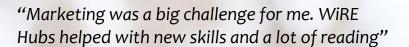


Kelly Beasley

Busy Beas Bookkeeping





YOU AND YOUR VENTURE

What words would describe you as a person?

Honest, Determined, Caring

Describe how you would pitch your venture

Our bookkeeping service helps busy business owners anywhere in Australia who want to create balance in their life and free up time. We do this my removing the stress of completing their own bookkeeping and helping them grow their business. I see myself as being successful when my clients see success.

At what stage is your venture?

Now operating just over 6 months

What is your service or product?

Bookkeeping and BAS agents

What is the structure of your venture?

Incorporated

What type of venture do you have?

Bookkeeping business

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

Local and National

IDENTITY

In one word, characterise your life as an entrepreneur

(Why this particular word?)

Commitment – You have to keep showing up every day even on the bad days - it's a great journey.

What does success mean to you?

Being able to help clients grow their business while I in turn grow mine

What is your favourite aspect of being an entrepreneur? Flexibility

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Believing in myself, not giving up and thinking anything is possible

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

Needing the flexibility of working from home

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?

Determination and believing in myself - Trying to stay positive

What is your favourite quote?

An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it

VISION

What is your vision for your venture

Grow the business to have a few staff members - To be able to help more businesses and offer employment

SELF-EFFICACY AND SKILLS

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

Hard work and some help along the way

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

Determination, willing to learn, self-motivator

What was your biggest mistake in an entrepreneurial context?

Underestimating the time and how much is involved in setting up a business

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

Marketing was a big challenge for me. WiRE Hubs helped with new skills and a lot of reading

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

Time spent with family in the set-up stage

In your view what factors help individuals make the transition to selfemployment?

Enjoy learning new skills

Have a good support system in place

Being able to be a self starter or self motivator

STRATEGY

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

Willing to learn new skills, determination and self-motivation

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

Local accountant - so I guess networks

Where did your venture funding/capital come from?

Self Funded

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

Learnt a lot of new skills to set the business up as cost effectively as possible on my own

What habits helped make you successful?

Self motivation, determination, skills and drive

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

TSheets and Asana

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

Yes, mainly through word - current clients and accountant's referral

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

Make our lists of all that needs to be done

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"

It is very important to help out fellow business owners and share different skills.

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

WiRE Hub and local business group

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

Yes – help to keep you motivated and helps to learn new skills

IMPACT OF THE WIRE PROGRAM

Why did you decide to participate in the WiRE Program?

To help launch my business

What knowledge/skills have you acquired?

Learned a lot of skills around starting and running a business. Some of these things into social media, websites, marketing to name a few.

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

Very helpful

What has been the impact of the WiRE Program?

(on both you personally and your venture)

The WiRE Hub helped my confidence not only with my business skills but also my self-confidence. The WiRE Hub helped me to establish my business - learnt a lot of great skills and motivation. The accountability really helps keep you on track. The help from Joy my Hub facilitator and Angela my group leader was invaluable.

What benefits have you derived by participating in the program?

Learned a lot of skills around starting and running a business. Some of these things into social media, websites, marketing to name a few - also helped with self-motivation and confidence

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

It helped me to be more comfortable with being an entrepreneur.

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

Very Good. It has a very strong chance of survival as I have replaced my income and now starting to grow.

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

Very

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

In a lot of different ways in my business, from the task lists, SEO, marketing each

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

I have continued working with my group leader as a mentor and have developed strong ties with other women in the group.

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

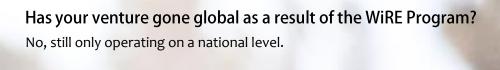
It was very good, when I was having a tough time to start with it was good to have someone to reach out to that knew what you were going through.

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?

As the WiRE Hub was established for the whole of Queensland I got to meet a wide variety of amazing women that I would not have met otherwise and we shared our different skills.

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

I had just developed my website and the WiRE Hub talks on SEO helped me move from 11th page on Google to first page.



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

Not to give up on your dream. It really helps to have a good plan in place like we had with the rock, stone and pebbles. It's good to have everything written down and a good plan in place to keep you on track.

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