

# Kelly Beasley

## Busy Beas Bookkeeping



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

### 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 by 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 self-employment?**

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 11<sup>th</sup> page on Google to first page.



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

No, still only operating on a national level.

**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.

**Where to find you online**

[www.busybeasbookkeeping.com.au](http://www.busybeasbookkeeping.com.au)

<https://www.facebook.com/busybeasbookkeepingptyltd/>

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

(See video)