

## Flying Solo *LIVE!* 2009

### Notes from the Twittersphere

Flying Solo *LIVE!* 2009 enjoyed live commentary courtesy of Flying Solo contributor Karen Morris, aka [@karenmorris](#). Thanks to her, thousands of fellow Tweeters got to read highlights of the sessions she attended.

Karen has very generously shared her Tweets with us here. She attended all three keynotes and three breakout sessions. We're so inspired by Karen's efforts that next year we will ensure there are live Tweets from *all* of the sessions.

In the meantime, please enjoy her observations, along with some testimonials of the day, which we came across after the event.

Love your work,



#### **Keynote: Andrew Griffiths**

##### ***How to bullet proof your business***

[#flyingsololive](#) Andrew Griffiths "someone has to be the most expensive, if it's going to be you make sure you're the best"[9:10 AM Sep 16th](#)

[#flyingsololive](#) embrace life's directions, take the changes on board and reassess your attitude so you can achieve[9:15 AM Sep 16th](#)

[#flyingsololive](#) positives of flying solo, live in the moment, act now, freedom to be creative, doing what you do best[9:18 AM Sep 16th](#)

[#flyingsololive](#) downside of flying solo? Isolation, feeling like the small guy![9:19 AM Sep 16th](#)

Doesn't matter about the size of your biz, it matters about the strength of your biz  
[#flyingsololive9:21 AM Sep 16th](#)

[#flyingsololive](#) How do you bullet proof your biz...No1 have to look big - have a corp image, branding and presence[9:23 AM Sep 16th](#)

No 2 Learn from big - remove the I can't attitude and saying you can do it smart  
[#flyingsololive9:26 AM Sep 16th](#)



No 3 big point! Charge what you're worth. Small biz attitude is to think small means worth less [#flyingsololive9:29 AM Sep 16th](#)

What impact would doubling your rates have on your biz? Leave you with supportive clients and remove the ones who aren't? [#flyingsololive9:33 AM Sep 16th](#)

No 4 your best weapon is communication [#flyingsololive](#) We don't all communicate the same way. Learn how your customers communicate + target [9:37 AM Sep 16th](#)

No 5 Embrace technology [#flyingsololive](#) Having an excellent website is the bare minimum. Gives freedom and solns to communicate and expand [9:40 AM Sep 16th](#)

No 6 Get a life! [#flyingsololive](#) Living for work only means your biz isn't much of a biz. Shift your thinking and change your priorities [9:43 AM Sep 16th](#)

No 7 Build the right network [#flyingsololive](#) This is all your biz networks, your suppliers, family, community. Need to add value [9:45 AM Sep 16th](#)

No 8. Learn to listen to your gut instinct [#flyingsololive](#) Be aware of how you feel about a situation. If it doesn't feel right listen! [9:49 AM Sep 16th](#)

No 9 break bad habits [#flyingsololive](#) Procrastination, incompletes, difficult phone calls etc. These will stop you achieving [9:50 AM Sep 16th](#)

No 10 Never be afraid to try "new" [#flyingsololive](#) being bold sets you apart from the crowd. Doesn't matter if you get it wrong [9:52 AM Sep 16th](#)

And a bonus... Have to be growing every day [#flyingsololive](#) Get uncomfortable so you can achieve. Don't stay in the norm. Challenge yourself [9:54 AM Sep 16th](#)

90 percent of biz's fail in the grey matter of the biz owner. Success is down to attitude and approach [#flyingsololive9:57 AM Sep 16th](#)

## **Keynote: Angela Vithoukas**

### ***Conquer the world one coffee at a time!***

Coming up now the totally gorgeous Angela Vithoukas [#flyingsololive1:31 PM Sep 16th](#)

Small business is an adventure. Conquer your own mt everest each day [#flyingsololive1:33 PM Sep 16th](#)

Will you love your work in 25 yrs? How do you keep the love? Some basics don't change. Doing things right in the beginning [#flyingsololive1:40 PM Sep 16th](#)

Why are we still called \*small\* business owners when everything else is \*big\*? [#flyingsololive1:41 PM Sep 16th](#)

Business relies on the loyalty of customers and consistent service. [#flyingsololive1:42 PM Sep 16th](#)



Turn your thinking around and make sure you connect with your team your \*army\*  
[#flyingsololive1:43 PM Sep 16th](#)

How resourceful are you in your business? How do you deal with challenges?  
[#flyingsololive1:48 PM Sep 16th](#)

Learn the value of your team. Make sure that you teach them to work without you for success  
[#flyingsololive1:54 PM Sep 16th](#)

You are the most inspiring person in your business#fyingsololive1:55 PM Sep 16th

Inspiring speech from Angela Vithoukias and she's very very funny to boot [#flyingsololive1:56 PM Sep 16th](#)

## **Keynote: Terry Hawkins**

### ***Get out of the pit, and get it happening***

Up now Terry Hawkins [#flyingsololive4:23 PM Sep 16th](#)

How much time do you spend contemplating in your business to help your biz to move forward [#flyingsololive4:26 PM Sep 16th](#)

Do you create empathy with your audience? [#flyingsololive4:27 PM Sep 16th](#)

You need to go looking for things you don't know about and that's what you find  
[#flyingsololive4:29 PM Sep 16th](#)

The long term relationship is how you run a business. Empathise with your customers + show you understand their needs [#flyingsololive4:32 PM Sep 16th](#)

Do you run your biz with \*pit prattle\*? Can you make your biz move forward with a negative attitude? [#flyingsololive4:36 PM Sep 16th](#)

Do you believe that your biz can make a difference to others. What is your motivation for being in biz? [#flyingsololive4:39 PM Sep 16th](#)

Do you let fear and anxiety get in the way of you succeeding in biz?[#flyingsololive4:40 PM Sep 16th](#)

And the theme for the day. I'm not great at everything. [#flyingsololive4:42 PM Sep 16th](#)

There are no failures in life there is only feedback [#flyingsololive4:43 PM Sep 16th](#)

Push through the pain and let it come out and learn how to deal with it you can start to move forward [#flyingsololive4:45 PM Sep 16th](#)

Do you confuse pain and fear with failure? Do you judge people by their \*wrapping paper\*?  
[#flyingsololive4:50 PM Sep 16th](#)



Don't be confused as to why you're in biz. It isn't about the money it's about the passion and having empathy [#flyingsololive4:52 PM Sep 16th](#)

Do you act on the feedback you get? Give up the blame so that you can take action in your biz [#flyingsololive4:55 PM Sep 16th](#)

If you find yourself in the pit step back and observe as an outsider [#flyingsololive4:57 PM Sep 16th](#)

Getting out of the pit - fake it til you make it! [#flyingsololive5:03 PM Sep 16th](#)

Base every successful relationship on finding out what the other person wants and give it to them [#flyingsololive5:05 PM Sep 16th](#)

Do you have the right concept of your biz? Do you listen to what your customers are saying to you? You have to listen [#flyingsololive5:07 PM Sep 16th](#)

What pictures do you create in your mind to make it happen? [#flyingsololive5:16 PM Sep 16th](#)

How do you feel when you project your goals. See it, say it, feel it, do it! [#flyingsololive5:19 PM Sep 16th](#)

You have to be willing to stick with it by changing your inner language [#flyingsololive5:21 PM Sep 16th](#)

If you're running a small biz you have to look after yourself. You always have choice with everything you do [#flyingsololive5:29 PM Sep 16th](#)

WOW! Treat every situation as the last. Take responsibility. Be committed [#flyingsololive5:31 PM Sep 16th](#)

Awesome awesome presentation by Terry Hawkins [#flyingsololive5:33 PM Sep 16th](#)

## **Iggy Pintado**

### ***The connected business***

Next up @[iggypintado](#) Yay! [#flyingsololive1:58 PM Sep 16th](#)

What is online connection? No longer one way broadcasting. You can give feedback, share and comment [#flyingsololive2:04 PM Sep 16th](#)

We have such a need to be connected [#flyingsololive2:07 PM Sep 16th](#)

Connected customers are online so you need to be where they are [#flyingsololive2:08 PM Sep 16th](#)



What are your connected groups? They are all very important to your biz [#flyingsololive2:09 PM Sep 16th](#)

Your twitter followers are the subscribers to your brand. How many do you have [#flyingsololive2:11 PM Sep 16th](#)

Stay competitive. All your competitors have access to the same opportunities. What research are you doing to stay ahead? [#flyingsololive2:12 PM Sep 16th](#)

Online tools help you get connected to the key markets you want to target [#flyingsololive2:13 PM Sep 16th](#)

Can you just swap business cards without having a chat? [#flyingsololive2:16 PM Sep 16th](#)

Every connection you make is a potential social or business opportunity. Every person may be an indirect link 2 the best opp [#flyingsololive2:18 PM Sep 16th](#)

What do you do with the business cards you collect? How do you get past the I'm too busy to follow up prob? [#flyingsololive2:19 PM Sep 16th](#)

Linked In is an excellent way to effectively follow up on the business opps [#flyingsololive2:20 PM Sep 16th](#)

Linked In is a power CRM tool so that when ppl change jobs Linked In is constant [#flyingsololive2:21 PM Sep 16th](#)

The amount of information that you can make avail on Linked In wks as a two way conversation for netwking [#flyingsololive2:22 PM Sep 16th](#)

4P's of online networking. Firstly, what do you want to do - Purpose [#flyingsololive2:23 PM Sep 16th](#)

Purpose? Build your brand profile, service your customers, lead prospects [#flyingsololive2:25 PM Sep 16th](#)

@[BigPondTeam](#) and @[optus](#) are using Twitter well to help their customers and address negative messages [#flyingsololive2:26 PM Sep 16th](#)

Sites like Twitter allow for targeted quick connections with the right ppl. Dell good eg of this [#flyingsololive2:28 PM Sep 16th](#)

Profile - good to be seen where ppl are. Go where 6.6 million aussies are [#flyingsololive2:29 PM Sep 16th](#)

Susan Boyle - YouTube viral video not an amazing stat. She has 1.9 million fans on FB [#flyingsololive2:31 PM Sep 16th](#)

If you reveal your value online you can increase your success [#flyingsololive2:32 PM Sep 16th](#)

Participation - make sure you have a go. Add value. Join in the conversation. Personalise what you do. [#flyingsololive2:33 PM Sep 16th](#)



Make sure you \*listen\* by researching [#flyingsololive2:34 PM Sep 16th](#)

When you personalise your connections you add more value + credibility [#flyingsololive2:36 PM Sep 16th](#)

Use the online connection tools to research efficiently and progress your biz economically [#flyingsololive2:39 PM Sep 16th](#)

The conversations online are happening \*now\* and you can listen to what ppl are saying [#flyingsololive2:41 PM Sep 16th](#)

Persistence - stay on board so that you maintain your contacts. Activate your supporters and nurture the whole community [#flyingsololive2:43 PM Sep 16th](#)

How do you get more ppl to your site beyond SEO? [#flyingsololive2:44 PM Sep 16th](#)

Build satellites around your site - Linked In, Twitter, FB, blogs, YouTube [#flyingsololive2:45 PM Sep 16th](#)

Using all these sites to connect to where the ppl are you can push them to your site by engaging them first [#flyingsololive2:47 PM Sep 16th](#)

Very soon your one single presence becomes a multitude and the costs are very small [#flyingsololive2:48 PM Sep 16th](#)

Make sure you are where ppl go and get your tribe to do it for you. Be connected, interactive [#flyingsololive2:49 PM Sep 16th](#)

Low cost of entry financially but it takes time and discipline [#flyingsololive 2:50 PM Sep 16th](#)

Online connectedness has a low cost of failure but a very high return [#flyingsololive2:51 PM Sep 16th](#)

Review your profile and assess your online presence. Go.Now.Do it! [#flyingsololive2:53 PM Sep 16th](#)

How do you manage negative feedback that goes viral? You can use the medium to manage a recovery [#flyingsololive2:54 PM Sep 16th](#)

How do you become an interesting tweeter? Combine sharing useful info with personal injection [#flyingsololive2:56 PM Sep 16th](#)

## **Kate James**

### ***More time. Less stress.***

Work life balance [#flyingsololive](#). Think about what you really want in life. The life you enjoy and imp aspects will wax and wane [11:42 AM Sep 16th](#)

Think about what's stopping you. Is there any reason you can't do what you really want [#flyingsololive11:43 AM Sep 16th](#)

Create a long term plan - your vision document. You don't have to set it in concrete. Life changes so can your plans [#flyingsololive11:44 AM Sep 16th](#)

Accept that you can't do everything. Recognise that when you have a lot of things to do you can outsource. [#flyingsololive11:47 AM Sep 16th](#)

Ideal week calendar. Set out what you \*really\* need to fit into your week - for you and the things you \*want\* to do [#flyingsololive11:49 AM Sep 16th](#)

Having a plan ahead of time means that you can have your responses so you don't overbook yourself [#flyingsololive11:50 AM Sep 16th](#)

Think about your \*big rocks\*. What things do you really want to do each week. Do you make time for your big rocks [#flyingsololive11:53 AM Sep 16th](#)

It's very important to schedule time for your big rocks. They enrich your life [#flyingsololive11:54 AM Sep 16th](#)

What can you take off your to do list? If it's been there for ages get rid of it or outsource it [#flyingsololive11:55 AM Sep 16th](#)

Make your list is no bigger than a post it note and then stick to it. Keep on track with your number one task [#flyingsololive11:57 AM Sep 16th](#)

How can you maximise efficiency? Turn off the phone, email, web, Twitter!! Focus and then take break [#flyingsololive11:58 AM Sep 16th](#)

Handle things once. If it takes more than a couple of emails do it in a phone call. [#flyingsololive12:00 PM Sep 16th](#)

Recognise when you are most productive at particular tasks and maximise your time by working with your natural flow [#flyingsololive12:01 PM Sep 16th](#)

Bulk-task your activities to maximise efficiency [#flyingsololive12:03 PM Sep 16th](#)

Need to be flexible and adaptable to your plans. Things will get in the way [#flyingsololive12:04 PM Sep 16th](#)

Best tool for stress management is physical exercise. Get away from your desk and get your heart racing [#flyingsololive12:05 PM Sep 16th](#)

Try to change the way you think about stressful situations and how you can react to things in a more positive way [#flyingsololive12:07 PM Sep 16th](#)

Examples of changing your thinking. Avoid self imposed deadlines via [@ideasintoaction](#) [#flyingsololive12:09 PM Sep 16th](#)

Appreciating feedback even when it isn't positive [#flyingsololive12:10 PM Sep 16th](#)

Getting up and moving can change your physical and emotional reaction to a situation [#flyingsololive12:11 PM Sep 16th](#)



Maybe accepting what is going on without being judgemental will help you deal with the situation in a non-stressful way [#flyingsololive12:13 PM Sep 16th](#)

Create space and reserves in your diary in a way that works for you. If you need to wk at 2am that's ok! [#flyingsololive12:19 PM Sep 16th](#)

Plan breaks in your day or week so that you can recharge [#flyingsololive12:21 PM Sep 16th](#)

Manage ppl's expectations by explaining when you're available and when you're not. [#flyingsololive12:23 PM Sep 16th](#)

Set up the expectation of delayed response. Getting back to someone within 24 hrs is a reasonable position to est. [#flyingsololive12:25 PM Sep 16th](#)

Align your objectives with your outcome goals. If something doesn't align put it to the side [#flyingsololive12:27 PM Sep 16th](#)

## Valerie Khoo

### ***Attract customers using low cost strategies***

[#flyingsololive](#) Valerie Khoo Attracting customers using low cost strategies. Need to be smart about how you spend your advertising dollars [10:33 AM Sep 16th](#)

Need to become innovative about how you connect with your market. Solutions come out of trying things out. [#flyingsololive10:35 AM Sep 16th](#)

[#flyingsololive](#) you can start a database with a small gp that quickly grows [10:36 AM Sep 16th](#)

Four step bootcamp formula [#flyingsololive](#) 1 grow your tribe. 2 connect with your tribe. 3 Sell to your tribe 4 Success will follow [10:38 AM Sep 16th](#)

Know the personality of your tribe. They won't all react to you the same way [#flyingsololive10:39 AM Sep 16th](#)

You have to cater to the whole range of your tribe [#flyingsololive10:40 AM Sep 16th](#)

Make sure you identify your tribe and be clear on who they are. Need to have their values and needs in mind as you write [#flyingsololive10:41 AM Sep 16th](#)

Think about your website. Need to anticipate questions and make it easy to get around pay etc [#flyingsololive10:43 AM Sep 16th](#)

Think about "squeeze page" a targeted single page website that highlights a highly searched topic or flagship product [#flyingsololive10:46 AM Sep 16th](#)

Need to incentivise ppl to opt in. Prime reason for website is to capture leads [#flyingsololive10:48 AM Sep 16th](#)



Ways to incentivise. Newsletter, E-book, e-report, discount voucher, limited free offer  
[#flyingsololive10:49 AM Sep 16th](#)

Turn your website into a leads capturing machine [#flyingsololive10:50 AM Sep 16th](#)

Most powerful tool is the enewsletter. So simple to produce. Easy to send, cheap and a direct connection to your tribe [#flyingsololive10:51 AM Sep 16th](#)

If your newsletter consistently delivers useful info, ppl will open your newsletter  
[#flyingsololive10:53 AM Sep 16th](#)

Newsletters are supplemented by blogs etc but the newsletter is a push marketing strategy and enables you to connect [#flyingsololive10:54 AM Sep 16th](#)

5 rules of e-newsletters No 1 Inject your personality into your newsletters [#flyingsololive10:55 AM Sep 16th](#)

No 2 Be generous and give truly useful info. Leave some things that they need to come to you for but est yourself as a giver [#flyingsololive10:57 AM Sep 16th](#)

No 3 include information about who you are and where you're based [#flyingsololive10:58 AM Sep 16th](#)

No 4 make sure it isn't all about selling. You need to balance selling with useful  
[#flyingsololive10:58 AM Sep 16th](#)

No 5 keep it regular. Monthly is enough but more often is better. The more you stay in touch the more connected you are [#flyingsololive11:00 AM Sep 16th](#)

Don't underestimate the power of a good newsletter [#flyingsololive11:02 AM Sep 16th](#)

Other ways to connect with your tribe. It doesn't work for everyone. Gives you a chance to showcase your expertise [#flyingsololive11:03 AM Sep 16th](#)

Blog allows you to post things not appt for your website and helps to generate traffic  
[#flyingsololive11:04 AM Sep 16th](#)

Blog rules. Make sure you capture leads. Don't be afraid to have an opinion and be regular  
[#flyingsololive11:06 AM Sep 16th](#)

If you're not into blogging go to other blogs where your tribe is and post comments with links  
[#flyingsololive11:07 AM Sep 16th](#)

Use podcasts and video to gain more visibility online [#flyingsololive11:08 AM Sep 16th](#)

Social media. If you're not into it today make sure you at least register today to secure your name [#flyingsololive11:09 AM Sep 16th](#)

## Feedback

[iggypintado](#) One of the success stories of [#FlyingSoloLive](#) for me was [@KarenMorris](#) tweeting. She captured the content beautifully. Catch her stream. [9:30 PM Sep 16th](#)

[MYOBTrainer](#) The investment in [#flyingsololive](#) is returning great returns 4 many businesses-awesome

[@untangle](#) I'm so pumped from [#FlyingSoloLive](#). Off for a latte to go through my notes and actually follow up on action points :-)

[krohde](#) Observation [#flyingsoloLIVE](#): the speakers were grounded & humble abt their success; contrasted w/ corporate achievers we see ego & conceit.

[Chris\\_pinkapple](#) Definitely crashed w exhaustion. Was abt 11 when i got to bed Wed nite after [#FlyingSoloLive](#) but LOVED it.

[Chris\\_pinkapple](#) Massive 5 pages of scribbled notes and ideas from [@ValerieKhoo](#) talk at [#FlyingSoloLive](#). Tells me got lots of vital ideas in there

[Chris\\_pinkapple](#) [#FlyingSoloLive](#) gave me [@iggypintado](#)'s seriously inspiring talk that made using LinkedIn seem an absolutely essential in my work

[Chris\\_pinkapple](#) [@PhilipShaw](#) gave me some really practical tips on SEO and Google AdWords that made infinite sense of SEO [#FlyingSoloLive](#)

[Chris\\_pinkapple](#) Coming up: Talks that resonated most 4 me at [#FlyingSoloLive](#) [@ValerieKhoo](#) inspired me to get back to my newsletter writing

[MYOBTrainer](#) [@melkettle](#) Mel u shld have been there. [#flyingsololive](#) was like a rocket ship under 370 small biz Awe inspiring

[fayehollands](#) Had a fabulous day at [#flyingsololive](#) yesterday - met amazing people & got loads of brilliant new ideas for my business!

[krohde](#) Observation from an employed person: Soloists R so much more optimistic & engaging than ppl in jobs. An inspirational day. [#flyingsololive](#)

[nikkiwhite](#) Absolutely fantastic day yesterday at Flying Solo Live [www.flyingsolo.com.au](#) [#flyingsololive](#)

[businesschicks](#) Was super impressed by [#FlyingSoloLIVE](#) yesterday - met great people, heard amazing speakers and got lots of chunky content... more soon

[@AVithoulkas](#): I am bowled over still by the energy of [#flyingsololive](#) yesterday. To all of you, thanks for making my day amazing.

[katkaboodle](#) Wow! [#flyingsololive](#) was phenomenal today. Such inspiring speakers & fab people to network with. :)

[@HerWebLife](#) [#flyingsololive](#) was a tremendous show - catch up on all the tweets at the hashtag and book soon for next year!

[NumberzSyd](#) Great day at [#flyingsololive](#) - my head is still spinning. Thanks to the FS team for putting it all together.