

Brenda Foley

Flux Digital



“The WiRE Program immediately injected confidence into myself and my ability within my business. I will cherish the experience throughout my business life and look back on it as an example of how to conduct my business and give freely to help others”

YOU AND YOUR VENTURE

What words would describe you as a person?

Vivacious, determined, cheeky

Describe how you would pitch your venture

I’m a tech savvy digital entrepreneur with a desire for making your business a true reflection of who you are and what you do. In a competitive digital landscape, you want someone that knows the ropes. You want to know that preparing your brand for the world is going to be smooth sailing. You need someone who can see the digital possibilities and help you bring them to life.

Probably just this: I work with you to help you dominate the online landscape with a website that reflects you, functions like a workhorse and delivers like a good employee. You’ll walk away inspired and excited to share all that we’ve accomplished together.

At what stage is your venture?

Post start up, small business

What is your service or product?

Design, copywriting, hosting and maintenance, everything from basic to the complex website development

What is the structure of your venture?

Solo

What type of venture do you have?

Digital

Does your venture reach local/national/international markets/audiences?

All



IDENTITY

In one word, characterise your life as an entrepreneur

Driven

What does success mean to you?

Choice and balance

What is your favourite aspect of being an entrepreneur?

Being the driver, the one in control and in charge... I'm not a good employee

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Never say never - and I'll never give up. Constantly check in. It is my primary goal to just help people in the digital landscape and be honest and fair at all times.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business?

I always wanted to have a business, just never knew what one. Then I had a baby... no way was I going to be told what my choices were... so I purchased a business in an industry I had little knowledge of and worked my butt off to be and have the choices of being a digital nomad.

How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas... what pushes you through?

I'll make it work... just got to tweak something... network, ask for support

What is your favourite quote?

I never made it with moderation



VISION

What is your vision for your venture?

Expansion – I have developed a skilled and trustworthy team, since WiRE I have put systems in place to be able to bring on a VA. I want to sell, market, project manage and quality control our products so that the client gets the best possible experience and they feel important, valued and a priority.

I have 3 more businesses in line at the moment. WiRE has definitely helped to unleash the business opportunity mind.

SELF-EFFICACY AND SKILLS

To what do you attribute your success in progressing your entrepreneurial journey?

Listen to what others say, take what you think will work, test it, change it, flex it, closing the back door... all in.

What would you say are the top three skills needed to be a successful entrepreneur?

- Thick skin / toughness
- Patience
- Heart

What was your biggest mistake in an entrepreneurial context?

Not charging enough

What was the biggest barrier you faced in your entrepreneurial journey and how did you overcome it?

Finding the right pain to pay point.

What sacrifices have you had to make to be a successful entrepreneur?

Sleep. True holidays (I have travelled a lot, but always had to work while away).

In your view what factors help individuals make the transition to self-employment?

Dissatisfaction and a desire to be more, and for their life to have more worth

STRATEGY

What would you say are the top three key elements for starting your business?

I think the right answer is know what you're doing/ selling... but that was not the case for me

- Knowing your values and aligning them to your venture
- Its like a baby, you're going to need to feed it, clean it, protect it fiercely (and your heart), see the beauty when others don't, stay awake and lose sleep, be at breaking point but know you will never give up
- Be rock solid and back yourself. Be the business that matches your vision

What has been your most successful form(s) of marketing?

Word of mouth

What are your thoughts on the value of partnerships?

Sure, for the right person, with the right contractual agreement.

Where did your venture funding/capital come from?

I borrowed the money from a friend with the promise I would have it paid back within the year. I did it in 6 months.

What creative strategies did you use to execute on minimal cash flow?

Get people to do things for you at the right price and charge the industry rate... only works if you do the right recruitment

What habits helped make you successful?

Self- promotion

What are your top two tools that you use in your venture

(i.e. online tools)

- Zoom
- Dubsado

Do you want to grow your business? How will you do this?

YES - recruit, rebrand, promote, market

How do you stay motivated when things get busy with family and other things?

I do what is necessary. I ask for help (not enough). I do not indulge in time wasters or time wasting activity... If I attend something I use the (information) out of that experience and time.. then get back to work.



NETWORKS

To what extent do you agree with the following statement and why?

“The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship”

TO THE HIGHEST DEGREE - a big promoter and would love to work in the facilitation of this some day

What kinds of networks do you access to help your entrepreneurial journey?

Any, as long as the time invested is worth the time. Networks that cost money – are not networks

Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?

My network is my mentor. I am open to all wisdom.

IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

I was interested in what the experience would be like. I was working alone (or thought I was at the time)

In what aspects of the WiRE Program have you participated in so far?

Participant, mentor

What knowledge/skills have you acquired?

Loads, self preservation, and that there is another support network

How useful were these skills in developing your venture and/or your future career?

Focusing my mind... belief

What has been the impact of the WiRE Program?

(on both you personally and your venture)

At a time in my business where my mindset had me thinking I was alone, with a new business and a tiny baby, I learnt that there was a network of people out there with fear the same as me and together we could emotionally support each other to succeed. I was never going to give up, but I didn't think I could be so expansive and confident.

Also, additional business creation, and helping others to see their potential and to help them create their own.

What benefits have you derived by participating in the program?

A continuation of the network

To what extent has the WiRE Program impacted upon you starting a venture? Have you started a venture as a direct result of your participation in the WiRE Program? If it has impacted on you starting a venture, have you registered an ABN?

None for the first... possibly had an impact on the second and third

If you have started a venture, what do you think are the chances of business/ventures survival?

100%

If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program. If yes, please explain your answer (both in terms of the dollar value of the total enterprise as well as the scale-up value? or/and increase in sales or growth in customer numbers) (whichever applies)

Possibly... probably a few months earlier than without. If the WiRE Program had been for 24 weeks I think the quality of participants would have increased and more impact would have been achieved

If you did have a business/venture when you started engaging in the WiRE Program, what has been the impact of the WiRE Program on the sustainability of business/venture?

No impact... the coaching was not drilled in enough to come up with anything that would promote sustainability. EG passive or re-occurring income

How appropriate are the skills to you which are delivered by the WiRE Program?

I think many should be delivered in a pre-prep session... and there should be more enhanced ones... alternatively have it go longer
WiRE should self regulate... What was the average monthly income of your business over the last 3 month (before you start) and at the end.. What has the average monthly income been since you started.

To what extent have you applied the skills/knowledge learnt through the WiRE Program?

80%

To what extent has the WiRE Program helped you to develop strong ties between yourself and other women entrepreneurs? Why?

Huge .. we still have a Wednesday catch up

If relevant, have you influenced someone else through your WiRE experience to start or grow a venture? "Passing it on" .

YES.. I have helped to create 9 businesses (and 4 thoughts to business)

Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women

To be open to things, to value your time even for a free program, to value your knowledge and charge for it, the importance of social capital

Where to find you online

hello@fluxdigital.co

Please share some final thoughts about the WiRE Program

The WiRE Program immediately injected confidence into myself and my ability within my business. I knew I was going to succeed. But the assurance from the women around me, understanding, accommodating, caring women that were in the same situation, that were willing to lift me up when in need was heart-warming. The value that I learnt from another's experience, regardless of how remote, was priceless. You must be open to learning.

The WiRE experience I will cherish throughout my business life and look back on as an example of how to conduct my business and give freely to help others. A huge supporter!

- Brenda Foley -