

ST GEORGE & SUTHERLAND SHIRE

# Leader

50 YEARS  
1960 - 2010

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People in Business

## Workshop reveals success mysteries

By David McCowen

THE myths and mysteries of successful businesses will be revealed in a series of workshops at Kogarah Council chambers.

St George and Sutherland Shire entrepreneurs will meet with small business owners in coming months to pass on tricks of the trade.

Managing director of Sutherland-based Nine 2 Three Employment Solutions, Kathryn MacMillan, will discuss business growth techniques at the council chambers on Thursday, October 14.

"I've done a number of presentations before for different small business organisations," she said.

### HELPFUL HINTS

#### Building business tools:

- Use strategic marketing for potential customers
- Minimise risk in the business
- Diversify business models
- Develop publicity and media opportunities
- Maintain a strong online presence.

that I'm talking about how to take your business to the next level."

She had first-hand experience of taking a business to impressive levels by founding Nine 2 Three.

based business years ago, now we're a supplier to one of the world's largest investment banks," Mrs MacMillan said. "The normal sort of pattern for business is like a "tick" sign. "It goes down, then up."

The business owner said the global financial crisis had made financial growth difficult, but that tools were available to increase the exposure of businesses.

"It's very important to not only have a website but know you can drive traffic to the website," Mrs MacMillan said.

"Get the search engine optimisation done so that your site comes up when people Google words."

Details: Kogarah Council,



**Business tips:** Kathryn MacMillan (far right) will help small business owners at a Kogarah Council forum. (From left) Nicole Jorgenson, Maria Cordi, Veronica Lee and Hilka Solman.

Picture: Lisa McMahon