

Belonging Matters' Podcast

Transcript

Series 2 Episode 10: Can You Believe IT? - Deezines!

Deearne Holmes with Deb Rouget

This podcast is an edited version taken from:

Holmes, D & Rouget, D. (2017). Can You Believe It: Deezines. In [*Thinking About Microbusinesses*](#). Issue 30, pp 8-10. Belonging Matters: Melbourne

Welcome to Belonging Matters Podcast, Series Two, Employment. Also available on Apple podcasts, Google podcasts, Spotify, and www.belongingmatters.org. You can email Belonging Matters on info@belongingmatters.org, and please, subscribe and share. Series 2 Episode 10: "Can You Believe IT? Deezines!" Dee runs an on line greeting card micro business, Deezines, which has been operating in Melbourne for several years. Dee has always enjoyed fund raising for charities and making cards for friends and family. She decided to combine her two passions of meeting people and making cards as a means to earning some money.

In this podcast, Dee explains how she founded Deezines; what she needed to plan and implement in order to commence the

business, and reflects on some achievements. It was first published as an article by Belonging Matters in their periodical, issue 30, 'Thinking About...Micro- businesses.'

Since leaving school, I have really wanted a job, just like my two brothers. I used to go to a day program, but I didn't really like it there. I had a job for three years at a taco restaurant, where I cleaned the tables and did a few odd jobs. I loved the staff there however I didn't really like that type of work. I did some work experience at Spotlight, Lombards and Target but none of these led to a job. It was hard finding work!

I have always loved craft and a few years ago I started a card making class. I really enjoyed it. It was right up my ally! Another one of my passions is people. So we thought, why not start a card making business? I started by gathering a group of people together who could help me think about my business idea. This included family, friends, a bookkeeper who works with small businesses, a person who runs a business from home and my support workers.

We held the meetings at my place. We talked about product ideas, who I would sell my cards too, how it would work, marketing ideas, what made my cards different, people who might support or promote my business, costs and pricing, managing the money, presentation of my cards, where to purchase what I needed to make my cards, how I would make the stock, registering my business and insurance! Other things that were important to me when starting my business were making sure that my cards were high quality, people viewed me as a business woman and having face to face contact with

my customers. I wanted to start small and see how it went. Every-one in my business circle was enthusiastic. I was absolutely wrapped!

Carolyn who runs a small business, and now helps me to run my business, helped me to design a logo and web site. We tried a few different designs and then asked people what they thought the business was selling. By doing this we came up with a great design! I had business cards and stickers made for the back of the cards and a couple of t-shirts for when I am selling the cards.

As Christmas was approaching, I set a goal to make 100 cards! This was a big goal but I achieved it with the help of my business circle. We all got together one night and over pizza, a glass of wine and soft drink we made close to 100 cards! The cards were designed by me and everyone got busy with stamps, glitter and paper! Some of my business circle even invited a few of their family members to help. It was a real production line! It was lots of fun and didn't cost much!

Now I was ready to sell my cards! As I'm well known in my local community and have a gift for remembering names and dates, Kathryn my business employee, and I set off down the street! I sold my cards at lots of different shops and businesses. People were impressed with the quality of my cards. Because they're hand-made, people loved them! I sold nearly all of my cards in one and a half days!

I'm now getting involved in and learning other parts of my business such as banking and making sure I have enough

money to cover costs. I have made cards for Valentine's Day, Mother's Day and Father's Day. I would also like to make cards for new born babies. I love my business and hope other people can start a business too!

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