



## 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, 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. 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 the 90's, 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.

As a presenter she is keen to share her expertise and knowledge with lots of practical hints and problem-solving tips for how to maximise marketing, customer service or strategic planning 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 business growth phases, vision planning and marketing to customer service, image and branding.

She has also taken 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.

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

Linda also spent 10 years appearing on Kochies Business Builders TV program as one of their resident experts.

## The Topics

Although there are a number of “standard” topics, each keynote presentation is pitched to suit the skill level of the audience and can be tailored to address any key issues faced by business owners in a particular industry or small business category. The tailoring may involve using industry specific anecdotes, adding topics or adapting existing material to be more relevant to the group.

Prior to a presentation Linda usually consults with the conference organisers, industry committees or individual business operators who are representative of the group attending the presentation. New presentations can be also 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 master social media and online presence 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 time 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

## 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.”
  - 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.”
- “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

- “Wow, You certainly know how to inspire people.....it was a great lecture yesterday, and following on from it I decided to move forward ....just 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.”
- “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.”
- “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.”
- “Sensational presentation. Simple, practical advice that can all take away and implement straight away. Thank you for your generosity and wonderful sense of humour!”
- “I attended your seminar at the AWBW 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.”