

# Rachelle Hampson

## Juicy Women's Business

Putting the elastic back in your saggy business undies

*"WiRE was a start point for me - it was a curiosity, a dip the toe in the water and see what the idea sounded like in a safe environment with other like minded souls"*



### YOU AND YOUR VENTURE

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

Grounded, Authentic, Quirky, Bold, Loyal, Compassionate

**Describe your venture**

Women are notoriously overthinkers - we don't want to take action until all our ducks are in a row and as such we miss opportunities because we are scared of stepping in and stepping up into the limelight. So many talented women fear failure, judgment, criticism and crazily success. I am a psychologist by trade and I work with women in business to get their thoughts straight to step into making their dream business a reality, grow their 'hobby', become a key player in their industry all the while harnessing their thoughts and beliefs that screw with them, casting doubt and apprehension on their capability.

**At what stage is your venture?**

Burgeoning

**What is your service or product?**

Professional speaking, workshops, seminars, workplace sessions, coaching and psychology

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

Solo

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

Can reach international, national and local

### IDENTITY

**In one word, characterise your life as an entrepreneur**

Independent

**What does success mean to you?**

Freedom to live my life on my terms

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

Freedom, flexibility, independence, creative licence

### **MOTIVATION / MINDSET**

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

Curiosity and growth – always learning - hoops are there to be jumped through

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

To have a greater reach than the counselling room. To work with women who are limiting themselves in their entrepreneurial journey because of their fear and limiting beliefs

## **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?**

You don't have to get it right the first time, it's a process of practicing and experimenting and remolding a work in progress not a specific end result.

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

"Life is a journey not a destination".

### **VISION**

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

To talk honestly and openly with as many women entrepreneurs as possible about what goes on in their heads that stops them, hinders them, downplays them from stepping fully into their dream business. For me this is the most vital part of business - get your thoughts sorted and the rest will follow.

### **SELF-EFFICACY AND SKILLS**

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

It is up to me primarily to trust my instinct, put my fear in my pocket and learn new skills. It also is a result of a couple of people who just hold firm and don't allow excuses from me - call me on my procrastination.



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

Resilience, Determination, Time Management, Positive Growth Mindset

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

Using strangers on social media as the guides, one negative comment and I change my mind, stop and hide for a while

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

Myself. Still a work in progress to have faith and confidence to put myself out there and own my belief in what I am doing and not minimise it and avoid people's questions about it for fear of judgment.

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

Financial – the money spent on training and learning could have been a very nice holiday

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

Having a clear goal and a plan to get there, time management skills and a mindset to remain resilient and focused under duress

## STRATEGY

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

- Understand your why - what motivates you, what you want from your own business to maintain focus in the tough questioning sanity times
- Schedule consistent time – to actually feel like you are getting some momentum and not just repeating what you are more comfortable with
- Target market research - there isn't much point in starting a business and sweating blood if no one is needing/wanting what you are offering. Find this out first although it may hurt your feelings

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

To date word of mouth

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

Partnerships allow for growth, input of knowledge and sharing of burden. Partnerships must be considered carefully because of the investment financially, time and emotionally, and a contingency plan is a must.

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

Me, me and me

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

Teaching myself things I have no idea about such as building a website.

**What habits helped make you successful?**

Showing up consistently and just being available and willing for people to be curious and able to adapt to a variety of markets

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

Social media and Skype

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

Yes, to move to an online space to reach a greater audience to share knowledge, experience and technique on a platform that is not inhibited by geography especially in Australia where geography is a major deterrent.

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

Belief in what I have to offer and the value of my work

## **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”**

Yes, we are not an island we work better with positive connection, support, validation and normalising our tears and triumphs. Working in silos creates more silos whereas collaboration provides a sense of community, purpose and connectedness to be part of something bigger.

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

Business coaching, online group coaching and women's networks

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

Yes, a business coach





## IMPACT OF THE WiRE PROGRAM

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

Great opportunity to collaborate and connect with like minded women in a space of learning and accountability with a particular focus of growth

### **What knowledge have you acquired?**

Possibly listening to different ways people do their business and thinking laterally as well as specifically how knowledge can be made useful to me even when it appears disparate.

### **What skills were developed?**

A skill? To talk out aloud about my venture rather than just keep it in my head and never do anything with it - Rehearse, practice and craft my concept.

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

This gave me the confidence to keep going and keep developing.

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

(on both you personally and your venture)


WiRE was a start point for me - it was a curiosity, a dip the toe in the water and see what the idea sounded like in a safe environment with other like minded souls. This gave me impetus to keep going, positive vibes and encouragement as I listened to other dreamers do the same thing. Venture wise I am spinning in other directions now as a consequence of listening to these women voice their struggles, fears, apprehensions and triumphs.

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

It is about being consistent and doing the work every day and not expecting miracles.

### **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).**

Yes. It is about learning the possibilities for different directions my services and skills can be transitioned to reach a larger audience.



**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?**

I have another business as a self-employed psychologist. WiRE has enabled me to see possibility.

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

It was good to be pushed by the once weekly meeting to take action and be accountable.

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

Yes, I have made a couple of friends locally with whom I can share tears and triumphs and they understand, respect and support the energy of the entrepreneur.

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

During the program it was lovely to connect with like minded women allowing themselves to be vulnerable and real about their struggles, worries and successes.

**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?**

The WiRE Program gathered a range of women from very diverse business positions and enterprises which was refreshing and stimulating to hear how others have really similar struggles - it is just the product and or service that varies.

**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?**

I have made a couple of lovely friends locally and we catch up to keep each other accountable on the sometimes lonely, isolating journey. I know there are women I can ask for help and they care.

**If your venture has not been online previously, has your venture gone online as a result of the WiRE Program?**

Yes, it was a matter of taking imperfect action and taking a dare to put myself out there even though I didn't feel ready.



**If relevant, have you influenced someone else through your WiRE experience to start or grow a venture? “Passing it on” .**

Yes, I work with women entrepreneurs to find their voice so this is always passing it on.

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

Fear is a normal human emotion and it means you are excited and on the verge of something new - it doesn't mean it's too risky and you should stop. Failure is all about the reframe, it's all a big experiment in finding out what works and what doesn't.

**Where to find you online**

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

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

[www.thejuicylivingproject.com.au](https://www.thejuicylivingproject.com.au)

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

(See video)