

Nikki McNamara

Tenrou and also Happy Qi



"The (WiRE) Program allowed me to develop a roadmap for my businesses. I went into the Program hoping for some clarity in developing my business plan, and wow did it provide that and more!"



YOU AND YOUR VENTURE

What words would describe you as a person?

Positive and bubbly, hard worker, adaptable

Describe how you would pitch your venture

Tenrou is where the Adventurous unwind. I offer online self-guided programs, and one-on-one coaching so Action Takers, Free Spirits and Over Achievers will be able to simplify and de-stress their lives using the fun easy to implement techniques developed from my real-life experiences.

At what stage is your venture?

Launching!

What is your service or product?

One on one coaching, self-paced online programs

What is the structure of your venture?

Solo

What type of venture do you have?

Online and face-to-face contact with clients

Does your venture reach local/national/international

markets/audiences?

Currently local aiming for Rural and Regional on a National basis

IDENTITY

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

Multipotentialite - I thrive on learning, exploring, and mastering new skills. I currently have many different roles and manage to keep them balanced.

What does success mean to you?

Making a positive change to the world, whilst supporting my family financially.

What is your favourite aspect of being an entrepreneur?

The freedom to think outside the box and develop ideas to support people in the wider community

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Let Positivity Flow Into Everything You Do: Be a shining example of what I sell. **The Time is Now**: Harness the power of this moment, and take purposeful action today

Live to Give: Inspire and serve others while maximizing your potential

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

I realised that even with a successful career you may not be fulfilling your purpose. I believe that I can make a more positive impact on the world. In my own business, I have the freedom to make decisions and move quickly when I see opportunity.

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?

Perspective. No one will ever be perfect. But if you try as hard as you can, explore all the possibilities and consequences that are in your control, then you won't look back with regret in the future - and it's worth it to make a difference.

What is your favourite quote?

"Ain't no use in complaining, when you got a job to do" Bryan Adams, Summer of 69 "If you want something you've never had, you must be willing to do something you've never done." Unknown

VISION

What is your vision for your venture?

Launching my programs online

SELF-EFFICACY AND SKILLS

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

It needs to be done, so how will I go about doing it?

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

- Adaptability and survival instinct How do I stay ahead and how do I meet this challenge?
- Ability to identify strengths and weaknesses within ourselves and our business
- Self-Refection downtime to reflect on the past and future and prevent burnout

What was your biggest mistake in an entrepreneurial context?

Not reaching out for support straight away

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

Trying to learn and perfect skills across many fields instead of taking action and making continuous improvement

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

Financial pressure as I transition to working full time in my businesses, minimal family and personal time

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

- Finances take the time to know the household budget and business finances inside and out - makes it much easier to juggle
- Support find and build a support network that works for you. You must be getting out what you put in.
- Plans plan and plan well. As things constantly change and evolve, a well organised plan makes it easy to modify quickly, whilst staying on track.
- Learn be prepared to learn new skills quickly, sometimes a \$50 course or free webinar can save many hours of muddled research and weeks of procrastination.

STRATEGY

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

Purpose, Planning, Persistence

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

Flyers and business cards to existing clients, and a monthly informative email

What are your thoughts on the value of partnerships?

If you share the vision for the business - two heads are better than one. You can benefit from each other's strengths and approach obstacles from different perspectives.

Where did your venture funding/capital come from?

Reinvesting any profit made back into the business

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

Not over-investing in online platforms until growth requires it

What habits helped make you successful?

I love planning everything and enjoy doing budgets. I get bored if I am not being challenged.

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

- Momentum (a Chrome extension)
- Canva

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

Launching my site and Instagram pages

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

It can be very difficult when I have a big week with my current job and still need to work on the business. If I fall behind, I turn Saturday into a work day, but stand by my rule NO WORK SUNDAY - me time, family time and housework only.

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"

100%

Having good connections and networks enables you to (1) be around people with the same drive and purpose, and (2) develop opportunities

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

The network I developed through WiRE is invaluable, and a great community of clients.

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

Yes, nearly all my mentors have been amazing people who support and challenge me. It's important to have mentors you mesh well with.

IMPACT OF THE WIRE PROGRAM

Why did you decide to participate in the WiRE Program?

It looked like a great place to ask questions (or sometimes finding out what questions to ask and who I should ask). Also for clear guidance on creating and implementing my business plan.

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

WiRE Hub, Virtual Workshop, Virtual Bootcamp, Webinar Series

What knowledge/skills have you acquired?

Everything I needed to start my journey or where to go to find out - business plan writing and development, ideal customer avatar construction, researching niche clients, digital advertising, marketing, pitching, systems (and probably a 100 more!)

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

They are invaluable.

What has been the impact of the WiRE Program?

(on both you personally and your venture)

It has inspired me to reach higher and further than I could have imagined. I also discovered the importance of having a support network of like minded people.

What benefits have you derived by participating in the program?

Exactly what I joined for and so much more - a great network of women providing both emotional and business support (which is invaluable), a clear business plan and direction to travel in

To what extent has the WiRE Program impacted upon you starting a venture? Have you started a venture as a direct result of your participation in the WiRE Program? If it has impacted on you starting a venture, have you registered an ABN?

Massive positive impact. This venture plus a second one are taking off.

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

Very high. There are great long-term projections.

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)

My client database has grown as a result of my landing page, and client numbers have tripled through word of mouth and using my sales pitch.

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?

Very High. Long term planning and future leveraging of my time are now very clear goals.

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

Very appropriate and adaptable to all businesses

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

In nearly everything business related that I do - if I have a new challenge to tackle, I usually check on the WiRE Program site first to see if there's a Webinar or info there.

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

Massively. I still connect with my Mini Hub in the WiRE Program.

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

Very much!! It can be very isolating starting the entrepreneurial journey. Having a network of women who understand and are juggling the same things, really, I didn't understand how much I needed it until I joined the Hub.

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?

Very much. Through the WiRE Program I have come into contact with amazing women from all walks of life that I may not have ever met.

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?

Very much. The WiRE Program enabled me to clearly define what I need/want from a network. I can now focus on developing meaningful connections with the right people who share my values.

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

The Tenrou website is nearly developed, landing page is up, and my Facebook page is up for HappyQi - lots of guidance and direction from the WiRE ladies



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

Yes. I have recommended the Hub to 3 women starting/scaling their businesses and encouraged one to continue with her start up idea.

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

Not yet © but will thanks to the 'think big' talks

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

Ask questions, even if you don't know if it's the right question to ask. Find the tools, mentors and networks that work for you.

Where to find you online

Tenrou landing page – www.tenrou.com.au HappyQi Facebook – HappyQi Toowoomba

Please share some final thoughts about the WiRE Program

I went into the WiRE Program hoping for some clarity in developing my business plan. And wow did it provide that and more! Each WiRE Program creates a community, amazing women where you can get emotional support as we juggle our business and personal roles, a safe place to ask any size question. We developed friendships and valuable networks. The Program itself allowed me to develop a roadmap for my businesses and I now have living documents to refer to on my entrepreneurial journey, plus providing an amazing base of skills required for every business owner. This Program is invaluable in supporting women on their journey. Thankyou to all the wonderful people who are a part of the creation and continued running of the WiRE Program.

- Nikki McNamara -