

Ruth Hotson

Finding Balance Kinesiology



“WiRE has helped me to stay focused on making sure I have the groundwork in place to grow my business ”

YOU AND YOUR VENTURE

What words would describe you as a person?

Passionate about helping people to understand and deal with stress

Describe how you would pitch your venture

You know how life can get stressful and you feel overwhelmed - well what I do is to help relieve stress using a variety of different techniques so you can feel more relaxed and in control. In fact, I worked with a client where everyone had an opinion on what they should do when their relationship hit a rocky patch and they were totally confused. By reducing the stress, they were able to make a decision from a calm and rational space rather than a stressed and emotional one.

At what stage is your venture?

I have been in business for 2 years

What is your service or product?

Kinesiology sessions

What is the structure of your venture?

Solo

What type of venture do you have?

Service

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

Predominantly local, but appointments are available via video call and I have worked with people around Australia and overseas.



IDENTITY

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

Support – I want other people to have support when they need it and have ways they can learn to support themselves.

What does success mean to you?

Feeling fulfilled by my work

What is your favourite aspect of being an entrepreneur?

Working with so many different people from babies, children, teens and adults

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Remembering how beneficial kinesiology was to my health and feeling the desire to share this with as many people as possible

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

Initially I studied for my own understanding but the more I learned the more I knew I had to share this information with other people.

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?

I use kinesiology. I have an amazing supportive partner and friends. I keep a celebration book - I write down every time something makes me proud in my business then on the challenging days I go back and read the highlights. I have a friend who is an entrepreneur and we support and push each other.

What is your favourite quote?

“You don’t have to make me proud of you, you need to be proud of yourself”

VISION

What is your vision for your venture?

I want to grow my business and help more people, especially working with children and teens so they can have a strong foundation for dealing with stress which I feel is so important in our 24/7 world.



SELF-EFFICACY AND SKILLS

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

Knowing that it is bigger than just me. Getting feedback from clients is one of the biggest motivations you can get.

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

- Adaptability – it doesn't always work how you think it will
- Passion – it takes hard work and having a passion helps to keep you motivated
- Humility – knowing that you can't do it all on your own, know your strengths and weaknesses

What was your biggest mistake in an entrepreneurial context?

Not wanting to ask for help, thinking I have to do it on my own

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

Time - knowing that the ground work can take some time, but in doing it correctly it makes life easier in the long run

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

Planning and balance - know what you need to do in order to make the business work and understand this may take time

STRATEGY

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

- Doing your groundwork – understand the customer and what you offer
- Planning – working out what time you need for your business, your job, your family and yourself. It is very easy to over commit
- Find a cheering squad – whether it's a friend, family member or networking make sure you have people who can help you along the journey

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

Word of mouth - as a service based business it is all about the way the client feels after a session - referrals bring most new clients

What are your thoughts on the value of partnerships?

Huge - when you are working for yourself it can be very isolating especially if you have only ever been employed before. Finding people you can align with gives you a feeling of support - it makes you feel like a team.

Where did your venture funding/capital come from?

Very tight budgeting

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

Leveraging - who do you know that you can offer an exchange for services

What habits helped make you successful?

Understanding that I need to invest time in me - both growing my skills but also to rest and recoup

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

I want to continue to build my local profile through talks and referral partnerships but also work on increasing online awareness so I can offer my services to people in regional areas - this was why I wanted to work on growing my online presence with a website

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

I get motivation from helping people, so when I am in the doing, this helps to keep me going.

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"

Definitely - the more time I have to spend telling people what I do the less time I can spend actually helping people. By building relationships, you can help each other which allows you to give the best support to your clients.

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

I am part of a kinesiology mentoring group and I have a friend who I work together with, and we help each other as we grow our businesses.

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

Yes - these are the people in my life who I see doing what they love - working hard to share the message they are passionate about. These are people who I can go to for advice, support and motivation.



IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

Tara told me about the Program and I was looking for some guidance with taking my business to the next level.

In what aspects of the WiRE Program have you participated in so far?

The WiRE Hub

What knowledge/skills have you acquired?

Understanding more of the groundwork or foundation of starting a business - I knew how to do my trade but there are so many components to starting and running a business that it can feel overwhelming to know where to start - understanding the customer, how to communicate with potential customers, looking at the sales funnel.

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

They have been very helpful.

What has been the impact of the WiRE Program?

(on both you personally and your venture)

It has been lovely to meet other people on their journey and to see that we all have similar challenges no matter where our business is. It has given me the motivation and accountability to finish tasks that I have been working on for a while - especially big picture/planning for my business.

What benefits have you derived by participating in the Program?

Clarity in the fundamentals of starting a business

To what extent has the WiRE Program impacted upon you starting a venture? Have you started a venture as a direct result of your participation in the WiRE Program? If it has impacted on you starting a venture, have you registered an ABN?

I had already started before the Program and registered an ABN.

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 terms 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)

It is hard to say whether my business has scaled up due to WiRE. My focus for this year was to build my business and I have had several things in place to work towards that. WiRE has definitely helped me to stay focused and to get clarity.

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?

It has helped me to put in place some of the key business concepts that are required at each level of business, for example lean canvas, value proposition, ecosystems, and customer focus.

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

I found it very appropriate. I understand the Program gives an overview of lots of areas of business which has been great. At times it would have been good to be able to a little more in-depth but I understand that is hard when everyone is at different places with their business.

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

I have used the skills to help develop my website and focus my marketing/ social media.

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

I was lucky to already have other women entrepreneurs in my life, but WiRE has help to increase this and reiterate how important it is - sharing our knowledge as well as our challenges which can often be hard.

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

It helped me to gain clarity on an area that I had been over-thinking - which was how to communicate what I do easily and affectively.

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?

While the Sunshine Coast is counted as regional it have been nice getting to know people in very rural areas of QLD and understanding what impact this has on the entrepreneurial journey.

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 feel much more comfortable in reaching out to people in a wide variety of businesses, whereas before I think I would have thought that their business would need to be aligned.

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

My goal was to produce and launch my website during the process and my website is almost ready to go live.

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

I have been sharing the information with my other friends in business and I have recommended the Program to the education centre where I studied.

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

Ask as many questions as you can to as many people as you can. When you are trying to do things on your own you will only see it from your view point. You can gain wisdom from anyone whether they are in business or not and this can help you to communicate what you do more effectively.

Where to find you online

<http://findingbalancekinesiology.com/>
<https://www.facebook.com/findingbalancekinesiology/>
<https://www.instagram.com/findingbalancekinesiology/>

Please share some final thoughts about the WiRE Program

WiRE has helped me to stay focused on making sure I have the groundwork in place to grow my business. When you work for yourself you can get stuck in the doing/execution. WiRE gave me the accountability to ensure I focused some time on the planning and the big picture.

- Ruth Hotson -