

Megan Sidebottom

Solo Birds



"I use something I've learnt through the WiRE Program every day in my business depending on what I am working on"

YOU AND YOUR VENTURE

What words would describe you as a person?

Innovative / Focused / Dedicated

Describe how you would pitch your venture

Solo Birds focuses on helping small business owners build their business online using modern social media strategies.

By building a strategy around social media, branding, attraction marketing and mindset we can provide tools and training to assist owners to build their business.

We believe it is important to place a focus on the online world for ongoing business sustainability and to allow owners to create life and business on their terms.

At what stage is your venture?

In business

What is your service or product?

Social Media Strategies
Attraction Marketing
Personal Branding

What is the structure of your venture?

Solo

What type of venture do you have?

Service

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

Yes, local/national/international



IDENTITY

**In one word, characterise your life as an entrepreneur
(why this particular word)?**

Empowered - I feel empowered as a woman being able to have the best of both worlds with a business and family.

What does success mean to you?

Seeing the success of other women in their business, and personal growth.

What is your favourite aspect of being an entrepreneur?

Empowering women to be more than just a mother

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Determination and Gratitude

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

Working from home in a remote area ignited a spark to break down the barriers of isolation for home-based business owners to allow them to connect, inspire and grow with others.

**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?**

Take a step back and write down 5 things I am grateful for. Looking back at what I've written previously is a great reminder of the progress I have made in those moments of doubt.

What is your favourite quote?

"A woman is the full circle. Within her is the power to create, nurture and transform"



VISION

What is your vision for your venture?

For Solo Birds to work globally with small business owners building their business online, creating life and business on their terms

SELF-EFFICACY AND SKILLS

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

A strong desire to have my business, but also the freedom and flexibility around my young family.

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

- Confidence in your direction
- Ability to reinvent when required
- Ability to take action and be consistent

What was your biggest mistake in an entrepreneurial context?

Confidence to ask for help and support from my wider network when first starting out

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

Myself. Trying to be everything to everyone - I've learnt it is ok to say no. It's ok to outsource. It's ok to take time out.

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

Working in an unfamiliar area when living in a remote location

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

Having role models and success stories of those who have made the transition to self-employment



STRATEGY

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

- Be clear on your WHY – only when you know your WHY, will you find a big enough reason to keep going each day
- Know your network - who can you tap into personally and professional for support and assistance on your journey
- Knowing what gap in the market your product / service fills

The entrepreneurial journey isn't easy, but it's worth it.

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

Personal network, previous clients and word of mouth

What are your thoughts on the value of partnerships?

The value of partnerships is often undervalued. The knowledge and skills of others can be invaluable and open many new opportunities.

Where did your venture funding/capital come from?

Self-funded

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

Belief in what I could offer with my services - having conversations and networking as much as possible to gain new contracts.

What habits helped make you successful?

The ability to connect and listen deeply to other small business owners and organisations

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

- Canva
- Facebook

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

Yes. The greater growth the more small business owners I can help grow their business online.

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

Block out time and stay focused - try to maintain some sense of balance with business and family - reflection at the end of the day celebrating small successes, noting how this is taking me towards my big goal, recognising what seeds I have sown for future reaping



NETWORKS

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

WiRE community, Facebook community, clients, workshops, virtual meetings, QRRRW

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

Having a mentor has been one of the best investments I have made. I wouldn't have accomplished as much as I have over the last four years without the help of their wisdom and experience.

IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

Partner of Queensland Rural, Regional and Remote Women's Network

In what aspects of the WiRE Program have you participated in so far?

Regional Pop-Up
Wire Bootcamp
Virtual Workshops and Webinars
Hub Program

What knowledge/skills have you acquired?

Deeper understanding of myself - knowledge of other women on the entrepreneurial journey and their success and struggles, and the ability to nurture and empower an online community

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

I have been able to utilise these skills in niching my target market

What has been the impact of the WiRE Program?

(on both you personally and your venture)

Personally, I have gained connection with like-minded women and built a valuable network with other entrepreneurs and professionals who have shared their knowledge and skills.

Venture wise, the WiRE Program has built on my business skills and knowledge to progress my business to another level and expand into New Zealand with clients.

What benefits have you derived by participating in the program?

Developed connection with like-minded women and build a network with other entrepreneurs - built on skills and knowledge - growth in confidence and self-belief

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

Confident of business survival

If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program? If yes, please explain your answer (both in terms of the dollar value of the total enterprise as well as the scale-up value, or/and increase in sales or growth in customer numbers) (whichever applies)


I had a virtual assistance business when I first started the WiRE Program which doubled in size as a result of my growth in confidence from being involved with the WiRE Program. I have now been able to narrow my niche and focus on my strongest areas of growth.

If you did have a business/venture when you started engaging in the WiRE Program, what has been the impact of the WiRE Program on the sustainability of business/venture?

Increased its sustainability opening up my mind to other streams of income

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

Highly appropriate - learning new skills but building on the skills I already had - you can always learn something new



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

I use something I've learnt through the WiRE Program every day in my business depending on what I am working on.

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

I have been able to develop strong ties with other like-minded women entrepreneurs from my involvement in the different aspects of the WiRE Program as we are all travelling the same journey.

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

It has been good to know that I am not alone and there is always someone around in my network that I can bounce ideas off.

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?

The WiRE Bootcamp and Hub played a big role in this, enabling me to engage with a wide selection of women from different backgrounds during breakout sessions.

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?

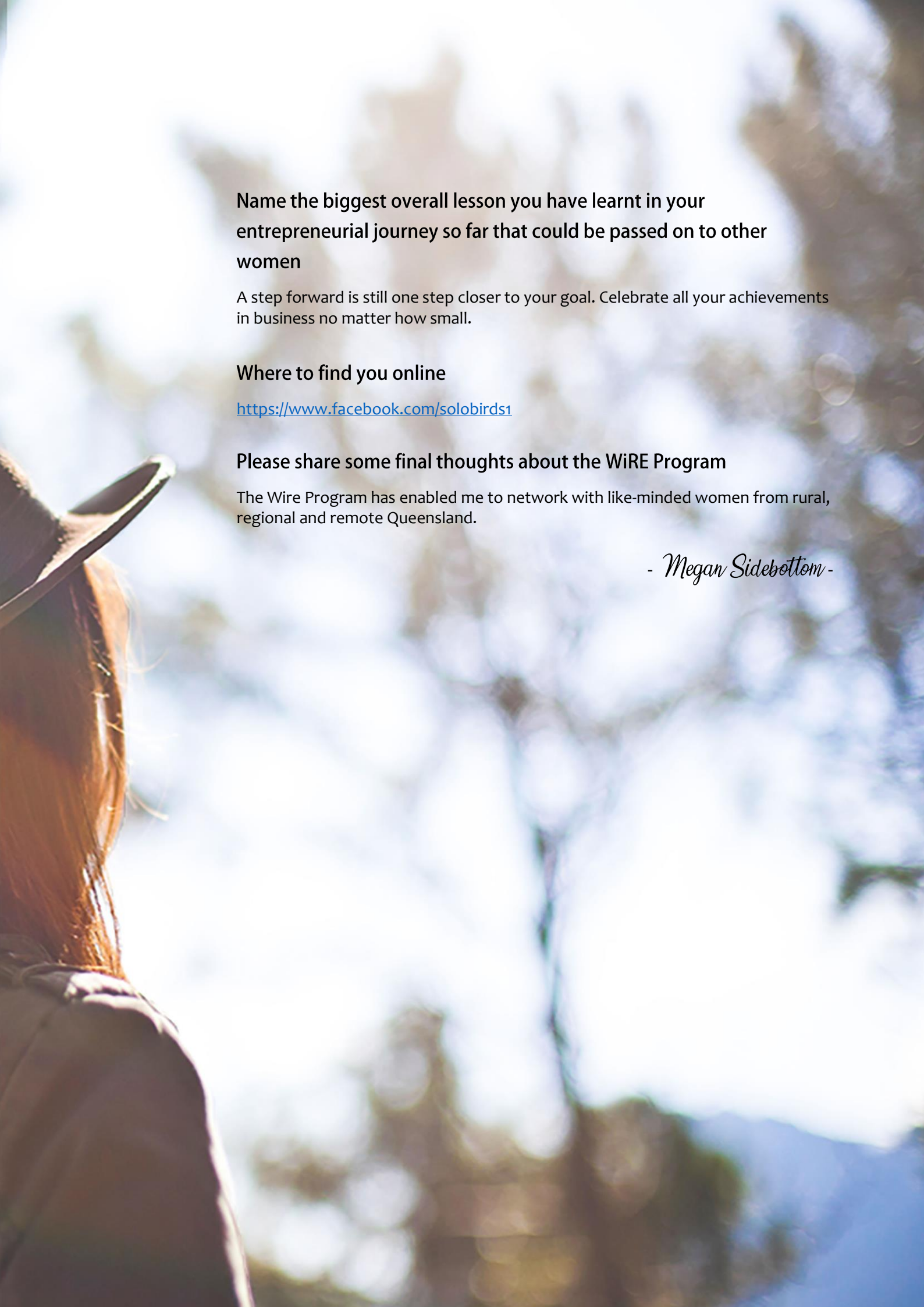
Increased my confidence and knowledge of others I can tap into when I have a need in my business

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

Yes - through word of mouth and encouragement

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

Started working with international clients in 2019



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

A step forward is still one step closer to your goal. Celebrate all your achievements in business no matter how small.

Where to find you online

<https://www.facebook.com/solobirds1>

Please share some final thoughts about the WiRE Program

The Wire Program has enabled me to network with like-minded women from rural, regional and remote Queensland.

- *Megan Sidebottom* -