



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Joy McClymont

Entrepreneur - Off the Track Training



"My favourite aspect of being an Entrepreneur is the freedom of opportunity, having the ability to have access to everything online if you're willing to learn."

ABOUT

Joy McClymont is owner of Off The Track Training Pty Ltd, which focuses on providing virtual health and fitness opportunities, guidance and resources to people who want to be a part of a supportive community and participate in a holistic fitness program from any location (home, travelling, office, paddock). Joy lives 100km west of Longreach, QLD on a sheep and cattle station with her husband and four children. As a former teacher and Principal, Joy has had a life-long desire to inspire and educate. She now operates her virtual training business from their property and believes that it has given her an opportunity to help people feel connected and excited about taking steps to improve their overall health. Joy delivers her virtual health and fitness program through an online membership site called Joy's Fitness Hub. As a member of the Hub, participants receive a range of resources and opportunities such as a weekly fitness, food and motivation program, live workouts via teleconference, exercise demonstrations via video and group chats. All of these resources are created online but also loaded onto mp3 players and USB's so that people are not limited by their internet access. Joy works alongside Stacey Curcio, a highly qualified naturopath/ nutritionist from Cultivating Wellness who co-writes and delivers the holistic health and fitness program. Over the past 2 years Joy McClymont has been well recognised for her achievements and initiatives, particularly through receiving Fitness Australia's National Active Achiever Award, 2016, as well as the QRRRWN Business Leader Award, 2015 and being identified by the Regional Institute of Australia as an Online Hero, 2016. Joy is determined to make a difference to the health and fitness of Australia, but is also passionate about proving that you can go somewhere in life, even when you live in the middle of nowhere.

WHAT SUCCESS MEANS

- I have been successful in a lot of different ways.
- I am proud of what I have done so far, and I have gone out there and had a go.
- Obviously I can grow and be more successful, I wouldn't say I am nailing the success in regards to the model and plan on the success train - however I have stayed true to myself and that is important.

FAVOURITE ASPECT OF BEING AN ENTREPRENEUR

- Creativity
- Freedom
- You can think as big as you like these days and you can find the technology or the expertise or even the skills to do so, either by outsourcing or learning to do it yourself.



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MINDSET - STAYING FOCUSED TO DRIVE YOUR BUSINESS FORWARD

- Tackling those mindset challenges, by putting faith in your abilities.
- When something goes wrong just gather your thoughts and figure it out.
- See the possibilities beyond the impossible.
- Remember to start with the core stuff first.
- When the chips are down believe in yourself.
- Thankfully a lot of our clients deal with the same problems and a majority of them experience worse issues with internet so everyone is rather understanding.

DEALING WITH SELF-DOUBT

- I tend to go back to reminding myself why I want this to happen and what it means to me.
- Remembering those core values of why I started.
- I often read comments from clients and testimonies regarding peoples' fitness outcomes, which gives me that sense to continue and push through.

A SUGGESTED FORMULA

- The most important thing is just to start. Don't over think it, you will figure it out as you go.
- The worst mistake people make in business is planning and wanting to be the best and delaying it for 12 months, whereas if you started you could have made those mistakes and corrected them as you progressed.
- Starting, learning and changing - that's the process of evolving.
- You are not meant to get it right the first time, life is about making mistakes.

VALUE OF NETWORKING

- Networking will only improve and grow your business.
- Talking to clients and people, letting them understand where you are and how you can help.
- You have to meet people to know what they want.

MARKETING AND PROMOTION TECHNIQUES

- We have done a lot of great advertisement (Digital Marketing, social media).
- Writing content, utilising blogs, and engaging people online.
- Social media presence is crucial especially at the moment.
- Digital marketing has been something that I have learnt a lot about, which has introduced me to another aspect of marketing techniques.



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PARTNERSHIPS

- I believe partnerships can be a fantastic tool to grow your business. At the moment I have a loose partnership and as the business grows so will the partnership.
- It is important to be open-minded and remember that they have skills as well.
- Taking on board their advice because they are invested into the business.

MENTORING

- Mentors are definitely one of the most important parts in creating a business, infact one of my partners is actually a fantastic mentor. He has taught me to expand my mind and given me the advice to learn about digital marketing.
- It is another person to run ideas by and have someone else's opinion.

ADVICE

- Do it yourself first before you hire somebody. Figuring it out first gives you the ability to understand what truly needs to be done before outsourcing which is also more cost effective.
- You don't need a flash logo or brand when you are just starting out. Just start, the logo and brand images/colours will come eventually.
- Once you have the product, start selling and make those connections. It will only benefit you in the long run.

CONTACT

- Web: www.offthetracktraining.com.au
- Facebook: www.facebook.com/offthetracktraining/