

BETTER Business BB



MOTIVATED: David Koch with David and Lisa Holland from Coastal Business Insurance.



GREAT EXPERIENCE: Sarah Spatz and Jason O'Brien from Amici Cafe at Caloundra with David Koch.

Getting back on track

FROM PAGE 17

minded him of himself and his wife Libby in the early days of their business.

"The panel was great, Howard is an inspiration to me and Myles is great, especially as he's been through what I'm going through (as a cafe owner and chef)."

Lisa Holland said the experience left her inspired and motivated.

"It has got us back on track talking about the business," she said.

"Our top priorities are our marketing plan, our business plan is three-quarters of the way

done, but we really need a marketing plan that focuses on our clients.

"It is always easy to put that off until tomorrow because you are so busy thinking about getting your work done today. But what seems like a big project actually isn't and it makes a huge difference.

"I knocked our marketing plan over in an afternoon."

Mrs Holland said she was now more enthusiastic than ever about taking her business forward.

"It has been a really big wake-up call for me to work with a

mentoring team that has the ability to say 'this isn't working, so you should either make it work or get rid of it'.

"Sometimes that's what you need to hear.

"I cannot believe the depth of the process and the amount of work they put in to getting my business back on track. I am so grateful to them."

Where to from here?

Better Business will keep an eye on these two businesses in the coming months and provide you with the occasional update on their progress.

McNamee expo str

MORE than 2000 attended the Expo over two the Mountain

TAFE. Almost 60 businesses booths in the main exhib while TAFE's new sustain interpretive centre hosted events featuring Sacha D Michael Sherlock and Da

Other big names were get Guy Peter Blasina an trepreneur and author A Griffiths.

Maroochydore Chamberce president Myles M pictured, was ecstatic in up.

"There was an excepti ponse by the business co and they will have great comes," he said.

"We were overwhelmed positive feedback.

"Little things were hig me, like the Sign-A-Ram who were wrapping cars front and placed sticker the ground at the entran saw what they did and a looking to use them exte through the institute.

"And I think we got th right with the workshop business community saw awesome opportunity fo development."

He said the venue play role in the event's succe "The venue was simpl

"It's a BIG deal for QUEENSLAND small business."

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David Liddy



Kochie offer to

LAST week's Business Expo v the most memorable experie life.

And it had nothing to do w that I met a celebrity in Davi that I spoke in front of almos people without looking like, t a dill.

It was the thrill of putting action the philosophy of this er's business section: helping business.

Firstly let me commend th Lisa and David Holland. Jas