

# Heather Jonsson

## Bindis n Bulldust

*"The (WiRE) Program has shown me that anything is possible. I had a few ideas but with the WiRE Program I was able to define it"*



### YOU AND YOUR VENTURE

#### What words would describe you as a person?

An out of the box thinker, off with the fairies, always running ideas through my head. I am a person that will find a way to do something even if the answer is no.

#### At what stage is your venture?

I got my project off the ground during WiRE, I am now maintaining and looking into areas I can expand into.

#### What is your service or product?

I have a podcast. I help people of the outback tell our stories. I am looking at developing storytelling workshops.

#### What is the structure of your venture?

Solo

#### What type of venture do you have?

At the moment it is a project,. I am in development now looking at other products/services for an income.

#### Does your venture reach local/national/international markets/audiences?

Seems like I am worldwide. Podcasting is an industry that is global. Once you upload your conversation, the world is your audience. I don't know my full audience but I have listeners in the US and Africa.

### IDENTITY

#### In one word, characterise your life as an entrepreneur

Creative

#### What does success mean to you?

That feeling in the gut when reading the feedback on a podcast. What you have meant or how you have helped someone in their lives.

**What is your favourite aspect of being an entrepreneur?**

I can do anything that I want. I have nobody telling me NO!!!

#### **MOTIVATION / MINDSET**

**What mindset(s) helps make you successful?**

Great question, I'd say lists, lists, systems to keep these lists working

**What ignited the spark in you to start a new business venture or to make significant changes in an existing business?**

I wanted to do something for me, I just wasn't sure what it was. I had a few ideas but with the WiRE program I was able to define it.

**How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas... what pushes you through?**

Lists, journal, gratitude and look at what's important

**What is your favourite quote?**

Do what you can, with what you have.

#### **VISION**

**What is your vision for your venture**

To equip those in the outback with a voice, to tell their stories, share their stories and start to be heard.

#### **SELF-EFFICACY AND SKILLS**

**To what do you attribute your success in progressing your entrepreneurial journey?**

Working with some amazing mentors and connecting with others on the same journey. Having the ability to now reach out and bounce ideas with like minded people.

**What would you say are the top three skills needed to be a successful entrepreneur?**

Faith in yourself, someone to share your ideas and the ability to adapt

**What was your biggest mistake in an entrepreneurial context?**

Oh I am sure there will be more. Probably the fact of thinking of something new and running with it. Get it a little more time, get those great ideas out of your head and keep on coming back to it over a length of time.



## **What was your biggest barrier you faced in your entrepreneurial journey and how did you overcome it?**

In this journey is finances. I needed stuff to start, how do I buy equipment without an income. I still haven't got an income, so it holds me back daily.

## **What sacrifices have you had to make to be a successful entrepreneur?**

No sacrifices, I wanted to do this. But without finances it puts a huge pressure on the family's budget.

## **In your view what factors help individuals make the transition to self-employment?**

Support, and ongoing mentoring.

### **STRATEGY**

## **What would you say are the top three key elements for starting your business?**

Passion, you need to be passionate about something to do it properly. Without passion it is just another job.

Information, you don't know if you don't know. There was a lot of things I wasn't thinking of as I just didn't know. Be open to embrace additional information and see how it can fit into your business.

Support, find someone. Bounce ideas off someone, ask advice. Don't always pick your friends, don't be afraid to ask someone in the know - what they think or how they did it.

## **What has been your most successful form(s) of marketing?**

At the moment it has been Facebook. My followers have grown and even now when I talk to someone I meet they say what's that name again? I have heard that somewhere. All Facebook.

## **What are your thoughts on the value of partnerships?**

I see this question of partnerships as a connection. As a solo entrepreneur I value having like minded people by my side and that fact you can have a team of people wanting to see you succeed.

## **Where did your venture funding/capital come from?**

My husband working two jobs. It has been really hard.

## **What creative strategies did you use to execute on minimal cash flow?**

I had to take my time with things, no spontaneous buying. This really helped to clearly define what I needed and when I could get it. I had to learn a lot of things myself and take on a greater workload to not only learn the skill but now have to do the skill within the project.

### **What habits helped make you successful?**

Lists, accountability and having clarity of what is happening and where we are going. The diary is getting a good workout, first time ever planning out time slots to do certain jobs.

### **What are your top two tools that you use in your venture (i.e. online tools)**

Currently audio production editing and social media to spread the word.

### **Do you want to grow your business? How will you do this?**

Yes I want to grow the business. I need an income. I am looking at what sort of service I might be able to provide.

### **How do you stay motivated when things get busy with family and other things?**

Morning journal, intentions and accountability. I need to get into a long term goal though, I seem to be caught up in the moment.

## **NETWORKS**

### **To what extent do you agree with the following statement and why?**

**“The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship”**

TRUE. I live in an outback town and on the outskirts of the town. Basically, I feel I could be in the middle of nowhere. I have learnt when I make a connection make it strong and keep in touch. I never know when I want to ask something.

### **What kinds of networks do you access to help your entrepreneurial journey?**

On Facebook, I keep in touch with the participants of both the WiRE boot camp and 12 week program. I have become not afraid to ask.

### **Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?**

No I don't have a mentor. I wish I did.

## **IMPACT OF THE WiRE PROGRAM**

### **Why did you decide to participate in the WiRE Program?**

I attended the QRRRWN conference in Emerald 2017. I listened to Retha speak and thought maybe it would help me think and do something that I had turning in my head. I was only able to do it as the cost made it accessible to me, otherwise I couldn't have participated.



### **What knowledge have you acquired?**

Such a lot. Even at the start things were going over my head but in recent weeks I hear the term again and look it up and remember the connection.

### **What skills were developed?**

To many to list I think. But mostly all of the things I wasn't thinking of. I had a great idea, that was it. The WiRE program got that idea out and happening.

### **How useful were these skills in developing your venture and/or your future career?**

I am here, and I am doing it. I record and produce a weekly podcast which is listed worldwide in any podcast listening app.

### **What has been the impact of the WiRE Program?**

(on both you personally and your venture)

Profound. Personally, I have been able to find me. To get something of my very own out of my head and into real life. I had not only a great facilitator, but the group dynamics were so supportive too. It sounds cliché but I have found me and have something great. It's not every day you make a podcast and can listen to yourself worldwide on iTunes.

### **What benefits have you derived by participating in the program?**

I have learnt the stuff I didn't know I had to know. You don't know sometimes what you need in start-up. There were so many little things that then turned on the light bulb – I get it now moments.

### **To what extent has the WiRE Program affected your attitudes to entrepreneurship or employment more generally?**

The program has shown me that anything is possible. Also, with these possibilities are they worth pursuing? Should we pursue them or dig deep and look at whether they would work or not first.

### **If you have started a venture, what do you think are the chances of its survival?**

For my venture to survive I need to tack on an income. I am exploring ways of how to use the project as my base, basically like an author with a book and work out from there.

### **How appropriate to you are the skills delivered by the WiRE Program?**

For me at the time I thought all the skills were very relevant.

### **To what extent have you applied the skills/knowledge learnt through the WiRE Program?**

A lot of skills I have applied or have even went to seek out more information about. Some skills I will be revisiting and see how my venture is travelling.

**To what extent has the WiRE Program helped you to develop strong ties between yourself and other women entrepreneurs? Why?**

I have a strong network of women I have met in the WiRE Program. Some, a very close connection, and we talk and bounce ideas off regularly. I am not afraid to ask anyone in the WiRE Program about something if I think they might know. So basically, a great little network.

**To what extent has the WiRE Program helped with the facilitation of emotional support for your entrepreneurial journey? Why?**

I had a few tough questions asked to me which I had to stop and think about. These questions are the ones that needed to be asked. I think some emotional support is essential.

**To what extent has the WiRE Program helped you to get to know and network with women from different backgrounds, for example different socioeconomic status, age, generation etc?**

Massive, I have lived for years in a remote area not having a lot to do with anyone. The WiRE Program had us rubbing shoulders with everyone and it was great to see everyone and their different perspectives and ideas.

**To what extent has the WiRE Program enhanced your ability to link with other entrepreneurs and agencies outside the WiRE community that could benefit your entrepreneurial journey?**

It has been great to be able to not only support and source jobs within the group but to be able to link outside of the group with word of mouth recommendations. Now that I also know what I need, it is a lot easier to know what to look for.

**If your venture has not been online previously, has your venture gone online as a result of the WiRE Program?**

The venture has gone online in the form of a podcast host and having an online presence in all the podcast listening apps.


**If relevant, have you influenced someone else through your WiRE experience to start or grow a venture? "Passing it on" .**

I have told many people about the benefits of the WiRE Program. I have also found in conversations that I am passing information on that I didn't know to people who are currently at where my starting point was.

**Has your venture gone global as a result of the WiRE Program?**

Yes





## **Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women**

Feel the fear and do it anyway! I had an idea, I didn't know if I was any good or even if I was able to pull it off. It stirred my gut, it made me sick. With the support of the group I just had to push through. I was fearful and at times I saw a block and thought I should just give up, it would have been easier to just walk away. But I pushed through, I felt the fear, did it anyway and succeeded!

## **Where to find you online**

[www.bindisnbulldust.com](http://www.bindisnbulldust.com)

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Twitter @Bindiso1

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## **Please share some final thoughts about the WiRE Program**

(See video)