be realistic and measured in your approach to dealing with your customers.

If you receive negative feedback, take your time to respond; do not respond immediately when emotions are high. Acknowledge the feedback, sleep on it and send your response once you have had the time to remove some of the emotion.

If you receive positive feedback, be grateful and thankful that the customer has taken the time to share their feelings about your business or brand. It is extremely important to acknowledge that their valuable time has been spent on your business.

It is also important to recognise that sometimes the customer may not be right, but you must cop it on the chin and provide a solution that makes the customer happy.

Be prepared to spend time on customer service and management every day – it is key to growing your brand and customer loyalty.



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Sonya Lovell

www.sonyalovell.com

My best customer service advice is pretty simple. Make it personal, empathetic, genuine and prompt! I make sure that I personally respond to every email, social media comment, message and enquiry as quickly as possible (always within 24 hours), and if I don't know the answer – I tell them exactly that, but I offer to research it for them and always get back to them with a reply. This is often a great learning experience for me, too!

Be yourself, be honest and allow yourself to be vulnerable if need be. People connect with all of these things and they make you real.

*People love connecting
with real people.*

Christine Kininmonth

Fertile Mind

www.fertilemind.com.au

We won a Gold Award in the Australian Customer Service Excellence Awards in 2013. I would suggest knowing what good service looks like for your business. For us, it was providing the right product on time. We did something as simple as creating two out trays – ‘priority’ (must go on next delivery) and ‘secondary’ (only send after priority is empty).

Consider investing in good customer relationship (CRM) software that helps you keep track of conversations and orders, tracked parcels, money owing, etc.

Ensure phones, emails and Facebook enquiries are answered quickly, and warranties are honoured. Ask yourself, ‘What is good customer service?’ If you get an enquiry, is it answered in a day, two days, three days? Do they get their goods in 24 hours, 48 hours? How many returns or complaints are acceptable to still say we have good service? What are customers told? How quickly are mistakes fixed? Take the time to think about these things and then you have a base for establishing good service.



Sonya Comiskey
Born Country Baby
www.borncountry.com.au

My key areas of advice are: put yourself in your customers' shoes; be nice; and remember that it's often not the product, or the packaging, or even the price that keeps people coming back to you, it's how you make them feel!

Always ensure you look at your business from multiple perspectives, and the first one should be as one of your customers. How do they move around your website? What do they want to see? What can you do to make their experience better? Even better, ask them for feedback (and truly listen to it, even if it might be confronting). A lot of our customers thank us for the special attention we pay to our packaging and it wasn't until we delved into this a bit more with them that we found out a lot of our sales are intended for gifts, especially for overseas family and friends.

It's not always the product, packaging or even the price that keep people coming back – it's how you make them feel. Simon Sinek, author and inspiring optimist, reckons: 'People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.' This statement speaks right to the heart of any business, its values and purpose. Those qualities shine through in your customer service.

Be nice! It's a hard-and-fast rule in my business. I don't want to shop with people who don't make me feel happy. Ever been to a shop where the assistant is rude or makes you feel like you're a pain in their butt? I hate that kind of treatment, have vowed to never dish it out and go to extra lengths to be nice. Not fake nice, genuine nice. It's in the form of a personal greeting at a retail event, in taking the time to get to know people, or even a simple gesture such as a handwritten note for our online orders thanking people for supporting an Australian-made business.

Leanne Shea Langdown

Cheer Chick Charlie

www.cheerchickcharlie.com



People are your greatest assets. It's that simple.
Without them, your business doesn't exist.

- Listen to your customers.
- Learn from your customers.
- Talk to your customers.
- Share with your customers.
- Give something back to your customers.
- Thank your customers.
- Be grateful for your customers.

I have learned so much from the people who buy the Cheer Chick Charlie books and merchandise. I love the good feedback and also listen to the bad. I try to grow with our customers and reward them for their loyalty and efforts.

Cheer Chick Charlie provides free activities for children, which they can print from our website. Once they finish their activity sheets, I encourage them to send them in and in return I send them out 'Charlie Cash' to spend in our online store. Plus, I showcase their work on the Facebook page and we pin them up in the office. This is just one little example of how you can show customers that they matter. Even the ones who don't purchase anything, just the interest in the website is something to be thankful for.



Jodi Gibson

JF Gibson writer, copywriter, blogger

www.jfgibson.com.au

B

e professional but friendly. Always return calls, emails and inquiries in a timely manner. Work towards solutions rather than focusing on problems.

*Build a rapport with your
customers and they will
be customers for life.*

Brionhy Westbrook

KidzAid Australia

www.kidzaid.com.au

Very simply, it all comes down to ‘third-party thought’. My team and I are constantly seeing ourselves through the eyes of others. How would our clients feel? What can we do to make it a better experience?

*Being honest and friendly
goes a long way, too.*

Also, strike while the iron’s hot. Act on all enquiries ASAP – the clients always appreciate a prompt response.



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Krystal Caton

Zestio

www.zestio.com.au

Customers are a business's most vital asset. Therefore, I believe great customer service is essential. When you satisfy your customers, they continue to do business with you and refer friends, family and associates.

I try to be accessible to my customers, even after normal business hours. My details with email address and phone number are available on my website and business cards so they can reach me if need be.

I have realised that customers won't always give feedback. I have found it easier to provide them with opportunities to offer feedback by conducting surveys, covering areas such as product satisfaction, pricing and quality of service. It lets the customer feel like you care and provides me with information about where we need to make improvements and what is working well, addressing concerns before it is too late. Above all, I just like to be helpful and assist my customers as well as I can.

Danielle Proctor
The Rocky Road House
www.rockyroadhouse.com.au

Listen to your customers as this is what makes the wheels go 'round and creates the livelihood of your business. It is the strength of all businesses and it starts from the first time you engage. If it's a positive experience, it could be the development of a long-term client relationship, but if it's a negative experience, you have lost a client before you have begun.

Great customer service has the following foundations:

- Know what your customers really want in a product so it encourages return sales.
- Be open and honest and be sure to deliver your promises.
- Communicate and ask for feedback. Listen to what they have to say.
- Go above and beyond to look after your customers. Treat them in the same manner you would like to be treated.
- Build a positive relationship with your customers.
- Establish a level of trust and knowledge of your client, and know who you are dealing with – get a little more personal with them.
- Be attentive, open minded, engaged and respectful.
- Ensure you have all your policies and procedures in place so your customers are aware of their rights (ie. code of conduct, privacy policy, returns policy).



Kate Curtis

Nits in the Ditch

www.nitsintheditch.com.au

Word of mouth is more powerful than any other form of advertising. Remember that every time you have dealings with anyone, be it customer, client, supplier or the waiter at the restaurant.

Be nice, and remember that they have a world, too, and you have no idea what is happening in their world, just as they have no idea what is happening in yours.

*Listen to understand
them, and don't sell to
them, help them to buy!*

Kelly Northey

Bamboo Bubby

www.bamboobubby.com.au

Everything in business needs to be focused around customer service, so my best piece of advice is to really know your target market and what makes them tick, and then do whatever it is that will make your target's experience with your business a good and memorable one.

If being able to order quickly and easily is important to your customers, make the system you use easy for them to do this. If, like Bamboo Bubby customers, they are distraught parents running on little sleep with no time to think straight, yet they're needing information to help their child, bring that information to them easily and in a format they can quickly digest.

*Show them the solutions
succinctly and then
deliver them quickly.*

Whatever it is your business or brand stands for, bring that to your customer service, too – it only helps to reinforce your branding message.



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Nadine Richardson

She Births®

www.shebirths.com

Going above and beyond for customers has been one of my greatest marketing tools. In my industry as a childbirth educator and as a yoga teacher, customer service is, you could say, everything. It is my point of difference.

I am working with pregnant mums who have high and fluctuating levels of hormones alongside high levels of anxiety about the upcoming birth. Couples are going through one of the most transformative and challenging times in their lives and we promise at She Births® and She Yoga that we will be there to hold their hand.

I tell all of my She Births® couples that they are welcome to phone or email me at any time of the day or night, and many of them do. Most of them are incredibly grateful for this opportunity. They are able to call me and discuss hiccups along their journey, for example a suggested induction for their labour, or perhaps moving in and out of pre-labour continually. It really allows them to feel more at ease. It also allows them to go on with perhaps just a few suggestions to create a beautiful birth experience.

Our commitment at She Births® is to make every birth beautiful, no matter how it unfolds. We facilitate the most natural, most gentle and most joyous birth experience possible, and often that comes with a simple yet emotional shift in perception, which needs to be facilitated by a short conversation.

After 15 years of being available for all of my clients, I realised how incredibly drained I was. I finally employed a fantastic assistant with a lot of the same skills: a high level of empathy and understanding of pregnancy, birth, hospitals and so on. She takes some of the calls now from couples and acts as a buffer. It's been a godsend!

Rose Boreham
Tiny Touch Jewellery
www.tinytouchjewellery.com.au

Be attentive and respond quickly to phone calls and email enquiries. People are busy and the momentum can easily be lost. You need to strike while the iron is hot, so to speak.

Also, be flexible. Provide options, and be open to special requests. Giving customers what they want will make them happy and keep them coming back for more.

And, of course, be proud of what you produce, and proud to send it to your customers. If you would be happy to receive the product, chances are your customers will be happy, too.

And finally, good news spreads. A happy customer will tell their friends and that recommendation and positive feedback will go a long way in a competitive market.



W *ork-life balance*

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What's your best
work-life balance advice?

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What's your best work-life balance advice?

Often, the main reason mums take the initiative to start their own business is so they can spend more quality time with family. But it can be hard to ignore the business emails, phone calls and endless 'to-do' lists – especially if your family and business are under the same roof! Here are some effective strategies to help you regain that wonderful, harmonious balance of work and leisure.

Deborah Brodie

Bop Along Buddies

www.bopalongbuddies.com.au

Work-life balance is hard to achieve when you work from home, as it is hard to turn off. My best advice is to have a dedicated work area. Make it so you can walk away. For a long time, I worked from a desk in my dining room. This made it very hard to switch off and walk away each day. I found that I had very little work-life balance.

Once I made the change and had a dedicated area where I could put my laptop and walk away, I was able to start to manage my work-life balance. I also implemented scheduling to make sure my days were managed and I could have down time each evening.

We have also made a point to schedule holidays. This is set relaxation and re-grouping time – time to spend solely on the family with no interruptions. This is, in my mind, one of the most crucial work-life balance strategies. If you know you have time allocated for a special break or holiday, your productivity is higher on the days you do work, as you know something is coming that you want to ensure will be given your full and undivided attention. You don't want to be thinking of work tasks while having a massage on that tropical island.

Simone Cadell
Tiny Tutus
www.tinytutus.com.au

Do the most important thing at any given moment. It doesn't matter if it's work, if it's family, if it's time for yourself. If you ask yourself the question of what's important seriously and honestly, you will always know what the answer is.

Be organised. Keep one diary for your business and your personal life. When you can, sit down and take a look at the week in front of you. Does the week coming up work for you? Ask yourself what is important. If it's important to you to go to school assembly or have a play date for your kids, write it in. If it's important to you to connect with a new seller or answer your emails, write it in.

Do what's important at any given moment and do it without guilt. You'll find that if you're honest about doing what's important, you can do it happily, focusing on the activity without stress because you know it's the right place for you to be in that instance.

Flexibility is OK. We know that being a mum, things can change at the drop of a hat. So always come back to the question of what is important at the moment. Make the time to go through your diary at the end of each week and take a look at what worked and what didn't. Is there anything you need to adjust to help make things easier or work better? Taking time to reflect on what worked and what didn't might light the way to a better planning strategy for the week ahead.



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Ana Antunovic

Hey Mama!

www.hey mama australia.com

Being a busy mother to three small children and working from home, it is paramount to find that magical, and sometimes elusive, work-life balance. Organisational and time-management skills are key to ensuring the balance does not drastically shift one way or another. For instance, my work as a freelance writer and blogger suits my lifestyle beautifully and allows me to work around my duties as wife, mother and homemaker.

Making the most of when the children are in preschool or asleep is a must, and that means I can afford to later spend that extra time with them. The quality time spent with my husband and children is my way of being involved in their lives, and it is a much-needed form of stress relief. Regular exercise and catching up family and friends also keeps the balance harmonious.

My golden rule is to do everything in moderation. To me, this means that although I do work hard, I make sure it is not to the point where I am missing key moments in the lives of those who matter the most. I am enjoying the best part of my life as a wife and mother, and I have decided to throw the role of mumpreneur into the mix as testament that it is possible to find that balance. At the end of the day, what matters is that I am doing what I really love and what I am passionate about.

My advice to anyone out there contemplating the transition to work from home is to just do it. Yes, it will be difficult, but if you are passionate enough about something, you will find a way to make it suit your lifestyle. It is always better than not knowing and later regretting why you did not try.

Jimeale Jorgensen

Jimeale New York

www.jimeale.com

It is a juggle. I see these mums who say it is all a breeze and I think I am either doing something wrong or you are all telling porky pies!

I think I am pretty organised and competent but there are only so many hours in a day and I feel like I run from 5.30am to 11pm at night! I don't have a nanny and I work from home as much as I can. I find I am breastfeeding walking around and doing something else at the same time. It is a juggle with a 16-month-old obsessed with eating dog food.

*But I just get up every day
and give as much as I can
and do the best I can.*



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Anne Clark

First Step Virtual Assistant

www.firststepvirtualassistant.com.au

It is very easy to be consumed with trying to meet client deadlines, but if we don't look after ourselves first we may end up letting ourselves and our clients down. Schedule time for yourself, so you can recharge refocus and simply relax. Get it in your head that it's a meeting with yourself and don't feel guilty.

*Schedule family activities,
date nights with your
other half and things that
motivate and allow you to
enjoy life.*

Work your business around these and you'll find you have constant motivation and drive, and you're always performing at your best.

Amy Eaton

Happy as Larry Designs

www.happyaslarrydesigns.com

Have the ability to say 'no' when it impedes on your family life. Early in the business, I would say yes to every customer request and query. I would stay up to all hours, creating one-off pieces even when it didn't make 'profitable sense'. I have learnt to make good choices with how I spend my time.

I now try to work during school hours only and discipline myself to not check emails and social media on my phone when the children or husband are around. I believe that having set times for work is the only way to create a healthy work-life balance.



Nicole Tyrie

Jump Online

jump-online.com.au

Don't lose sight of why you're doing what you're doing. As a small business owner, it's easy to get caught in the trap of trying to please everyone all the time. A quote by Abraham Lincoln sums this up beautifully, though – it's just not possible! 'You can please some of the people some of the time, all of the people some of the time, some of the people all of the time, but you can never please all of the people all of the time.'

How true that is! Sometimes we start to put everyone else's needs ahead of our own, and we begin to feel stressed and stuck. At times like these, sit back, make a cuppa, and reflect on why you're doing what you are doing. Some questions to help you put things in perspective:

- Why do you work for yourself?
- How do you want to feel, and what needs to change for you to achieve this feeling?

One of my very wise clients said to me when we were chatting about this topic the other day that no-one needs to know the exact hours you work – and that really resonated with me. I was caught in the trap of 'work time' and 'non-work time' and had lost sight of the very reason I work for myself and from home – for the flexibility to work around my family and whatever family things came up. Since this chat, I've felt a lot clearer and more in control! Sometimes all it takes is a change in your thinking to turn things around.

It's your business, and you need to run it in a way that makes you happy!

Krystal Caton

Zestio

www.zestio.com.au

Finding a happy work-life balance has been tricky while starting my new business. When planning my working week, I schedule time for family and leisure.

While technology has made working from home possible, it also makes 'finding the balance' difficult as it allows you to be connected 24/7. I often feel like I'm connected to the internet and computer most of the day, but haven't been very productive. To manage this, I have set limits on when to use technology while still being accessible to my customers. I try to respond to customers' emails and messages within a day, when I have scheduled in the time, however I answer the phone whenever possible.

I schedule mornings with my children, but work in the evenings. I try to keep Sundays free from technology, replacing it with family fun and activities.

Lastly, working from home makes stopping for meals at set times possible. As we live on a cattle property, my husband joins us for all the daily meals. This allows us to spend quality time together while breaking up the working day, and it's technology free!

I found once I set myself these goals, I had to commit to them. Finding the balance between work and life meant I was more productive and my family was happier.



Tania Clarke

Ensis Global Freight

www.ensis.com.au

There is no perfect solution to the work-life dilemma and each family needs to tailor a solution that works for them. The work-life balance also presents different challenges depending on which life stage the children are in. I am about to enter the 'all my children are at school' phase, which is very different to the 'baby/pre-school' phase I have been in for many years. I have lived by following three simple philosophies over the past eight years:

1. Self-care. After my first child was born, a wise maternal health nurse said to me that if I didn't look after myself as a mother then everything would turn to pot! I have followed her advice ever since. It's important to prioritise self-care (whatever that means for you), especially when running a home business.
2. 'It takes a village to raise a child.' I couldn't have achieved what I have in my business without the support of my husband, family, close friends, teachers and carers. My children have benefitted from being exposed to different viewpoints and also feel secure knowing they have a team of people around them who love and support them. I am, of course, the Queen of the village in their eyes and nothing will change that fact.
3. Value your time. Many years ago, I saw the famous author J.K. Rowling being interviewed on TV. The interviewer asked her how she managed to write the Harry Potter books with a young baby in tow. She simply replied, 'I didn't do any housework.' I loved the simplicity of that message. It revealed the importance she placed on her work and her priorities at this time. Value your time. If you think you can be more productive and produce better results by working in your business rather than doing housework or shopping, then outsource it. View the money spent as an investment in your future.

Nicola Semple

www.nicolasemple.com

I'm not a big fan of the term 'work-life balance'. It implies that work and life can be compartmentalised and I just don't think the reality of running a business around your family works like that.

I prefer to think in terms of a work-life blend. There will be times when my family takes priority over the business and other times when I have more time to focus on my business. It took me a while to get my head around this idea.

When you have a 'real job', you are conditioned to think that you must put in a particular number of hours a week, every single week. The wonderful thing about running your own business is that you can decide when and how long you will work.

I have come to accept that during the six-week school summer holidays, I will get very little work done. Rather than get frustrated, I have decided to embrace the freedom and the opportunity to spend time with the children.

It means that during the school term, I need to work much longer hours and there is more pressure to meet my revenue targets but that is OK. I then have the flexibility to prioritise spending time with the kids during the holidays.

I've also come to accept that when I'm supposed to be spending time with the kids, from time to time things will crop up that will mean I need to work at the same time. Being flexible is key.



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Jodi Gibson

JF Gibson writer, copywriter, blogger

www.jfgibson.com.au

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realise that work-life balance really is a myth. Just do the best you can each and every day – it will all work out in the wash. Don't stress over things you cannot control and never forget the reason you started your business.

Tara O'Connell

The Baby Diaries

www.thebabydiaries.com.au

Sustainability is one of my core values, and one of my personal goals is to live a life that is a showcase of sustainability in action – environmentally, financially and socially. This includes managing a successful life balance including work, family, friends, education and time for me.

A successful life balance can mean different things to different people, so it's important to first think about what it means to you. For me, it was about determining what things make me feel like a good mum, such as: being present for my children in the evenings and weekends; being able to cook healthy meals for them; going to the park together at least once a week; attending school functions for my eldest child; having fun with my children; and reading books at night together. I went through the same process of identifying what it means for me to be a good friend, to participate in life-long learning, and to create time for myself. Once I had those sorted out, I co-ordinated my working hours around them to create balance. My diary system and a level of flexibility are key elements of a successful work-life balance.

For me, the ultimate measure of success will be if I can sit down at the end of my days on Earth, look back on my contribution and feel proud of who I am, how I behaved and what I have achieved.



Sally Hams

Sally Hams Business Solutions

www.shbs.net.au

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ake time for fitness, even if it's just a walk with the dog, yourself or a friend. To take deep breaths of that uplifting fresh air and clear your head.

Shut the office door at night (my Dad told me that one); it helps you unwind from the busy work day.

Plan time off and put processes in place for you to be absent from your business. It doesn't have to be a long time, but just some time.

Be very organised and use your time wisely to ensure you meet work deadlines during work hours to leave yourself free for family time outside those work hours.

Holly Nunan

www.hollynunan.com

It's not about the time you give to each area of your life; it's about the attention you give. This is my biggest area of strength. Over the past eight years, all at one time, my husband and I have been part owners of 65 franchises in the health and fitness industry; my husband has more than 150 online businesses and websites, many top-ranking in Google; we have three children under the age of 7; and 14 months ago, I launched a \$400 million coffee company into Australia. Our franchise has been named in the top-30 fastest-growing franchises in Australia for the past five years, my coffee business made more than \$200,000 sales in the first week when we launched into Australia, and our children were all completely toilet trained by 10-11 months of age.

People always ask how I have done so well in so many things, and how I can run my business without it being to the detriment of my family, and vice versa. Here is my answer: Literally, 5-10 minutes of you sitting on the floor, making eye contact, rolling around with them, making them feel like nothing else in the world exists except them, is worth more to your children than two to three hours of you just being in the same room. It has nothing to do with your time; it has everything to do with your attention.



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Marlies Hobbs

Paleo Cafe

www.paleo-cafe.com.au

I think achieving a work-life balance is the biggest challenge for mothers, especially those who are also business owners. In my experience, mother guilt generally affects all working mums and especially business-owner mums. I find the following tips helpful in the never-ending battle of trying to achieve a work-life balance:

1. Have a set schedule you are comfortable with for work, personal down time and family time and endeavour to draw the line between them all and stick to your schedule as much as possible.
2. Good nutrition, sleep, exercise, play, meditation and yoga are all essential to reduce stress and for optimal health. Make time for them no matter what.
3. Book mini breaks and holidays in advance and make them happen. This will give you something to look forward to, quality time with your family and allow you to recharge your batteries so you can keep achieving great things.
4. Remember that it is normal to have really good and then really bad days. Take the good days with the bad. Understand that the bad days are designed to make you stronger, more resilient and to test your true dedication and commitment to your business, dreams and goals. Never give up on your dreams and goals, no matter what. When you get knocked down, get back up, adapt and keep fighting for your goals.
5. Don't ever be too proud or afraid to ask for help! You are only one person. Be realistic and reasonable with your expectations of yourself.
6. Be fair and kind to yourself, in the same way you are to others.
7. Life is short and it is about the journey more so than the destination. Enjoy the ride!

Amy Farley

Yummy Mummy Pregnancy Day Spa

www.pregnancydayspa.com.au

Be strict. Mum time is mum time – don't answer business calls when you are trying to make cupcakes with your kids. Our children are the reason we strive to be the best we can possibly be. They aren't an 'inconvenience' – they are our everything. I love my babies with all of my heart, and I will fill my time with as much love and laughter as possible.

I am happy to admit that I am not a happy mum when I am a stay home mum 24/7. I am a creative soul who revels in business development and marketing. That's what puts the spring in my step.

I love having three days solid of work and having the rest of my time with my kids. My children are only small now, and I know that as they get older they will want to spend less time with me and more time with their friends. So right now, I am making the most of spending more time with them, and not as much working. Everyone has a different balance they want to achieve – you need to know what works for you and stick with it.



Sue Davey

Brainy Child

www.brainychild.com.au

Deliberate effort: Running a successful business with a young child is challenging and a big juggle. Making a deliberate effort to achieve work-family balance is crucial. It is essential to establish a clear distinction between work hours and home life, so you don't end up answering a work call while feeding your child.

Reserving 'me time': This is very important to recharge your batteries. During this time, phone and emails should be turned off. For example:

- I include daily relaxation, meditation and yoga during my 'me time' for at least 15 minutes per day to clear my head. It is also immensely beneficial to have personal time to reflect on achievements.
- Taking good care of yourself and personal health is vital to ensure maximum effectiveness, brain-power and energy.
- I therefore include time for exercise, rest and recreation with family and friends in my weekly schedule. It is so important to connect with friends on a regular basis.

Excellent time management strategies: Practicing excellent time management along with efficient work processes and procedures is crucial.

Delegate to your team: Having a strong, reliable and trustworthy team is also very important to be able to delegate and not overload yourself with day-to-day activities, instead of focusing on growing your business.

Successful mindset: Finally, my most important tip: to achieve success, both in business and in life, believe in yourself!

Laura Trotta

Sustainababy

www.sustainababy.com.au

Just as you schedule time to work on your business, ensure you schedule time for relationships, appointments, exercise and even down time. If these activities aren't included in your schedule, work can easily dominate, and your work-life balance, health and relationships will suffer.

*Develop procedures
for all core business
functions.*

These will enable you to easily train others to keep the business running in your absence and you can take a holiday with your family uninterrupted!



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Katie Keller

Room and Bloom Homewares

www.roomandbloom.com.au

Chaos can overwhelm and take charge of your life. It happens to us all. We have times in our lives when everything is flowing, confidence is building, productivity is high and it's all coming together. Then all of a sudden you find yourself having one of those days or weeks where you're staring blankly at the computer screen, the house is a mess and you're getting cranky with the family, all while losing energy for the business you were recently swinging into action for.

I battled these ups and downs for six months while adjusting to being a new mum and getting back into my business, until I discovered a few habits that helped build the momentum I needed. My advice for getting back in control is:

- Start each day earlier than your children. I know it's hard for those who have early risers, but even if it's only 10, 20 or 30 minutes earlier, it's a positive start for putting you in a clear and in-control mindset for the day.
- Plan your day. Begin each morning with a prioritised list of actions so you use your time efficiently. Achieving these actions helps build confidence and will protect you from feelings of chaos and being overwhelmed.
- Focus the bulk of your work time on actions that will grow your business. Work promptly on emails and social media, then get back to your priorities.
- Recognise if you are having a 'blah' day. Become mindful of this and allow yourself to do something else. Go for a walk, get out of the house, prepare dinner or do something else that will give you a feeling of achievement to kick-start the flow of positive energy again.

Sasha Deacon

Beau Hudson

www.beauhudson.co

Working from home makes this a tricky one because it's hard to draw the line in the sand as to what can wait until tomorrow and what has to be done right now. Some practical things I have done to make this a little easier is between 5pm and 7pm after kindy, doing the kids' evening routine until bedtime. I put my phone away so I'm not seeing emails, social media questions and messages. Making the kids feel like they have our full attention for that two hours is extremely important so they don't feel second to my work.

Also, (and this has only been a recent thing but it has been the best thing!) we get out on a Saturday and have a family day out of the house. It used to be a day of my husband and I swapping between one of us looking after the kids while the other worked downstairs – there was no family time in that! We worked seven days a week like this. So we now try to go out for the day with our kids and it has actually been the most amazing thing for us – and the business! I feel fresher coming back to it after spending time with my family!



Lauren Shay

Full Stop Design, Editing, Publishing

www.fullstoppublishing.com.au

For me, the key to finding my work-life balance is flexibility. Although having good time management is important for business and home life, sometimes one does take priority over the other, and I have to remain flexible so I can attend to the most important thing at that time – whether that be working on a project for a client or nursing a sick child!

Getting up before the rest of the household wakes so I can get some work done means I can take my daughter to the park during the day and spend quality time with her. I work during her nap times and in the evenings, too, if need be. Cooking and freezing extra serves of meals is great for busy days so I don't have to cook. It also helps that I have a wonderful husband who understands my need to work and he helps me out when he can. Sunday is 'family day', when we usually go out for a picnic or just kick back at home.

Making time for exercise is also important. Exercise helps keep me alert and feeling good about myself, the benefits of which extend to all areas of my life, including my business. It's important to stick to an exercise schedule and not think of exercise as one of those things you will try to fit in whenever you can. If you don't schedule the time to exercise, it will fall by the wayside.

Most importantly, keep in mind the reasons why you began your work-at-home venture in the first place. If it was to spend more time with your family, try not to lose sight of that. Also, be kind to yourself. You are doing a wonderful job managing a business and a family – pat yourself on the back!

Natasa Denman

Ultimate 48 Hour Author

www.ultimate48hourauthor.com.au

Make sure you keep talking to your partner, family and kids about what is coming up and going on in your life and business. Often, being in business can be lonely and others who are not in business do not understand.

Take regular breaks and holidays. We go on two overseas trips each year and around 10 long weekends away from home to reconnect. We mix up who goes; sometimes it's the whole family, sometimes just me and my husband, sometime just me and my mum.

*I don't believe there is
any true balance.*

It's about achieving flow in your life where you are doing all things that blend into your passion.



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Nadine Richardson

She Births®

www.shebirths.com

Balance doesn't ever exist for a sustained period of time. If we look at Mother Nature as a teacher, we can see she is continually coming into balance and yet always in a state of change.

As women in business, we can place a huge amount of unnecessary pressure on ourselves to achieve more and more and to reach this ultimate goal of balancing all the balls at once. I am continually going between writing at the computer to cooking lunch, to cleaning the bathroom and putting washing on, and then responding to Facebook messages, popping out to meetings, picking up kids, etc. I can find myself having my morning shower and thinking about my next marketing strategy or lying in bed and thinking about how best to communicate a particular point to my new teachers.

For me, I live within my work community. I walk out my door and am surrounded by students and clients – it is both a blessing and a curse. As I live in one of the most expensive areas of Sydney, above the cliffs of North Bondi, I also live in probably one of the smallest two-bedroom apartments in the world – only 55 square metres. We have lots of built-in storage but my desk is a fold-out one, right next to my bedroom – very bad Feng Shui!

Neither of these scenarios is ideal for unplugging from work and finding balance. What I have had to learn to do is disconnect with mindfulness. All the years of meditation are worth nothing if I can't choose to think about work when it's appropriate, or if I can't be truly present for my son when I pick him up at 3pm. Thinking about work when it's not work time is one of the most draining and challenging things to stop, but it is key to finding balance.

Rose Boreham
Tiny Touch Jewellery
www.tinytouchjewellery.com.au

Don't try to do it all as it will only wear you out. Regular 'me' time is crucial. Make sure you have something in your week that is about you.

Enjoy every moment of being present and engaged with your kids, and try to get them into bed by 7.30pm! I get most of my work done between 8.30pm and midnight and I have no idea how I would get anything done without that time. Make sure you make time for your partner, too.

*Do things you both enjoy
so it's not all about the
kids and the business.*



Sarah Grounds

Crossfit Croydon

www.crossfitcroydon.com.au

Sometimes there is no such thing as a work-life balance. Often, it feels as though we can only have one thing in order at any given time. It is extremely hard to put in 100% for your children, keeping house, the business and yourself. The methods I employ require more like 80% to keep things harmonious.

We are full-time parents who do not use childcare. It takes clear communication to know when activities are on and who will be parenting alone and when. Being flexible if things change at the last minute helps to have a stress-free home. We try to be very clear and concise with the kids, to prepare them for the day ahead and transition times. Our family diary helps – when we remember to check it! Delegating menial tasks is also an effective way of staying on the ball.

Starting each day with a grateful heart is great advice. Before even getting out of bed, I try to think of a few things that make me happy, like my family's health and having the opportunity to do what I love every day. This sets the day up to be positive and helps when the children are drawing on your notes or the computer freezes!

Commitment to the cause is my number-one life saver. Keeping sight of the big picture helps bring all of the little tasks together. Preparing meals in advance, making sure everyone sticks to bed times, getting enough exercise and creating a marketing plan – whatever the small parts are, the sum of the effort put in equals the defining reasons. If you understand why you are building an empire, the 'how' becomes steps in a process.

Danielle Proctor
The Rocky Road House
www.rockyroadhouse.com.au

Being a successful business woman while raising an amazing family can be challenging, but for me it is also rewarding if you can get it all to work together. I think as mums we need to accept the fact that we will never be able to do it all, all of the time – but that is actually OK! It's not about doing it all, it's about doing the best you can with what you have without feeling guilty.

I think the first thing is to ensure your business does not require more from you than you can give, especially if it takes time away from being with your family. My top five tips for a successful work-life balance:

- Plan your working days and weeks and try to stick to your schedule.
- Schedule family time into your calendar.
- Schedule 'me' time into your calendar.
- Outsource those tasks that you can.
- Remove from your life things that do not add value.

Overall, if you love what you do you won't work a day in your life!



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Rachelle Sewell

Resonate Essences

www.resonateessences.com

The secret to creating work-life balance is to find your passion and live your purpose. Life is every moment from your first breath until your last and your choice of work fills much of that time. Work can drain and diminish your life or it can bring joy, excitement and fulfillment when it's infused with your passion and aligned with your purpose.

From a young age, my passion was to help others heal, improving their health and well-being. I took courses in natural medicine and energy healing, but wasn't aware of my life's purpose and lacked the inner drive to follow my business dreams. Working in film and television with others who were all-consumed by their work, I saw people sacrificing time with their family and friends to stay back late into the night to get more done. There was no work-life balance.

For me, a near-death experience connected me to my purpose and path in life, creating the Resonate Essences and sharing these with the world. When you love what you do and it makes your heart sing to do it, each minute of work feels like a moment of joy. The bonus is earning income by sharing your passion. Work has become an integral part of the rich fabric of life, adding to all areas.

Mel, my business partner, and I have turned our work into a gift we share with our families. Our kids love our products and contribute to our business, being the inspiration for many of our essences, oils and sprays. When the time for that last breath arrives, I know we'll leave behind a legacy – work and life interwoven with our shared passion and purpose, Resonate Essences.

Donna Larkin

Drama Stars Academy

www.dramastarsacademy.com.au

My best work-life balance advice is to give yourself some 'me' time and family time each day. I do not check emails or social media between noon and 1pm and between 6pm and 7pm. The lunch-time break is for me to recharge and give myself some 'me' time. Remember to look after yourself so you can give to others. The evening break is prioritised as precious family time.

In addition to these times, I also give each of my children 30 minutes of together time daily, when they can select anything they want me to do with them. This may be playing a ball game outside or playing a card game inside, or even just snuggling up reading a book. There are many and varied things we do in our together time. The important element is that my children choose the activity! I have found this regular together time reduces the number of other occasions they seek my attention, so I can get on with what I need to do in my drama school.



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Alison Plummer

One Little Duck – Fashion and Fun for Little Ones

www.onelittleduck.com.au

I am the mum of two young boys. Work-life balance is something I am always striving for. Running a business from home and caring for my family takes planning and organisation – it's multi-tasking at its best.

Each Sunday, I write my weekly plan. It has increased my time management and productivity both personally and in business. Instead of looking at the computer or the pile of unfolded washing and feeling overwhelmed, I can focus, plan and prioritise. I look at my long and short-term goals and to-do list, and prioritise what is critical for that week. Tasks are set for each day with ideal goals to achieve for the week. I have my weekly to-do list but allocate tasks to certain days; this way, there is more chance I will achieve them. I can plan my working week alongside kindergarten pick up and toddler swimming lessons. I find it keeps me more focused and helps me to achieve a work-home balance every day.

Although I don't have set work days or hours, I try to be flexible so I can spend quality time with my kids, as that's one of the main reasons I started my business. I utilise my toddler's nap time to do any tasks I can't do while he is awake, I have set times I spend with my kids, then there are times I can get work done while my kids are playing happily or with my husband.

I work most of my hours at night but balance is the key, so I try to remember to take time out for myself. I put workout times in my diary, go to bed ten minutes earlier to read, and I love to bake so that's helps me relax.

Wanda Brzozowska Ladds

Made With Love Photography

www.madewithlovephotography.com

Prioritise what's important. I love my work and I could quite easily work all day every day, but I have two daughters to raise who are both at different times in their lives – one aged 8, one aged 15. I have to juggle being a mum to a little girl and a teenager, being a wife and running my home and business. It's exhausting but if you get your priorities right, you can do it.

I take my girls to school every day and I'm always available to them, but I work, too, and just because it's from home doesn't mean it's not serious and it's not important. Work-life balance is hard but if everyone does their little bit, it can work.

Bribery is good, too! My girls know if I do my work in the morning, we can go shopping or to the park or cinema in the afternoon.

*Talk to your family, share
the workload and laugh,
be happy.*



Peace Mitchell

AusMumpreneur Network

www.ausmumpreneur.com

I strive to achieve a healthy work-life balance every day. I'm prone to being a workaholic so I have to be conscious of not letting my work take over my life. I think a lot of business owners are the same. We do 'what we love' so switching it off and stepping away from our work can be hard to do. The best way I've found of achieving a separation between work and family is to create boundaries. When I started my business, there were no boundaries, I just worked whenever I could. This was so hard on my family and looking back I know that if I had continued on this path it would've damaged my health, my marriage, my relationship with my kids and my business, too.

The truth is if you don't control your business, your business will control you. So you have to set the boundaries about when you will work, when you will be with your family, when you will have time for yourself. I even fit in time for exercise because I know that when I'm healthy I think better, have more energy and am more productive.

Once I made the change from working all the time to making time for my life, I started noticing real differences in my life – my marriage improved, my health improved and, ironically, when I worked less and enjoyed life more, my business improved, too! Small things like going to the gym for half an hour, three times a week, switching off the computer when the kids get home from school and spending time with my husband after the kids are in bed make a dramatic difference to my whole life.

Jo Johnson

How You Say It

www.howyousayit.com.au

Schedule in some exercise every week. To move is to live. Exercise increases strength, flexibility and posture, it helps us manage our weight and, importantly, releases endorphins that make us feel good. And when we feel good, we feel more balanced. Our *joie de vivre* returns and our work doesn't feel as consuming as it otherwise might.

Whether you enjoy extreme exercise or just tolerate a gentle walk, it doesn't really matter. Movement of any sort is great. In this era of 'always on', where many of us are sedentary for the majority of the day and are constantly connected to our phones or tablets, it is increasingly important to ensure you move your body every day in some way. Thirty minutes per day is great, but if you can increase that for a couple of days you'll really feel the positive impact it has on your wellbeing.

You don't have to be a gym junkie either to be doing valuable exercise. Walking your dog, dancing with friends, attending a yoga or pilates class, playing basketball with your teenagers, riding a bike with your toddler, swimming with your baby. There are so many options to get you moving that don't require Lycra or great expense!

Most importantly, you actually have to make time for exercise in your diary. You need to block out the time and commit to it. You will have something to look forward to, you will be forced to put down the tools, step away from the computer and leave your phone in your bag. You will feel great having done it and your mind and body will thank you.



*C*ontributor *biographies*

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Caroline Africh

Attipas

www.attipas.com.au

Hi, I'm Caroline and I'm a banker-cum-mumpreneur who is currently learning how to juggle work, life and a 19 month old! Having spent the past 10 years building a career as a project manager in London, I decided to pursue passion over the corporate world after the birth of my son, Henry, in 2011. Hence, Attipas Australia was born. These functional shoes ergonomically support toddlers' first steps and thereafter (0-40 months), and are available online.

I had always wanted to start my own business but never really knew what to do. Being more of a 'do-er' than an 'ideas' person, it wasn't until I stumbled upon our amazing product during a holiday abroad that I knew I'd found my calling. A casual purchase in Japan became the talk of the town amongst friends and playgroup alike, and before I knew it, I had signed an agreement with the supplier to be the exclusive distributor of Attipas functional toddler shoes in Australia and New Zealand!

Ana Antunovic

Hey Mama!

www.hey-mama-australia.com

My name is Ana, busy wife and mother of three living in the suburbs of Sydney. I am a freelance writer and blogger – my main interests and topics of discussion include parenting, health, cooking, baby products, design, interiors and home wares.

My blog, Hey Mama!, depicts my parenting journey so far – sharing everything from personal experiences, random forms of inspiration, and great advice discovered along the way. My inspiration is my amazing family and the experiences we have shared. On top of that, I am also developing as a writer and returning to work after having children, all of which I also hope to share with my audience.



Rose Boreham
Tiny Touch Jewellery
www.tinytouchjewellery.com.au

I am happily married to an incredibly supportive husband, John, and I'm a proud mum of two amazing boys, Matty and Mitchell. We live blissfully in sunny Perth. My family and Tiny Touch Jewellery are my two passions in life.

Tiny Touch Jewellery is a unique keepsake concept. We offer gorgeous silver jewellery that captures your child's fingerprints, hand or footprints, baby ultrasound scan or even your favourite pet's paw prints in pure silver. Our designs replicate those special and important moments shared with loved ones that can be enjoyed for many years to come.

Through our Australian-first print kit, we enable our customers to take prints from home in three easy steps and turn them into a stylish piece of silver keepsake. Each piece is lovingly handmade in my home studio in Perth. We firmly believe in giving back to the community and part of all our sales will be donated to Make A Wish Australia and Bears Of Hope.

Deborah Brodie

Bop Along Buddies

www.bopalongbuddies.com.au

After more than a decade in the medical industry, I made the change and started my company as my amazing husband and I were about to welcome our first child, a daughter who is now 3-and-a-half years old, to the world. Since her arrival, we have welcomed another child – a son, who is 11 months old, to the family, which also includes two fur kids.

I trade as Ladybug Imports, the creators of Bop Along Buddies inflatable bouncers for children; an innovative and unique toy company that is socially conscious and striving to improve the lives of children everywhere.



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Wanda Brzozowska Ladds

Made With Love Photography

www.madewithlovephotography.com



Established in January 2013, Made With Love Photography specialises in capturing your special moments in a professional, fun and relaxed environment.

All packages are designed to suit you and your specific needs. All events can be catered for, too, including weddings, maternity and family beach shoots. Just message me with some details and I will design a package for you that's affordable and realistic. With my photography, there are no expensive after sales. You receive all the edited photos on a Made With Love Photography USB in high resolution, including shared copyright to enlarge and print at your leisure.

I also specialise in landscape photography and all my work is available to order either as framed prints or canvases. I have a full range of greeting cards, including local landscapes, and a Viewing Gallery where you can view my work.

My style of photography is beautiful, relaxed and, most of all, affordable. Make memories and be happy.

Simone Cadell
Tiny Tutus
www.tinytutus.com.au

Simone Cadell is a happily married mum of two beautiful boys, and is frequently heard saying: 'A mummy of boys needs a little pink in her life!'

Tiny Tutus is ballet for princesses. Recognised as the fastest-growing preschool dance program in Australia, Tiny Tutus introduces little ballerinas to classical ballet and dance.



Krystal Caton

Zestio

www.zestio.com.au

Krystal Caton's business, Zestio, provides convenient products for pouch feeding while helping parents become more organised, save money and provide healthy foods for their children.

Save money and replace the pre-filled, store-bought pouches with your own Zestio reusable food pouch – store-bought convenience with homemade goodness! Perfect for families on the go, they can be filled with homemade 'squeezable' foods of purees, yoghurt, smoothies, dips, sauces and more. The silicone Zestio Pouch Topper attachment protects baby's gums as they learn to feed from food pouches. They are Australian made and designed to fit on most reusable or store-bought food pouches.

Krystal, her husband Paul and two little girls also run an organic beef production business on a 50,000-acre property in Central Queensland.

Anne Clark

First Step Virtual Assistant

www.firststepvirtualassistant.com.au

I'm Anne with an 'E', Anne Clark. A mum, wife, organiser, forward planner, social media savvy, creative, outside-the-box thinker, bad-joke teller (best I leave the jokes to my dad!) and a multi-tasker.

I am a virtual assistant service specialising in social media, online content management and strategies, ghost writing, administration and newsletters.

I am the resource for many wonderful business entrepreneurs. I love watching their businesses grow and knowing that I'm part of their team. Being a business owner myself, I totally get the deadlines, time management, and the need and desire to grow your business. I spend so much of my time organising and planning well ahead; this is just part of my nature. A lot of this is driven from having a young family, so I always need to be one to four steps ahead.



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Tania Clarke

Ensis Global Freight

www.ensis.com.au

Tania Clarke is director and owner of Ensis Global Freight. Ensis Global Freight is an international freight management and logistics company based in Melbourne, which services Australian businesses and individuals involved in importing and exporting a variety of products from and to all parts of the world.

After graduating from an arts/law degree in the 1990s, Tania spent many years practising and teaching in the areas of contract and employment law. Following in the footsteps of her family and to balance her work and family life, Tania decided to transfer her legal, dispute resolution and negotiation skills to setting up and running her own shipping and logistics business.

Tania is passionate about the industry she grew up in and knows so well. Her mission is to ensure all clients are represented with a high standard of service and are offered competitive and fair rates so they can succeed. When Tania's not working in her business, she is either being mum to two wonderful young girls, in the kitchen cooking up a storm or attending conferences and trade events.

Sonya Comiskey

Born Country Baby

www.borncountry.com.au

Sonya Comiskey is the founder of Born Country Baby. She's an entrepreneurial mum of two little boys and calls herself a farmer's wife. Sonya lives with her family on their 24,500-acre Central Queensland cattle station, 'Old Mount Stuart'. To put that in perspective, their back yard is roughly the size of inner-city Paris.

Sonya is passionate about connecting the city with the bush, teaching little people where food and fibre comes from and celebrating all things country. The Born Country Baby brand encompasses classic, quality wardrobe staples with a uniquely country flavour that are proudly 100% Australian made.



Kirsten Cox

1300 Your Party

www.1300yourparty.com.au

Hi, my name is Kirsten Cox. I live in Australind, Western Australia, with my two children, Bella (4) and Kobe (3). I started www.1300yourparty.com.au in August 2011. It is a party equipment and bouncy castle hire service operating within south Western Australia.

1300 Your Party is a small business with an operating capacity of bouncy castles, commercial marquees, tables, chairs, linen, catering and barbecue equipment, bar equipment/furniture, lighting/electrical and miscellaneous party/function equipment for hire.

We specialise in bouncy castle and marquee party packages that cater for birthday parties, weddings, special occasions, fundraisers, social club functions, engagements, sporting events, and parties for small to medium-size events.

1300 Your Party is a member of the Australian Amusement Association and maintains up-to-date safety practices and complies with state and federal legislation for the amusement industry.

Kate Curtis

Nits in the Ditch

www.nitsintheditch.com.au

I am a stay-at-home married mum of eight. Seven of them are aged 9 and under. I will also have a grandson in October 2014.

My product is the first of its kind in Australia – 100% certified organic, all-natural head lice spray with no added preservatives and less than 1% added water.



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Sue Davey

Brainy Child

www.brainychild.com.au

I am an entrepreneur and the mother of a wonderful little girl. I am passionate about helping people and making a difference.

My business, Brainy Child Education, provides award-winning programs, resources, tools and information to parents, caregivers and educators, helping children reach their full potential.

Sasha Deacon

Beau Hudson

www.beauhudson.co

I'm Sash and also called mummy by to two amazing boys: Halen Beau, who is 4, and Duke Hudson, who is 2. We are excitedly expecting our third baby in February! They are the absolute delight of my life and the inspiration for everything I do, along with my amazing Irish-born husband, Roscoe.

Beau Hudson came about after having my two beautiful boys, and seeing the need for some stylish kids' accessories that didn't look too 'babyish'. I combined my love for styling them with getting creative to provide accessories that are stylish in design, practical and 100% comfortable and wearable!

A big part of who we are and what we love to do is to make kids' fashion inspirational to the every-day person (or parent), showing them how to put together affordable and stylish outfits for their kids – outfits they don't want to rip off and actually enjoy wearing! We are not just about the boys, but are in it for the girls also!

The style I dress my boys in is a mix of plain basics, then I accessorise to the max! I combine my love of styling my boys with getting creative to provide accessories that are stylish in design, practical and 100% comfortable and wearable. Choosing outfits and styling has become (and is) a huge creative outlet for me.

I am living my version of 'the dream' and loving every minute of it!



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Natasa Denman

Ultimate 48 Hour Author

www.ultimate48hourauthor.com.au

Natasa Denman is The Ultimate 48 Hour Author. After publishing her fourth book early in 2014, she now mentors entrepreneurs and business owners to become published authors and the leaders in their field. With her brilliant Ultimate 48 Hour Author Blueprint enabling busy professionals to get their book completed within just 48 hours, her program is highly sought after by those looking to influence their market and explode their credibility and standing.

As a highly skilled business mentor, Natasa knows that writing your book is only just the beginning and utilises her marketing and publicity knowledge to make sure all of her authors get the results they are looking for with a strategic business plan that outlines the step-by-step process that needs to be followed. With a 100% success rate for all attendees at her retreats, the Ultimate 48 Hour Blueprint is the first choice for business owners looking for the competitive edge.

Luanne Dequito

Pofuff

www.pofuff.com

Luanne identifies as a Christ-follower, full-time mum, full-time wife, full-time daughter, full-time friend, full-time entrepreneur, aspiring writer and part-time banker. Despite her many roles, she succeeds in achieving a work-life balance by sometimes turning a blind eye to the growing pile of clothes in the laundry.

Pofuff is Luanne's and her husband's brainchild. Pofuff is involved in the magic of encouraging children's creativity by transforming their own drawings into stuffed toys. It is also a social enterprise, assisting the livelihood of individuals in a small community in the Philippines.



Amy Eaton

Happy as Larry Designs

www.happyaslarrydesigns.com

At Happy as Larry, we're dream weavers, child delighters and imagination merchants. Our goal is simple – to make products that are beautiful, magical and made to last. Some children think our rugs are made by elves who stitch together rainbows, but the truth is just as magical. They are handmade by women in Nepal, whose ancestors have been making felt since prehistoric times.

All of our goods are safe and have been playfully tested on children. Happy as Larry sources only the best-quality wool from New Zealand for a superior look and feel. We make our products this way so that your kids' kids will love them!

They say that behind every great man is a great woman, and behind Larry is Amy Eaton. Amy is a mumpreneur, head wrangler of three beautiful boys and the 'head honchette' behind Happy as Larry. She is also a skilled designer with a fine arts degree in textiles and a soft spot for all things felt.

Amy is passionate about making modern nurseries look lovely and her happiest customers are often her smallest. Not only does Amy know how to cut a rug, but she is directly involved in every aspect of the creative and manufacturing process, so while others imitate, Amy creates.

Happy as Larry started off small, but soon outgrew Amy's place and had to be shared with the world. Now really, who can resist the Larryness?

Amy Farley

Yummy Mummy Pregnancy Day Spa

www.pregnancydayspa.com.au

I'm a 30-year-old mother of two delightful bundles of joy who both inherited their lateral thinking and lack of fear from me. Macy is 5 and Fraser is 3.

I've worked really hard to create a special and relaxing day spa especially for mums and women during pregnancy; a place where they can unwind while our wonderful therapists make them feel beautiful. While we specialise in pregnancy massage in Perth and Sydney, we warmly welcome (and, in fact, I encourage) mums to come back long after their babies are born!

Being a mum is the hardest and most rewarding job we will ever have in our lives, but it's vitally important we take some time out for ourselves so we don't get totally burnt out, sick or useless to everyone who depends on us.



Jodi Gibson

JF Gibson writer, copywriter, blogger

www.jfgibson.com.au

I'm Jodi, a freelance writer, copywriter, blogger and aspiring fiction novelist. I love writing. From interesting feature articles to compelling website copy, I aim to make words count. I'm also currently polishing my first fiction manuscript. On my blog I write about love, writing and inspiring and motivational fodder to get you thinking.

Making words count is what I do. I'm a freelance features writer, content writer (websites and social marketing) and fiction writer. I love seeing the difference words make.

Sarah Grounds

Crossfit Croydon

www.crossfitcroydon.com.au

I am 27 with a 3-year-old, 1-year-old and currently pregnant. I run CrossFit Croydon with my partner and we do almost everything ourselves: programming, coaching, marketing, administration, cleaning and maintenance. We also have the kids with us full time.

I have a degree in Exercise and Sport Science with Nutrition and am a yoga teacher, too. My aim is to build a community of healthy families by empowering women to feel and look amazing, and decrease the incidence of overweight/obesity as well as unhealthy relationships with food.

I am a passionate vegan and attachment parent, I love training mums and have the only specific CrossFit Mummas class in Victoria.



Sally Hams

Sally Hams Business Solutions

www.shbs.net.au

My precious daughter Mia, who's nearly six, and I live together with our two dogs, Max and Sam. My father Chris and mother Kathie have been married for 41 years. They are amazing parents, wonderful role models and my best friends. My younger brother David and his wife Carrie have three beautiful children.

Commencing in 2010, Sally Hams Business Solutions is a progressive bookkeeping and small business management-based business that embraces change in the financial sector to navigate the business goals and needs of our clients.

SHBS is personable and passionate about financial services and we pride ourselves to meet business deadlines.

Marlies Hobbs

Paleo Cafe

www.paleo-cafe.com.au

After the birth of her dairy-intolerant son, Troy, Marlies Hobbs had a new outlook on life and a sincere appreciation of the effects of food on our physical (and mental) health. When husband Jai returned from crossfit one day and told her about the paleo diet, she was sceptical at first, but after reading *The Paleo Diet* by Loren Cordain, it made perfect sense.

After only a short time on paleo, the Hobbs family experienced remarkable improvements to their health and wellbeing. There was no turning back! The problem was, it wasn't social or convenient to maintain this lifestyle. The answer: Paleo Café, a revolutionary health-food store and café. Marlies left her job as a lawyer to create the Paleo Café brand. In 12 months, Paleo Café evolved from a single café in Cairns to a franchise business in several locations throughout Australia, with international expansion underway.

Sharing recipes and information with customers has been a primary focus since the conception of the brand, and it only made sense to bring the information and recipes together to create an inspirational lifestyle tool – *The Paleo Café Lifestyle & Cookbook*.

Paleo Café is passionate about helping people to live their lives as best as possible, through the convenience of Paleo Cafes, *The Paleo Café Lifestyle & Cookbook* and paleo seminars and events. Paleo Café continues to receive countless heartfelt testimonials from customers who have experienced complete life transformations due to the existence of the Paleo Café brand.



Jimeale Jorgensen

Jimeale New York

www.jimeale.com

I'm married to an Aussie boy and we have two children, 14 months apart. This makes for a circus of a household with two dogs, two cats and one horse!

'I started a business that has grown into something much bigger than I ever anticipated. I love what I do and the chaos my children, work and animals bring into our life – although my husband would be shaking his head thinking he could use less chaos! My work means everything to me, it essentially shaped who I am now in my 30s versus when I started at 28.'

Vivacious Australian designer and entrepreneur, Jimeale Jorgensen launched her collection 'Jimeale' and has hit her stride with a charming and purposeful collection of travel accessories. In a short amount of time, Jimeale has successfully turned a single inspiration into a global line of cosmetic bags, diaper totes, men's toiletry bags, shower caps, weekend totes and full leather collection.

Petra Jones

Mooce

www.mooce.com.au

My name is Petra Jones and I am a kids' clothing designer and owner of Mooce. I am also mother to two children and love fashion design and creativity.

When I travelled across the world from the Czech Republic to start my new life in Australia, I found myself bored and disinterested working in the corporate world, which lacked the much-needed creative flair I always enjoyed immensely. It wasn't until I gave birth to my first child I found myself discovering the world of children's clothing. It was at this time I linked my fashion design background with the love I had for my children and decided to launch my own clothing label in 2011 to create unique clothing for not just my daughter but also for other kids.

I design all Mooce clothing in Australia with the help of my team. Mooce designs are a display of original artwork and my own repeat fabric patterns. Believing that every child should be comfortable and all clothing easy to wear, my label aims to deliver striking pieces with artwork that captures attention and encourages individuality.

The Mooce label has been growing every year with the support of loyal customers. You can also read my blog covering various topics on small business, motherhood and design: www.petrajones.com.au.



Jo Johnson

How You Say It

www.howyousayit.com.au

Wife, mother, daughter, sister, friend. Solopreneur, writer, business woman, marketer, sales person, trainer, presenter, business developer. Dancer, wine connoisseur, traveller, Francophile and lover of theatre. Oh, and crazy cat lady! All these roles are parts of my whole and have helped shape the path to establishing my content marketing business called How You Say It.

My corporate career began in IT recruitment – sourcing people to fuel the dot com boom in Australia. But selling people is tough – they change their minds! So I entered the dot com world myself, working for a decade at one of Australia’s great online success stories – realestate.com.au. I managed teams who sold digital advertising solutions to real estate agents, created and delivered a customer education program, and built an editorial department responsible for consumer content.

My post-grad training in virtual communications and journalism came to the fore in my last role at realestate.com.au and I found myself seriously satisfied hanging out with words again. And so it was pre-ordained, in the stars, meant to be, that I would eventually run my own business of words.

How You Say It provides content marketing services, primarily for digital channels. I help business owners articulate their goals, shape their unique voice, identify their target markets and create content that speaks to those elements. I also assist with social media planning by creating content calendars with ideas for posts, tweets and blogs.

Katie Keller

Room and Bloom Homewares

www.roomandbloom.com.au

Katie Keller is the owner of Room and Bloom Homewares, an online store that started in 2013 after she moved away from her wholesale business to focus on retail, an area she enjoyed much more.

Katie is mum to Myla, aged 1, and loves the flexibility and satisfaction of running her own business while balancing it with the role of parenting.



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Cynthia Kent

Art Shed Online

www.artshedonline.com.au

I have an amazing blended family – my husband and I have one child each and two together ranging from 21 years to 7 years. I was 15 when I had my first daughter.

Art Shed is a bricks-and-clicks business based in Moorabbin serving the arts and craft industry. We are not your average art supplies store.

Anita Kilkenny

AKA Virtual PA

www.akavirtualpa.com.au

Anita Kilkenny founded AKA Virtual PA in 1994. It was established to help business owners, entrepreneurs and solopreneurs with their administration and secretarial needs and, more recently, with social media, email marketing and online events.

Anita's passion is to help make the lives of business owners less stressful by assisting them to integrate email marketing and social media into their marketing plan, as well as day-to-day operations. She has a talent for cutting through all the noise and just do the things that matter and for people who don't have the time or interest to do it for themselves.



Christine Kininmonth

Fertile Mind

www.fertilemind.com.au

Former journalist and TV presenter, Christine Kininmonth is the inventor of iconic maternity kit Belly Belt®, now sold throughout the world. She is also the founder of Fertile Mind, a wholesale distribution and online retailer company of products, including the Milkbar nursing pillow and baby carriers Hugabub and Manduca.

Christine has facilitated professional baby-wearing education in Australia, and is in the Australian Businesswomen's Hall of Fame. She is married with four daughters.

Donna Larkin

Drama Stars Academy

www.dramastarsacademy.com.au

My husband and I and our children – Kieren, 15, and Katy, 12 – live a busy and rewarding life. However, we always have time to love and support each other.

My business is Drama Stars Academy. I teach children from ages 4 to 18 to be creative, articulate and speak on their feet with confidence.



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Sonya Lovell

www.sonyalovell.com

I am blessed to be happily married to the love of my life and to have expanded our family to include two incredible sons, aged 10 and 13. We also have one dog and one fish. Family is everything.

I coach, write and speak to inspire, educate and motivate women to live the lives they were meant to live with awareness, direction, focus and self-belief. I passionately believe every woman deserves to dream big and live bold by stepping out of the shadows of someone else's definition of a 'good life'.

Latasha Menon

Latasha's Kitchen

www.latashaskitchen.com.au

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assionate about introducing people to the South Asian and South East Asian traditional dishes she grew up with, Latasha Menon of Latasha's Kitchen has run a café, taught cooking classes and now sells her own line of products.

Latasha Menon is a WA-based food producer with a focus on high-quality, hand-made curry pastes, spice blends and condiments, relishes and dressings. These delicious bottled products are retailed online and at weekend farmers markets, and stocked at leading WA specialist grocers, gift shops, artisan butchers and IGAs so that everyone can enjoy the authentic flavours of Latasha's Kitchen in the comfort of their home.

Latasha lives with her husband, Anand, 16-year-old daughter and a couple of pets in Perth. She recommends that you 'cook with love, cook with passion and cook with a generous heart' – a motto she puts on every jar.



Peace Mitchell

AusMumpreneur Network

www.ausmumpreneur.com

Pease Mitchell was the mum of three boys living a quiet life in tropical north Queensland before her life changed when her eldest son was accepted into the Australian Ballet School in Melbourne and soon after she found she was expecting baby number 4! She now lives in South Melbourne, with her husband, three sons and baby girl Ellsea.

Peace is passionate about supporting mums. In 2006, following Cyclone Larry, Peace and her sister Katy worked tirelessly to support mums with young families through their non-profit organisation, Mothers Helping Others, and Peace was awarded Australia Day citizen of the year for her efforts in helping rebuild the community in the aftermath of this disaster.

Formerly a teacher, having found her purpose in helping mums, Peace knew she could help even more families by reaching out to an online audience and in 2009 with her sister Katy began work on their online business, Connect2mums. Despite living in a remote town with a population of just 8000, they quickly grew their business to a national community of more than 16,000. In 2010, they launched the AusMumpreneur Network, an online business specialising in supporting, celebrating and empowering mumpreneurs through a range of online courses, the annual AusMumpreneur Awards and the AusMumpreneur Conference.

Peace has always loved being a mumpreneur and being home with her children but particularly so since having her new baby. She is inspired by the women she works with every day and the flexibility, freedom and creativity that this lifestyle allows is something she is passionate about sharing with other mums who are looking to create their dream life, too!

Cathy Morrissey

6 Figure Property Renovation Secrets

6figurepropertyrenovationsecrets.com.au

Cathy's love affair with 'all things reno' started when she was very young a time long, long ago. Her biggest, most challenging, inspiring and profitable renovation was The Manse – a beautiful 1883 building that you can see a picture of in her book, *6 Figure Property Renovation Secrets*.

In 2012, she started helping others make improvements and money. The latest project she designed a 'Renovation Blueprint' for made more than \$200,000 profit from a \$25,00 spend, which included her fee.

And you, too, can learn how to do this



Mara Morrison
The Filing Fairies – Professional Photo Organisers
www.thefilingfairies.com.au

Chronologically, I am a daughter, a niece, a friend, a wife, a pet owner, a mother of two and an entrepreneur.

The Filing Fairies are professional organisers who organise images, offices and paperwork so they can be readily utilised and enjoyed.

Organising is something I have always loved. It is the way I think. It is who I am. I organise the pegs on the washing line and the CDs on the shelf. I was even heckled during a speech at my own wedding because I gave the bridal party a run sheet and check list. I am an organiser, a coordinator, and an arranger. My motto is work smarter, not harder, and the best way to do that is to be well organised.

With 20 years of experience in various roles where I organised people, data and events, I realised organisation was not only a strength but a calling. Realising this dream, I hope to achieve flexibility and work-life balance so I can spend more quality time with my husband and two young children.

Kelly Northey

Bamboo Bubby

www.bamboobubby.com.au

Kelly Northey and her husband became a family of three in 2010 when her baby boy – the ‘Original Bamboo Bubby’ – was born. Her business, Bamboo Bubby, manufactures and distributes a unique range of bamboo clothing products specially designed for babies and children with eczema.

At six months of age, Kelly’s son was diagnosed with severe eczema, which resulted in chronic sleep deprivation. He became the inspiration for the design of Kelly’s first product, the Bamboo Bubby Bag – an adjustable, eczema-friendly sleeping bag that minimises the damage caused by scratching and ultimately relieving the severity of infant and toddler eczema. Its unique design provides ultimate comfort and value.

Kelly’s business has gone from strength to strength, with Bamboo Bubby products now distributed worldwide and three new products currently in the development and testing phase.



Holly Nunan

www.hollynunan.com

My name is Holly Nunan. I am 31 years old, my husband is 30 and we have three girls aged under 7. We began our business journey by owning a franchise in the health and fitness industry at 19 years of age. At 21, we were offered the opportunity to become partners in the business and have been part franchisor for eight years, building the company to 65 franchises across Australia, during which time our company has been named in the top-30 fastest-growing franchises in Australia for the past four years consecutively (2010-2013 inclusively).

In a search for significance and not just success, I began my network marketing career five years ago, which led me to being selected by a \$400-million coffee company to launch them in Australia in June 2013. The launch made history, with Australia achieving \$3 million sales in the first 25 days!

We recently sold our franchise company, my husband retired from 'work' five days after he turned 30, and he now builds his online business empire of more than 150 websites full time, while I focus on my life's purpose and passion for leadership, building my Organo Gold business full time.

We are both on target with our life's purpose, and the work we choose to do literally gives us life! We believe 'retirement' is only for those who don't love what they do. As I would normally say, 'Your job is what you're paid for, but your work is what you're made for.'

Tara O'Connell

The Baby Diaries

www.thebabydiaries.com.au

Tara O'Connell lives in Newcastle, NSW, with her two gorgeous boys – Jacob, 13, and Alexander, 2.

Tara's career includes a background as CEO of a national not-for-profit and five years running a tourism and business development consultancy. After the birth of her second child in 2012, Tara identified an 'app gap' and the The Baby Diaries was soon created. The Baby Diaries is an innovative app to track baby's daily feeds (breast, bottle and solids), sleep, nappy routine, food reactions, milestones, photos, notes and more.



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Alison Plummer

One Little Duck – Fashion and Fun for Little Ones

www.onelittleduck.com.au

Alison Plummer is the owner of One Little Duck – Fashion and Fun For Little Ones. She is an early childhood teacher and mum to two little boys. She believes that children have a lot to teach adults about taking time to have fun each day.

As a new mum in a rural location, she was frustrated with the lack of variety in quality kids' clothing she could find locally. She opened One Little Duck in 2011, an online store selling quality kids' clothing that is funky, durable and affordable. Her business has since grown to include more kids' products such as toys, baby gifts and accessories for newborns to 7-year-olds.

You can follow One Little Duck on Facebook at www.facebook.com/onelittleduckau and Instagram www.instagram.com/onelittleduckau.

Danielle Proctor
The Rocky Road House
www.rockyroadhouse.com.au

I am a driven, independent woman with an amazing husband who is my rock. I have a 13-year-old daughter, an 11-year-old son and a 22-year-old stepdaughter. We love our family time and enjoy travelling and cooking.

We make and sell handmade rocky road products in various flavours. Our products are peanut, egg and gluten free. Our kitchen is constantly abuzz with developing new flavours to tempt you.



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Nadine Richardson

She Births®

www.shebirths.com

Nadine Richardson is a modern woman's spiritual guide. Having transformed her passions into profit, she is considered a modern woman's entrepreneurial guide, too.

An expert in yoga, pregnancy and childbirth, she created the only holistic and evidence-based birth education program in the world. She Births® has undergone medical, randomised control trials proving a reduction in the rates of medical inductions, epidurals and C-sections, as well as showing significant improvement in maternal satisfaction and foetal wellbeing.

She is the only Australian yoga teacher to be included in the internationally acclaimed documentary film *Yoga Woman* for her inspirational contribution to dynamic and empowering prenatal yoga practice.

When she is not busy raising her 12-year-old son, Leroy, she is busy writing her first book, creating her own prenatal yoga DVD collection, training yoga teachers and franchising She Births® worldwide.

Nicola Semple

www.nicolasemple.com

Nicola Semple is a mum of two children, a serial entrepreneur and founder of the Mums Business Academy. An ex-management consultant, after the birth of her first child five years ago Nicola decided not to return to the corporate world but instead use her skills to support parents who had decided to take an alternative career path.

She is absolutely passionate about supporting mums who want to build a successful, profitable business around their family.



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Rachelle Sewell

Resonate Essences

www.resonateessences.com

Rachelle Sewell is a kinesiologist, hypnotherapist and Life Between Lives Spiritual Regression practitioner (trained by the Newton Institute) who has worked with thousands of clients to facilitate change in their health and wellbeing in her Sydney clinic.

Rachelle is passionate about empowering others to take responsibility for creating changes in their own lives after working through her own health challenges: life-threatening allergies and being told to 'live in a bubble'.

Rachelle has taught workshops and seminars at the Festival of Dreams (Sydney, 2014), IANDS (International Association of Near Death Studies, USA 2013), MindBodySpirit festivals in Sydney, Melbourne and Brisbane (2014, 2013, 2012, 2011), ACEP (Association of Comprehensive Energy Psychology, Exhibitor Workshop USA 2014, 2013 and 2012), AKA (Australian Kinesiology Association), Kinesiology Conference (2014, 2012) and The Southern Cross Academy of Light. She is the do-creator of Resonate Essences with Mel Simmons.

A faculty level 1 member of the International College of Professional Kinesiology Practice (ICPKP) and Touch For Health instructor, Rachelle has trained in professional kinesiology practice, clinical hypnotherapy, past-life regression and Life Between Lives hypnotherapy, neuro-organisational technique (NOT), energy healing, journey practitioner, reiki and holds a Bachelor of Business.

Lauren Shay

Full Stop Design, Editing, Publishing

www.fullstoppublishing.com.au

After 11 years in the media industry as a journalist and sub-editor, I started my design and desktop publishing business, Full Stop Design, Editing, Publishing, in late 2013. It's just me, 'the boss' (my 1-and-a-half-year-old daughter, Cailin) and the boss's PA (my husband, Robby). My business allows me to spend quality time with my family while utilising my skills and helping other businesses achieve a creative, professional edge.

I have worked at renowned newspapers around Australia, including *The Courier-Mail*, *Northern Territory News* and *Bundaberg NewsMail*. I have also designed and sub-edited news sections and features for *The Age*, *Sydney Morning Herald* and *Canberra Times*. Four months after having my little girl, I decided to use my skills to create Full Stop Design, Editing, Publishing – the one-stop shop for all your design, desktop publishing and editing needs.

My services include the design of print and web material, from brochures and flyers to books and website graphics, as well as writing, proofreading, editing and print management. I value each and every customer and take pride in providing a friendly, efficient and reliable service.

When I'm not working, I love cooking, having fun with my beautiful little family, sewing and exercising. I am also a volunteer member of the Australian Breastfeeding Association's *Essence* magazine design team.



Leanne Shea Langdown

Cheer Chick Charlie

www.cheerchickcharlie.com

I'm a mum of two plus a grown-up step daughter and I have a brand new granddaughter. My husband and I enjoy life, dream lots and holiday often. We really want to teach our children that opportunities are everywhere once you open your mind to the possibilities.

Cheer Chick Charlie is a children's book series that I created to not only entertain children, but to help them with their confidence, resilience, health and fitness. From the series we are building a brand that is currently being pitched in the USA to entertainment companies and retailers.

In my 'spare' time I'm also a success consultant, cheerleading coach, blogger and 'mumager' for my daughter's modelling career.

Laura Trotta

Sustainababy

www.sustainababy.com.au

I live with my husband and two young sons in outback South Australia. As an experienced environmental engineer, eco has always been my passion.

Sustainababy is an online eco-retail and information resource. Monthly eco challenges, e-guides and e-courses are offered to actively guide parents to live more sustainably.

Sustainababy is our family-owned and operated business that we have been nurturing since 2009, the year when we welcomed our first son into the world!



Jo Turner
Toosh Coosh
www.tooshcoosh.com.au

I'm a mumpreneur, multi-task master, dedicated wife and mother of two amazing children. I'm also very passionate about the value of family mealtimes.

Toosh Coosh offers a range of unique mealtime products that provide practical solutions to improve the quality of mealtimes for mums, dads and little ones. The Toosh Coosh booster seat gives kids the height and comfort they need to sit up at the table and Toddler Trays help contain the mess.

Toosh Coosh Enterprises was founded in 2009 and is a proudly Australian-owned small business. While juggling a small business and my growing family's commitments, I have successfully made the transition from corporate life to small business and enjoy a work-life balance. With my mother's know-how, and a can-do approach, I have created a successful business that is expanding into global markets, taking our range of products to mums all over the world.

I had a vision to create a reputable company that lives up to its foundation values of quality, simplicity, commitment to community and sustainability. I am passionate about the brand and what it represents, one that can be trusted and one that delivers its promises.

Corrine Tye-Lim

Lacorvin

www.lacorvin.com.au

I'm a go-getter, jet-setter mum who adores her family. I believe in making a difference in the world through ethical choices and helping other women feel confident in their own individual style.

Lacorvin brings together a world of luxurious, exclusive, handcrafted, ethically sourced silver jewellery and one-of-a-kind leather handbags that last a lifetime.



Nicole Tyrie

Jump Online

jump-online.com.au

Nicole Tyrie is a freelance web designer, graphic designer and consultant for marketing and small business advice. Nicole works closely with small business owners and operators to create and increase awareness of their businesses, both online and offline.

After graduating from a Bachelor of Communications, Nicole launched her business and was also quickly picked up by an integrated communications and marketing agency in Perth. Nicole worked alongside marketing and design professionals for two years prior to the birth of her first child.

Since then, Nicole has continued to work in the industry and develop her knowledge, and in 2013 graduated from a Diploma of Marketing with high distinction.

Jump Online is based in Greenwood in the northern suburbs of Perth, Western Australia, but due to the nature of the web, services businesses all over Australia. Nicole enjoys working from her home office while being able to stay at home with her three young children. In her spare time, Nicole enjoys going to the beach, exercise classes and spending time with friends, her husband and children.

Brionhy Westbrook

KidzAid Australia

www.kidzaid.com.au

Briohny Westbrook is a mum, wife, emergency nurse, director and founder of KidzAid Australia. She is mother to Master 5 (Charlie) and Miss 3 (Poppy), and has been happily married for seven years to an incredibly supportive husband.

Brionhy resides on the Mornington Peninsula in Victoria. Her motto in life: knowledge = power!

KidzAid Australia is a team of health-care professionals, including emergency nurses and paramedics, who are on a mission to educate as many people as possible in paediatric (baby/child) CPR and first aid. KidzAid's popular workshops ensure parents walk away feeling confident and empowered.

