



Business Profile

Linda Hailey is a small business consultant, speaker and author who 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, 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 Sydney shopping centre, helped Linda understand just how intimidating marketing and planning can be for the small business owner. She realized that although it was relatively easy for small business owners to obtain good financial advice, it was almost impossible for them to find unbiased, commonsense advice on how to market their products or services.

Starting her own consultancy in the 1990's, Linda pioneered a range of simple diagnostic exercises that can be easily applied to any small business. She has worked with a wide range of businesses to develop commonsense growth and marketing strategies that build reputations and business revenue. Linda also developed a dynamic form of business or marketing planning called Vision Planning. She has worked with over 100 businesses to develop cost effective strategic plans that are relevant and easily implemented.

Her client list includes home based businesses, service companies, retail outlets, health professionals, wholesalers, training and recruitment companies, tourism operators, franchise operations, hi tech companies, graphic designers and even a funeral director!

In addition to her small business consulting work Linda has also worked extensively in regional Australia acting as a trouble shooter for business 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 the audience with lots of small business examples and stories drawn from her many years of consulting experience.

She speaks on a wide range of small business topics ranging from growth stages to practical marketing, branding and customer service.

Linda is also the author of two books published by Allen & Unwin. “Kickstart Marketing – the no nonsense system for boosting your small business” and “Your Business Your Future – How to predict and harness growth”.

In 2006 Linda joined the team of small business experts on Kochie’s Business Builders and was a regular presenter on the program until 2016.

She has also contributed to a number of organisations as a Board Member including The Wilderness Society and Eastern Suburbs Business Enterprise Centre. She was a member of the State judging panel of the Tourism NSW Awards for Excellence for 8 years and was a member of the ATO Small Business Advisory Group for several years.

Most recently Linda has launched a Podcast called Small Biz Fixit where she solves a common small business problem for a different guest business every week.

Consulting Projects

Consultancy projects range from online mentoring and one off consulting sessions to developing strategic marketing or business plans. In 2006 Linda launched Vision Planning, a new approach to planning that is faster and less expensive than traditional methods.

Typical consultancy projects include:

- **Rehab Services Provider**
Developed an initial Vision Plan to assist the owner relaunch her business following the dissolution of a business partnership. As the business has grown, worked with the owner on a regular basis to review goals and develop cost effective marketing and staffing strategies.
- **Dance Studio**
Worked with a young entrepreneur throughout the start up phase of developing a state of the art dance studio. This project included researching and selecting the location, finding a property, overseeing fit out and developing strategies for initial launch, ongoing marketing and promotions. This business has now been successfully operating for several years.
- **Conveyancing/Property Investment**
Consulted with one of NSW’s leading conveyancing companies to build their western suburbs practice. Following this project, worked with the client to develop and launch Australia’s first dedicated online conveyancing website and a new business concept providing investment property consulting services.
- **Physiotherapy**
Developed a Vision Plan for two entrepreneurial physios who wanted to work “on” rather than “in” their business. This project focused on the structure of the business,

staffing, image, branding, product development, cross promotion and proactive marketing.

- **Mining Services**

Over several years worked with a number of trades based and consulting-based businesses in the Mackay region to develop Vision Plans for their rapidly growing companies to tap into local opportunities and scale up their existing operations

Township Marketing Plans & regional

Linda has always been passionate about supporting small business in regional areas presenting workshops and offering one on one consulting sessions through projects with Business Chambers and local Councils. In 2010 she was approached by the state Government to develop a planning program to help business communities in small towns. Township Marketing Plans were the result and since then Linda has worked with over 70 business communities in mostly regional Australia. This work has also led to business community projects with larger centres including mining towns and regional hubs. Typical TMP and regional projects include:

- **Outback Queensland**

Worked with local council and rural businesses over a period of 2 years to develop the tourism offering in the region across five towns. This project included presenting tourism workshops, identifying tourism opportunities, one on one mentoring of businesses ranging from bakeries and retail to pastoral holdings and developing tourism plans for the region.

- **Large Regional Town in NSW**

Commissioned by local Council to advocate for and work with local retailers during major roadworks and building program which restricted access to shops and caused general disruption over a period of 18 months. This project involved reporting to Council, sitting in on relevant meetings and working one on one with local business owners affected by the changes.

- **Small Towns in Southern NSW**

Developed a series of TMP's for four bushfire affected communities. These plans looked at tapping into the tourism opportunities in the area along with the changing population and how towns could work together to build their retail and service offering for locals. This project was also affected by COVID lockdowns, and the brief altered to also look at online and remote opportunities for businesses.

Keynote Speaking

In recent years a large percentage of Linda's work is key note speaking, presenting at conferences and seminars ranging from marketing and business growth to customer service, technology and branding. She is well known for her practical approach and her ability to relate to the small business market. Typical Speaking Engagements include:

- **Speaking Tours Over Several days**

Presented 25 “Winning the Marketing War” seminars for small businesses in Western Sydney, Brisbane and the Gold Coast. National tour for NSW State Government targeting home based businesses.

- **Regional Seminars**

Presenting one or two workshops over consecutive nights followed by two days of one on one sessions with individual businesses. Often this is a retail based seminar such as Retail Tricks of the Trade or Catching and Keeping Customers.

- **Seminars for Industry Groups**

Over the years Linda has presented for organisations at local and National level. These projects often start with a workshop or seminar for local members and an invitation to present at their next National Conference. Examples include Australian Federation of Celebrants, Australian Funeral Directors Association and Caravan and Camping Association

- **Not for Profit Retail Organisations**

Linda has worked extensively with retail outlets and commercial divisions attached to “not for profit” organisations including The Wilderness Society, Lifeline, St Vincent de Paul Society and Botanic Gardens. She has presented at NACRO and Lifeline conferences and delivered retail workshops for retail staff and volunteers.

Business Highlights

- Developed a marketing action plan for a toy retailer faced with falling sales and morale following the recession and introduction of major toy retailers World 4 Kids and Toys 'R' Us into the Australian scene. A low budget refit and repositioning as a specialist retailer saw an immediate significant increase in sales and enthusiastic customer feedback.
- Conducted a series of business planning consultancies over a six year period for a business targeting the payroll industry. The consultancies assisted the business owner to develop membership, training and outsourcing divisions to supplement the core business of employment consultancy and payroll association. During the six year period the business developed from a small operation with one full time staff member to a multi-million dollar company with 27 staff in Sydney and Melbourne.
- The development of a Township Marketing Plan for a community in Northern NSW that traditionally focused on its local retiree market. The town was picturesque with great appeal but only traded until 12 o'clock on Saturdays. The plan identified a key opportunity to attract tourist dollars from a nearby town which was experiencing a tourism boom. The project motivated local retailers to upgrade their product ranges and window displays, undertake barista training and enroll in customer service programs so they can actively target this new market. Since the project a number of businesses are now opening 7 days and are seeing an increase in revenue.
- Creation of a business plan to launch a recently retrenched executive with no business skills into a consultancy business specialising in competency based training. In the first year of operation the business owner achieved a turnover of \$250K and in year

two sold the business for a healthy profit and is currently running a similar operation in the United Kingdom.

- The complete relocation and repositioning of a retail outlet for a not for profit organisation. This consultancy took the retail outlet from a dark, dingy outlet where they faced an uncertain future, to a CBD shopping mall, which has significantly boosted turnover and allowed the retail outlet to provide profits in excess of \$200,000 for their organisation.
- Undertook extensive research which identified four predictable growth phases of small business. This research forms the basis of a new book called Your Business, Your Future How to predict and harness growth which was published in June 2006
- Invited to join business TV program “Kochie’s Business Builders” in 2006.
- Appointed Adjunct Senior Lecturer at University of NSW presenting Business Skills program for the School of Science, School of Optometry