

BIZ BASICS EP. 5

# Turning the Great Idea into Business Success – the Admin Stuff

A conversation with  
Laura Higgins from  
Office Hive



# An Introduction

So, a person has that great idea, and they want to put it into action.

Cocoon have gone over the “Basics of starting a business” in Episode 2 of Biz Basics, but in this episode we're talking with Laura Higgins from Office Hive about all the “Admin” sides to starting a business.

The admin surrounding putting correct processes in place, marketing & communications and documentation to ensure success is ongoing.

“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into smaller manageable tasks, and then starting on the first one.” - Mark Twain

## Laura Higgins

Laura is the Director, Lead Implementer and Trainer at Office Hive, that is a boutique business enabling vibrant communities. They specialise in creating sustainable business solutions through communication and marketing strategies, training, and operations. She loves to share her experience and knowledge as a business manager and trainer that has worked in the Adult Community Education and Not for Profit sector for over 20 years.

Laura is an active member of her community, giving people opportunities to flourish through education, support groups, or community programs. She holds a Graduate Certificate in Education for Sustainability, Bachelor of Commerce, Certificate IV in Training and Assessment, Diploma of Frontline Management and has almost completed her Masters in Business Administration.

# Marketing & Communication Strategy for Start-Ups

***Thinking about how a new start-up can reach out to their prospective client base, what activities do they need to think about around a marketing & communication strategy - what are the differences and what are the overlaps between these two?***

You want to be clear and concise on your strategies. The best place to start is with your mission, vision and value statements that will come from your business plan.

Identifying your target audience, target demographic and key attributes will ensure clarity in your statements.

By being clear on this it will help lead your communications strategy that will guide how you communicate and in what style to your internal and external customers. It's how you convey your message. It becomes your back-bone and helps refine your messaging and ultimately your content.

This will then feed into your marketing strategy on how you educate and advise your audience about your products and services.

Your marketing strategy relates to what forms of marketing you will do:

## **Traditional:**

- Print advertisements
- Direct mail
- Giveaways
- Events

## **Digital:**

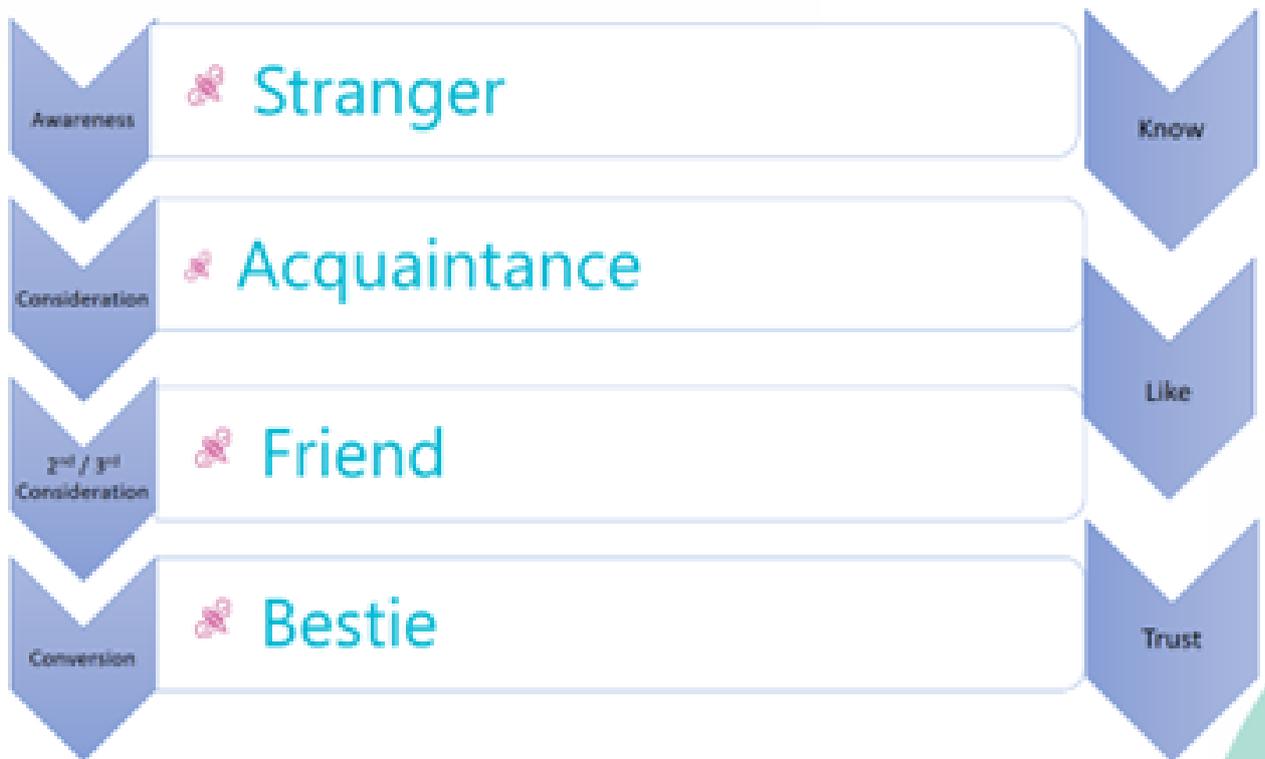
- Social media
- Website
- Blog
- YouTube
- Email marketing

Communication strategies and marketing strategies share similarities such as consistent tone, voice and values. The main difference is communication is *how they convey* a message vs marketing which is *how they educate* on their products or services.



# How to Approach a Sale

*Can you talk us through how the approach to every sale - whether it be a service or a product - should be process mapped from beginning to end so they can ensure success and repeat business?*



- Mapping out your process and where your potential or existing customer is at in their journey to 'purchase' to essential.
- Educate them about your business, at the various stages.
- Your potential and your existing client base are at different stages of connecting with you as a business. So you must recognise and cater to their different needs.
- Existing clients need to be nurtured - check-in, feedback, touch base with them regularly. Do you offer referrals?

# Business Procedures for Start-Ups

## ***What methods do you recommend to your clients to develop their business procedure documents?***

Write it down all your key activities/processes in your business such as quoting, project management, HR, OHS. For each key activity or process, create a flow chart or step-by-step guide for approaching that activity or process.

Then, create any relevant template that support that process. For example - to quote, you need a quoting template that can be used for every quoting process. You have several software options: Microsoft Teams, Sharepoint, Dubasado, Microsoft Word (using footers), Gliffy etc.

## ***When recruiting, should they start with a job description or with a needs-based analysis in their business?***

It's important to start with a needs-based analysis so that you have all the relevant data to then write a job description. Write down:

- Purpose
- Key tasks
- Attributes
- Responsibilities
- Experience
- Qualifications
- Timeframes

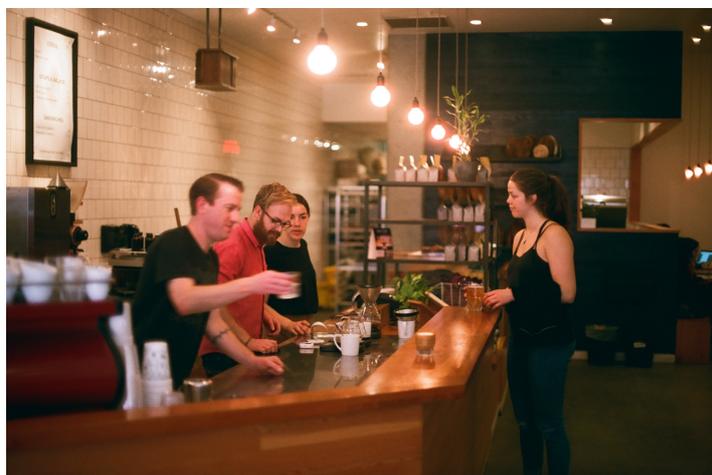
## ***How do you see this post-COVID environment working for start-ups, based on the lack of incentives in the federal budget?***

Although it will be exceedingly difficult for start-ups in a post-COVID environment, due to the lack of incentives and the JobMaker credits coming in after the quarter (despite many businesses already struggling) , they do need to remember to take advantage of the new apprenticeship scheme broadening to cover many more industries.

# Business Planning

***Business planning is part of Cocoon's offerings, so we shout Biz Plans from the roof tops, but how valuable do you see a Business plan for a small start-up?***

I could not stress the importance of this enough. I have been in business for 18 months now and this plan clearly set out what I wanted to achieve and when I wanted to achieve them, branding & budget. Yes, I have gone back and re-written it at the 12-month mark so that my plan is flexible enough to move with my business as it grows and changes. It becomes the backbone of what you do and guides you, motivates you.



## Learn More

Watch this episode to listen to the conversation between Julie and Laura, where they discuss everything in great detail.

[Click here to watch: https://www.facebook.com/watch/?v=367150561199223](https://www.facebook.com/watch/?v=367150561199223)

A special thank you to Laura Higgins for lending her expertise to create this episode of Biz Basics and this awesome resource.

**Office Hive**

M: 0415 277 787 | W: [www.officehive.com.au](http://www.officehive.com.au)