

START IT UP!

In this OLYMPIC edition of our newsletter it is timey to reflect upon what mindset high performing athletes have and how we can apply that in our own businesses and our lives. Discipline, motivation, focus, endurance, self-belief, competitiveness!

While not an Olympic athlete, **Bruce Lee** has been an inspirational icon for generations for over 50 years. Entrepreneurship educator Brandon C. White (live from the U.S.) unpacks what made him a legend and how we can apply that in an entrepreneurial sense.

Also this month we look at the **Holy Grail of marketing - referrals**. As a specialist in referral marketing, Steve Sweeney will show you how to get clients, and more clients.

There is so much I would like to share with you but space does not permit. Get in touch to discuss your business needs. 0419 575 562.



Sarina Russo
Entrepreneurs

Entrepreneurship
Facilitators >>>>
AN AUSTRALIAN GOVERNMENT INITIATIVE

What do Olympic Gold Medalists do when they retire from Sport?

Start a business, of course!

Ballarat Salt Rooms is owned by professional sportsman Ray Borner, a **famous elite-level basketball player**. The centre is a family-run business. Ray's stellar sporting career spanning over 20 years, sparked his interest in health and wellbeing and he turned the mindset that got him to the top of his professional sporting career into being an entrepreneur.

Since 2014, Ballarat Salt Rooms and Wellness Centre has been improving people's health and wellbeing. They are proud to say they will celebrate 7 years of successful business in October 2021!

[Ballarat Salt Rooms](#)

Shayne Reese is a **two time swimming Olympian with international highlights that include:** Olympic Gold and Bronze in Beijing 2008 & multiple World, Commonwealth and Australian records.

Shayne's dedication and passion for swimming equips her to provide the best swimming lessons available in her region! Shayne Reese Swimming school aims to give children life-long skills that will ensure students' continued enjoyment of the aquatic environment in its many forms and that promotes an active and healthy lifestyle.

[Shayne Reese Swimming](#)

Even Michael Phelps, the most decorated Olympian of all time, started the [Michael Phelps Foundation](#), and his swimsuit company, [MP](#), founded in February 2015 by Phelps and his long-time coach, Bob Bowman.



The only thing limiting you is you.

FREE WEBINARS

Business Referrals - Grow Your Business with a Referral Marketing Strategy.

- with guest presenter Steve Sweeney - 8 July

Referral Training + The Right Connections = Immediate Business Opportunities. It's That Simple.

Business Development is all about Building the Right Relationships and in this webinar we take a look at the easy steps you can take to bring about positive results via referral marketing.



**WEBINAR
THE SECRETS OF
ATTRACTING
BUSINESS
REFERRALS**



In an increasingly competitive commercial environment, collaboration and effective communication strategies are the keys to developing meaningful relationships that result in business.

Join Steve Sweeney from [The Australian Referral Training Academy](#), a specialist in referral marketing who has developed an approach for business owners to consistently generate sales through reliable referral funnels. Find out how to do that for your business in this exciting webinar.

[Click here for more info and to book](#)

What is Happening with Social Media? - 16 July

Grab a cuppa, step into the (virtual) lounge, enjoy a chat that is all about business, marketing and mindset.

Join presenter and marketing specialist, Rachel Allan, author of *Authentic, Dynamic, Savvy: Modern Marketing for Business Success* who will help you understand social media marketing better.

[Click here for more info and to book](#)



NO LIMITS! - 3 Entrepreneurship Lessons From Bruce Lee - Live from the U.S. - 20 July

Martial arts and building a super successful business have a lot in common! Join us for a webinar of truly epic proportions to learn why.

What can you borrow from Bruce Lee and his philosophy, and how can you apply that to your business to become a business superstar yourself?

In this webinar, special guest presenter [Brandon C. White](#)

joins us *live from the U.S.* to offer strategies, insights, advice, and tips that we can all learn from and apply in our business today.

Who is Brandon C. White?

Brandon is a serial entrepreneur has been in management with a Fortune 500 company and now has his own business helping other entrepreneurs. With two successful exits (so far) under his (black) belt, his knowledge and experience is second to none.

[BOOK NOW](#)



Image credit: Stanley Bielecki Movie Collection | Getty Images

Starting out in business? Get your questions answered by 4 experts.

- 22 July

Join the 4 Victorian Entrepreneur Facilitators for an informal panel discussion answering all your business questions.

Ashley Hayden will host a panel of three fellow Entrepreneur Facilitators; Nic Bolto from the Dandenong region, James Muir from Gippsland, and Paul Miller from Ballarat.

Together they will tackle all the questions you have about starting and running your own business: from funding and business planning, to encompassing the right mindset for business and how to find all the resources and help you need.

Come along for a captivating and informative hour of power and get answers to those challenges you could be facing in starting your own business!

[Register Now!](#)



Tax Time is Here

To stimulate the Australian economy, the Federal Government has brought forward Stage 2 of their planned tax cuts. These have been back dated to 1st July 2020. The cuts were originally scheduled to come into effect in July 2022 but will now apply in the current financial year, providing tax cuts for millions of Australian taxpayers.

The 2020/2021 tax rates for residents (plus Medicare Levy) are shown here.

Next month we will run a tax webinar where we show you the simple way to complete your tax return yourself.

In the meantime, make sure you link the ATO to your [myGov](#) account so you can complete your own tax return if you wish.

Taxable Income	Tax on this income
0—\$18,200	Nil
\$18,201—\$45,000	19 cents for each \$1 over \$18,200
\$45,001—\$120,000	\$5,092 plus 32.5 cents for each \$1 over \$45,000
\$120,001—\$180,000	\$29,467 plus 37 cents for each \$1 over \$120,000
\$180,001 and over	\$51,667 plus 45 cents for each \$1

ATO SCAM ALERT

Scammers pretending to be from the ATO tell people their tax file number (TFN) has either been suspended due to illegal activity or compromised by a scammer.

They request the call recipient either pay a fine to release their TFN or transfer all bank funds into a holding account to protect it from future misuse.

If you receive a phone call like this, hang up and do not provide the information requested. And report it to the tax office.

Keep up to date with SCAM alerts here. <https://www.ato.gov.au/general/online-services/identity-security/scam-alerts/>

LIST YOUR BUSINESS HERE

FREE PUBLICITY - Would you like to see your business featured in our newsletter? Send me a picture and a short description of your business! Email - millerp@sarinarusso.com.au

Business Structures and Legal Requirements - 8 July

Each business will have its own particular legal requirements. We run you through the most common ones. About this Event
10 AM - 11 AM

Before you start in business you need to decide what business structure you want to establish. There are three basic business structures - sole trader, partnership, and Company. We run you through the advantages and disadvantages of each structure and help you decide which one is right for you at this time in your business journey. We also explain how to set up those business structures yourself.

[Click here for more info and to book](#)



Review Your Marketing Strategy - 15 July

Marketing is more than just advertising. Marketing is everything and everything is marketing.

About this Event
10 AM - 11 AM

In this webinar we look at marketing from the point of view of the customer or client. How does your message and the way you present your business and yourself affect someone's confidence in buying from you or paying your services. Having a well thought out marketing plan is essential to the success of any business.

[Click here for more info and to book](#)



Review Your Operational And Action Plan - 22 July

Operating your business effectively and efficiently is all about having the right systems and processes in place. About this Event
10 AM - 11 AM

In this webinar we run you through the key requirements that all businesses need to consider both when they are setting up their business and for building and developing their business systems and processes.

[Click here for more info and to book](#)



Business Planning Classroom Workshop - 24 July

Classroom training is back (COVID restrictions allowing). If you live in the Ballarat region you might like to attend our free business planning workshop on Saturday 24th July. Running from 10:30-4:00, your trainer and Entrepreneurship Facilitator will show you how to plan, prepare, and test your business idea, and how to confidently get

your business off to a flying start. This is a classroom-based training program. We will follow COVID-safe protocols. Places are limited to 5 people so reserve your spot today.

[Click here for more info and to book](#)



Think Like an Entrepreneur - Fridays at 5:30 AEST

Join other entrepreneurs in an online networking environment, where you can pitch your business and pick up referrals.

5:30 PM - 6:30 PM most Fridays - check schedule

This is an interactive webinar, where you can introduce your business and pitch yourself to get referrals from others.

So do yourself a favour when you get home on Friday evening, pour yourself your favorite drink and join us for a chat. We have breakout rooms where you can have a one-on-one with as many people as you wish.

Who knows - your next customer or client might be just one conversation away.

[Click here for more info and to book](#)



Need Assistance? - Contact Me Today

If you would like to present a webinar yourself on some aspect of business that you feel would help others, let me know and I can arrange.

I am available to be contacted via phone, email, or via video conference call.

Paul Miller 0419 575 562

millerp@sarinarusso.com.au

[Make an online video conference booking.](#)

Entrepreneurship Facilitators are funded by the Australian Government. We provide no-cost advice, support, and mentoring in all aspects of business.

This email was sent by Sarina Russo Entrepreneurs, 0419 575 562 to MillerP@sarinarusso.com.au

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