

## **Could your business use an energy injection?**

(Bellinghen Courier Sun - May 2006)

How many businesses actually take time to work ON their business rather than IN their business? How many projects remain unfinished, because no one has time to do them? Technician, Manager or Entrepreneur: which hat should you wear today?

If only you had someone to take stock & put everything in place; get some clarity about your aims, priorities, problems & strategy. Then imagine having follow through, to ensure those plans come to fruition...sounds good yes? Well imagine no more.

Rebekah Goodwin offers a service that fits this need. After six months in Melbourne last year, Rebekah returned home in October to focus on Small Business Development Services: meeting the particular, differing needs of those small business operators who wear a multitude of hats; juggling priorities, getting their product & service out the door...

Rebekah's background includes working in the public & private sectors, for small business, corporate & medium sized enterprises in Manufacturing, Recruitment, IT, Sales & Marketing, Training, Hospitality & the Arts industries for over 20 years.

"I'm all about injecting energy ensuring a business gets to their next level - Every need is different - be it office organization & procedures, editing web copy, training their debtors, time management or marketing strategies. People are responding to what I offer them and why not? It spells projects completed for them - large & small; allowing their business to grow carefully & strategically. A helping hand, an injection of energy, a kick in the arse in the nicest possible way..." laughs Rebekah.

Trying to do everything your self can be exhausting & counter productive if it's not planned and executed well. Larger companies outsource their projects to specialists - Why? So they can get on with what they do best.

So why don't small business do the same? The answer appears to be cost, time, trust & know-how. Besides possibly not being able to afford to pay someone who would treat their 'baby' as their own, it's not easy to find a specialist.

A business coach might certainly help with clarity, but would not necessarily be an extra pair of hands, in the business, if required. Advice is one thing;

implementation, another thing entirely.

“You’d be amazed how much can be achieved in a short period of time. People often underestimate that & how much money is actually being saved by refining their strategies. There is always a better way to do what you are doing. A lot of people working on their own feel that they are in a ‘vacuum’. Often my role is that of brainstormer & facilitator getting their priorities, aims & problems in perspective - to be tackled systematically.”

In the last months, through word of mouth, Bek has planned, organised & implemented with 1<sup>st</sup> Place Design, 20/20 Imagineering, Edible Media, Cyberguide.com, Flying Fox Multimedia & Quigleys Smokehouse.

‘Every time Rebekah has stepped into my office she has made a difference in a significant way...’ agrees Ian Mackenzie, Owner/Director of Cyberguide.com.au, a successful local e-commerce business.

For an obligation free chat about your business needs or special project ring Bek on 6655 2897 or 0421 989 297.