



Andrea Anderson

CHIEF IDEAS SPECIALIST

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MY KEY TO SUCCESS

Aim for Impossible - Make it possible; Have with Integrity - Think Strategically; Act with Clarity; Do with Purpose - Have Faith; Be Inspirational and Believe!

ABOUT YMM

Building your business without a detailed plan is as risky as constructing a home without blueprints. As passionate strategic marketers, we ensure the success of your business, brand, and marketing. As 'The Glue' between your goals and desires, we provide done with you marketing solutions. Don't leave your marketing to chance. Connect with us today to create YOUR Marketing Blueprint for your business success.

OUR IDEAL REFERRAL

Business coaches/mentors and advisors who are seeking a better quality marketing support service for their clients. Brand Strategists, established photographers and videographer, with clients looking for growth. Accountants and lawyers who have clients looking to increase their brand and sales; Business brokers that have clients who are structuring for sale.



GAINS PROFILE

GOALS

- My goal for the next 12 months is to generate \$150k from BNI referrals.
- Ideally this will be from retainer clients who desire a holistic business Marketing strategy to achieve their goals and create longevity.
- Furthermore to generate \$100k in TYFCB Given to fellow members.

ACCOMPLISHMENTS

- Federally approved Digital Marketing Advisor under the ASBAS program; NZTE Beachhead Advisor Australia; Queensland Govt M4Growth Business Mentor & M4 Ace Business Panelist; NZ Maori Business Woman Mentor;
- Education: Double Degree BA in Psychology & BBS in HRM.
- Board Director - BNI Foundation Australia.

HOBBIES & INTERESTS

- Aspiring painter - paint by numbers; Cooking; Exercising; simulated business games; Reading
- Genealogy - I am the main Geneologist for my family line; Working out and staying healthy;
- Travelling overseas to experience other cultures; Gardening and trying not to kill anything; Watching sunrises and sunsets with a drink in my hand; love animals; cooking/baking and reconnecting with family.

NETWORKS

- Brisbane Networking; Expressways; Brisbane Inner West Chamber of Commerce; Queensland Government Mentoring 4 Growth program and Australian Small Business Advisory Services - QLD, NT, WA. Online networks - Brisbane Small Business; Queensland Brisbane.

SKILLS

- The art of communication, motivation and aspiration to impact positive change personally and professionally. With more than 25 years business experience in mentoring, advisory and growth strategies, our 360 degree approach looks at all components of your business to determine the right path for realistic growth and the strategies you require.