



Beyond the City

Success Guide

8 tried and tested tips for growing your business from anywhere.



Running a business can be challenging. Running a business from a remote, regional or country area sees those challenges amplified. You may have limited access to mentors, role models, networking events and feel the isolation that many business owners feel, in a totally different way.

HerBusiness boasts members in all parts of remote, regional and country Australia. In fact, HerBusiness is the only organisation that provides online training, mentoring resource and member-only benefits to small business owners regardless of their location.

We interviewed some of our non-city-based members and here are their top 8 tips for growing your business from anywhere.

1

Take Advantage of the Internet and Technology

The services that technology and the Internet can offer regional and rural businesses are especially vital to everyday operations. Not only does it make everyday life simpler but it also can expand your network of clients enormously.

Bianca Board, owner of the web development business **Web123**, can attest to this. Her small beach community hardly was in the market for a web developer. She had to make a name for herself elsewhere which she was able to with the help of her mentors, social media and HerBusiness.

Business owner **Jo Scard** also makes use of online technologies for her communications agency, **Fifty Acres**. She uses it not only to get word out about her business but also to run it and effectively communicate with clients. She uses online project management tools, teleconferencing and Skype to communicate with clients and keep client overheads low.



Jo Scard, Fifty Acres



2

Embrace Social Media

Social media can be another crucial tool for regional or remote location business owners. For many successful businesswomen, social media was one of their most important marketing tools and the key to spreading the word about their business outside of just their local community.

Johanna Baker-Dowdell is the founder of her own public relations agency, **Strawberry Communications**. The key to her success was investing heavily in social media. This was her main marketing tool and is what kept clients coming in despite her regional location. She advises becoming active on at least one social media platform so that you're connected to the outside community.



Alycia Edgar, Business Performance HQ

Alycia Edgar provides her clients with the services of both an accountant and an operations strategist through her business, **Business Performance HQ**. However, Alycia is 1.5 hours outside of Melbourne, a location that can be quite isolating. Thankfully, social media has helped Alycia overcome these rural struggles. She has created relationships all over the world through social media – connections that have led to many more personal and professional opportunities than she would've otherwise had.



3

Networking is Key

Networking is one of main tools that almost every successful regional businesswoman we've interviewed has cited as key to their businesses' growth. Networking is important in almost every job field but particularly as an entrepreneur and even more so as one who lives in a remote location.



Pix Jonasson, Success Dynamics Group

Stephanie Whitaker is a co-owner of *Burnett Livestock and Realty*, a stock and station agency that works to create markets for vendors and buyers of livestock and rural property. For Stephanie, networking within and outside of her local community is key to her business' growth. In her small rural community she's had to network to prove her ability and long-term commitment to her business while she's also had to network outside of this rural area in order to bring her business to its full potential.

Pix Jonasson, owner of *Success Dynamics Group*, also has reaped the benefits of networking. Success Dynamics group has become a leading international marketing consultancy agency and she attributes much of this success to her commitment to networking. "Your network is your worth," she says in her advice to businesswomen working in a remote or regional location. "It's not what you know or who you know – it's who knows you."



4

Get Involved in Local Community

Becoming more involved in business and community organisations is one of the main ways that many of HerBusiness most successful businesswomen network.

Sarah Adamson understands the value of this face-to-face communication. Her company *The Happiness Experts*, which helps businesses increase staff well-being that in turn increases productivity and profitability, is one that has benefited from her community involvement. She has found networking opportunities locally by being involved in a variety of organisations including becoming a board member of the Regional Development Australia and the local Chamber of Commerce.



Sarah Adamson, The Happiness Experts

Bianca Board of *Web123* echoed this sentiment. Though she used the Internet to make a larger name for herself, she initially used the small community of her hometown to network. She was at first told that there was no market for the work she specialised in but she didn't let that stop her. She spread the word about her company by networking and word-of-mouth.



5

Use Your Resources

Another one of the main commonalities among our most successful businesswomen is that they are all very resourceful. Many of them even cited HerBusiness as one of their most useful resources.

Alycia Edgar of *Business Performance HQ* has truly used her resources through social networking and the HerBusiness to expand her business. Alycia is a long ways away from other like-minded businesswomen. She says, “Although I attended networking events locally, I never felt like I found my people – people that I really connected with.” Joining the HerBusiness helped her overcome this. The resources available at the HerBusiness extend beyond that of networking with other businesswomen though.

Rachel MacLaren of *Adoremat*, a business that makes custom designed doormats, has found that HerBusiness provides her not only with exposure but also podcasts and tutorials that are full of helpful tips to help her business grow.



Rachel MacLaren, Adoremat



6

Find a Mentor

Finding a mentor is one of the most important things you can do as a new businesswomen. Having someone there who knows what you're going through in starting a new business and can be there to guide you is invaluable. That's why HerBusiness offers a mentoring service to match you up with a great mentor.

Stephanie Whitaker of *Burnett Livestock and Realty* found that her biggest challenge was building a profile as a professional. However her advise to women in regional business is to find a mentor to help overcome challenges like this one.



Libby Thompson, All You Can Be Psychology

Libby Thompson is the owner of *All You Can Be Psychology*, which provides training and coaching consulting. She, too, has found a mentor valuable, particularly in helping to contain self-doubt. Libby says:

“Acknowledge and accept [self-doubt] – and find someone out there to mentor and support you through it.”



7

Be Confident

Confidence is key in any business venture, but it is something that women especially struggle with. It's been proven that men, in contrast, face much less self-doubt and lack of confidence when it comes to building their businesses and careers.

Belinda Weaver of *Copywrite Matters* says that confidence was her biggest challenge, especially being a businesswoman starting out in a regional area. She found that the support she got in HerBusiness community helped her overcome this.

Kristy-Lee Billet, owner of *The Footprint Group*, found that the boys club in her local regional business community made it much harder for her to be taken seriously and network locally. Luckily, her consultancy-based business has improved because of her determination to maintain a confident and approachable attitude towards her business contacts.



Belinda Weaver, Copywrite Matters



8

Channel Out Negativity

Most new businesswomen not only face self-doubt, but can also face doubt from others. Building confidence in order to channel out this negativity is widely suggested by many of the most successful businesswomen.

Rachel MacLaren of *Adoremat* struggled with the negative opinions of those in her community. “Everyone seems to have an opinion and judgement in small towns,” she says. Rachel suggested learning to filter and manage these opinions is great way to not letting them affect you.

Kristy-Lee Billet of *The Footprint Group* also faced a series of negativity. But she, too, has found that maintaining confidence helps enormously. Her advice is:

“If you truly believe something is possible, go for it, and don’t let the doubters get in your way. Pursue everything with passion, energy, commitment and confidence, and don’t give up.”



Kristy-Lee Billet, The Footprint Group



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