

# BUSINESS

# A day in the life of Branson

## Behind-the-scenes peek

YOU have seen the man travelling around the globe in hot air balloons and you can buy a \$200,000 ticket to the edges of our atmosphere and beyond with his space plane, and now the man is only two steps from Gladstone.

Sothertons, in conjunction with its business development division 10X Central Queensland Coast, is bringing one of the world's most successful entrepreneurs to business owners of Central Queensland, via its highly successful *Spark* magazine.

This month, issue 3 of *Spark* features a famous face that all business owners in the Central Queensland region will recognise – Sir Richard Branson – with whom one of *Spark*'s contributors recently spent an afternoon and evening, aboard a luxury yacht in Sydney.

*Spark* gives readers a 'behind

the scenes' peek at an average day in the life of one of the world's most dynamic billionaires, investigating the man behind the Virgin empire and revealing some inspiring insights in the process.

Securing Branson isn't *Spark*'s first coup – since launching in January this year, the magazine has almost doubled in size (from 24 to 40 pages) and is fast attracting new partners, seeking distribution rights (at this stage it is distributed exclusively via a network of pro-active accounting firms around Australia).

Tina Zawila, partner of Sothertons, is thrilled by the feedback she has received about *Spark* and the interest it has generated in their business development division 10X Central Queensland Coast.

"*Spark* expands the scope of how we can help local business



**BIG BUSINESS:** Sir Richard Branson spoke with local business publication *Spark* Magazine.

owners and provides information on the how-to's of success, as well as informative and inspiring pieces, like this issue's Setting Sail with Richard," says Tina. "The relevance of *Spark* has really been demonstrated in the number of calls we've received from Central Queensland business owners, thanking us for the magazine."

Business coach Judy Reynolds sees *Spark* as yet another way Sothertons and 10X Central Queensland Coast are adding value to the local business community.

"Our sole purpose is to help local business improve their cash-flow, grow their business and create a world-class business.

We're not just accountants – we're actually business growth specialists," says Judy.

"*Spark* embodies everything that we're about and gives local SMEs extra tips and how to's, to get in a better financial position."

*10X* provides advice and support for Gladstone region business owners. Phone 4970 1444.