



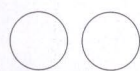
● After a two-year sabbatical, Brisbane entrepreneur Llew Jury has grand designs on Queensland's emerging market in internet advertising and marketing on search engines such as Google and Yahoo. Jury, who at 25 founded what became Queensland's largest website design agency, Alfresco Design, with his brother Al, wants to dominate online advertising in the state.

Marketing on the internet constitutes an ever-growing slice of Australia's \$12 billion advertising expenditure: \$1.4 billion at last count. More importantly, its growth is eclipsing that of other media, such as television and print, surging 42 per cent during the past 12 months.

It is an opportunity that Jury intends to exploit. What rival Reach Local is doing in New South Wales, he wants to mimic in Queensland. And he has the credentials.

Jury weathered the dotcom bust of 2000-01 that killed off many of his larger peers. He went on to build Alfresco into a company of 20 staff before executing a million-dollar-plus exit in 2006. "We were small enough to absorb the really tough times and among the first of our generation to exit," he says.

The terms of the sale barred Jury from dabbling in web development for two years. It was an enforced sabbatical, but it gave him a chance to recover from burn-out and to see how the new digital media market would develop. "Working in the internet game is like working in dog years. You're on the treadmill 70 to 90 hours a week and you don't hop off until you sell it. It's an intense game and you have to be creative all the time."



People are very aware that the world and the economy are moving so quickly that they need help

But Jury did not remain idle. Using his experience as a basis to advise other small to medium enterprises on strategy, he branched out into business consulting under a new venture called Reload Consulting.

His timing could not have been better, with mentors and executive coaches becoming the must-have accessory of senior managers. "People realise now that they can't do everything themselves," Jury says. "They're very aware that the world, the economy, and micro economies are moving so quickly they need someone to assist them, particularly with marketing and strategy."

Big or small, the three most common mistakes companies make relate to cash flow, recruitment and marketing. Companies do not reserve enough cash for tough times. "That is now," Jury points out. He predicts that the market will contract in the next six months and has already witnessed a sharp tightening in credit terms among his clients.

The second most common downfall among companies is hiring people too quickly. Glossing over proper recruitment processes upsets the culture of a business by denting the morale of existing employees.

Finally, Jury says, business managers fail to realise just how much money is required to market and promote a business, and how long that marketing cycle takes.

Jury will incorporate his ambition to rule search engine optimisation and web consulting into the existing Reload business. "The game plan is to keep it boutique, maybe 10 staff, and very honest." **BRW.**

Interview: Agnes King

Llew Jury

Reload Consulting

Position:	Managing director
Milestones:	1999: Founded Alfresco Design with brother Al
	2006: Sells to Web Development Group (now Next Digital)
	2006: Branches into business consulting
	2008: Aims to dominate Queensland internet ads

RECYCLE: DIVERSIFY

Web developer uses downtime to build business consultancy