

# Marketing and accounting speak the same language

The BEC Centres provide a great platform for businesses starting out by providing them with sound advice they can take onboard. As start-up businesses are the core of Australia's business sector, there is a need to support them in every way and give them practical and effective advice to help further their business. The advice a small-business owner can receive from a BEC and the seminars they run vary from business structures to financials of a business, as well as to how they market their small business.

Small-business marketer Michael Kava and small-business accountant John Corias have joined forces to help start-up businesses thrive in this populated sector. Through their joint seminars, the dynamic duo offer advice on how to start up your very own small business from scratch – how choosing the correct business structure can shape your entire financial future, along with how marketing can help a small business stand apart from the competition and how to develop a marketing plan that will suit your particular small business.

Michael Kava is the Founder and Director of Little Marketing, providing leading marketing advice for small business. Michael and his team provide consulting, results-driven marketing workshops and guest-speaker seminars to help small businesses define their point of difference and stand out from the crowd.

John Corias is a senior partner at M.A.S accountants – the original accounting office for small business. John with M.A.S accountants has worked with clients who all have different needs, from accounting basics to tax, payroll management, accounts payable and much more. John can share advice with small businesses from an accounting point of view.

'I'm a big supporter of small-business ownership,' says Michael Kava. 'I think it's the backbone of Australian innovation. But to be successful, you first have to have the courage to go for it and as a small-business owner myself I can understand the knockbacks that discourage us. This is why I want to help in the way I know best.'

John and Michael together conduct an interactive tutorial-style seminar that is full of useful advice for any small-business owner or any start-up business who needs the assistance of an accountant to figure out their financials such as taxes and payroll, while Michael can assist with great ideas on how to get your brand out into the marketplace. They both also have a lot of anecdotes, examples and client case studies (plus a bit of a sense of humour).

*'Small-business ownership is the backbone of Australian innovation. But to be successful, you first have to have the courage to go for it.'*

'It's not just about an idea, but it is about how you can make that idea a reality,' says John Corias. 'This to me means how to structure a business and how to financially support it.'

Some of the topics they cover include how marketing can help a small business, how to make your brand stand apart from the

competition, how to start up your very own small business from scratch and how choosing the correct business structure can shape your entire financial future.

By offering seminars for start-ups and BEC clientele, both John and Michael can reach the exact target market that needs this type of help to assist with their small business growing. The invaluable link between a small business and their mentors or advisors could be key to failing or succeeding. As a small-business owner, the more information you consume and the more questions you ask, the stronger the network you can build to influence not only your business but also yourself.

Research is also an important element to a small business. Michael and John's seminars will explain the importance of knowing your industry, the ins and outs of previous businesses in the same sector and how they have either succeeded or failed. With the joint interactive and tutorial-like learning seminars, you can study material from your peers and competition, learning the best way to succeed. As the finance and the marketing of your business go hand in hand, they need to synch up in your business practice for optimal results.

This worthwhile learning experience can help your business, and others alike, thrive today. Stay tuned for more information on upcoming seminars.

**Little Marketing**



**Michael Kava**  
Director, Little Marketing  
[www.littlemarketing.com.au](http://www.littlemarketing.com.au)



**John Corias**  
Senior Partner, M.A.S Accountants  
[www.masaccountants.com.au](http://www.masaccountants.com.au)

