

Summer Company 2017: Brad Kelly

B.K Painting



Brad Kelly has been painting as a summer job for the past seven years, but this year he decided to take it to the next level.

Previously, he worked as a painter for Queen's University, but decided branching off would be more beneficial.

"I saw a chance to make more money doing my own thing," Kelly says.

And he knew it would be a success because, "no one really likes to paint. Like, everyone can, but they don't like it and it takes awhile. And I can do it quickly and efficiently so I decided why not make some money off of it?"

He learned about the summer company program through a friend who'd written an article for a newspaper about it.

Through the program he says he's learned to market himself better in ways he didn't expect would work.

"I didn't like to call (people) on the telephone and what not. And I felt like that was a good tool that I used."

Apart from that, he says he gained clients through kijiji, printing flyers to leave in mailboxes and then through the referral of clients he acquired.

Overall, he managed to gain about 15 clients over the summer, five of which used his services more than once.

"It's nice when people are really happy or they're emailing me back about how pleased they are with the paint job," Kelly says, "and when I get return clients, which is good because I know I've done a good job."

Though Kelly says he still didn't quite meet his own high expectations.

"It's not as good as I planned it out in my business plan, – I shot for the stars – but I'm happy with it. And it's really starting to pick up once I go back to school."

Kelly is taking criminology at Carleton University and is therefore using painting as a side job while in school.

He says the summer company program has been a big help with growing this business.

"I felt like they gave us the tools to succeed and it was our job to utilize it," he says.

Due to its success, he decided his business wouldn't just be a summer job. Though he's not committed to the full-time entrepreneurial lifestyle.

"I want to do this on the side for as long as I can, but I'm not going into this owning my own business. But it's definitely something that's great to have."

His real dream is to end up in law enforcement, but he says running his own business for the time being is definitely worth it.

"It was a great experience. Now that I've learned about running my own business I can do this next summer and throughout the school year. So it's beneficial for short term right now."

