



Inside Business

Howard Burns

Howard Burns profiles unique businesses in London and region.

Workplace trends spawn new business unit

Tamelynda Lux spurs growth of the new economy by helping the self-employed better target and reach their customers.

THE HOME-BASED business explosion and other changes in the workplace were viewed with a strategic eye by Tamelynda Lux, one of London's young entrepreneurs.

While others looked upon the trends with a degree of casual interest during the recession, the response from Lux, operator of Word Wiz Secretarial since 1988, was straight-up. When she became convinced a large chunk of the new economy was being built largely by self-employed people, she diversified.

She spun off a new business, Lux & Associates, to provide marketing advice, in part to the growing number of people caught in corporate downsizings and restructurings, as well as those self-employed by choice.

"I kept hearing people say, 'maybe I'll start up my own company,'" says Lux, a former legal secretary who launched her first business (a piano-teaching school) while still a student.

Then a London company turned up its nose when she approached it to prepare a marketing strategy for one of her Word Wiz clients.



GEORGE BLUMSON / The London Free Press

Tamelynda Lux decided in 1992 to focus on helping the self-employed realize their business potential.

"I was amazed," says Lux. "They laughed at us. They said 'you're too small.'"

"(But) I thought, this is the way the economy might grow."

She set up Lux & Associates with the goal of helping the self-employed and home-based businesses raise their profile and successfully reach their markets.

It's all based on her belief that regardless of company size or service offered, there's more to it than printing up business cards and getting a listing in the Yellow Pages.

The phone doesn't always ring, says Lux. "They forget the over-

all packaging."

At the same time, she also positioned herself to help clients launch job searches.

Starting at about \$250, Lux develops for her self-employed business clients a custom marketing support plan that covers topics such as the use of advertising, generating publicity and carving out niches. She also provides an in-depth look at any competitors in the field.

Some of her clients are in critical start-up stages; others have been operating for years.

"I've never seen anybody who can do it all. This helps take the burden off," says Lux.

The best part of it for her is meeting and staying in touch with hard-working people trying their best to make a difference.

Together, home-based businesses make up the fastest growing segment of the economy.

The number of self-employed in business skyrocketed 69 per cent to about 1.5 million Canadians in 1991 from 678,000 10 years earlier, according to Statistics Canada.

LUX & ASSOCIATES

Business: Sole proprietorship; career and self-employment marketing consultant.

Based: 1105 Richmond St.

Principal: Tamelynda Lux.

Background: Business first established in 1988 as Word Wiz Secretarial and Administrative Services with assistance of youth venture loan; In 1992, in response to recession and changes in the workplace, she launched Lux and Associates.

Revenue/bottom line: Not disclosed; meeting costs.

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