



JO'S VERSION:

Headline:

- *A Gold Coast Entrepreneur's Initiative to Get Mums Back into the Workforce*
- *New Research Reveals: Majority of Gold Coast Mothers Eyeing Home-Based Businesses*

Hook:

A groundbreaking initiative by Susan Smith Consulting offers free workshops to equip Gold Coast stay-at-home mums with entrepreneurial skills, addressing their desire for home-based businesses.

Background:

- *New research conducted by Susan Smith found that 56 percent of Gold Coast mothers wish to start a home-based business but lack resources and knowledge.*

Quotes:

"The workshops will cover essential topics such as business planning, marketing, and resource optimization, providing practical knowledge to turn entrepreneurial dreams into reality," said Ms. Smith.

"I was one of these mums myself so I am committed to offering my expertise to help make their work-from-home business dreams a reality," said Ms. Smith.

Issue:

Majority of Gold Coast mothers aspire to start a home-based business but face barriers such as lack of know-how and finances.

Details:

Susan Smith, founder of Susan Smith Consulting, hosts free Friday night workshops at the Gold Coast Convention Centre, aiming to empower stay-at-home mums with entrepreneurship skills.

Focus:

Empowering stay-at-home mums to launch home-based businesses without upfront investment.



Further Background:

Susan Smith Coaching is dedicated to supporting small businesses by enhancing operations, profitability, and organization. The initiative aims to empower Gold Coast mums in their entrepreneurial pursuits.

Direction:

Stay-at-home moms across the Gold Coast are encouraged to attend the FREE Friday night workshops at the Gold Coast Convention Centre.

Call to action:

Stay-at-home mums across the Gold Coast are invited to seize this unique opportunity and attend the FREE Friday night workshops at the Gold Coast Convention Centre. To reserve a spot or learn more about Susan Smith Coaching's mission, visit www.susansmithconsulting.com.au or reach out to Susan Smith at susan@susansmithconsulting.com.au.

Contact:

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A Gold Coast Entrepreneur's Initiative to Get Mums Back into the Workforce

Susan Smith Consulting, a leading consultancy firm on the Gold Coast, is pioneering a transformative initiative to support stay-at-home mums in reentering the workforce through entrepreneurship. The program offers free workshops designed to equip Gold Coast mothers with the skills and resources needed to launch successful home-based businesses.

Recent research conducted by Susan Smith revealed a significant desire among Gold Coast mothers to start home-based businesses, with 56 percent expressing interest. However, many face challenges related to access to resources and lack of knowledge in entrepreneurship.

"The workshops will cover essential topics such as business planning, marketing, and resource optimization, providing practical knowledge to turn entrepreneurial dreams into reality," said Ms. Smith, Founder of Susan Smith Consulting.

"I was one of these mums myself so I am committed to offering my expertise to help make their work-from-home business dreams a reality," Ms. Smith added.

The predominant issue at hand is that a majority of Gold Coast mothers aspire to start a home-based business, but face barriers such as lack of know-how and financial resources.

Susan Smith, a respected entrepreneur and founder of Susan Smith Consulting, hosts these invaluable workshops every Friday night at the Gold Coast Convention Centre. The primary objective is to empower stay-at-home mums with the essential skills and knowledge needed to launch and sustain successful home-based businesses, without the need for significant upfront investment.



Susan Smith Coaching, a subsidiary of Susan Smith Consulting, is committed to supporting small businesses by enhancing operations, profitability, and organization. The current initiative is a testament to their dedication to empowering Gold Coast mums in their entrepreneurial pursuits.

Stay-at-home mums across the Gold Coast are invited to seize this unique opportunity and attend the FREE Friday night workshops at the Gold Coast Convention Centre. To reserve a spot or learn more about Susan Smith Coaching's mission, visit www.susansmithconsulting.com.au or reach out to Susan Smith at susan@susansmithconsulting.com.au.

About Susan Smith Coaching

Susan Smith Coaching, based on the Gold Coast, Queensland, is dedicated to supporting small businesses by streamlining operations, enhancing profitability, and providing guidance on effective organisation.

Their latest initiative aims to empower Gold Coast mums to achieve their entrepreneurial aspirations.

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BEN'S VERSION:

Headline:

Breaking Barriers: Gold Coast Entrepreneur Offers Mums a Zero-Cost Business Revolution

Hook:

Susan Smith Coaching in Gold Coast, Queensland, is leading a revolution empowering Gold Coast mums. Research shows 56% aspire to start home-based businesses but face challenges. Susan Smith offers free workshops to teach entrepreneurship without upfront costs.

Background:

- *Recent research by Susan Smith Coaching highlights that 56% of Gold Coast mothers want to start home-based businesses but encounter barriers.*
- *Susan Smith is addressing this issue with free workshops at the Gold Coast Convention Centre, providing skills and strategies for business ventures with no initial investment.*
- *Workshops cover essential topics like business planning, marketing, and resource optimization.*

Quotes:

"The workshops will cover essential topics such as business planning, marketing, and resource optimization, providing practical knowledge to turn entrepreneurial dreams into reality," said Ms. Smith.

"I was one of these mums myself so I am committed to offering my expertise to help make their work-from-home business dreams a reality," said Ms. Smith.

Issue:

Majority of Gold Coast mothers aspire to start a home-based business but face barriers such as lack of know-how and finances.

Details:

Susan Smith, founder of Susan Smith Consulting, hosts free Friday night workshops at the Gold Coast Convention Centre, aiming to empower stay-at-home mums with entrepreneurship skills.



Focus:

Empowering Gold Coast mums to pursue entrepreneurial dreams with zero-cost solutions.

Further Background:

Susan Smith Coaching in Gold Coast, Queensland, supports small businesses by streamlining operations, enhancing profitability, and providing organizational guidance. This initiative aims to empower Gold Coast mums in their entrepreneurial pursuits.

Direction:

Stay-at-home mums across the Gold Coast are warmly invited to attend the FREE Friday night workshops at the Gold Coast Convention Centre.

Call to action:

Stay-at-home mums across the Gold Coast are invited to seize this unique opportunity and attend the FREE Friday night workshops at the Gold Coast Convention Centre. To reserve a spot or learn more about Susan Smith Coaching's mission, visit www.susansmithconsulting.com.au or reach out to Susan Smith at susan@susansmithconsulting.com.au.

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Breaking Barriers: Gold Coast Entrepreneur Offers Mums a Zero-Cost Business Revolution

Susan Smith Coaching, a prominent figure in Gold Coast's entrepreneurial community, is spearheading a movement to empower local mothers with the tools and knowledge to pursue their entrepreneurial dreams. Recent research conducted by Susan Smith Coaching revealed that 56% of Gold Coast mothers harbor aspirations of starting home-based businesses but are hindered by various obstacles.

To address this issue, Susan Smith, founder of Susan Smith Coaching, is offering free workshops at the Gold Coast Convention Centre. These workshops are designed to provide practical skills and strategies for starting a business with no initial investment. Key areas covered include business planning, marketing, and resource optimization.

"The workshops will cover essential topics such as business planning, marketing, and resource optimization, providing practical knowledge to turn entrepreneurial dreams into reality," affirms Susan Smith.

Susan Smith Coaching's commitment to breaking down barriers and empowering the local community is at the core of this initiative. The goal is to offer Gold Coast mothers the chance to explore and pursue their entrepreneurial aspirations without financial constraints.

The prevailing issue is that a significant percentage of Gold Coast mothers, specifically 56%, express a desire to start home-based businesses but encounter hurdles in their pursuit.

Susan Smith Coaching extends a warm invitation to stay-at-home mums across the Gold Coast to participate in the FREE Friday night workshops at the Gold Coast Convention Centre. These workshops are tailored to equip attendees with the skills and strategies needed to embark on their entrepreneurial journeys, without the need for any upfront investment.



Susan Smith Coaching, based in Gold Coast, Queensland, is dedicated to supporting small businesses by streamlining operations, enhancing profitability, and providing organizational guidance. This latest initiative underscores their commitment to empowering Gold Coast mums in their entrepreneurial pursuits.

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