

Michelle Hamilton

Eclipse St Emporium



“Living rural and having the opportunity to tap into some of the most incredible knowledge base (through WiRE) has been a huge part of my success in my venture”

YOU AND YOUR VENTURE

What words would describe you as a person?

Mindful, Driven, Problem Solver

Describe your venture

Eclipse St Emporium enables micro-businesses, who would normally embark on the market scene, the chance to showcase their product in a boutique style shop, without the need to purchase large amounts of stock or having the overheads that having your own shop entails. This in turn gives the chance for like minded personalities in a small rural community to flourish.

At what stage is your venture?

I have had the shop open 2 months now and it is ticking along well.

What is your service or product?

Majority retail but we also offer small workshops of all sorts of different arts, crafts and wellbeing.

What is the structure of your venture?

Solo. But then again it is a collective who volunteer their time to help grow their own business within my business.

What type of venture do you have?

A collective of microbusinesses selling their product under one roof

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

Local predominantly, and some nationally



IDENTITY

In one word, characterise your life as an entrepreneur

Intuitive - never fails me

What does success mean to you?

A sense of purpose

What is your favourite aspect of being an entrepreneur?

The excitement of seeing hard work paying off

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Where there's a will there's a way

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

When I saw a similar business and how it thrived. It was a hub of activity and bringing like minded people together. I wanted to be the one at the helm of it all and share the passion.

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?

I allow myself to doubt, be upset, disappointed, confused etc with hurdles or road blocks. Its all part of it. Where there's a will there's a way and it will present itself in one way or another.

What is your favourite quote?

Don't forget to Breathe!!

VISION

What is your vision for your venture

Growing to an online store which is currently underway



SELF-EFFICACY AND SKILLS

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

Definitely the WIRE Program. It was just what I needed to help me recognise just what I am capable of.

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

Passion, Patience and Persistence... in that order

What was your biggest mistake in an entrepreneurial context?

Thinking it was going to be easy! lol

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

Having some negative people involved in the beginning and letting them steer me toward making some "unintuitive" decisions which set me back

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

Time with family and friends. Some friendships have been strained to the point of near breaking.

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

Having the vision to actually want to do it in the first place. That is the first step.

STRATEGY

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

Passion, Patience and Persistence. again in that order

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

Social Media

What are your thoughts on the value of partnerships?

I haven't found someone who I would do that with. For me they don't work.

Where did your venture funding/capital come from?

My own pocket and an already established micro business

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

Writing everything down manually. Visual is an important aspect for me

What habits helped make you successful?

Messaging everyone involved once a week once store is open. Setting up simple blow by blow instructions for shop that ALL need abide by

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

Facebook and Messenger

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

The business itself is actually growing all on its own. I'm just along for the ride I think! I will guide it through to wherever it needs to go - with or without me.

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

Its hard.. very hard. I try to do meditation/yoga. Essential oils help keep me focused. Ask for help from others but honestly if I have to I will choose family every time, even if it means the shop doesn't open.

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"

This is by far one of the most useful tools I picked up with WiRE.

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

A few different social networks. But having the network that has formed from WiRE is second to none.

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

Not really as such. I have a few people I ask advice, they are from different business enterprises which I find helps with different perspectives.

IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

It was the next step for me. I had come to a standstill in my business and was ready to grow. So glad I did it.

What knowledge have you acquired?

There has been so much. I wouldn't know where to start answering this!

What skills were developed?

Mostly learning how to organize myself and deal with procrastination!

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

Invaluable

What has been the impact of the WiRE Program?

(on both you personally and your venture)

Living rural and having the opportunity to tap into some of the most incredible knowledge base has been a huge part of my success in my venture.

What benefits have you derived by participating in the program?

My knowledge of systems has gone forward in leaps and bounds.

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

Allowed me to believe in myself more

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

As long as the passion is there driving it, it will survive.

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)

Yes I owned a registered business before and this new venture has allowed me to grow in ways I hadn't realised I would. The knowledge of what I have on offer has spread and I have a new client base for my products. Not just the micro businesses wanting to be part of Eclipse St Emporium but also seeing my Alpaca Product be appreciated. In turn it has put my Rosegum Alpaca name out there more and it has generated a new fresh interest in Alpaca.

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 the business/venture?

Has breathed new life into the business with fresh perspective from myself and my growing clientele

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

EXTREMELY APPROPRIATE!!! lol

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

I have tried to use every skill that was learnt to the best of my ability - would be great to be able to recap on them though in another program.

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

My passion can be infectious. And I have met others now who have the same passion. You get drawn to people who are like yourself. I feed off this sort of interaction. It gets me pumped.

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

Knowing that I am not alone in my thoughts of being on a rural property and having these awesome ideas. Having someone to share it seems to ease the emotional burdens at times.

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?

Showed me that no matter what your age/gender/backgrounds are its really no different when we have a similar drive

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?

A great deal!

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

Yes I have. I have been able to pass on knowledge to ladies to help get their micro businesses up and running.



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

It has the potential to go there.

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

Learning that I have so much to offer

Where to find you online

www.rosegumalpacas.com.au

Facebook

Instagram

Please share some final thoughts about the WiRE Program

I really had no idea just what was instore for me with the WiRE Program. It was like a light turning on inside me to know that I had an idea worth working with and building on. I only had a basic knowledge of what was needed for my venture and WiRE provided me with an answer to every little question no matter how small or how insignificant I thought. The friendships, connections, support, trust, emotion, knowledge and ideas that I came to rely on would not have happened if not for WiRE. I can only hope that this amazing program continues to support the stars that often are told they are not able to shine because of where they live in this vast country.

- *Michelle Hamilton* -