



John Eussen

'eussen Living' is an innovative, online journal specifically written for the decorating and design industry. Feedback suggests that there is a need for a respected source to deliver new concepts and disseminate business development advice. The journal will also provide a platform for discussion and the sharing of ideas in the form of a blog site which will further enhance connectivity within the industry.

Sample research has shown an encouraging response to the journal concept and we expect to achieve a solid subscriber base for January 2012.

The journal will cover a broad range of industry news and issues with a primary focus on business development and increased profitability. This will be delivered in a clear, concise format with each issue containing articles from one of the following categories:

- Business development concepts
- HR issues/workplace relationships
- Consumer behaviour and lifestyle trends
- Retail/industry training
- New products and promotions
- Health Life and Style
- National and International design industry events calendar
- Legal advice
- Colour trends
- Industry news

The essence of the online publication is to provide training and advice to increase sales and profitability for the decorating and design industry.

CONTRIBUTORS

Monthly contributors will be covering topics in relation to specific areas:

- Workplace Relationship Issues
- Business mentoring
- Interior and exterior trends from a media perspective
- Human Resources

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Jo Lamble is the resident psychologist on Channel 9's Today Show. Jo is a columnist with Woman's Day and she gives regular radio interviews across Australia each week. Jo also gives corporate seminars and speeches on relationship and parenting issues and writes a weekly blog at jolamble.com



As the Managing Director of Fauve Management Consulting Pty Ltd, Anthony focuses on developing professional behaviours in others to ensure people effectiveness within all types of organisations. He has worked for over 10 years as a professional behavioural coach within both an international consultancy and his own business, Fauve Management Consulting. During that time Anthony has consulted in 8 different countries, bringing his outstanding coaching abilities to a variety of companies and industries and adding value across all levels. Anthony is an accomplished writer and has completed several books including one on effective workplace behaviours.



Sandy brings years of experience with both decorating and gardening magazines like Better Homes and Gardens, Home Beautiful, Gardens and Outdoor Living and Burkes Backyard. Sandy runs her own photo library, which specialises in gardens, decorating and outdoor living.



One of Anthill Magazine's inaugural 30under30 Award winners, Sebastien Eckersley-Maslin thrives on creating smart solutions to every-day problems. For the past decade he has been balancing the demands of a full time Naval career, a Masters in Engineering and running personal businesses in his scant spare time. In 2009, Eckersley-Maslin returned from active duty in Iraq with a drive to storm the 'front line' of Australian business. To address the two most common barriers to starting a business - time and money - he demonstrated publicly that it was possible to build a viable venture in seven days and on a budget of \$500. After just one week he launched AutoCarLog, an online system to manage vehicle mileage logs. Two months later he is securing joint ventures with multinational organisations and looking down the barrel of venture capital.

Now, Eckersley-Maslin runs BlueChilli - a "Venture Technology" company that builds and invests in digital start-ups by providing technology rather than cash. Eckersley-Maslin is passionate about giving the lessons he's learned back to the entrepreneur community. In May 2010, Eckersley-Maslin was nominated as the most inspiring engineer of the year by the Institute of Engineers Australia (IEAust) and gives advice and assistance to other young entrepreneurs starting out through public speaking and his affiliations with many Sydney Entrepreneur Networks.



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Guest Industry Contributors to be announced each issue

Each issue will provide articles and industry insight for the growth and knowledge of your business from the following sponsored categories. Each company will have a link to their website if you require further information which will help benefit your business.

- ✓ WEBDESIGN by Krafthaus
- ✓ LANDSCAPE DESIGN by sitedesign studios
- ✓ INDUSTRY TRAVEL EVENTS by Reho Travel
- ✓ COLOUR TRENDS & FORECASTING by DULUX
- ✓ PANTONE COLOUR ADVICE by Colour Intelligence
- ✓ HEALTH LIFE & STYLE
- ✓ TRACKING SYSTEMS & AUTOMATION by EVO
- ✓ FLOOR COVERINGS by Designer Rugs
- ✓ INDOOR/OUTDOOR FURNITURE & HOMEWARES by Satara
- ✓ SOFA BEDS AND SOFAS by Sofa Studio
- ✓ IT by SysCorp
- ✓ FINANCIAL PLANNING by David McBryde

CALENDAR OF EVENTS 2012

Including industry trade events

AUSTRALIA

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

INTERNATIONAL

May 2012

South Africa

To be announced.....

May 2012 – South Africa industry tour sponsored by EVO tracking systems. Itinerary to be featured in the first issue 30 January



Industry News

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feedback

We appreciate you taking the time to send us your feedback on the contents of this journal and any suggestions you may have for future issues! Please send your feedback to: <mailto:admin@eussen.com.au> in the interest of your business success.

Subscription Application Form

Account Name: _____

Address: _____

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I require ____ subscription/s @ \$120.00 (plus GST) for 12 issues plus introduction issue mid Jan '12.

Total Cost for annual subscription: _____ (plus GST)

I understand that I will automatically receive 12 online issues plus the introduction issue of eussen Living trade journal to my above email address .

Yours faithfully,

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Or by Electronic Transfer:

Account Name: eussen Pty Ltd Bank: Westpac Bank BSB No: 032298 ACCT No: 321822

Terms & Conditions:

1. Annual Subscription fee is \$120.00 plus gst.
2. Delivery of trade journal can only be made to a valid email address. Communication of any changes to the customer email address is the sole responsibility of the above recipient.
3. Annual Subscription fee is non refundable

Subscription Application Form may be returned by one of the following methods:

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