

MEMBER BROCHURE



BUSINESS ADVICE AGENCY

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Helping small businesses
survive, thrive and prosper -
with education, support and
key services for success.

ABOUT THE BUSINESS ADVICE AGENCY (BAA)

The Business Advice Agency has been working to establish a new standard of excellence in the business support and advisory industry over the past few years. We take pride in providing businesses of all sizes with access to economic solutions, high-impact tools, and support mechanisms, resources, and education. Our certified professional advisors possess the knowledge and experience to assist businesses in achieving success.

Our online hub is a valuable resource and we are committed to maintaining strong ethical standards throughout our support network. Our services are tailored to meet the needs of businesses, regardless of size, by providing access to tailored resources and essential information.

The Business Advice Agency is a new player in the market; we are highly professional and set ourselves apart from the competition through our unique approach and services.

At BAA, we take pride in being an Australian-owned and operated company, purposefully designed to cater to the unique needs of the Australian market. Unlike others, we steer clear of high-pressure marketing tactics and foreign programs that may not align with our local business landscape. We understand that the Australian "Business" market is distinct and demands tailored solutions. That's why we have meticulously developed systems and platforms specifically crafted to meet the needs of our fellow Australians. We're a one-of-a-kind team, dedicated to empowering local businesses and helping them thrive in our dynamic market.




OUR VISION, MISSION & VALUES

BAA's Vision, Mission & Values

- **Our Vision:** We are driven by a powerful vision to establish an extraordinary environment that encourages the growth and prosperity of small to medium-sized businesses. We aim to inspire a new generation of entrepreneurs and redefine the boundaries of success by leveling the playing field and differences between big corporations and small business. Progressively, we aspire to ignite a spark of inspiration and purpose within the hearts of our emerging generation of entrepreneurs.
- **Our mission** is to foster innovation, empower entrepreneurs, bridge the gap between large corporations and small businesses, and inspire the emerging generation. We strive to create an extraordinary environment that supports the growth and prosperity of small to medium-sized businesses. By providing the necessary resources, mentorship, and opportunities, we aim to level the playing field and eliminate the barriers that hinder entrepreneurial success.
- **Our Key Values:** We are driven by a deep commitment to integrity, authenticity, and honesty in all our endeavours. We dedicate ourselves to supporting the success and growth of small to medium-sized businesses, fostering an environment of trust and allegiance.





Did you know 60% of small business owners fail in the first 3 years & 90% within 5 years?

HIGH IMPACT MEMBER BENEFITS

- Development and implementation of business and marketing plans, sales systems and financial and operational structures.
 - Providing access to a panel of trusted expert business owners from the 10 key disciplines including: Accounting, Finance, Sales, HR, Digitalisation Insurances, Legal, Health & Well Being and business counsel/Advising.
 - Discounts for services from our expert panelists and networks.
 - Free access to our themed 24/7, Q & A business forum, "Wilson"
 - Concierge service from one of BAA's certified business advisors.
 - Providing Tools, resources, information & education via the BAA digital HUB portal.
 - Access to over 200,000 courses such as XERO, MYOB, getting more sales, DIY marketing and so on. Different courses have different prices, starting at NO COST.
 - Members area portal for business "Start-Up's"- Everything you need to know when starting a business.
 - Members area portal to assist you in running your business, a comprehensive DIY program- OptimizePRO.
 - Members area portal for digital marketing, - liaise with our digital marketing experts and get the right advice on websites, selling on-line & social media. Get access to DIY marketing packages or have the marketing team do it all for you.
 - Access to BAA's fully certified Professional Business Advisors, with a history in running successful businesses.
 - Affordable training and development.
 - Blogs, Events, Podcasts and webinars.
 - Entry to the Member Directory for networking
 - Australia's *first Business Advisory Industry Regulation & Compliance* regime, bringing Trust and Integrity to the Business support industry.
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BAA STATE AND NATIONAL EXPERT ADVISORS



Our business community has access to recognized experts in various fields at both the state and national levels. By simply picking up the phone, our members can connect with trusted individuals who are committed to providing the right advice at an affordable cost. Our partners are carefully selected and fully dedicated to achieving the best outcomes for our members.

In addition to facilitating communication among members, our expert partners offer a range of resources and services, including tools, templates, calculators, and guides. They also regularly publish interesting articles, tips, and updates on our website and actively participate in podcasts, webinars, and live events on topics of interest to our members. As subject matter experts, they are also available to provide general advice in their areas of expertise. Additionally, they monitor our member forum and respond to any questions or queries raised by members.

As a benefit to our BAA members, we have negotiated preferred pricing for the services of our expert partners (where applicable). However, the final pricing for these services is at the discretion of our expert partners. Our Partners specialize in these key areas:-

**LEGAL | FINANCE | INSURANCE | MARKETING | DIGITALISATION | ACCOUNTING
H.R. | SALES & MOTIVATION | HEALTH & WELL BEING | COACHING/ADVISING**

All our Expert Partner contact details are on our website, or contact 1300 725 156 for direction or a connection.

YOUR MEMBERSHIP PORTAL

As a member, you will have access to the Membership Online Portal, which serves as the central hub for all member resources and services. Detailed instructions for using the portal will be provided upon joining the membership.

Access to over 200,000 online courses.

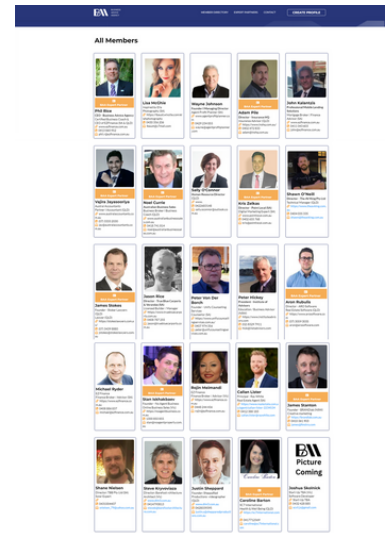
As a business owner, continuous learning is essential for success. Our organization offers a wide range of courses covering various topics, including XERO, MYOB, sales and marketing strategies, business planning, and conflict resolution. These courses are available through the BAA member portal and start at no cost. In addition, we offer customized training programs developed in collaboration with our expert partners exclusively for our members.



WHAT'S INSIDE THE PORTAL?

As a member of the Business Advice Agency, you will have access to the members directory (see right), which allows you to connect with and network with other members in your industry and throughout the community. This feature enables you to initiate conversations and form relationships by sending invitations to other members.

The Members Portal (As shown below) is full of awesome features and benefits. When you click on a tile, you are taken to the relevant pages.



MEMBERS ONLINE PORTAL

All Courses My Courses

OPTIMIZE-PRO
Optimize PRO is an exclusive software program. It is an extensive resource facilitating a "hands-on" approach to running your business.

Optimize-PRO
When you start a business it's like having your first child - there is no o...

Provided By BAA... [In Library](#)

Members Directory
Get your profile set up and learn about all the benefits.

Members Directory & Exper...
Our members directory contains our community of members. You can send them ...

Provided By BAA... [In Library](#)

Question's & Answers Forum
Meet Wilson - BAA's unique Q&A Forum. Join the Tribe FREE!

Q&A Forum - Meet Willson!
You are never alone in your business with Willson. All your business proble...

Supported by BAA... [In Library](#)

UpSkill Courses Online
Over 200,000 courses online to grow your business

UpSkill
Access over 200,000 online courses.

Provided By BAA... [In Library](#)

Business Start-Up Bootcamp.
Learn How to Launch Your Dream Business in Just 30 Days!

Starting a Business?
Starting a business is really exciting. You have dreams and hopes to expand...

Provided By BAA... [In Library](#)

Digital Marketing Made Simple
Get the tools, resources and access to experts to grow online.

Digital Marketing
Get positioned online for success with your business. Get ahead in your bus...

Provided By BAA... [In Library](#)

Certified Advisory
Highly trained and skilled coaches from the Institute of Advisors

Certified Business Adviso...
The Business Advice Agency developed it's own Coaching and Advisory Divisio...

Expert Advice f... [In Library](#)

Pathway Programs Advanced & Improve
A complete cloud platform to transform your business

Pathway Programs
Your Business Pathway platform is a complete cloud based system proven to h...

Provided By BAA... [In Library](#)

Let's Talk About Franchises
Vital information to help you navigate the world of Franchises

Let's Talk About Franchis...
Franchising is a popular business model in Australia, with more than 1,100 ...

Provided By BAA... [In Library](#)

NEW BUSINESS START-UP PORTAL

If you are considering starting your own business, the Business Advice Agency's start-up portal is an excellent resource to help guide you through the process. Our unique DIY "Business Start-Up Bootcamp Program" offers a wide range of features, ideas, links, and expert assistance to assist you in getting your business off the ground. It is the ideal place to begin your journey and it's free for members.

Starting a business can be overwhelming, with many different options and paths to choose from. Our qualified Business Advisors can also provide preliminary assistance, offer ideas, present viable options, and introduce you to experts within our community to aid you in getting started.

Once your business is up and running, then what? Don't worry, BAA has you covered! - You simply migrate to the next module,- OptimizePRO, which will guide you as your business grows.

The BAA portal also offers other various tools, webcasts, and resources that can be downloaded for your use. Additionally, for those who are adept at networking, your fellow members will be happy to share their experiences and offer assistance.



**BUSINESS
START-UP
BOOTCAMP**



OPTIMIZE-PRO
MANAGE YOUR BUSINESS LIKE A PRO

AN EXTENSIVE RESOURCE SUPPORTING A
"HANDS-ON" APPROACH TO RUNNING YOUR BUSINESS.

Do you have a Business problem or Question?

- **Just Ask Wiilson** (BAA's unique Q & A forum.)

You are never alone in your business with Wiilson. All your business problems and questions answered in one place.

Step into Wiilson's World!

Wiilson's Island is a virtual playground that bridges the gap into a simulated reality, connecting businesses, offering comprehensive support, networking opportunities, and access to vital services.

Experience a virtual getaway like no other. Relax, recharge, and let the island vibes fuel your creativity or join vibrant conversations, lively banter, fruitful collaborations, and create meaningful relationships



Have a business question?
- ASK Wiilson!

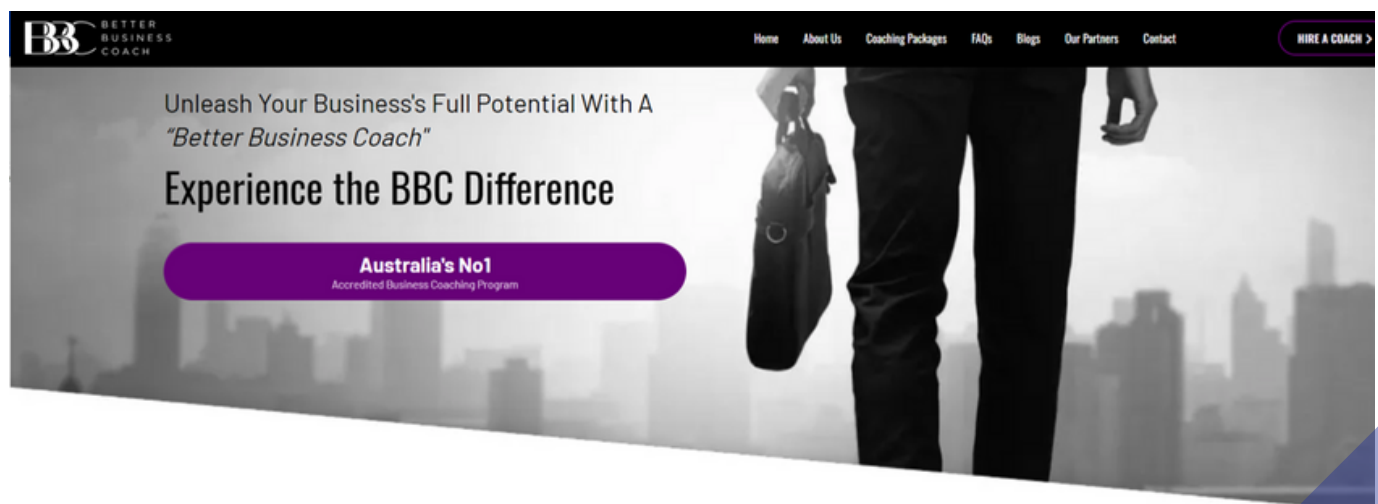
FREE ACCESS

Go to - www.wilson.com.au or
go to Facebook and look for "Wiilson's Tribe"

Impressive Member Support

If you're looking for an incredible experience to help you reach your goals and maximize your potential, a “Better Business Coach” (BBC) is the perfect choice. BBC coaches and advisors are equipped with the knowledge and experience to help you reach any goal you set for yourself. With personalized guidance and a tailored plan, you can find success and achieve the results you've been dreaming of. With a BBC coach, you'll get the motivation, confidence, and encouragement you need to succeed, no matter the challenge. Trust a Better Business Coach to help you reach your goals and enjoy the path to success!

The coaching industry is currently unregulated, which means that anyone can claim to be a coach without any qualifications or experience. This can be detrimental to business owners who trust coaches without verifying their credentials. It is essential for individuals seeking a coach or already working with one to inquire about their qualifications and experience in running a business. All coaches and advisors at the Better Business Coach (BBC) network are certified and have a proven track record of success in the business world.



Our Certified Coaches "Point of Difference..."

"Everyone knows what they want,
they don't always know what they need".

FREE Consult
30min Session

Welcome to BBC, the nation's leading provider of trusted and certified business coaching services nationwide. Our dynamic, forward-thinking approach empowers us to provide coaching solutions that drive remarkable results. When you team up with BBC, you're not only connecting with an expert Qualified Coach and an advanced software platform, but you're also unlocking free VIP membership to the prestigious Business Advice Agency. This membership grants you access to an array of exclusive supplementary services and products, collectively valued at over \$5,000. It's the ultimate package for holistic business growth and success.

Image of BBC Home Page: www.betterbusinesscoach.com.au

ABOUT THE BAA MEMBERSHIP FEE

For Members

E-Membership - \$79.00 per month (or 10% off if paid annually- \$853.20)

As a member, you have full access to the Member Portal, which includes:

- Access to our panel of expert Business owners in the 10 key fields
- Discounts for services from our expert panelists and members
- Concierge service from one of BAA's certified Business Advisors
- FREE access to our elaborate unique Q & A forum - WILSON (saving \$120.00pa)
- Affordable training and development
- BLOGS, Events, Podcasts & Webinars
- Entry into the Member Directory for networking
- Access to BAA's Certified Professional Business Advisors at reduced prices
- Our advanced Marketing portal with DIY and assisted options with training for Social media, websites, digital marketing, selling online, google and SEO
- Our portal for "Start-Up" businesses. This is used in conjunction to all the other options
- Access to over 200,000 business associated courses at reduced prices or free.
- Downloadable tools, resources and information
- Free initial consult from one of our Certified Professional Business Advisors & Coaches.

The value of a BAA membership for business owners can be significant. Accumulate up to \$5,000+ worth of products and services through assisted marketing, discounted courses, reduced prices on expert advice, networking opportunities, and access to valuable information to improve your business. For more information, please visit our website.

In Summary -

Enjoy working in your Business!

It is essential to recognize that the fundamental principles of running a successful business are the same across industries. The strategies and techniques that work in one industry may also be applicable in another. We encourage networking and collaboration with other members of our community to gain valuable insights and perspectives.

The Business Advice Agency is proud to have established strong ethical standards throughout our support network. We have tailored our services to assist businesses of all sizes in achieving success by providing access to tailored resources and vital information. Regardless of the size of your budget, the Business Advice Agency offers a reliable pathway to resources that can significantly impact the success of your business.

We invite you to connect with the "BAA Online Hub" to discover the numerous benefits and opportunities it offers. Experience for yourself why our community is so enthusiastic about the Hub.

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