

Entrepreneur counts days

By MICHAEL WRAY

IF she was less organised, reminders of the ever diminishing days, weeks, months and years could be daunting for Kris Freeman.

But the Manly entrepreneur is more interested in counting the unused days in the scores of calendars around the Manly home where she runs Freeman Productions.

Besides revenue generated by 1.1 million sales each year, each of the unused squares on those calendars, which she sells to businesses throughout Australia, is a vital 24 hours to be used growing her business, looking after her family, going to the gym or relaxing with husband Adrian.

"Being a very organised person I have got it written down where we are going to be in 10 to 20 years time," Mrs Freeman said.

"This business could have grown far quicker but it might not have been so successful."

Business growth, even under Mrs Freeman's tight "rein", has been exponential, growing from nothing in 1998 to more than "seven figures" five years later.

Mrs Freeman gave birth to her first daughter, Eliza, six weeks after starting the business in February 1998.

And Freeman Production's de-



■ Calendar girls ... Sam Baker, Kris Freeman (centre) and Sarah Baker.

velopment has mirrored Eliza's: growing each year and tasting their first steps of freedom.

When Mrs Freeman took four months off work to look after her sick mother, who died in November last year, she could only work a few hours each day and had to trust that the sys-

tems she had put in place would work without her.

"That's what we're most proud of: the systems we've implemented," she said.

"We grew by 12 per cent last year, knowing that the business can run without me is a big achievement."

And the business world has noticed. Freeman Production has made the state final of the Telstra Small Business Awards in the category for businesses with five or less employees.

The winner will be announced on July 12 and will then go into the Australian final.

DH72054