



Thanks to our girls on reception



As our business grew, we knew it had come time to get some helping hands onboard.

With the cost of staffing, we decided to outsource our reception duties to the lovely and friendly team at ServCorp.

We have had Cerese and Morgan taking care of our incoming customer jobs for more than 12 months now, and it seemed high time to really "Thank" them for a job well done.

There was a lovely surprise last Wednesday afternoon when the girls received a special bunch of flowers to show our deepest appreciation. They are on the reception from 8:30a m to 5:00 pm every day, which has freed up time for William and myself to cover the ground of service support.

Thank You Ladies, you are a great help

Special points of interest:

- THANKS TO OUR LOVELY LADIES ON RECEPTION
- TIPS AND TRICKS FOR MAKING THE MOST OF YOUR WEEKEND
- CHANGING THE WAY WE DO BUSINESS
- CHICKEN OR THE EGG: WHICH COMES FIRST - STAFF OR MONEY?

Tips and Tricks on making the most of your weekend

For anyone knows us well, they will attest that William and I are the last ones to enjoy a weekend off. As with any small business that is starting out, the owners are often working into the evenings and often sacrifice one or even both days on the weekend.

This practice can only last so long, and as we get older, it becomes more and more difficult to keep up. Everyone has the same amount of hours, so maybe it is a matter of perception.

So I thought I would try out some ideas that would help us make the

most of our weekend. The time seems always far too short, so how can I make it seem restful.

- 1) Turn off the TV and go outside to enjoy nature. I found being amongst trees, on or near the water or even walking the dog, are activities that can help maximize our ability to re-energise ourselves.
- 2) Plan ahead for an event or social catch up with friends and family. Having something significant happen on the weekend brings about a satisfaction that the weekend was not a waste of time. High achievers love to make the most of their socializing and relate

this to relaxation, as long as the event is not too overly stressful. 3) Do a big clean up at home. Sense of achievement is great especially when you are clearing your personal space to enjoy for future weekends at home. 4) To learn the art of presence through meditation, turning 5 minutes into 15, or 30 minutes into a day. Try different relaxation techniques such as massage, hot spa, floatation tank or just snooze by the beach on a lovely warm day. There are many ways to extend the perception of 'time rested' of your weekend. Enjoy

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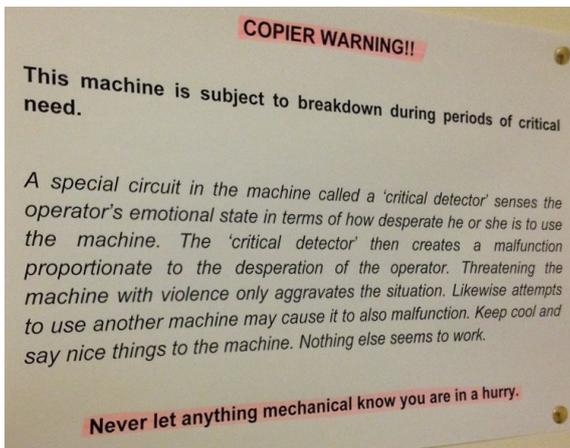
Effective Office Solutions has traditionally brought Small Business Owners the opportunity to have a commercial grade printer for a fraction of the price to buy one new. This has opened many doors to clients who need the durability and functionality, but aim to keep costs low.

We have had increasing calls for new machines and service support plans that offer easy to afford monthly payments instead of a large Pay-As-You-Go bill. So we have opened our range to include new Toshiba machines and brand new Kyocera machines with some fantastic print quality results. If you are interested in upgrading, please let us know and we can have Darren give you a call.

Want to know more about our brand new machines?

<https://www.fixmyphotocopier.com.au/lease-finance-options>

Giggles



Where are we?

Photo taken 2016 for our anniversary. Holidaying in a spectacular part of Australia. Have a guess as to where we are? Clue: there is rail, village and skyway
Previous Issue
Answer: Sydney Opera House



Chicken or the Egg?: Dynamic Duos in Business Series

WHICH COMES FIRST The Money or the Staff?

Many small business owners become trapped in the merry-go-round of daily business life. Even when there is 2 of you working together, there always seems to be more work than hours in the day.

Much of the constraint in business will come down to money. There is not enough to employ someone to help out, or to go out and build the sales while the owner runs the workshop, or completes the orders. So how does a business get ahead during these times of struggle?

I always advise clients that there has to be a staged process to growth. You will need money to hire staff, and you will need staff to help make more money. It is kind of a chicken and egg thing.

What to do when you cannot afford staff, but you need to have extra help in order to grow?

There are solutions that are available, and many turn to outsourcing, sub-contracting, or straight out employment.

What also happens is that the business employs staff for a while and then finds the cost is so astronomical that they have to get rid of the staff, just to keep themselves from sinking. Employing staff is one of the biggest challenges to any growing business. Owners know when they get to that turning point:

**Do I employ someone to help me
OR
Do I turn work away and risk business declining.**

ANSWERS:

1) We all know that supply and demand is managed primarily through PRICE. The more expensive your time is, the less inundated you will be. Sometimes the more profit you can make, will come from raising your prices, making a more exclusive clientele, and working less but keeping more of the income. With working less, increasing prices, you also may find less need for the extra help.

Another thing that can help is to outsource some of the mundane jobs. At Effective Office Solutions we have engaged ServCorp to manage our incoming calls and job requests.

Effectively for around \$500 per month, it can replace an entire wage of someone sitting by the phone from 8:30am—5:00pm every day, 5 days a week just to answer calls and log jobs into the system. There are no holidays, workers compensation, or sick leave that I have to worry about, and it is all done right here in Brisbane.

Having a VA or Virtual Assistant for some may be extremely beneficial. The changes to business now allows for office support to come from anywhere in the world. These people can assist with FB marketing, engaging client relations through phone calls, emails and setting calendar appointments for sales people to follow up here in Australia.

The world of business has changed so much and technology has allowed small business owners to engage the best software solutions that helps them reach more customers, more easily.

Ask around those that you are friends with or acquaintances in business. See what they use for accounting or job management. There are so many communities of small business owners out there, in fact I have joined the Facebook group for Tradie Wives, which are a group of women seeking guidance from each other about how to best support their husband tradies. Absolutely awesome. There is a wealth of knowledge that we

can tap into if we seek it out.

Staff can become troublesome if not selected properly or not trained or managed effectively. Sub-contractors will have loyalty to their own business first. Franchising gives your owners a vested interest in making their business successful using your branding, however there are strict regulations and requirements to becoming a Franchisor, although the growth can be very effective without significant costly outlay for you as the owner. Sales people have to be managed effectively. Commission only is challenging due to the length of time between drinks can be difficult for them to manage, so great people may look for a more readily available wage.

The challenge with managing staff employed in sales, managers may find it difficult to trust the person is going to do the work. Setting KPI's and minimum targets for Sales Performance will show quickly (within a week or two) how well they are performing. Are they meeting enough people or calling enough potential leads? Are they converting to appointments or sales leads? If not, then a review of scripting or target activities may be required. Don't be shy or scared to set these goals as a requirement of employment.

Proudly brought to you by Julie Richman
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