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Push Pull Marketing PR and Events



“(WiRE provided) the ability to acquire a new network, one that continues to grow. We are still meeting with each other, in the same format, growing and strengthening our businesses”

YOU AND YOUR VENTURE

What words would describe you as a person?

Innovative, Creative, People and Community Success focused

Describe how you would pitch your venture

At Push Pull Marketing PR and Events we don't just deliver your business a promotion but find clever ways to deliver your business' perception. Our mission is to see that our region, your business, product, service or self – has your story documented, branded professionally with targeting messaging to our customers that converts to sales, equity and reputation.

This is just part of the science of marketing and we know as a business owner, it's hard to find time to implement the magic of marketing so that it has a positive effect on your bottom line. With our experience, expertise and local knowledge, alongside our other strategic services, we have designed three key marketing packages that will give your business cut-through to your customers, help you use your social media better and help achieve those extra leads. Our business is about giving you physical tools or action points for your business to use the minute you receive them.

Most of all we do the thinking and strategizing for you to make your life as a business owner easier, and construct your message for the modern customer to gain more trust and more cut-through with consistent push and/or pull marketing. Instead of managing everything yourself, add to your personal capacity by allowing Push Pull Marketing and Events to expertly strengthen your business and translate to your customers.

At what stage is your venture?

In Business

What is your service or product?

Marketing, PR and Events, specialising in Strategy, Tourism, Strengthening Regional Businesses and Connection

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?

Local, State

If your venture is not reaching an international market, do you wish to extend your venture to do so?

Not this venture, the next step of it, Regional Communities Expert

IDENTITY

In one word, characterise your life as an entrepreneur

Self-Driven

What does success mean to you?

The world succeeding too

What is your favourite aspect of being an entrepreneur?

The ability to achieve with no bounds

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

The ability to ask 'Why not?'

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

Understanding where the best place is to bring good influence on my community. It's about timing, place and current culture.

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 like to think that the time we move in is like space, it doesn't stop no matter what your next move. Also, that people are our greatest asset, so it's always worth the investment.

What is your favourite quote?

"There are two things I wish to leave my children with, the first is roots, and the other is wings."



VISION

What is your vision for your venture

For Push Pull Marketing PR and Events, an expert in the regions, help businesses outside of metropolitan areas grow their business through marketing, PR and events and help the regions grow through projects that add value to regional branding and businesses.

SELF-EFFICACY AND SKILLS

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

The ability to morph and change while staying true to my 'Why'

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

The ability to be confident in your direction, the ability to reinvent, and the ability to do

What was your biggest mistake in an entrepreneurial context?

Not being confident in myself to ask those in my outer circles to support my venture

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

Myself. I've since learned though that just as it's important to have different friends to suit your different interests, it's important to have different contacts who complete your yin/yang in business growth (and it's ok to pay someone to do that – i.e. Business coach!)

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

I feel the greatest sacrifice was having to be considered 'not regular' in the system i.e. Income, loans, identity etc.

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

Easy to find role-models and success stories
The way financial institutions measure self-employment
Local Government's having an already identified list of industry gaps



STRATEGY

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

Knowing your 'why' – this will keep you grounded, visionary and focused

Knowing your network – who is in your network personally, professional, potential customer base, employees

Taking the first step

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

Personal networks, previous work and reputation. Reading the market and reputation points and being present at them.

What are your thoughts on the value of partnerships?

Huge, these are often undervalued yet time-after-time prove so much worth. I believe that people are our greatest asset, therefore our greatest investment.

Where did your venture funding/capital come from?

Redundancy, although my business model started with bones and is now fleshing out the minute I can.

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

Always being aware of what was going to get me the next contract and focussing that as a key point of spend. Being present at places where a large amount of people are where I can personally engage.

What habits helped make you successful?

The habit of connection. We throw this away the minute we think something can replace this or is more important, but connection should be considered like health, continues to pay dividends and often most when you need it.

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

Facebook – Group Chat, Facebook Messenger, Polls, Marketing, Connection, Personal Learning

Quickbooks – It's my guilty subscription that makes sure I keep track of my finances.

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

Yes! The more growth, the more positive ripple effect potential it has!

- My 'Why'
- Customers
- Process
- Customers
- Staff
- Customers

Photocopy and repeat

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

Two thoughts really stick with me:

My family and I require the income, it's a tool, without it the machine stops.

When I recount on my day this afternoon, and then on this day next year, was I happy that what I did today will have been the planting of the seed ready for the harvest.

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"

Extent – Standing on the grandstand waving flag, in front of a billboard, watching an oval full of people connecting and networking on the megaphone saying – this is what success looks like.

The ability to recount and share your story, and the ability for someone to take that story and add to their discourse is the same way that modern society has grown personally and professionally. My view is if you don't have it in entrepreneurship, you aren't doing your self, your business, or anyone else's self or business any good.

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

WiRE ladies, my family, my local chamber of commerce, my friends, my working partners, my customers, workshops and virtual meetings. Every single one of these are important.

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

I take every experience and every word and process it into a learning for me which I decide when it needs to be implemented or shared. I have just finished with my last mentor, which was an unconscious choice and looking for a new one!


IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

Needed to find a new network to keep me on my journey

What knowledge have you acquired?

Knowledge about me, knowledge about other success stories, and other women's stories



What skills were developed?

The ability to nurture an online community.

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

Always feel like I receive a valuable contribution from a network of ladies on a journey forward

What has been the impact of the WiRE Program?

(on both you personally and your venture)

The ability to acquire a new network, one that continues to grow. We are still meeting with each other, in the same format, growing and strengthening our businesses.

What benefits have you derived by participating in the program?

A new network of amazing women, some now business with business partnerships. A place to rest, be myself and talk the hard topics of business life.

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

Definitely given me understanding of what opportunities there currently are and the growth in the industry. Very exciting!

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

I believe my business has been deliberately projected at filling a gap of service in Regional Queensland and therefore with flexibility built into the model it will survive and succeed.

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

Very appropriate, there was definitely a mid-point in the program where my motivation was low, I had tasks that I needed to focus on, but because of the group activity associated with this learning, I turned up because I didn't want to let the team down.

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

I have a window above my desk with key action points and notes from the program. It's filled with hope, goals, reminders and knowledge 😊

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

Strong ties is a very good description of the group we've built to continue to come together on a Wednesday. It helped build this community by levelling everyone out to the same level, gave us experiences to recount on together and topics and guidelines to ensure safety of content shared. This has built strong ties and our group is successfully helping each other build our businesses.

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

I especially valued too the personal rating extra to our business goals. I can achieve every one of my business goals, but without help, I choose not to achieve my personal goals, which I am acutely aware that without success in this area, leads to a greater failure.

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?

With challenges, comes determination, and with determination comes innovation – and I certainly found it in different circumstances with different women, it was great to hear their personal innovation to get past their barriers.

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?

I made sure I linked on LinkedIn, Facebook and other areas that I could, but it has been since the WiRE journey that I have realised that our group doesn't understand the agencies available to help, assist, guide, mentor and fund.

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

Yes. My rock was to build a website, and now have I not only built my own website, I'm in the process of revamping it with a whole new, advanced look through a partner who I met on the program.

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


Absolutely. I wanted to give back, so found a business in its infancy who I offered a meeting every couple of weeks to keep accountable. I just received a message the other day to say "thank-you, if it wasn't for your belief in me, I wouldn't have valued my work or gone for these contracts" – these are the moments I hold my breath for.

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

Not with this venture, but with the next I will be.

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

Take a step, and take a step forward, always. If you've figured out your 'why', every step will be closer, whether you know it at the time or not.



Where to find you online

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Please share some final thoughts about the WiRE Program

(See video)