



Speakers - Drew Blackman, Tamara Simon, Clayton Blackman

Transcript

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00:00:16 Drew Blackman

Welcome to the KRGS Doors podcast. I'm your host, Drew Blackman. The aim of our podcast is to talk to cool people with cool stories, whether it be our suppliers, customers, staff, other business owners or people from different walks of life and get to know them a bit better. If you're interested in coming on, drop us a line or email or connect with us via Facebook and we can have a chat to see what we can do. Today on episode 56 of the 4-Year-Old KRGS Doors podcast, I'm joined by KRGS Doors Managing Director Clayton Blackman and we talk to Tamara Simon, speaker, author and coach. For over 25 years, she has been helping owners repair, renovate and rebuild their often expensive hobbies and dysfunctional workplaces into simple, profitable small businesses they can actually love. I'll also let you in on our next episode's guest, but for now, please welcome to the podcast, Ms Tamara Simon.

00:01:09 Advertisement

If this doesn't turn you on folks, you haven't got a switch.

00:01:13 Drew Blackman

Tamara, thank you very much for joining us on the KRGS Doors podcast. What is the Tamara Simon story?

00:01:20 Tamara Simon

Firstly, thank you so much, Drew and Clayton, for having me. I'm really excited to be here. Yeah, story of life. I wish I had some absolutely amazing highlight, but the short

story is, I suppose, married, divorced, and now with my lovely partner for 19 years. And he had children. So that was lovely. And we've now got our first grandchild.

00:01:41 Drew Blackman

Fantastic.

00:01:41 Tamara Simon

4 months. So that's all very exciting. Yes.

00:01:45 Drew Blackman

Tremendous. The circle of life. Yes.

00:01:49 Tamara Simon

So circle of life, absolutely. Love my sport, love business. Had my business for 23 years this year. And yeah, netball coach, not doing as much of that now. Yeah. So just keep popping along basically. Nothing to really go, oh my God, I wish I could share something.

00:02:11 Drew Blackman

Now you're known as the problem solver extraordinaire and affectionately known as Bob the Builder, the Aussie small business. Can she fix it? Yes, she can. Tell us about your business.

00:02:20 Tamara Simon

So as I said, I've had my business for 23 years this year. I can't believe it's that. And look, I really fell into business. So I was in leadership roles, running organisations and different things in employment. And I found that my employment history was, you know, every 18 months I seemed to move or get headhunted. You know, if I couldn't move up, I moved on. And I'd written a lot of, procedures and fixed, the challenges of those organisations. And I was involved in vocational education and training, so running training organisations mainly at the policy level. And I was given an opportunity to become a trainer. So overnight, I'm a small business owner, and mum and dad were really happy about that, initially, you know, leave the job and go to something else. But I always describe my business journey as very much like snakes and ladders. you go up to go down, the snakes come in at different times. And now I have been a small business coach, speaker and author for that time. But basically, yeah, I am the problem solver. I'm there to support both owners and their staff to try and fix what's wrong. I to try and identify opportunities that they haven't tapped into and really help them build a simple, profitable business they actually love rather than what I call the expensive hobby or the nightmare that they're chained to as part of that.

00:03:49 Drew Blackman

So how did that come about of, hey, I'm now going to become a coach? Was it that you could see that you've had success in your own business and you want to pass that on or how did that all start?

00:04:05 Tamara Simon

Because I love sport, I have been the netball coach with juniors and I'm always, I was never the rep coach, I never went down that pathway, I'm very much the foundation coach. So I give them the basics, help them understand the game. And look, I've just always done that in businesses, whether it's as the, as the employee or then, working with organisations. So I think I'm morphed from that consultant person into coaching because I believe, just like sport, that every business you should have a coach to, see things that others don't. to provide you with that support that you need. I'd much prefer that owners talk to me rather than take it home to family or friends and things like that. But it is also about putting systems in place and putting those strong foundations. But because I'm very solutions-based, that's what I believe a coach is. you provide the strategy, but also provide the steps to actually get there. So I probably, maybe 10 years ago now, really embraced, you know, that coach. label, I suppose, and have pitched myself as that because that's what I do and that's what I did, when I coach sport and stuff is, okay, here's the strategy we're going to do and here's the steps. So not everyone can do both, but luckily that's part of my superpower that I can see big picture. And then, okay, what's the detail of how we actually get there, which helps both owners and staff sort of come together. So yeah, by default, it sort of has just worked like that and I'm very happy doing that now.

00:05:40 Clayton Blackman

I love the analogy of being in business, snakes and ladders.

That was so true, so true.

00:05:48 Tamara Simon

Yeah, joys of GFC and pandemics and all those wonderful snakes that keep coming out to small business owners. And you've just got to keep moving. And sometimes it is backwards to go forwards. If it was so easy being in business tomorrow, everyone would be doing it. Well, that's right. And don't you love how people say, oh, it's so easy to open. Open your business now. And whilst it may be, and we have all this tech and everything, my personal view is I reckon it's harder to be in business now because marketing is so different to what it used to be, where you could maybe send a leaflet or just phone people and that's how you got business through referrals. And the mail only came once, maybe twice a day. rather than emails constantly at you and faxes, things like that. I do think it's a lot harder and that challenges that owners are struggling with at the moment. Is this too much?

00:06:40 Drew Blackman

Well, even as you mentioned there, the mail only come once or twice a day. Even the phone calls, like if you're out of the office, you weren't contactable. But now it's, people expect it to be 24/7 there. And in our industry with roller shutters, People ring at 2:00 in the morning and then why didn't you answer? Well, unfortunately, I was asleep. Sorry, but I do need my beauty sleep, but it's just, yeah, it's expected that, hey, because you've got a mobile number, it's 24-7.

00:07:11 Clayton Blackman

I like the ones when they, I like the ones, and you might get this to tomorrow. They send you an email and then straight away ring you and I've sent you an email, like the ball's in your court, you know what I mean?

00:07:22 Drew Blackman

Yes.

00:07:22 Tamara Simon

Like you're just waiting for that to happen. You're not doing anything else. So I have a disclaimer on my emails and I put a similar message on my mobile, but the email says, I only check them two or three times a day. So if it's urgent, please ring me. And do you know what? You don't get rung, you know, or very rarely. But I always share stories about, particularly if I've got varying ages in my audiences, about messages and phone calls, right? Because I certainly remember the day where no one could contact you when you were at meetings. So you'd come home and you'd have that pile of lists of all the phone calls.

00:08:01 Drew Blackman

Callbacks.

00:08:02 Tamara Simon

Or if you were out, you had to find the phone box, find the right money, find your notebook that had the phone number written down, and then be able to do that versus what we've got now. And do you know what? I think there's a little bit of power in that. So I certainly encourage people to push back because... it's not serving us. 24-7 is not serving us in any way, shape. And we need to start pushing back and educating ourselves and our clients that things need to be very different. And what email really was about, which was about electronic mail coming from the outside. That's all it was. That was its purpose. And it's morphed into this nightmare that we have now.

00:08:43 Clayton Blackman

So demanding.

00:08:44 Tamara Simon

Yeah.

00:08:45 Drew Blackman

It's actually interesting you say that because trying to organise you to come on our podcast. I sent you an email and it might have been last Thursday and I got a bounce back from you saying, hey, I'm taking some time out of the office. If it's urgent, you can call such and such and things like that, but I won't be responding until tomorrow.

00:09:04 Tamara Simon

And the world didn't end, if it was urgent, you would have rung me. And I think that's... That's the thing. I mean, I certainly encourage my owners that at least every quarter, they need to be taking time away from their business, not only to rest and recover physically and mentally, but really to look at, when did you last really think about your business and think about, are we doing the right things? Is this strategy that we've set out this year working and all that? We've got to give time away from being in front of the computer And I have a notebook everywhere I go and I get the best ideas when I'm out or watching sport often. But you have to stop. And it's the hardest things I find because my clients or audience, we can't stop tomorrow. And I go, well, yeah, but let me just put it a different way. You can't keep running your business as the hare and the tortoise. You have to be the tortoise at least for 5 minutes. Otherwise, I'll do the Dr. Phil and go, how's that working for you? And they go, yeah, it's not. I guess so. Why do we keep continuing this? You have to interrupt it and change things to get things better. But it's hard.

00:10:15 Drew Blackman

You're also an author, and I can see in the background there of your Zoom screen, your book, *The Five Little Business Pigs*. Firstly, tell us about the book and then also what made you write a book.

00:10:27 Tamara Simon

So having been a speaker for a long time, I kept getting told you need to write a book, you need to write a book. But I'm very much, I couldn't just write any book. You know, I certainly could have done something about business tips or things like that. But if I was going to write maybe one book, because I never initially thought of myself as the author, speaker definitely, and I'd written blogs and things like that, but not necessarily the author. So I needed to find something that was relevant that, if I'm going to write a book, let's make it, what I believe is a good book that I'm proud of. So I had done a webinar called *The Three Little Pigs* and drew the analogy of that's how we build our businesses from straw to stick to brick. And it was quite well received. And I thought, I think I've got something here. You know, I talked about the wolves that keep trying to huff and puff and blow our businesses down. So that sort of got me started. in writing it. And then I

found actually there's five business pigs because there's the reno. Once we've got a brick business, we need to renovate, even though people think that in growth they're actually renos and often they're still at stick. And then talking about also the rundown business, which includes the owner and stuff. So that's how the book sort of came together, thought about the wolves that we sort of face. So that was sort of, that's the first half of the book or the first third, I should say. The last third is to give people strategies to move from each of those houses to give them some simple solutions to do that. Otherwise, they sort of go, oh my God, I'll just stop now and go into a corner and into the fetal position. And the middle bit has got my framework of how you can get clear on your business people and systems. So yeah, that's how it came about. And because I'm a bit weird and a beggar for punishment because I'd also been working for many years specifically with registered training organisations and they all focused on compliance and not the business. Whilst the first book was at the editor, I then rewrote the Five Business Pigs book and customised it specifically for registered training organisations. So the Five Little RTF Pigs was born. So I've got two books now. So 2 books in six months, just inside. So.

00:12:47 Drew Blackman

This is, I got two questions. Is it self-published? Yes. So, and congratulations on that, to even write one, but to write 2. And the next one is, there a third book on the way?

00:13:00 Tamara Simon

There certainly are a couple of books up here at the moment. I'm just trying to work out where I go next. I'm also been thinking about doing a revised edition of the Five Little Business Pigs this year. So I'm playing around with that. It doesn't need too much, thankfully. The book has dated well and, you know, I strategically did it that way. But it, you know, probably looking at a new introductory chapter and updating a couple of things. So I've got to think, am I going to do that and then look at what that next book is. But yeah, there's certainly three books that are in the head and if I say go, then that's where the focus is going to be.

00:13:42 Clayton Blackman

Tamara, is the next one called the seven little business pigs.

00:13:46 Tamara Simon

No, because I haven't found some other ones, but I'm certainly open to ideas about that.

00:13:50 Clayton Blackman

I just thought because you'd gone from three to five, I just thought the next one was going to be 7 for sure.

00:13:55 Tamara Simon

No, I'd say the next books will be about business and sport, which is certainly my 2 passions for a couple about that.

00:14:03 Clayton Blackman

Two of our fortes as well.

00:14:04 Drew Blackman

It might be snakes and ladders.

00:14:06 Clayton Blackman

That could be right, snakes and ladders, yeah.

00:14:08 Clayton Blackman

You get them in both business and sport.

00:14:10 Clayton Blackman

Tell me, when did your five little pigs, business pigs come out? How long ago was that?

00:14:17 Tamara Simon

So both books came out in 2016 and because they double the size of most business books, sometimes I say I've actually written 4 instead of two if I'm not feeling like I need a little bit of a pump up and stuff like that, particularly as I haven't written another one since then. But yeah, so it was good. work.

00:14:38 Drew Blackman

It's actually interesting to our listeners, I have purchased your book and I only recently purchased it once we got engaged for you to come on the podcast. And I have started reading it. It's a very easy read. I'll tell you that too. But one of the things I took away, and I've told Tamara this in an email, was the presentation that the book got delivered in. So it was wrapped in brown paper, had a pink ribbon around it with your name on it, and then a message inside. Actually, the pink ribbon also had a piece of Lego tied to it. And the message inside said, keep building your business brick by brick and signed by Tamara. So that was like first impressions to receive the book like that was something very special.

00:15:24 Tamara Simon

Thank you very much. I appreciate that. I think it's important that, I mean, I've moved from, I suppose, the business name to branding as myself a few years ago, but I think it's important for businesses to understand that we have all these little touch points with customers or potential customers all the way through our journey and even how you...

design your invoices, what your email signature says, all these little touch points add up to give that impression and to build trust and help customers buy from us because they feel like they know us as part of that.

00:16:02 Drew Blackman

And you're not the first person to mention that. that all those little touch points do add up and it's, we call it flying the flag. So there's always representing the company in some way that the invoice and the logo and it all ties in together.

00:16:19 Clayton Blackman

Same branding.

00:16:20 Drew Blackman

Hence our podcast and everything like that as well. So yeah, you're 100% right.

00:16:25 Tamara Simon

And look, data says that there's that customers are taking longer to make buying decisions now, particularly post pandemic. And we need at least seven touch points or seven ways that people get to know us before they feel like that they can venture to have that phone call or something like that. So, you know, if you think, well, LinkedIn's one way, Facebook's another, your email, what your newsletter, maybe they'll sign up to that. What freebies have you got? What website look like? It's all these little things that we need to be having so that we're not selling on the first date is, you know, I can certainly say, yes, I've done that. You know, that we start to build this conversation with customers because generally they don't buy straight away. And even in your business, you know, people would have looked at the website and done their own investigation first before they come to you as part of that process. It's just critical.

00:17:23 Drew Blackman

As a business owner, what's the biggest challenges you face? Myself is juggling everything, like most people, and really, I think, clearly deciding what is the best strategy for me and managing your time as part of that. So the team is me. I certainly outsource a few things like graphic design and things like that because, you know, we've got this myth. I don't know who who started it, but we've got this myth that says small business owners need to know everything and need to be good at everything. And it's just nonsense. And we need to bring them because I believe the best gift is that you can give yourself and your team is to ask for help. But certainly for myself, the biggest challenge is where I spend my day. And I'll be honest, you know, my routines and rituals fell off the wagon last year for a number of reasons. So I've really been using January to reset what that looks like and make it realistic versus going, yeah, I'm going to do all these things and go, yeah, that's not happening. You know, we can't do everything. So where are we

actually spending our time and make sure we're not jumping at those shiny objects and not having emails drive our business? And certainly for myself, it's the challenge is to, build my profile this year is, you like to think everyone knows about you, but they don't. So, finding opportunities like this, helps that process. But that's certainly my challenge this year.

getting back onto more stages because post-pandemic, there hasn't been as much of that. So that's very much my strategy this year.

00:19:07 Drew Blackman

And then on the back of that, as a coach, what are the biggest challenges you see as small business owners?

00:19:14 Tamara Simon

So I generally see that most things boil down to five things. That owners have got lack of time, lack of clarity, lack of support, lack of resources, and lack of systems. So it doesn't matter what they tell me. I know they're going to bounce that, whether it's staffing issues, where, you know, I don't have time to do stuff, which is the interesting thing, isn't it? Because if we think about it, people say, I just don't have time. Well, we've all got the same amount of time. It's what we do with it is the first thing. But we all, including myself, spend time fixing mistakes, troubleshooting, band-aiding, doing all those things instead of actually solving the problem. Imagine if we actually stopped and solved it. So, you know, I challenge and push back a bit on owners. I don't have time tomorrow. And I go, okay, well, I know I can find time for you in how you're actually structuring how you manage your day. Because if we don't help owners embrace their role and step up into that, because for many people, they're what I call the reluctant small business owner. right? They're like me. They got into business maybe by default, maybe because opportunity turned up, maybe because they went, they saw their boss and went, I can do this better than you. So, most of us are not the entrepreneur that always had the business as a kid and all that sort of stuff, right? So we have to embrace our role and everything that goes with that and get help or if we can't afford it at this point in time, we've got to step up and do that. But we've also got to help them structure how they manage their day. Because I can talk to them about things simple systems. I can talk to them about ways to manage their staff and waste. If they don't, if they keep spending their day the same way, none of it matters.

00:21:06 Clayton Blackman

We may have to talk further here Tamara.

00:21:10 Tamara Simon

Interesting in a good way.

00:21:11 Clayton Blackman

Oh yeah, absolutely. Yeah. You're saying the right things.

00:21:16 Drew Blackman

It sounds like you know what you're talking about, really.

00:21:19 Tamara Simon

That's good. That's good. I'll pick that box. Fantastic. I'm happy about that.

00:21:25 Drew Blackman

So how do you advertise to your clients in two part, in the speaking side of things and then also in the coaching side of things?

00:21:35 Tamara Simon

So in the speaking side of things, Some of that is word of mouth, but it's also about doing the work. So I'm certainly in the process of ringing mainly associations and franchisers who've got small business owners as their members and finding out do they engage speakers to help their members? Some of them will only do sort of technical knowledge. So it's finding out if that's a pathway to to pursue, connect with them on LinkedIn, start building that journey, send them a few chapters of my book, maybe a webinar that might help their members, different things like that. And looking out for conferences and that. So it's doing the work because, you know, you think, oh, people just find me. No, they don't. You know, you have to do the work in any business. And certainly from the coaching point of view. So some of that clients after I've done a webinar or been delivering a workshop or stuff, that's how I gain clients. Because again, you know, that trust, you know, they've gone either people in my audience are usually cringing by the end of it going, man, I didn't want homework and she's just given me three things or more to do, you know, and she's touched a nerve a little bit where there's a little bit of gulping going, God, that is me. So you've got to decide whether you actually want to act on that and get some help with that. But like anything, word of mouth reviews and things like that, referrals I should say, but I often get coaching clients through being on podcasts, people reading my book, all of those ways.

00:23:11 Drew Blackman

You say your other passion is sport and you've mentioned it a couple of times. Can you tell us about that? You mentioned you coached netball, were you a netball player and that type of thing?

00:23:20 Tamara Simon

Yeah, so I don't do coaching now, but I certainly, you know, I grew up playing netball since probably about, I don't know, 8 or 10, something like that. I'm not playing at the

moment, but absolutely love that and love doing my coaching. I can certainly profess to be back-to-back premiership coach and coached in different conditions and everything. So I love the fact that you can help not only players, get better. But that thing where, you've been practicing something, for weeks at training and all of a sudden, they do it on court and you say to the parents, look, they're doing it, they're doing it, it's just that best feeling.

But I also, particularly because I would be coaching, say, 11 to 13 year olds in particular, girls, my job, I believed was to become a better person and really make a difference in that way as well. Make them understand that it's not just about you, it's about team as part of that. So yeah, that's my netball passion. I was a volunteer at the Commonwealth Games on the Gold Coast and luckily got to netball, which was just unbelievable. So I was part of the technical crew there, which was fantastic. But I love my sport. And I'm a very passionate member of the Hawthorne Football Club. We've been lucky enough to go to some grand finals, one losing, two winning. But I just love my sport, most sports. What else do I got? Most things, yes. So there's a KAYO subscription as well.

00:25:03 Drew Blackman

But there's such a, with TV now too, there's such a plethora of sport that you can watch. We're back in the day, I'm starting to sound old, back in the day it was 4 channels and you'd get the main, the AFL, the rugby league and the cricket in the summer, that was about it. But you go on to Fox Sports now and... There was golf on there. Sometimes there's the ***** championships and all these other weird and wonderful sports that you'd never think about watching. Like I tune into the darts now, I watch the lawn bowls, all that type of thing. It's just so much sport.

00:25:37 Clayton Blackman

You're right, because as a young kid, you didn't, and it's obviously brought the world closer together. You look at the NBA and the NFL and the Major League Baseball, you know what I mean? As a kid of us growing up, you wouldn't have got to, like, we hardly, okay, we knew of the Chicago Bulls and those sort of players and Larry Birds and Magic Johnsons, but you didn't actually get, right now you're getting every game live every week. Yes. So it's brought the world obviously closer together and those sports are more well known and so forth. Like, yeah, we use, obviously, as younger years to get the Super Bowl, but you wouldn't get any of the lead up games or anything like that. You just get the.

00:26:17 Drew Blackman

Don Lane used to present.

00:26:18 Clayton Blackman

Don Lane, that's right. The main.

00:26:19 Tamara Simon

Yes.

00:26:20 Clayton Blackman

That's right.

00:26:20 Tamara Simon

Yes, very much so. And I think, you know, because I love sport, you know, there was certainly with the pandemic, you know, a lot of criticism of sport, you know, that continued. You know, we had the NRL hubs, we had the AFL hubs and different things like that. And some of the tennis happened in different ways. But I certainly understand that there are people that don't like it, and it's very much a four-letter word, and I get that, and I understand that there's some people that, turn up for the Olympics and comm games. But, for die-hards like me that really love sport, or if you just follow your team, it provided a bit of light and a bit of hope, during that time. And I think so much can come out of sport, that we don't see. just about, I would say, every club, and that's at community level as well. It's all the volunteers that are part of those things. It's all the charity work that they do. You know, there's all these different levels of sport. And certainly that's why I take that business perspective because you can look at the art of coaching, you can look at the leadership, you can look at systems and all these wonderful things that nerdy little me goes, oh, that's a nice little story or something I could post about. So I just got to balance my social media sometimes because they can get to be a bit too much sport. So I have to balance it up.

00:27:48 Clayton Blackman

Never have enough Tamara. You can never have enough sport. One of the things you mentioned there, Tamara, is during that time, and I know with the NRL, because the NRL was probably the first sport to come back from COVID at that time. And some of the record numbers of viewers, I know they had no crowds there, But some of the record viewers that they had over that time, because everyone was at home and they were just happy to see a little bit. It was an outing for them. I mean, they couldn't go to the footy, but to sit at home and watch the game, it was just an outing. It was, yeah.

00:28:19 Tamara Simon

Yep.

00:28:20 Drew Blackman

Official.

00:28:20 Tamara Simon

And again, that's that community stuff, isn't it? And, you know, yes, we see things like that at the top level, but there's so much at community sport. You know, I've certainly seen that firsthand. It's critical.

00:28:32 Clayton Blackman

It's critical. I'm heavily involved in it. myself. So I know exactly. There's a lot of, so much goes into it, so much that goes into it with volunteers and just, to get teams on the park.

00:28:45 Tamara Simon

Absolutely.

00:28:47 Drew Blackman

And you may have already answered this question, but away from work, how do you relax?

00:28:51 Tamara Simon

I watch sport. I love watching stand-up comedy. good stand-up comedy, bit of, Nathan Falvo, Michael McIntyre, Jim Owen, you know, Carl Barron, you know, the oldies, I suppose. I try, this year my strategy or my intention is to read 10 books for pleasure. So, because I read so much, so I've got a target of, 40 business books, because I sort of let that go last year. But trying to read something that's not about business. I've said there'll probably be some sporting stuff, so it does overlap a little bit, but I have a pile of books. Yeah, they're probably my main things, you know, which is a little bit sad, but, you know, I'm not the gardener or, you know, the the painter or anything like that. It's sport.

00:29:43 Drew Blackman

Now to finish up the podcast, we ask our fast five questions and they're rapid fire and we're just to get to know you a little bit better. What would be your last meal?

00:29:52 Tamara Simon

So it would be Italian, preferably from La Pochetta, which is down at Broad Beach on the Gold Coast. Beautiful Italian food.

00:30:00 Drew Blackman

Anything in particular or just one of each off the menu?

00:30:04 Tamara Simon

I'd probably, I would definitely start with the garlic bread bruschetta, which is just to die for. And then maybe the meat balls or the lasagna. I'm very simple girl with my food. I'm not a foodie, but yeah, that's a must do, must see every time we go down to Broad Beach.

00:30:20 Clayton Blackman

Sounds delicious.

00:30:21 Drew Blackman

Does it?

00:30:22 Tamara Simon

Beautiful. Highly recommend.

00:30:24 Drew Blackman

Your drink of choice.

00:30:26 Tamara Simon

So if I'm drinking reds, it's usually a Pinot Noir. If not, Oyster Bay, Brut, Champagne or the Rose, very nice.

00:30:36 Clayton Blackman

Oyster Bay is a good brand. Yeah. That's good. I think my wife likes Oyster Bay.

00:30:42 Drew Blackman

Good choice. What is your favourite movie?

00:30:44 Tamara Simon

Look, this is a bit hard because I'm very eclectic, but if I have to pick one, it's Top Gun. I have seen it a lot.

00:30:54 Drew Blackman

It was a good show. The 80s one was a huge movie like it was Tom Cruise at his peak top of thing that was a really good movie that one. So I actually haven't seen Maverick so I'm not affected.

00:31:08 Clayton Blackman

Do yourself a favour.

00:31:10 Tamara Simon

Have to see Maverick. It's it. If you haven't seen Top Gun, you can see Maverick. You just won't pick up on a lot of the nuances and things like that. But I was. Dread seeing it initially, 'cause I thought I did so long for this sequel, you can't disappoint, but it didn't, and Mark's it came with me, but it doesn't know Top Gun as much, so I'm there going, Oh, that's the oh, I like that. It's pretty good. It's different reference, but it's a great movie. It's really well done.

00:31:40 Drew Blackman

I'll have to put that on the list.

00:31:42 Clayton Blackman

Tom Cruise does do a good job.

00:31:45 Drew Blackman

Who is the most famous person you have in your phone?

00:31:48 Tamara Simon

Wish it was a sporting person, but that's still on the list. Have met Luke Hodge, just don't have his phone number. So probably Andrew Griffiths, who's a straight number one small business author, would be my most famous person.

00:32:04 Drew Blackman

I think he wrote, and I'm going to get the title wrong, someone has to be the most expensive, why not you, is that correct?

00:32:09 Tamara Simon

He certainly did. That's his latest one. So he's written 14 books. And I reckon that's his best one. So just a shout out if you're a business owner and haven't read or got that book, absolutely need to get it.

00:32:19 Drew Blackman

Yeah, that is a good read, that one.

00:32:21 Clayton Blackman

Have you got his book?

00:32:22 Drew Blackman

Yes, that is a good read.

00:32:23 Clayton Blackman

I must borrow it off you. Is it as good as the Five Little Business Pigs?

00:32:29 Drew Blackman

Well, I'm not all the way through Five Little Business Pigs, but it's certainly up there.

00:32:34 Clayton Blackman

It's up there.

00:32:35 Tamara Simon

It's up there. You're very kind.

00:32:39 Drew Blackman

Now, finally, if heaven does exist, What would God say?

God's done a little bit of renovations up there. He's installed a, he's taken the gates out and put a KRGS roller shutter in. It is Pearly. So what would God say when you arrive at the Pearly KRGS roller shutter?

00:32:56 Tamara Simon

I would hope he'd say welcome, thank you for your service and you have made a difference.

00:33:02 Clayton Blackman

Nice.

00:33:03 Drew Blackman

That sounds good.

00:33:04 Clayton Blackman

He'd be very welcoming, I guess.

00:33:06 Drew Blackman

Would you give him a signed copy of your book?

00:33:10 Tamara Simon

Of course, of course, but as he knows all, then it's already there.

00:33:17 Clayton Blackman

He's got it on the shelf. He's got it in the library. He's already had a read. Tamara, I really appreciate you coming on and having a chat with us on the KRGS Doors podcast. You've got a great story there and also well done on your two novels. I must borrow it off Drew once he gets through it and I'll have a read of it. But yeah, I'm not across it at this stage. But thanks very much. I hope you can help a number of small businesses out there because there's a lot of small businesses. You ticked off on a lot of things that small business people need a hand with. Like I said earlier, if it was so easy, everyone would be doing it. So at times that people need direction and need help and focus, I hope that you can bring something to those people and then they can achieve their ambitions.

00:34:07 Tamara Simon

Excellent. Thank you very much. I'm just wanting to ask you both a question before we finish up.

00:34:11 Clayton Blackman

Please. This is roles reversed.

00:34:13 Drew Blackman

Yes.

00:34:14 Tamara Simon

So what's your biggest challenge in your small business at the moment?

00:34:19 Clayton Blackman

Well, how long have you got? That's the second, that's another, that's a second episode of the podcast. We'll have to come back. You ticked off on a lot of things there, mate, whether it's staff, systems, all of the above, you know what I mean? Yeah. There's no playbook to read. You can't go to it and get experience. Now, what do I do in this situation? You know what I mean? And so it's, yeah, you've just got to fly by the seat of your pants and hope to Christ that you're doing the right things. Yeah, you make mistakes along the way. But yeah, if it was so easy, but you do learn, you just get experience. Like we've been, I've been doing this, not in business for myself, but I've been in this industry for 36 years this year and I've been in business for myself for 18 years. But you learn along the way.

00:35:09 Tamara Simon

Obviously, being in business that long, you're still choosing to be in it.

00:35:13 Clayton Blackman

Well, some days you know, mate, some days are snakes, some days are ladders.

00:35:17 Tamara Simon

That's right. It's a good analogy.

00:35:19 Drew Blackman

Yeah, I like it. I think we might be using that one more often too. Yeah, absolutely. But yeah, as I said, it's every day could be something different that you get over one problem or you have a great win and you celebrate. And that's one of the things too that you have to remember. You've got to celebrate those wins when they do come along as well.

00:35:37 Tamara Simon

You do. Yeah. And not just at Christmas going, oh, look at all the things we do. You know, too much we focus on what we haven't done. Instead of focusing on all those little haves that make a difference along the way.

00:35:48 Drew Blackman

Certainly. But no, thank you again for joining us. I'll put all your links and everything and where you can buy your books and socials into our notes. And I'll also mention it shortly in the podcast once I do all the editing at the end. But it has been an absolute pleasure talking to you and getting to know you and your story.

00:36:06 Tamara Simon

Thank you very much. I really appreciate your time and love talking to what I call mad small business owners, people who make a.

00:36:15 Clayton Blackman

Difference. You got the mad part right, mate. Yeah, you got the mad part right. You're on the money. You're on the money there. You must be mad to be in small business. Yes.

00:36:24 Tamara Simon

Absolutely.

00:36:26 Clayton Blackman

Thanks very much.

00:36:27 Drew Blackman

That brings the door down on the 56th episode in our chat with Tamara Simon, speaker, author and coach. For more information on Tamara, head to her website, tamarasimon.com.au. She has a ton of freebies. You can also purchase her book, *The Five Little Business Pigs*. If you have missed any previous episodes of the KRGS Doors podcast, you can download them from our website, www.krgsdoors.com.au/podcast, or on your favorite podcast player, search KRGS Doors. Don't forget to hit the subscribe button to ensure you don't miss any future episodes. This also boosts our ranking and my ego. The other thing I suggest, if you've enjoyed the podcast, visit your favorite podcast player and leave a review or a rating. Keep your ears peeled for our upcoming next episode where we speak to Lauren Barry, radio host and producer. She tells us how she started in the radio game and how she ended up hosting her own show on the hit network. It is certainly not a chat to miss. I've been your host, Drew Blackman, and you've been fantastic for tuning in today. As always, you could be anywhere in the world, but you're here with us. Thanks. Till next time.

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