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## Entrepreneurs Newsletter January/February 2022

**Sarina Russo**  
**Entrepreneurs**



# START IT UP!

## Dealing With Change & more.

We have 3 great featured webinars lined up for you on

- Social Media Marketing (on a \$0 budget),
- Managing Change, and
- Boosting Your Sales.

Change can feel uncomfortable for the vast majority of people because it makes us feel like we have lost control.

Take control & learn how to master and manage change, how to get your social media working for you, and how to BOOST your sales with our internationally recognised sales scientist, Mike Boyle.



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**How to Achieve Sales Success**

Wouldn't it be great if there was a silver bullet that would make you more successful in your sales efforts? If there was one thing you could do to really boost your sales success?

While there is no one thing that will work for everyone, there are a number of things you can do to help boost your overall success. You can start by following these 10 sales tips.

And then join Mike Boyle for our February webinar **Sales Shift - How to Master Your Sales Technique**. See below. But first, click on this link to learn more.

[10 Sales Tips to Boost Your Success](#)



## Does Your Website Do These 3 Things?

Research shows that when someone visits your website you have about 5 seconds to answer 3 questions - otherwise they are gone.

You need to get their attention and their interest.

### 1. What's this about?

Because you only have 5 seconds, the section of your website that people first see needs to clearly convey what its all about, in both image and text. What is your headline!

### 2. Who is this for?

Once you have their attention you need to convince them that they are in the right place. You may have heard of "bounce rate." Bounce rate is an Internet marketing term used in web traffic analysis. It represents **the percentage of visitors who enter the site and then leave** ("bounce") rather than continuing to view other pages within the same site. A high bounce rate is not something you want.

3. Why should I be interested?

Remember, people don't buy *what* you do, they buy *why* you do it. Your "why" is your unique service/selling proposition. A powerful "why" creates desire and then your "call to action" need be little more than an invitation.

Of course if your website takes more than 5 seconds to load they will have already left.

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## **Thought for the Month**

### **Entrepreneurs innovate, Customers validate.**

*Henry Ford summed it up best. "If I had asked people what they wanted, they would have said a faster horse."*

## **Featured Businesses**

### **Mindfulness & Meditation for Business**

**We can all implement Mindfulness practices into our workday and workplace.**

Michelle Eckles is a qualified and accredited Mindfulness Meditation teacher and owner of Meditation Sunshine Coast.

Like most people Michelle began meditating during a particularly challenging time in her life — completely overwhelmed and about to hit rock bottom. Meditation helped her bounce back to lead a far more peaceful and balanced life, as well as find clarity, focus and direction.

As a single parent of two teens, carer to her grandmother, and an events manager pre COVID, she understands high pressure roles, work and family related stress and the impact it can have on our health and relationships.

She is now dedicated to educating others on the

benefits of mindfulness and meditation to not only reduce and prevent stress and anxiety, but to also create empathy and compassion, so we can be kinder to ourselves and others.

She enjoys bringing the practical applications of mindfulness to the workplace and home, to demonstrate the profound mental, emotional and physical benefits it can have in our day to day life. Michelle runs Mindfulness Meditation programs, workshops and online courses.

She is a member of the Meditation Association of Australia and [mindful.org](http://mindful.org).

To receive a **free** copy of Michelle's Quick Guide to Mindfulness Meditation and her complete library of meditations, subscribe to her newsletter here: <https://www.meditationsunshinecoast.com.au/learn-how-to-meditate/>



## Just Ask Elizabeth!



**Ask Elizabeth** provides a Holistic Health Shop with the best quality natural products all in the same place.

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**Mentoring Mondays! - Every Monday**

**MENTORSHIP  
MONDAYS**

**Mentoring Mondays for Business - free.  
1 on 1.  
1 hour timeslots available.**

I have worked with 1000s of businesses for 20+ years providing training and mentoring.

What I have learned - Behind every successful business are many mentors.

Simon Sinek says "A mentor is someone who always has time for you...A mentor walks alongside us to show us what we can do."

[Watch Simon's short video on mentorship by clicking this link](#)

[Then click here to reserve your timeslot for a mentoring session with me.](#)

## Virtual Networking and Referrals - **Fridays**

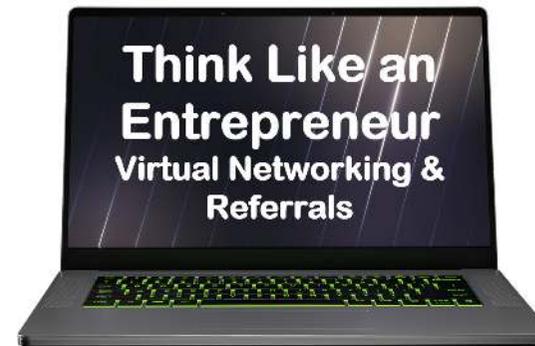
Start 2022 on the right foot.

Your next customer or client might be just one conversation away.

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

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

"Paul's Friday arvo networking events are something that I like to book into as often as I can. It's a great end to the week and I always meet interesting people with different types of businesses, from all over Australia."  
Karen, Copywriter.



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 and it is easier than you might think.

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

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**FREE WEBINARS**

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## Featured Webinars

### Get Social! - Social Media Marketing on a \$0 Budget

- 19 January



Every business should have a social media marketing strategy. But it can be costly. Find out what you can easily do on a \$0 budget.

In this presentation you will:

- Learn a simple 5 step process to set up a basic social media marketing strategy and implementation plan.
  - Develop practical and applicable social media marketing strategy for your business and launch it on a \$0 budget!
  - Ensure all your actions are strategic and measurable resulting in valuable outcomes!
- Get tips for immediate start, achievable short and long-term goals!
  - Learn how to evaluate and measure your activity.
  - Get downloadable templates.

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

## Featured Webinars

### Riding the Waves of Change: Breaking Through the Barriers in Your Career or Business.

- 28 January

Changing Careers or Moving to Self-Employment is Never

**an Easy Transition to Make.  
Make it Easier With This Webinar / Interview.**

Join me as I speak with Reeta Dabydoyal who has a successful track record in helping people overcome their career roadblocks and stories that are holding them back from designing their dream career or business. What we will cover:

- Why is great resignation happening?
- Signs it's time to pivot careers
- Challenges whilst navigating the journey of change and transitions
- Fixed mindset v/s growth mindset
- Jobs v/s passion
- Self-employment as an alternative career option
- And more!

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



**Featured Webinars**  
**Sales Shift - How to Master Your Sales Technique**  
**- 18 February**



**Selling today is a totally different game. Are you in?**

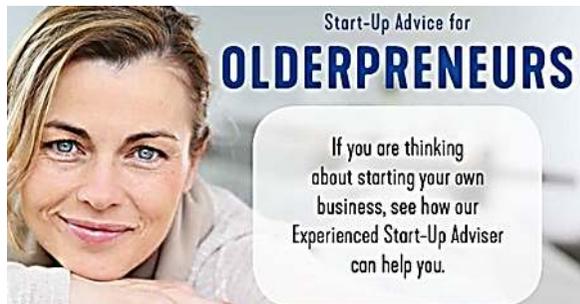
Build your business by joining sales expert, Mike Boyle, from Sales Shift Global, and learn the secrets of the science behind selling .

Selling today is a totally different game. Are you in? Without sales you can't make a profit. Without profit you don't have a business. Learn how to grow your sales, your profits, and your business.

When it comes to selling to today's modern consumer, times have really changed. Salespeople today must know how to engage and interact with the "participatory" customer. After this webinar you will leave with simple 2022 Business Insights focusing on Vision, Growth, Sales, People and Capability which will allow you to begin or continue a structured process to business growth in 2022 & beyond.

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

## Starting a Business Later in Life - 17 Jan, 21 Feb



If you are thinking of starting a business this could be for you.

There are many reasons and many advantages to starting a business later in life. Mature-age Australians, including those at risk of unemployment due to structural changes in the economy, face unique issues and opportunities in today's labor market, and self-employment is becoming a more attractive and viable option for older people wishing to be their own boss.

This 1 hour session is especially designed for people aged over 45 and will explore the theme of entrepreneurship and self-

employment as an alternative pathway or option to employment. Be inspired! We will talk you through the steps you need to take to get your business up and running.

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

## Your Operational And Action Plan - Develop or Review - 20 Jan, 17 Feb

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](#)



## Your Business Cash Flow Forecast - Develop or Review - 27 Jan, 24 Feb

A well thought out budget and cashflow forecast helps ensure that your business will be both profitable and viable. A cashflow budget also sets targets for you to achieve.

In this webinar we will walk you through a cashflow spreadsheet and you will be shown exactly how to complete it. You will receive a blank copy of the spreadsheet and detailed written instructions as well as on-going support after the webinar.

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



## Business Structures and Legal Requirements - 3 Feb

Each business will have its own particular legal requirements. We run you through the most common ones.

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](#)

## Your Marketing Strategy - Essential Things to Consider - 10 Feb

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](#)



## 2 Business Planning Classroom Workshops - 15 & 29 Jan, 19 & 26 Feb

Classroom training is back (COVID restrictions allowing). If you live in the **Ballarat** region you might like to attend our free business planning workshops in person.

Running from 10:00-1:00 over 2 Saturdays, 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, therefore you must be fully vaccinated to attend. Places are capped at 5 people so reserve your spot today.

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

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

## 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](mailto:millerp@sarinarusso.com.au)

[Make an online booking for a free chat about your business.](#)

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

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