

Stop the Presses!

For 46-year-old Melbourne-based Blaise van Hecke, a well-planned move from photography to book publishing heralded the rise of a brand-new boutique publisher.

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hat's the name of your company, and what do you do?

My company is called Busybird Publishing, and we provide publishing services, including writing, editing, book layout, proofing, illustrations and photography.

How long have you been in business?

I've been operating this business for 15 years, and prior to that I worked as a portrait photographer.

How did the idea for your business come about?

We started out in photography and marketing services but I decided that I wanted to write my own book. I went back to school to study professional writing and editing and decided to steer the business into a boutique publisher.

What has been the most difficult challenge you've had to overcome?

The digital age has made huge changes to the publishing industry. Keeping up with technology can sometimes be a challenge.

What has been the most effective form of advertising for your business?

Advertising has little affect on our business. A majority of our work comes through networking.

How important is social media to your business?

We are very active on social media and that works very well along-side our networking activity.

What do you think the Federal or State Government could do to help make it easier for small business?

Australia has a strong contingent of entrepreneurs and new businesses are starting up all the time. I think that Federal and State Government need to make sure that there are tax breaks for these businesses or come up with ways to help them with start up costs through grants and similar initiatives. Small

Blaise van Hecke



business makes up a large component of employers and should be recognized as such.

What are your plans to expand the business?

We have huge plans for our business, many of them top secret. One of them includes publishing some very interesting people in the next year or two. This will put our business in the spotlight. We also

aim to become the go-to place for people to make their projects a reality in whatever publishing sphere suits their purpose.

Is there anything else you'd like to add?

Engaging with other's with your story is the best way to build your brand. That's why so many people are self-publishing a book about their niche. My book, *The Book Book: 12 Steps to Successful Publishing* is a great little guide to do just that. 