

# Jane Thompson

## Gluten Free Joy

*“Know your market and find a niche that matches your unique skill set/personality”*



### YOU AND YOUR VENTURE

**What words would describe you as a person?**

Hardworking, creative, personable, visionary

**Describe your venture**

To create, market and connect coeliacs and those on a gluten free diet with high quality gluten free experiences, tours and products

**At what stage is your venture?**

12 months (blog/website) - Business launch in August

**What is your service or product?**

Platforms to connect coeliacs with great info, products, experiences and tours

**What is the structure of your venture?**

Solo

**What type of venture do you have?**

Blog and product service (travel, experiences and GF gourmet food products)

**Does your venture reach local/national/international markets/audiences?**

All 3

**If your venture is not reaching an international market, do you wish to extend your venture to do so?**

It is, but not a big influence yet - Intend to build this strongly (US, UK & Europe primarily)

### IDENTITY

**In one word, characterise your life as an entrepreneur  
(Why this particular word?)**

Exciting - Feel like I am finally living out my dream!

### **What does success mean to you?**

Freedom, financial security - Plus helping others to find more joy in their life!

### **What is your favourite aspect of being an entrepreneur?**

Independence. Manage my own time. Personal benefit from the added value my skills bring, rather than it just going to others I work for

## **MOTIVATION / MINDSET**

### **What mindset(s) helps make you successful?**

Hopefulness and hard work

### **What ignited the spark in you to start a new business venture or to make significant changes in an existing business?**

Worn-out (burnout) and reaching a milestone age (50)... now or never to take a leap of faith and step into my dream

### **How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas...what pushes you through?**

Connecting with others/inspired by others. Plus prayer!

### **What is your favourite quote?**

Life isn't about waiting for the storm to pass its about learning to dance in the rain.  
Plus: Eat well travel often!

## **VISION**

### **What is your vision for your venture**

To create local (Brisbane) and global experiences and products.  
To grow a team of enthusiasts that build the business to have global influence and reshape the approach of the food industry to how to cater well and safely for coeliacs and the gluten free community

## **SELF-EFFICACY AND SKILLS**

### **To what do you attribute your success in progressing your entrepreneurial journey?**

Hard work and focus on quality of product (branding, marketing, written text, professionalism)



**What would you say are the top three skills needed to be a successful entrepreneur?**

Hard –working, ability to learn new skills  
Ability to dream (big picture and little picture)  
Ability to understand the market

**What was your biggest mistake in an entrepreneurial context?**

Staying isolated in the beginning (allow self doubt and fear to creep in)

**What was your biggest barrier you faced in your entrepreneurial journey and how did you overcome it?**

Finance  
Finding free resources/low cost and being patient (networking)

**What sacrifices have you had to make to be a successful entrepreneur?**

Finance/risk  
Prioritising the important things

**In your view what factors help individuals make the transition to self-employment?**

Allowing for a transitional phase (part-time financial support)

## **STRATEGY**

**What would you say are the top three key elements for starting your business?**

Knowing your market/niche... lots of research!  
Putting time into learning new skills (restrict outsourcing so that you understand all components of the business as much as possible... gives more control/intellectual power when outsourcing needed as the business grows)  
Committing to quality from the beginning

**What has been your most successful form(s) of marketing?**

Friends/Facebook

**What are your thoughts on the value of partnerships?**

Good if you have unique skills that compliment

**Where did your venture funding/capital come from?**

Small continual contributions from part time job

### **What creative strategies did you use to execute on minimal cash flow?**

Doing a lot myself (e.g. building website...knew NOTHING but taught myself with help of some coaching from the Web Host team... very low cost way to do it)

### **What habits helped make you successful?**

Routine/use of diary/planning the week  
Daily start time  
Prioritising and being patient with the rest

### **What are your top two tools that you use in your venture (i.e. online tools)**

Website  
Social Media marketing (FB and Instagram)

### **Do you want to grow your business? How will you do this?**

YES  
Creating Product. Effective marketing. Building networks

### **How do you stay motivated when things get busy with family and other things?**

Have grace for myself. Family comes first. Keeping the main things (relationships, rest, play) the main thing  
Plus just SO excited to be doing this that it is FUN... all of it (even computer hassles... because each problem solved is a deposit of intellectual capital growth in my future success)

## **NETWORKS**

### **To what extent do you agree with the following statement and why?**

**"The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship"**

Absolutely true!  
Community in business essential re motivation, upskilling and connecting with potential clients

### **What kinds of networks do you access to help your entrepreneurial journey?**

WiRE  
Gluten free community – bloggers, FB groups/pages + Instagram  
Bloggers



**Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?**

YES – she has been an inspiration and example of success (similar life stage situation), and has taught me some of the mechanics of success (and what not to do!)

## **IMPACT OF THE WiRE PROGRAM**

**Why did you decide to participate in the WiRE Program?**

Needed A LOT of help... was feeling overwhelmed and had no finance to pay for professional assistance

**What knowledge have you acquired?**

Business logistics (insurance, security etc)  
Social Media Marketing  
SEO knowledge

**What skills were developed?**

Routine, positive mindset, professional promotion/collaboration pitches

**How useful were these skills in developing your venture and/or your future career?**

Fantastic. Bit by bit putting them all into practice  
(has helped me make ground in these areas while I still have no income from the business and therefore cannot afford to pay for the help)

**What has been the impact of the WiRE Program?**

(on both you personally and your venture)

Confidence to really believe in myself and my dream and give it 100% (now have tool box full of tools whereas before it felt quite empty)

**What benefits have you derived by participating in the program?**

Network of entrepreneurs to be each others cheer squad as well as connections

**To what extent has the WiRE Program affected your attitudes to entrepreneurship or employment more generally?**

More positive... was easier to step away from the security of employment (helped me to see what I really want out of life)

**If you have started a venture, what do you think are the chances of its survival?**

Very good. Determined.

**If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program. If yes please explain your answer (both in term of the dollar value of the total enterprise as well as the scale-up value? or/and increase in sales or growth in customer numbers) (whichever applies).**

Definitely grown (social media platforms/blog traffic) and upscaled... no dollar value/sales yet as I am still creating the sellable product (probably 12 months ahead of scope prior to WiRE)

**If you did have a business/venture when you started engaging in the WiRE Program, what has been the impact of the WiRE Program on the sustainability of business/venture?**

Very good

**How appropriate to you are the skills delivered by the WiRE Program?**

Very

**To what extent have you applied the skills/knowledge learnt through the WiRE Program?**

A lot... rolling out as priorities and finances allow

**To what extent has the WiRE Program helped you to develop strong ties between yourself and other women entrepreneurs? Why?**

Great... our WiRE Hub small group


**To what extent has the WiRE Program helped with the facilitation of emotional support for your entrepreneurial journey? Why?**

Great... encouragement! Feel a lot less overwhelmed, fearful, confused

**To what extent has the WiRE Program helped you to get to know and network with women from different backgrounds, for example different socioeconomic status, age, generation etc?**

A lot, has been really good. It has been a window into the diverse entrepreneurial journeys of so many inspiring women.





**To what extent has the WiRE Program enhanced your ability to link with other entrepreneurs and agencies outside the WiRE community that could benefit your entrepreneurial journey?**

Some. Still to action these.

**Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women**

Know your market and find a niche that matches your unique skill set/personality... don't waste time on something that is already being done by others well.

**Where to find you online**

[www.glutenfreejoy.com.au](http://www.glutenfreejoy.com.au)

[www.facebook.com/glutenfreejoy17](https://www.facebook.com/glutenfreejoy17)

[www.instagram.com/glutenfreejoy](https://www.instagram.com/glutenfreejoy)

**Please share some final thoughts about the WiRE Program**

(See video)