



The LSLC Shell

Issue 2 Vol 1 Autumn 2006



Lynda's Corner:

Hello friends of LSLC,

Welcome to our autumn edition of the LSLC Shell. In running my own business and advising other SMEs, I have come to fully appreciate the value of surrounding yourself with a variety of experts who can help you do things in business better than if you try to do it yourself. Small Businesses often balk at the thought of legal fees and accountant's fees and the thought of employing a business coach, for example, would never cross their minds. I have personally seen the benefit that working with a business coach on improving processes in your business can have. Working more efficiently and effectively helps save costs and also sanity, allowing you to work more on growing your business and realising your vision rather than spending every hour of every day with your head buried in admin.

In this edition we feature an article by Dr. Warren Harmer a business coach with a background in marketing and our client profile is on Robyn Pollard a business coach with a background in training. LSLC has relationships with a special few business coaches and consultants to whom we can refer our clients if ever you feel that you may need some extra guidance in your business. We have found that most of the legal problems businesses come up against are not usually based on breach of contract or breaking obvious laws but more due to simple things such as not having a Occupational Health and Safety Policy! Your business coach and lawyer can work together to ensure that risk is minimised in your business.

Enjoy this edition. I extend you all my warmest wishes for what promises to be a chilly winter and I hope see some of you at "Energise Enterprise 06" small business festival.

Regards Lynda.



LSLC News:

Lynda Stars in Exhibition!

A photograph of Lynda taken by photographer Susan Gordon-Brown has been selected to be part of the "Minding Her Own Business" photographic exhibition-a visual celebration of women in small business. The exhibition featuring business women from different backgrounds, industries and professions features commissioned pieces and photography submitted by the public. It is a key event of "Energise Enterprise 06" and will be held between the 11th and 24th of June at The Atrium, Federation Square. So lob on down and see your lawyer in lights!

Energise Enterprise 2006 Small Business Festival

This is a great initiative to help small businesses. We encourage you all to attend some of the events. Apart from the photographic exhibition some of the other more exciting events include speed networking, seminars on small business and industrial relations and exporting seminars. Many of the activities are FREE! Go to www.business.vic.gov.au/energise for more information. Or if you would like a brochure, call LSLC on 9885 5105 and we will send one out to you.

Lynda nominated for Telstra Awards

In other breaking news, Lynda has been nominated for the Telstra Business Woman of the Year Awards 2006 - we will keep you posted as to her progress.



Feature Article

Below is an edited version of an article on branding used with the kind permission of Dr Warren Harmer of Thrive Business Solutions - Business Coach.

Brand Development for Small Business

Much has been written about the use and development of branding, but it is generally focused on larger businesses. Branding is equally important in small businesses.

To define branding: 'In marketing, a brand is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images or symbols. It also encompasses the set of expectations associated with a product or service which typically arise in the minds of people'.

The aim of brand development for your business is the increased and sustained awareness of your product or service, which then motivates a potential customer to purchase from your business in preference to your competitors.

The success of a brand will be determined by what the customer's experience is in comparison their expectations and ability to satisfy the customer's needs.

Creating visual recognition of your business makes it easier for the customer to identify the product. Eventually consumers habitually buy the brand they know to avoid the time consuming process of deciding which product they want.

The difference between big and small business:

Building a brand does not just occur through advertising and media. This is a misconception that in many cases, leads small brands to think that they have to focus on product and price. Your brand is the total sum of experience, expectation and value of your business in the minds of all of the people who are aware of your business. Global brands are forced to invest heavily in media due to their lack of ability to be present locally. In reality, the intimate relationships that small businesses have with their clients give them a distinct advantage because client relationships can be much stronger.

Every interaction that your client has with your business contributes to your brand, including such things as how a salesperson acts, how other personnel interact with you, your level of service, packaging, public relations, product range, contributions to the community, etc.

Implementing the visual component:

Before you start designing your corporate identification, determine your market positioning, target market and unique selling proposition (USP). Take the time to determine your value proposition and make your brand stand for a set of values. Keep your communications simple; use as few words and images as possible. You only have people's attention for a very short period of time.

Your corporate identity needs to convey the message of what you do. There are many business cards, vehicles, which do not communicate what the business actually does. Make sure the colors, design and inherent message are consistent with the industry, target market and positioning of the business. Your visual branding needs to be consistent on all of your marketing materials: website, business cards, advertisements, uniforms, pens, etc. Put it everywhere.

The customer experience:

One of the problems big brands have to deal with is how to deliver what their marketing has promised. A smaller brand has an opportunity to serve its customers in a more flexible and creative way than its larger counterparts. The culture within your business can be more easily integrated into the customer experience.

Growing a brand requires the development of effective systems in your business. Every facet of your business must deliver on the marketing promised: customer service, sales, customer care, operations, etc.

Eds Note:

For more information on building systems in your business or building your brand, go to www.thrivebusinesssolutions.com.au

And don't forget to call us at LSLC for advice on how to protect your brand through trade marking and copyright once you have your perfect brand as the last thing you want is for your brand to be pinched by another business!

This newsletter is for information purposes only. Nothing in it should be construed as legal advice nor relied upon as such. If you have a specific legal query please contact us on 9885 5105 or e-mail lynda@lslc.com.au.

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Client Profile

MOVING FORWARD BUSINESS COACH

Robyn Pollard is the director of the MFBT Business Growth and Sanity Centre. Robyn began running her own business coaching and training consultancy under the brand Moving Forward Business Coach in 2002 and developed all of the business coaching courses including the “Successful Business Program” which are now delivered by MFBT. Robyn has recently franchised her business coaching business and is now training others to become licensed Moving Forward Business Coaches. Robyn has had extensive experience in both training and business coaching. She is a member of the International Coach Federation and led the International Business Special Interest group for two years. Her goal in building the Moving Forward Business has been to revolutionise business coaching with highly interactive courses that combine her training and business coaching skills.

Robyn sought the assistance of LSLC in relation to establishing her franchise, including a franchise feasibility session together with preparation of all necessary documentation. LSLC has also helped Robyn with trade marking issues. It has been a fantastic experience working with Robyn, especially when we were able to convince Telstra to allow Robyn to register “Moving Forward” as a Trade mark despite an original rejection from IP Australia! Robyn has also been very loyal to LSLC by referring a number of businesses to us. Robyn had this to say about her experience working with LSLC:

“Lynda was great to work with. She talked to me in plain English so that I understood the process, and the agreements were drawn up so people could understand. She also wrote the documents with a thorough understanding of me and the business I had created, whilst all the time I had confidence that my interests were very competently being looked after.”

If you are a business manager wanting to develop and grow your business on solid foundations so that it is not just a job or looking to revamp your policies and procedures consider contacting a Moving Forward Business Coach. For more information go to www.movingforwardcoaching.com.au.



LSLC Spinning Tales



5 Things You May Not Know About Lynda Slavinskis

(Read and giggle but don't tell anyone!)

1. She met her husband @ a karaoke bar!
2. Favourite food: 7 Apples on Acland Street Coco-Mio Gelati
3. She is a qualified florist
4. She is a card carrying Richmond Supporter with signatures on her jumper!

And if that wasn't bad enough.....

5. There was a reported sighting of her starting a chant at the Shannon Noll promotional concert at “Eastlands”! (And Lara LSLC's secretary cannot escape the shame - she was there too!)

But don't worry dear clients her bogan tendencies do not affect her legal prowess!