



## WHAT'S IN A NAME?

For some businesses, re-branding is a bit like jumping off a cliff.



"I was terrified," says Bronwyn Reid.

"But you remind yourself why you were considering it in the first place and take one step at a time."

Bronwyn and her husband Ian Rankine have owned and operated businesses out of Emerald in Central Queensland for over 20 years. As consultants, their businesses are a deeply personal reflection of their professionalism and creativity. Four years ago, Bronwyn launched Mining for Business, a program aimed at sharpening small businesses' ability to deal with bigger corporations.

"But people keep thinking I'm a mining company and I'm not!" She explains, "Rembranding was such a hard decision to make, especially when it's a business you've built from the ground up, but I had a wonderful mentor who pointed out that everything I'm doing, including training and the upcoming launch of my book, stems from the business name, so it has to be perfect."



Bronwyn Reid.com.au was born, with the tag line "Small Company, Big Business."

Taking it one step at a time really helped with the change, starting with a different email signature and business cards, and working up to the launch of the two new websites. (They are still undergoing development.)

"I believed that a soft changeover would work for me," she said.

I've been observing a bigger company undergo and full re-brand and as it's worked so well, I'm just going to do what they did!"

But with business as usual at her and Ian's man company 4T Consultants, and her own entities, Bronwyn is under the pump trying to get it all done before the launch

So, with such a multi-faceted business and a strong reputation to back herself up,

of her book later this year. It's been three years in the pipeline and her excitement is evident, though perhaps a little disguised.

It's terrible! There's so much self-doubt," she laughs.

"But finally I found a good mentor and we went to a writer's retreat and they told me if I needed to be done-now! And I've loved it and am really happy with how it's turned out."

Bronwyn is hoping to launch the book at the Queensland Regional, Rural and Remote Women's conference (that she's helped to organise) in October and took time to point out how networking groups such as QRRRW and Rural Business Collective are vital to the success of regional small businesses. "I firmly believe, even though I am a mentor and education professional, you will get more learning from your peers than anywhere else," she said. Inter-action with like-minded business people is invaluable.