

## Speaker Profile

Linda Hailey  
Hailey Enterprises Pty Ltd

Hailey Enterprises Pty Ltd

ABN 81 069 869 638

Suite 30/110 Alfred Street  
Millsons Point NSW 2061

☎ 02 9956 6639

☎ 02 9956 6643

🌐 [www.lindahailey.com.au](http://www.lindahailey.com.au)

# Linda Hailey – The Speaker

---

Linda Hailey is a small business consultant, speaker and author who passionately believes it's time we took the mystery (and megabucks) out of marketing and strategic planning for small business.

Her extensive career in advertising and marketing started with a press advertising cadetship at Myer Melbourne followed by a switch of media to radio in Western Australia. On moving to Sydney in 1980 she joined radio station 2WS where she spent 8 years as Creative Director and Marketing Manager. A period as a Retail Marketing Manager, looking after 150 retailers in a major shopping centre, helped Linda understand just how intimidating marketing and planning can be for the small business owner. Although it is relatively easy for small business owners to obtain good financial advice, it is almost impossible for them to find unbiased, commonsense advice on how to market their products or services.

Starting her own consultancy in August 1990, Linda pioneered a range of simple diagnostic exercises that can be easily applied to any small business. She has worked with a wide range of businesses to develop commonsense customer service and marketing strategies that build reputations and business revenue. Her client list includes home based businesses, service companies, retail outlets, health professionals, wholesalers, training and recruitment companies, franchise operations, hi tech companies, printers, graphic designers and even a funeral director!

In addition to her consulting work and speaking engagements Linda has also worked extensively in regional NSW acting as a trouble shooter for small communities who are facing challenges, ranging from drought or the closure of a major industry to disruptive road works in the main street. She also helps communities tap into opportunities such as a growing tourism market or a changing population profile. This work has given her valuable insights into the key issues facing small businesses in regional areas which are reflected in her presentations

As a presenter she is keen to share her expertise and knowledge with lots of practical hints and problem-solving tips for making marketing, customer service or strategic planning work for an individual business. Her presentation style is dynamic and motivational focusing on the practical rather than the theory. Each presentation is tailored to suit the audience with lots of small business examples and stories drawn from her fifteen years of consulting experience.

She speaks on a wide range of small business topics ranging from e-marketing and client service to practical marketing, image and branding.

Linda is also the author of "Kickstart Marketing – the no nonsense system for boosting your small business" which was published by Allen & Unwin in 2001. Her second book titled "Your Business Your Future – How to predict and harness growth" was published in June 2006. Two new workshops on this fascinating subject have recently been added to her repertoire.

In 2006 Linda joined the team of small business experts on Kochie's Business Builders and is a regular presenter on the program which airs at 10am Sundays on Channel 7.

# The Topics

---

Each keynote presentation is tailored to suit the skill level of the audience and address any key issues faced by business owners in your particular industry or small business category. The tailoring may involve using industry specific anecdotes, adding specific topics or adapting material to be more relevant to the group. Prior to a presentation it is usual for Linda to consult with the conference organisers, relevant industry committees or individual business operators who are representative of the group attending the presentation.

New presentations can be commissioned for a particular industry or conference theme. Each of the following presentations can be delivered as short keynote addresses (45 minutes – 1 hour) or longer (1.5 - 2 hour) workshops.

## Winning the Marketing War

In 2008, businesses that want to thrive and not just survive will need to change their focus on marketing. Advertising and generic strategies are no longer enough to increase revenue and profit in an increasingly competitive marketplace.

This practical presentation takes the mystery out of marketing and shares the secrets of successful businesses that thrive and not just survive. You don't have to be a marketing whiz kid to build your business using this easy approach to marketing

- ▶ Learn to be customer focused not product focused
- ▶ Discover that not all clients are equal, don't try to be all things to all people
- ▶ Find out how trends can keep you ahead of the pack
- ▶ Understand the true value of existing clients
- ▶ Learn how to develop effective strategic alliances and use networking to best advantage
- ▶ See competition as a challenge not a catastrophe

## Tricks of the Trade for Retail

Whether you are in a bustling mall or a suburban strip, retailers face a specific set of issues when it comes to marketing. Roadworks, bad weather and the economic climate can all have a sudden impact on your trading. A retailer's livelihood depends on their ability to pull customers off the street and into their outlet. Once the customer is in the shop, the retail battle isn't over as you have a very short period of time to encourage the customer to make a purchase and impress them so much they want to come back again and again. This practical seminar looks at simple strategies that can be used for attracting and keeping customers to boost your bottom line.

- ▶ Take a look at your business through your customers eyes
- ▶ Identify and target different groups of customers you might see in your outlets
- ▶ Maximise the impact of your product with tips for merchandising and display
- ▶ Use the "ant tracks" in your retail outlet to sell high profit products
- ▶ Learn the power of window displays and the "silent sales message"

- ▶ Discover winning strategies in the battle of the sexes when it comes to shopping
- ▶ Understand the true value of your existing customers

## Catching and Keeping Customers

Customer Service can be the secret to cost effectively growing your business. In fact, most business owners focus on new customers for growth when the people most likely to buy from them are their existing customers. This practical presentation looks at the financial value of customer service and shows participants how to wow their customers and boost their revenue.

- ▶ You'll discover why businesses lose customers
- ▶ Take a look at your business through your customers eyes
- ▶ Find out how to keep your customers longer
- ▶ Learn what makes customers come back again and again
- ▶ The secrets to building your business through average spend
- ▶ Find the missed opportunities for customer service in your business
- ▶ We'll show you how problems are an opportunity to shine
- ▶ Understand the lifetime value of a client

## E Marketing Unplugged

It's instant, it's easy and effective. This practical presentation shows you how you can harness the electronic revolution to promote your business, manage your network and add a "wow" to your customer service. From websites that work to email campaigns and the ethics of electronic communications this workshop is designed for anyone who wants to give their business an e boost in 2008.

- ▶ Discover the good news and bad news about e marketing
- ▶ Use e marketing to give you a competitive edge
- ▶ Find out who's doing what in latest trends
- ▶ Make email work harder for your business
- ▶ Learn how to make your website work harder
- ▶ Learn the importance of e promotion
- ▶ Discover how to put the e into everyday communication

## Business Branding : Make Your Mark

Five years ago the words "image", "brand" and "small business" were never used in the same sentence. Until recently it was assumed that small businesses had an image but only multi-national corporations could afford the advertising to create and maintain a brand. We now know that this is not true. Every small business has a brand whether they like it or not!

- ▶ Understand the difference between image and brand and how you can create a positive brand
- ▶ Find out how you measure up with a practical image audit
- ▶ Discover how to use your image and brand to position yourself in the marketplace
- ▶ Learn simple image and branding strategies for everything from personal image and premises to advertising, visibility, awareness and publicity
- ▶ Learn "tricks of the trade" for creating marketing material that boosts your image

## The Growth Vision

You don't have to be an "entrepreneur" to want your business to grow and prosper. Successful business owners often need the challenge of increasing revenue from a particular market segment or finding totally new markets. Of course, growth means change and coping with change can be a challenge for staff, systems and business owners. When it's time to capitalise on your success and develop strategies for growth this workshop helps you identify your business vision and develop strategies for success.

- ▶ Learn whether you are really ready to grow
- ▶ Find out how your business will respond to change and growth
- ▶ Discover the nine barriers to growth
- ▶ Find out how to make the move from opportunistic to strategic
- ▶ Create a vision checklist
- ▶ Learn the ten simple steps you need to take to achieve your goals

## Your Business Your Future

Small businesses are like children....they don't come with an instruction book... so, when a business starts to act unpredictably business owners often assume it is all their fault. This means they can struggle to survive as they try to understand what is happening and predict the challenges ahead.

However, many of these challenges are totally predictable. This ground breaking new presentation identifies the four key phases of the small business growth cycle which every business passes through. It will help you identify where you are, what's likely to happen and how to cope with the challenges ahead. It's reassuring to know you don't have to be clairvoyant to be a successful business owner!

- ▶ Discover where your business sits on the small business life line
- ▶ Learn the positives and negatives of each phase and how that will impact on your business development
- ▶ Learn how the focus on your product, cash flow, staffing, systems, marketing and sales changes with each phase
- ▶ Learn simple business development strategies that will help you plan for change and cope with each phase so you can minimise the risks and capitalise on the opportunities

## Maximising the Female Factor for Business Success

If you've got it, flaunt it..! In 2008, women who want their businesses to thrive and not just survive will need to capitalise on the strengths that women bring to the business arena. They will also need to develop strategies to overcome some of the female factor weaknesses like talking confidently about price!

Author, keynote speaker and small business expert Linda Hailey shares the secrets of successful women in this light-hearted look at how you can use girl power to get ahead.

- ▶ Find out how women are changing the face of small business
- ▶ Find out how the female factor can be used in marketing
- ▶ Discover the eight competitive advantages all women have
- ▶ Learn strategies to overcome our four biggest failings

# The Clients

---

▶ **Australia Post (NSW)**

Developed and presented a motivational speech as a part of the 2004 Australia Post Small Business Awards Launch. This was presented at launch functions across regional NSW including Wagga Wagga, Tamworth & Dubbo

▶ **Australian Government**

Developed and presented a session on Practical Marketing for the Australian Government's Home Based Business One Day seminar program which was presented in all states of Australia and culminated in a Home Based Business Expo on the Gold Coast

▶ **ATEC**

Keynote presentation for the Backpackers Stream of the 2006 conference in Cairns

▶ **Tourism NSW**

Developed and presented a two day marketing planning workshop designed to increase the marketing skills of Tourism NSW staff and members of RTO's.

Presentations on "Marketing to the Max" and "Customer Service for Fun and Profit" for the 2003 Growing Together series of workshops. These were presented in Broken Hill, Jindabyne, Bourke, Cooma and Wellington

Development and presentation of a 3 hour workshop "The Winning Edge" for intending entrants to the NSW Tourism Awards. This workshop was presented in six locations across New South Wales

▶ **Mitsubishi Electric**

Developed "The Cheap and Cheerful Guide to Business Planning" workshop for presentation at Mitsubishi's Dealer Conference in Vienna 1998

Presented "Winning the Marketing War" at the 2005 Dealer of the Year awards presentation and conference in Canberra

Presented "Are you Ready for Growth" at the Mitsubishi Dealer Conference in Beijing 2005

▶ **Self Storage Association of Australasia**

Presented "Kickstart Marketing" for "The Heat is On" 15th Annual Convention and Trade Show in Brisbane

▶ **Book City Franchise Systems**

Presented "Winning the Marketing War" for the Annual Book City Conference in Canberra

▶ **Golf Management Australia**

Presented "Winning the Marketing War" for the National Conference in Sydney

▶ **Business of Hair Seminar**

Presented "Marketing for Profit" at the annual Business of Hair seminar presented in Sydney as a key event for Small Business September

▶ **Furnishing Industry of Australia**

Presented Winning the Marketing War for exhibitors and trade visitors to the Sydney International Furniture Show at Darling Harbour

▶ **NSW Department of State & Regional Development**

Developed and presented practical workshops and seminars for various DSRD programs including the Women's Mentor Program, Home Based Business Program and Leaders in Tourism Program. Topics ranged from e marketing to The Female Factor

Keynote speaker at events during Small Business September 2003, 2004, 2005 & 2006. Hosted the 2004 Small Business September live launch on Sky Channel broadcast to 32 venues throughout NSW, Panellist on the Small Business Hypothetical 2006

▶ **Johnson & Johnson**

Developed and presented "Profit Blitz", a one day workshop designed to give Optometrists practical strategies for increasing profit through marketing

▶ **Australian Society of CPA's**

Developed a one day module "Client Service Development" on marketing for the National Business Advisory Service Program. Presented across Australia

▶ **GoodYear**

Developed and presented a business planning workshop "The cheap and Cheerful Guide to Business Planning" at the annual GoodYear dealer team conference

▶ **Institute of Management Consultants**

Developed and presented a one day program on marketing and selling consultancy services for independent business, financial and engineering consultants

▶ **Westfield Shopping Centres**

Developed and presented a session on "Winning the Marketing War" as part of their national "Focus on Food Forum" workshops presented in all states

▶ **Retail**

Linda has worked with a large number of retail outlets in metropolitan and regional areas. Her "Tricks of The Trade for Retail" workshop has been presented for the NSW Department of Regional Development, Shire Councils throughout NSW and Retail Traders Association NSW

▶ **Not for Profit Retail organisations**

Linda has worked extensively with retail outlets and commercial divisions attached to "not for profit" organisations. These include The Wilderness Society, The Australian Museum, Lifeline, St Vincent de Paul Society and Botanic Gardens. As a result of this experience she has developed and delivered retail workshops for a retail staff and volunteers from a number of organisations including Lifeline, St Vincent de Paul and NACRO

▶ **Women in Business**

Linda has been actively involved with the NSW Department of State & Regional Development Women in Business Program since its inception in 1995. She regularly speaks at events for women including the Women's Gathering in Bourke NSW, Hastings SuperWoman Conference in Coffs Harbour, WIRED group in Griffith and the Australian Business Women's Network

▶ **Regional Businesses**

Linda travels extensively in regional NSW, Qld and Victoria working with small communities who are facing challenges or need to tap into new opportunities and markets such as tourism. During most visits she presents workshops for the local business community. In recent months workshops have been presented in Kyogle, Tenterfield, Uralla, Dubbo, Coffs Harbour, Euroa, Nambour and Nelson Bay

# The Feedback

---

Like most presenters Linda Hailey receives both formal and informal feedback on her workshops, seminars and keynote presentations. Many of the Government Departments and organisations she presents for require participants to complete evaluation forms rating the presenter, content and relevance to the participants business. Following are extracts from formal reviews:

- ▶ “The workshop was extremely well received and I think that those who couldn't make it to the workshop are probably very regretful of this. As one mentoree wrote: 'Can't be any better. Linda is GREAT to give a message that came across as very SIMPLE and EASY to understand. Another summed the workshop up as 'brilliant'. And another participant commented that you gave lots of practical examples. I think one of the most telling comments came from someone who said they have been to a number of marketing workshops and that yours was the best. Thanks for delivering an excellent workshop.”
  - Leandra Coffey. Manager, Women in Business. Department of State and Regional Development
  
- ▶ “Linda Hailey’s workshops were both extremely well received with over 70% of respondents considering them excellent and almost all respondents rating them as good or excellent. Although there was not the benefit of a direct comparison between the presenters at the same venue these results suggest that Linda Hailey was the most successful of the three professional presenters participating in Growing Together 2003.”
  - Extract from EKAS marketing research services report for Tourism NSW
  
- ▶ “Nineteen people filled in forms and 18 provided comments on your presentation - all of them were positive and these were some of the comments: 'very easy to listen to - very knowledgeable on her topic - spoke in an Aussie way concepts easy to understand - good use of examples - held everyone's attention -professional - good energy level - much more aware about direction to take - relates well to all businesses. - humorous - informative and practical’.”
  - Ellen Lintjens. Manager Women in Business – Regional Small Business Division - NSW Department of State and Regional Development
  
- ▶ The workshop was a success with your presentation being enthusiastically received on the day....you are one of the nicest, enthusiastic and down to earth speakers I have come across.
  - Sharon Rabey. Project Officer, Central Western Regional Development Board Inc
  
- ▶ Your professional manner, your thorough research and direct addressing of our issues made it a very valuable exercise for Baker Payne & Webb
  - Eddie Moore, Business Development Manager

It is also very rewarding to receive emails or notes from participants who are motivated enough to give personal feedback after a presentation. Following is a selection of comments received recently:

- ▶ Just a small note of thanks for your presentation at Queanbeyan. It was very down to earth and easy to understand. I am sure every person picked up some small detail to "kick on" their business. Once again many thanks and look forward to seeing/reading you again
  - Mick Burgess. Urban Contractors Pty Limited
  
- ▶ "Just a quick email to let you know you were "Bloody Fantastic!" yesterday. I thoroughly enjoyed your seminar and gained extensive knowledge and information. You spoke extremely well and I admired your energy and passion for your business. Many thanks
  - Raquel Bosustow. My Personal Chef
  
- ▶ "Wow, You certainly know how to inspire people.....it was a great lecture yesterday, and following on from it I decided to move forward ....just a bit more. It was a great lecture, and I hope you had some great feedback..... So you think your clients are the only ones who are ahead of themselves...!! Excellent material and delivery."
  - C.Moore Hardy. Starfish Studio Photography /Gallery
  
- ▶ "I thoroughly enjoyed your seminar yesterday. I felt as if you have done a case study on my company and repeated it at the seminar. I am going through the expansion phase at present and feel like I am starting all over again."
  - Leila Fiedler. DMS Destination Marketing Services
  
- ▶ Thanks you so much for your wonderful presentation at the Home Based Business Summit on the Gold Coast last week. I'm just starting out in business and your marketing "words of wisdom" really helped me get clear on my first steps.
  - Victoria Furey
  
- ▶ "I attended your seminar at the Australian Women's Business Week yesterday and wanted to let you know how much I enjoyed it. I found it to be extremely informative, relevant and interesting and can honestly say it was the best seminar I have been to all year. It was the only seminar I went to in the program, so cannot compare it with any others, but a friend who had attended two others prior to yours and was feeling a little tired said at the end, that she had stayed with it the whole time, her attention hadn't wandered at all, it was so interesting. So thank you for sharing so much information with us, I know I will be making good use of it
  - Margaret Carey. Business Simply