PRESS RELEASE

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“Business Owners Don't Need Another Government Speech. They Need a Lifeline.” I Couldn't Just Sit Back and Watch.”

Why Melbourne Business Coach Simon Bowden Has Written Three Books to Help Struggling Australians.

MELBOURNE, NOVEMBER 2026 – Australian business owners are being pushed to breaking point, and after more than 30 years helping businesses grow, Simon Bowden believes something has gone terribly wrong.

“I'm speaking to business owners who have worked incredibly hard for decades, only to find themselves struggling to pay their bills, support their families and keep their doors open. Some genuinely believe the current government has turned its back on them.”

Simon, Director of Simon Bowden Coaching, is a business coach, sales trainer and marketing specialist who has helped more than 500 businesses over his career.

But he says the conversations he's had over the past 12 months have been some of the most confronting he’s ever had.

“Business owners are telling me they've never experienced conditions this difficult. They're worried about rising costs, taxes, fuel, cost of living, wages and whether they'll have enough money to survive another month.

“Some feel there's simply no reward for working hard anymore. They're exhausted, frightened and wondering whether it's all worth it.”

And the statistics paint a disturbing picture.

Australian Bureau of Statistics figures report 375,331 business exits during the 2025–26 financial year.

Meanwhile, figures supplied for the same period indicate 14,152 companies entered external administration for the first time. ASIC insolvency data also points to significant financial distress, with approximately 1,800 appointments reported in August 2026 and 1,222 in September.

“These aren't just statistics. Behind every failed business is a person, a family, employees and dreams that may never be realised,” Simon said.

“They Need Help, But They Can't Afford It.”

Simon recalls a conversation with a long-established business owner who described how difficult things had become.

The owner had spent decades building a business, employing people and contributing to the local economy. Yet rising expenses and declining profitability had left them questioning their future.

“What really affected me was hearing how desperately they wanted professional guidance but simply couldn't justify spending money on a business coach.

“When someone is struggling to put food on the family table, paying for coaching becomes an impossible decision.

“That conversation stayed with me. I knew I needed to find another way to help.”

That realisation inspired Simon to put decades of business knowledge into three practical books, making his experience accessible to business owners who may never be able to afford professional coaching.

His first book, **Building More Than A Business**, explores what it really takes to create a successful, sustainable business while building something meaningful for the future.

His second, **How To Sell Without Feeling Pushy**, challenges traditional sales techniques and teaches business owners how to increase sales by building relationships, earning trust and understanding their customers.

His third, **Why Your Marketing Isn't Working**, confronts one of the biggest frustrations facing small businesses: spending money on marketing that simply doesn't deliver results.

“Business owners don't need another motivational speech telling them to work harder. They're already working harder than ever.

“They need practical advice. They need to understand how to attract customers, improve sales, make better decisions and stop wasting money on marketing that doesn't work.”

“If We Don't Support Small Business, What Are We Left With?”

Simon believes Australia needs to start recognising the enormous contribution business owners make to the economy.

“We constantly hear politicians talking about supporting small business. But I'd encourage them to spend a day sitting with business owners who are struggling to survive.

“Listen to their stories. Understand their sacrifices. See what it's doing to their families.

“Running a business shouldn't mean sacrificing your health, your relationships and your financial security just to keep the doors open.”

Simon hopes his three books will give struggling business owners something many have lost: hope.

“I can't personally coach every business owner in Australia. But if my books can help someone win another customer, improve their marketing, increase their profitability or simply find the confidence to keep going, then writing them has been worthwhile.

“Because behind every business is a human being who once had a dream.

“And I refuse to believe those dreams should disappear simply because times have become tough.”

All three books are available on Amazon in paperback and Kindle editions.

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Photo Caption: Melbourne business coach and author Simon Bowden with his three books, written to help Australian business owners navigate challenging economic conditions, improve sales and build stronger, more profitable businesses.