



helping business grow

**SMALL BUSINESS
SEPTEMBER 2010**

"Pricing for Profit Seminar"

Presented by Julia Bickerstaff
Tuesday 21 September 2010

Event

Presenter Julia Bickerstaff will share her expertise drawn from consulting work she has undertaken with solo and micro businesses. She will explore with you the top ten pricing mistakes and give you easy to follow guidelines to avoid them. Attend and select the key elements from this seminar and apply these to grow your profits in your own micro business. Lots of time allocated for Q & A to enable you to tap into the expertise of this micro business specialist.

Presenter

Julia Bickerstaff runs two businesses: **Butterfly Coaching** and **The Business Bakery**. Her first book "How to Bake a Business" was published by Allen & Unwin and released in 2009. Julia is a regular writer and speaker on small business matters, and Julia has been the regular Finance Expert on Channel 7's Kochie's Business Builders since 2004. Julia was previously a partner at one of the world's largest professional services firms, Deloitte. She is a Chartered Accountant, has a degree in economics from The London School of Economics (London University) and is Mum to three young boys.

Cost: FREE to business owners

When:
Tuesday 21 September 2010

Time:
9.00 am Registration
9.30 am – 11.00 am Seminar

Where:
Long Reef Golf Club
Anzac Avenue
Collaroy NSW 2097

REGISTRATION:
To register please visit
www.smallbusinessmonth.nsw.gov.au

Further information please contact:
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