

ALL THE THINGS I  
WISH I KNEW

*before*

I STARTED MY  
BUSINESS



With almost 70% of businesses failing within three years of start up, celebrating five years in business is a BIG deal.

As Baillie Admin Services celebrates we acknowledge and thank the people that have supported us.

All these business owners have reached similar successful milestones, so their tips and advice for starting and staying in business are tried and true.

Business is tough and being in small business takes a whole lot of learning. My coach is renowned for saying that any limitations you may have they are never about business. Growth is not easy but it helps to remember, all things grow in sh!t, EVEN YOU!

Thank you to all these businesses and business owners for their part in BAS celebrating five years.



**nothing changes if nothing changes**

**Sharon Baillie - Baillie Admin Services**

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Find a mentor - seriously - and network!

Marie Alessi - Muse Coaching

Just do it. If it feels right, and you love what you're going into business to do, then you won't fail. There is never, ever a right time - you'll always come up with reasons not to take the leap.

Lisa Burling - LBPR

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Do your homework- WELL. Don't think you're going to be a millionaire in five minutes. You don't just hang your shingle out and people come running. Work hard and keep the attitude of Excellence ALWAYS!

Jo Trigg - Hey Beautiful



Research your market. Listen to your associates. Make friends with your competition. And don't expect to make any money straight away. Make sure you love what you do, so that when you don't make any money, it doesn't taste as bitter.

**Ruth Matos - Ruth Matos Celebrant**



Be passionate and patient and plan well. Listen well and learn but don't ever be afraid to trust your own creative instincts.

**Jackie Dee - Musician & Celebrant**

Pick a unique name and don't invest too much time, money and energy into a name/brand before checking that you can use it and own it via trade mark registration.

**Suzanne Harrington - Pinnacle TMS**

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Love what you do and be realistic - it's hard work!

Lyndal Harris - Podcast VA

Make sure it's something that really lights you up then your passion will get you through the tough times.

Louise Charman James - Soul Signature

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Don't expect it to be easy. Prepare for the lean times, expect the challenges and try, as much as possible to focus on the good your business can do in the world. When you stay focused on that you create optimism, and that's the stuff of great businesses!

Jodie Cooper - Jodie Cooper



You don't need to have a clear business path or plan to begin with- things change and evolve as your business grows. Start small, and realise that sometimes growth takes a long time.

Persistence is the key!

**Natalie Alleblas - Nat Alleblas Digital Marketig Strategist**

Plan your business. You can't achieve success if you don't know where you are going.

**Sam Spence - Executive Virtual Associate**



Do your homework before committing to anything. You must be prepared to commit 100% or there is no chance of success.

**Cathy Lowder - Fryer Financial**

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Create a lifestyle not a job.

Wendy Gergos - Flame Fish Design

Be prepared to WORK really hard, be dedicated to your purpose, be consistent with your presence, be persistent.

Linda Makins - Now is Your Time

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Get yourself a mentor. It can be a lonely existence.

Michael Crook - Better Small Business Solutions

Be passionate about what you want to do and your half way to success. Give good customer service, be on time, do what you say, good communication.

Robyn Babbage - Diamond Dog Wash



Think about what it is you want to achieve in your new business. Then reverse engineer how you are going to achieve that vision. Seek advice or mentoring from people you respect. Know your competition and create your point of difference. Know your target market.

**Chris Jeffreys - Proactive Academy**



Be patient, always be a student first, focus on lead generation not branding.

**Adrian D'Amico - Adrian D'Amico**

Research, plan, network, dont be put off by people who may not think it is a good idea.

**Karen Hillen - Hillen Staff Solutions**



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Create or join a peer support group and definitely attend networking events!  
Those of us who collaborate and take the journey together are more successful than those who attempt to fly solo.

**Phil Preston - The Collaborative Advantage**

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You are the sum of the five people around you - choose them wisely!

**Jemma Vanderboon - Your Virtual Asset**

Seek guidance from trusted mentors. 'Go for it' with all you've got and be kind to yourself because it's 'testing', it takes time and effort to become known and trusted... and that will be the 'test' of your worth in your business.

**Karelynnne Randall - MBL Consultancy**

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Never wait till you are ready to start, there will always be something you can wait for. Start your business and improve, learn. Fail, but fail fast! Surround yourself with people smarter than you. Only deal with positive people.

Tom Ravelingien - ElectroTechnics

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Find something you love doing and start a business doing it!

Maiya Kenny - Healing Steps

It is a bigger job than you think it is. There are so many different aspects to consider. There is also a lot of people out there who can help you, so you don't need to do everything on your own. Seek help as you need it.

Lynda Babister - Babister Legal

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Start part time whilst employed. You'll know when its big enough to be able to quit your job.

Matthew Faulkner - MF Accountancy

Go for it!

Lee-Anne Preddy-Ryman - Jasmine Sky Wellness Centre

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Do your research first, be clear about what you want to achieve, don't think you have to do it all yourself and have a plan to reach your goals.

Leanne Rutherford - PA Excellence

Be patient!

Sammy Simpson - Little Miss Boo Personal Styling



Only do it if you love it and you're passionate as there is no such thing as having time off when you have a small business.

**Mel Whiteside - Crawchy's Swim School**



Do your research. Make sure you know what the relevant government departments require you to do in your business. It will save you any problems in the future if you start out right.

**Stacey Polyblank - Holistic Health Foods**

Enjoy it and have fun. Look for successful mentors to guide you and for you to gain inspiration from.

**Melissa Zammit - Pure Energy Therapies**

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Have a plan and spend time with people who have succeeded.

Roger Coffee - Jewel Finance

Feel the fear and do it anyway!

Susie de Andrade - Adept VA

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Believe in what you are selling. Be it your product, your skill or yourself. If you don't who will?

Kiralie Allen - Charli Design

Research, heck out your competitors, know your products, ask lots of questions, go to networking events.

Kim Lee - Gigglebooth

