



Linda Hailey – The Speaker

Linda Hailey is one of Australia's leading experts on small business. As a consultant, speaker and author she passionately believes it's time we took the mystery (and megabucks) out of marketing and strategic planning for small business.

Her extensive career in advertising and marketing started with a press advertising cadetship at Myer Melbourne followed by a switch of media to radio in Western Australia. On moving to Sydney in 1980 she joined radio station 2WS where she spent 8 years as Creative Director and Marketing Manager. A period as a Retail Marketing Manager, looking after 150 retailers in a major shopping centre, helped Linda understand just how intimidating marketing and planning can be for the small business owner. Although it is relatively easy for small business owners to obtain good financial advice, it is almost impossible for them to find unbiased, commonsense advice on how to market their products or services.

Starting her own consultancy in August 1990, Linda pioneered a range of simple diagnostic exercises that could be easily applied to any small business. She works with a wide range of businesses to develop commonsense customer service and marketing strategies that build reputations and business revenue. Her client list includes home based businesses, service companies, retail outlets, health professionals, wholesalers, training and recruitment companies, franchise operations, hi tech companies, printers, graphic designers and even a funeral director!

In addition to her consulting work and speaking engagements Linda has also worked extensively in regional areas of Australia acting as a trouble shooter for small communities who are facing challenges ranging from drought or the closure of a major industry to disruptive road works in the main street. She also helps communities tap into opportunities such as a growing tourism market or a changing population profile. This work has given her valuable insights into the key issues facing small businesses in regional areas which are reflected in her presentations

As a presenter she is keen to share her expertise and knowledge with lots of practical hints and problem-solving tips for making marketing, customer service or strategic planning work for an individual business. Her presentation style is dynamic and motivational focusing on the practical rather than the theory. Each presentation is tailored to suit her audience with lots of small business examples and stories drawn from her years of consulting experience. She speaks on a wide range of small business topics ranging from e-marketing and client service to practical marketing, image and branding.

Linda is also the author of "Kickstart Marketing – the no nonsense system for boosting your small business" which was published by Allen & Unwin in 2001. Her second book titled "Your Business Your Future – How to predict and harness growth" was published in June 2006.

In 2006 Linda joined the team on Kochie's Business Builders and she is the resident small business expert s a regular presenter on the program which screens from October to March at 10 am Sundays on Channel 7.

Over the years she has also been appointed official "small business expert" for companies including Dell Computers and Officeworks writing articles, presenting video clips and seminars for online and in-store customers.

In 2012 Linda took her presenting skills online and developed and presented an innovative 13 week webinar program on small business marketing skills for the University of Sydney, School of Optometry. This program was offered to graduate optometrists from around the world who were interested in building their business skills and improving the performance of their practices.

The Topics

Each keynote presentation is tailored to suit the skill level of the audience and address any key issues faced by business owners in your particular industry or small business category. The tailoring may involve using industry specific anecdotes, adding specific topics or adapting material to be more relevant to the group. Prior to a presentation it is usual for Linda to consult with the conference organisers, industry committees or individual business operators who are representative of the group attending the presentation.

New presentations can be commissioned for a particular industry or conference theme. Each of the following presentations can be delivered as short keynote addresses (45 minutes – 1 hour) or longer (1.5 - 2 hour) workshops.

Winning the Marketing War

In the current competitive environment, businesses that want to thrive and not just survive will need to change their focus on marketing. Advertising and generic strategies are no longer enough to increase revenue and profit in an increasingly competitive marketplace. This practical presentation takes the mystery out of marketing and shares the secrets of successful businesses that thrive and not just survive. You don't have to be a marketing whiz kid to build your business using this easy approach to marketing

- Learn to be customer focused not product focused
- Discover that not all clients are equal, don't try to be all things to all people
- Find out how trends can keep you ahead of the pack
- Understand the true value of existing clients
- Learn how to develop effective strategic alliances and use networking to best advantage
- See competition as a challenge not a catastrophe

Tricks of the Trade for Retail

Whether you are in a bustling mall or a suburban strip, retailers face a specific set of issues when it comes to marketing. Roadworks, bad weather and the economic climate can all have a sudden impact on your trading. A retailer's livelihood depends on their ability to pull customers off the street and into their outlet. Once the customer is in the shop, the retail battle isn't over as you have a very short period of time to encourage the customer to make a purchase and impress them so much they want to come back again and again. This practical seminar looks at simple strategies that can be used for attracting and keeping customers to boost your bottom line.

- Take a look at your business through your customers eyes
- Identify and target different groups of customers you might see in your outlets
- Maximise the impact of your product with tips for merchandising and display
- Use the "ant tracks" in your retail outlet to sell high profit products
- Learn the power of window displays and the "silent sales message"
- Discover winning strategies in the battle of the sexes when it comes to shopping
- Understand the true value of your existing customers

Catching and Keeping Customers

Customer Service can be the secret to cost effectively growing your business. In fact, most business owners focus on new customers for growth when the people most likely to buy from them are their existing customers. This practical presentation looks at the financial value of customer service and shows participants how to wow their customers and boost their revenue.

- You'll discover why businesses lose customers
- Take a look at your business through your customers eyes
- Find out how to keep your customers longer
- Learn what makes customers come back again and again
- The secrets to building your business through average spend
- Find the missed opportunities for customer service in your business
- We'll show you how problems are an opportunity to shine
- Understand the lifetime value of a client

E-Marketing and Social Media Unplugged

It's instant, it's easy and effective. This practical presentation takes a whole of business approach and shows you how you can harness the e revolution to promote your business, manage your network and add a "wow" to your customer service. From websites that work to email campaigns and getting started with social media this workshop is designed for anyone who wants to give their business an e-boost.

- Discover the power of e-marketing
- Find out who's doing what in latest trends
- Understand the nuts and bolts of social media
- Make email work harder for your business
- Boost your online visibility
- Discover how to put the e into everyday communication

Business Branding: Make Your Mark

Five years ago the words “image”, “brand” and “small business” were never used in the same sentence. Until recently it was assumed that small businesses had an image but only multi-national corporations could afford the advertising to create and maintain a brand. We now know that this is not true. Every small business has a brand whether they like it or not!

- Understand the difference between image and brand and how you can create a positive brand
- Find out how you measure up with a practical image audit
- Discover how to use your image and brand to position yourself in the marketplace
- Learn simple image and branding strategies for everything from personal image and premises to advertising, visibility, awareness and publicity
- Learn “tricks of the trade” for creating marketing material that boosts your image

The Growth Vision

You don't have to be an “entrepreneur” to want your business to grow and prosper. Successful business owners often need the challenge of increasing revenue from a particular market segment or finding totally new markets. Of course, growth means change and coping with change can be a challenge for staff, systems and business owners. When it's time to focus on growth, a Vision Plan can be your blueprint for success. This seminar shows you, step by step, how to create your vision, review your current situation and develop a gap analysis that will become your action plan for achieving your goals. So kiss goodbye to boring business plans and develop a fun vision plan. In this session:

- Learn whether you are really ready to grow
- Find out how your business will respond to change and growth
- Discover the nine barriers to growth
- Find out how to make the move from opportunistic to strategic
- Create a vision checklist
- Take a business health check
- Develop your action plan for success

Your Business Your Future

Small businesses are like children ... they don't come with an instruction book ... so when a business starts to act unpredictably business owners often assume it is all their fault. This means they can struggle to survive as they try to understand what is happening and predict the challenges ahead.

However, many of these challenges are totally predictable. This ground breaking new presentation identifies the four key phases of the small business growth cycle which every business passes through. It will help you identify where you are, what's likely to happen and how to cope with the challenges ahead. It's reassuring to know you don't have to be clairvoyant to be a successful business owner!

- Discover where your business sits on the small business life line
- Learn the positives and negatives of each phase and how that will impact on your business development
- Learn how the focus on your product, cash flow, staffing, systems, marketing and sales changes with each phase
- Learn simple business development strategies that will help you plan for change and cope with each phase so you can minimise the risks and capitalise on the opportunities

Maximising the Female Factor for Business Success

If you've got it, flaunt it! Women who want their businesses to thrive and not just survive will need to capitalise on the strengths that women bring to the business arena. They will also need to develop strategies to overcome some of the female factor weaknesses like talking confidently about price!

In this practical, fun session Linda Hailey shares the secrets of successful women in this light-hearted look at how you can use girl power to get ahead.

- Find out how women are changing the face of small business
- Find out how the female factor can be used in marketing
- Discover the eight competitive advantages all women have
- Learn strategies to overcome our four biggest failings

The Clients

Officeworks

Presented a series of in-store seminars for Officeworks small business customers as a part of their Tax Time promotion

University of New South Wales – School of Optometry

Developed a Business Skills program for graduate students delivered via 12 interactive webinars and two onsite days

Small Business Centre – West Pilbara

Presented a series of workshops in marketing, planning and e-marketing to assist small business owners in the rapidly growing Pilbara area

HICAPS

Developed and presented a seminar for HICAPS clients including dentists, optometrists, physiotherapists and health services businesses. Seminars were presented in 2011 in Sydney, Brisbane, Adelaide, Perth and Melbourne with over

Mackay Chamber of Commerce

Presented seminars on marketing and customer service as a part of their Super Series for small business in 2011 and 2012

Australian Federal Government

Developed and presented a session on Practical Marketing for the Australian Government's Home Based Business One Day seminar program which was presented in all states of Australia and culminated in a Home Based Business Expo on the Gold Coast

Australian Funeral Directors Association

Developed and presented key note presentations for their NSW General Meeting Weekend and NSW Women in Funeral Service seminar day in 2009. Following these presentations have been invited to present a keynote at the AFDA National Conference in March 2010

Spa & Beauty Expo

Keynote presentation for the Spa & Beauty Expo organised by Reed Exhibitions

City of Sydney

Developed and presented a keynote presentation called "Marketing Matters" as a part of the City of Sydney's "Lets Talk Business" seminar series for businesses in local business precincts

Tourism NSW

Developed and presented a two day marketing planning workshop designed to increase the marketing skills of Tourism NSW staff and members of RTO's.

Presentations on "Marketing to the Max" and "Customer Service for Fun and Profit" for the Growing Together series of workshops. These were presented in Broken Hill, Jindabyne, Bourke, Cooma and Wellington

Mitsubishi Electric

Developed "The Cheap and Cheerful Guide to Business Planning" workshop for presentation at Mitsubishi's Dealer Conference in Vienna

Presented "Winning the Marketing War" at the Dealer of the Year awards presentation and conference in Canberra

Presented "Are you Ready for Growth" at the Mitsubishi Dealer Conference in Beijing

Self Storage Association of Australasia

Presented "Kickstart Marketing" for "The Heat is On" 15th Annual Convention and Trade Show in Brisbane

Book City Franchise Systems

Presented “Winning the Marketing War” for the Annual Book City Conference in Canberra

Golf Management Australia

Presented “Winning the Marketing War” for the National Conference in Sydney

Caravan & Camping Industry Association of NSW

Presented keynote addresses at their 2007, 2009 and 2011 conferences. Developed and presented a trade workshop for their 2009 conference

NSW Industry and Investment

Developed and presented practical workshops and seminars for various DSRD programs including the Women’s Mentor Program, Home Based Business Program and Leaders in Tourism Program. Topics ranged from e marketing to The Female Factor
Keynote speaker at events during Small Business September 2003, 2004, 2005, 2006, 2007, 2008 & 2010. Hosted a Small Business September live launch on Sky Channel broadcast to 32 venues throughout NSW, Panellist on the Small Business Hypothetical

Johnson & Johnson

Developed and presented “Profit Blitz”, a one day workshop designed to give Optometrists practical strategies for increasing profit through marketing

Australian Society of CPA's

Developed a one day module “Client Service Development” on marketing for the National Business Advisory Service Program. Presented across Australia

GoodYear

Developed and presented a business planning workshop “The cheap and Cheerful Guide to Business Planning” at the annual GoodYear dealer team conference

Institute of Management Consultants

Developed and presented a one day program on marketing and selling consultancy services for independent business, financial and engineering consultants

Westfield Shopping Centres

Developed and presented a session on “Winning the Marketing War” as part of their national “Focus on Food Forum” workshops presented in all states

Retail

Linda has worked with a large number of retail outlets in metropolitan and regional areas. Her “Tricks of The Trade for Retail” workshop has been presented for the NSW Department of Regional Development, Shire Councils throughout NSW and Retail Traders Association NSW

Not for Profit Retail organisations

Linda has worked extensively with retail outlets and commercial divisions attached to “not for profit” organisations. These include The Wilderness Society, The Australian Museum, Lifeline, St Vincent de Paul Society and Friends of the Royal Botanic Gardens. As a result of this

experience she has developed and delivered retail workshops for a retail staff and volunteers from a number of organisations including Lifeline, St Vincent de Paul and NACRO

Women in Business

Linda has been actively involved with the NSW Department of State & Regional Development Women in Business Program since its inception in 1995. She regularly speaks at events for women including the Women's Gathering in Bourke NSW, WIRED group in Griffith and the Australian Business Women's Network

Regional Businesses

Linda travels extensively in regional NSW, Qld and Victoria working with small communities who are facing challenges or need to tap into new opportunities and markets such as tourism. During most visits she presents workshops for the local business community. Recently workshops have been presented in Wingham, Kyogle, Tenterfield, Uralla, Dubbo, Coffs Harbour, Euroa, Nambour and Nelson Bay, Mooroopna, Echuca, Grafton, Mackay, Cairns, Toowoomba and Merriwa.

The Feedback

Like most presenters Linda Hailey receives both formal and informal feedback on her workshops, seminars and keynote presentations. Many of the Government Departments and organisations she presents for require participants to complete evaluation forms rating the presenter, content and relevance to the participants business. Following are extracts from formal reviews:

- “The workshop was extremely well received and I think that those who couldn't make it to the workshop are probably very regretful of this. As one mentoree wrote: 'Can't be any better. Linda is GREAT to give a message that came across as very SIMPLE and EASY to understand. Another summed the workshop up as 'brilliant'. And another participant commented that you gave lots of practical examples. I think one of the most telling comments came from someone who said they have been to a number of marketing workshops and that yours was the best. Thanks for delivering an excellent workshop.”
 - Leandra Coffey. Manager, Women in Business. Department of State and Regional Development
- “Linda Hailey's workshops were both extremely well received with over 70% of respondents considering them excellent and almost all respondents rating them as good or excellent. Although there was not the benefit of a direct comparison between the presenters at the same venue these results suggest that Linda Hailey was the most successful of the three professional presenters participating in Growing Together.”
 - Extract from EKAS marketing research services report for Tourism NSW

It is also very rewarding to receive emails or notes from participants who are motivated enough to give personal feedback after a presentation. Following is a selection of comments received:

- “Just a small note of thanks for your presentation at Queanbeyan. It was very down to earth and easy to understand. I am sure every person picked up some small detail to "kick on" their business. Once again many thanks and look forward to seeing/reading you again.”
 - Mick Burgess. Urban Contractors Pty Limited
- “Just a quick email to let you know you were "Bloody Fantastic!" yesterday. I thoroughly enjoyed your seminar and gained extensive knowledge and information. You spoke extremely well and I admired your energy and passion for your business. Many thanks
 - Raquel Bosustow. My Personal Chef”
- “Wow, You certainly know how to inspire people.....it was a great lecture yesterday, and following on from it I decided to move forwardjust a bit more. It was a great lecture, and I hope you had some great feedback..... So you think your clients are the only ones who are ahead of themselves...!! Excellent material and delivery.”
 - C.Moore Hardy. Starfish Studio Photography /Gallery
- “I thoroughly enjoyed your seminar yesterday. I felt as if you have done a case study on my company and repeated it at the seminar. I am going through the expansion phase at present and feel like I am starting all over again.”
 - Leila Fiedler. DMS Destination Marketing Services
- “Thanks you so much for your wonderful presentation at the Home Based Business Summit on the Gold Coast last week. I’m just starting out in business and your marketing “words of wisdom” really helped me get clear on my first steps.”
 - Victoria Furey
- “Sensational presentation. Simple, practical advice that can all take away and implement straight away. Thank you for your generosity and wonderful sense of humour!”
 - Christine Stewart, Business SWAP
- “I attended your seminar at the Australian Women’s Business Week yesterday and wanted to let you know how much I enjoyed it. I found it to be extremely informative, relevant and interesting and can honestly say it was the best seminar I have been to all year. It was the only seminar I went to in the program, so cannot compare it with any others, but a friend who had attended two others prior to yours and was feeling a little tired said at the end, that she had stayed with it the whole time, her attention hadn't wandered at all, it was so interesting. So thank you for sharing so much information with us, I know I will be making good use of it.”
 - Margaret Carey. Business Simply